



## Impact of Post Purchase Customer Experience on Online Repurchase Intention with the Mediating Effect of Customer Satisfaction: Evidence from AliExpress Online Users in Sri Lanka

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### ABSTRACT

Online purchasing is growing in popularity in Sri Lanka, as seen by the country's increasing internet penetration rate each year. There aren't *many studies on online repurchase intention, despite the fact that the majority concentrate* on factors that affect online purchase intention. With an emphasis on online customer satisfaction as the mediator, little is known about how post-purchase customer experiences affect online repurchase intention. Thus, the aim of this study is to analyze the impact of Post Purchase Customer Experience on Online Repurchase Intention with the mediating effect of Customer Satisfaction. Through a comprehensive survey conducted among 200 customers of Ali Express, data was collected based on the convenient sampling method. Further, the smart pls 4 software was used to analyze the findings due to the fact that the model of the present study is a multi-dimensional model. Results show that customer satisfaction and repurchase intention are strongly impacted by post-purchase customer experience elements such shipping, goods in hand, returns, packaging, and returns and exchanges. In a similar vein, certain factors have partial mediation effects on the factors and directly influences repurchase intention. This study gives useful insights on consumer behavior in Sri Lanka's online retail industry, along with practical suggestions for merchants looking to enhance their marketing tactics and give their customers more enjoyable purchasing experiences.

*Keywords:* Customer Satisfaction, Online Re-Purchase Intention, Post purchase customer experience, Retail Industry

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Management Studies  
Sabaragamuwa  
University of Sri Lanka

### ARTICLE INFO

*Article history:*

Received: 10 May 2025

Accepted: 15 September 2025

Published: 31 December 2025

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## INTRODUCTION

The growth of e-commerce has revolutionized consumer shopping habits, creating a dynamic marketplace characterized by convenience, variety, and personalization (Ma et al, 2022). Among its many dimensions, online repurchase intention has become a critical focus for e-commerce platforms (Goyal & Deshwal 2023). According to many studies, online repurchase intention is strongly influenced by the post-purchase customer experience (Kim et al., 2024; Goyal & Deshwal, 2023; Ma et al., 2022; Ngubelanga, 2020; Kumar & Anjaly, 2017). Customer satisfaction, which influences repurchase intention, is strongly influenced by key post purchase customer experience aspects, including product quality at the time of delivery, customer service, benefits, and packaging (Kim et al, 2024; Goyal & Deshwal, 2023; Ngubelanga, 2020; Kumar & Anjaly, 2017). For example, a study on online fresh food purchasing found that these post purchase customer experience aspects significantly improve customer satisfaction, which in turn increases the likelihood of repeat business (Madushanka & Nishadi, 2024; Ma et al, 2022; Xiaohui, et al, 2021).

Additionally, a positive post-buy experience, which includes efficient product exchange and maintenance services, raises the possibility that customers will make another purchase, according to Cao et al. (2018). Additionally, Javed et al. (2020) noted that in order to foster consumer loyalty, online businesses place a high priority on easy cancellation of purchases as well as straightforward return and refund procedures.

In Sri Lanka, the number of people utilizing the internet is increasing annually, indicating that online shopping is becoming more and more common there (Perera & Nishadi, 2024; Wijesiri & Wijenayake, 2021; Jayathilak, 2020). Although most research focuses on factors influencing online purchase intention, few studies examine online repurchase intention (Govinnage & Sachitra, 2019; Athapattu & Kulatunga, 2018). Furthermore, little is known about how post-transaction customer experiences affect the inclination of Sri Lankan Generation Z consumers to make additional online purchases.

Despite the growing body of research on post-purchase experience on re-purchase intention, significant knowledge gaps remain, particularly in the context of e-commerce and online transactions (Mustikasari, et al, 2021; Javed et al, 2020). Existing scholars believe that previous research has not sufficiently

examined the ways in which e-satisfaction and post-purchase experiences interact to influence repurchase intention (Kim et al, 2024; Prasadika & Nishadi, 2024; Goyal & Deshwal, 2023; Ngubelanga, 2020; Athapaththu, J. C., & Kulathunga, D. 2018; Kumar & Anjaly, 2017).

Additionally, desired research findings are not enough to figure out the role of Post Purchase Customer Experience on Online Repurchase Intention with the mediating role of customer satisfaction with special reference to Sri Lankan context (Wijesiri & Wijenayake, 2021; Jayathilak, 2020; Govinnage & Sachithra, 2019).

Within this backdrop, the study aimed to identify the impact of post purchase customer experience on online repurchase intention with the mediating effect of customer satisfaction, with particular focus on Ali Express online users in Sri Lanka.

## **LITERATURE REVIEW**

### **Post-purchase Customer Experience**

Gentile et al. (2007) define customer experience as the culmination of a consumer's experiences with a business's goods or services that cause them to feel, think, see, and even feel spiritually. Customers encounter a variety of marketing campaigns (Bruckus et al., 2009), digital interactions (Soter et al., 2004), word-of-mouth referrals (Kvortnik & Ross, 2007), and contextual impacts (Gilmore and Pine, 2002) prior to making a purchase.

This experience extends beyond the purchase itself and encompasses interactions and product use after purchase (Woodruff, 1997). The customer journey includes information gathering, purchase, product consumption, and post-buy interactions, as mentioned by Ngubelanga (2020). In 2022 Truong et al, also discovered that consumers' experiences have a big impact on their inclinations to repurchase. Positive experiences not only boost customer satisfaction but also make repeat business more likely (Amoako, et al, 2021).

## **Online Customer Satisfaction**

A state of mind known as Customer Satisfaction is shaped by whether a customer's expectations are fulfilled, as well as by their pre-existing sentiments regarding the purchasing experience (Qian, 2021; Mustikasari et al., 2021). When it comes to Online consumer satisfaction, it has been defined by some academics as a favorable assessment of prior online purchases and a favorable emotional reaction to them (Nilsson & Wall, 2017).

Furthermore, Miao et al. (2021) emphasized that customer satisfaction is determined by the opinions of customers on a product or service. Brand loyalty is mostly determined by how satisfied customers are with their prior purchases, which also affects the possibility that they would make further purchases (Abrar & Satti, 2017; O'Cass & Viet Ngo, 2011).

Customer satisfaction, according to Mustikasari (2021), is the culmination of an individual's assessment, perception, and emotional reaction to the experience of utilizing a product or service. As a result, the degree of satisfaction is a personal experience that varies with each individual's allegiance (Bulut, 2015). Although a large number of studies have been conducted to explain the role of customer satisfaction on repurchase intention (Mustikasari, et al 2021; Ott et al., 2021; Xiaohui et al, 2021), the desired findings are not enough to figure out the role of customer satisfaction as mediator between post-purchase customer experience and online customer re-purchase intention (Miao et al., 2021; Xiaohui et al, 2021; Mustikasari, et al 2021; Ott et al., 2021; Athapaththu & Kulathunga, 2018).

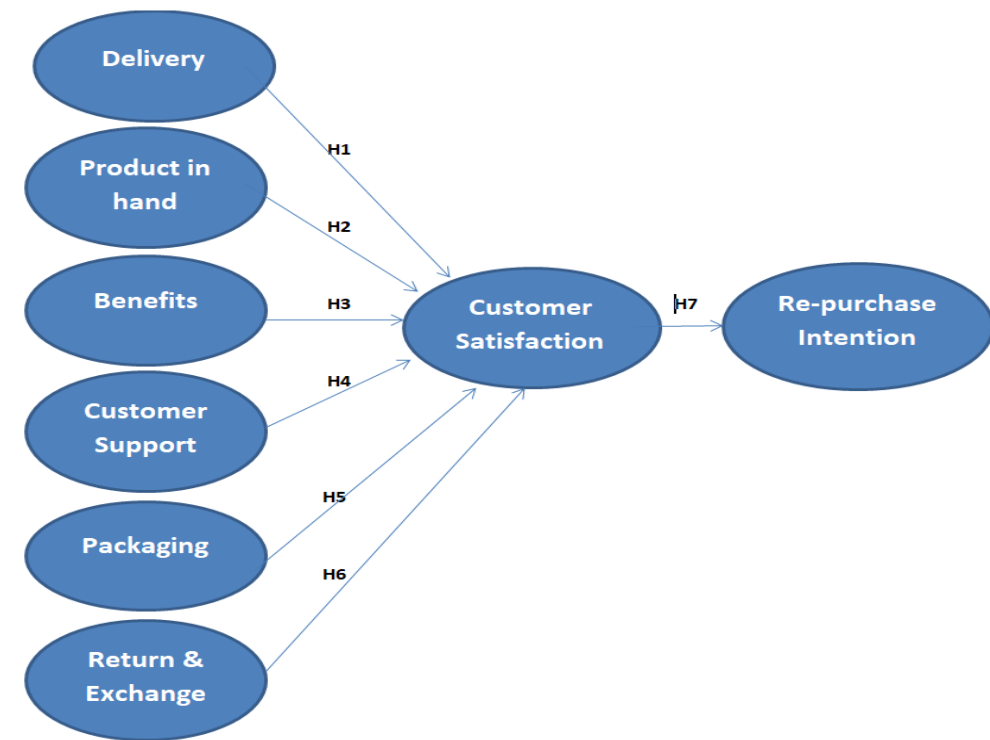
## **Online Re-Purchase Intention**

A customer's intention to make another purchase from the same online shop in the future is known as their online repurchase intention (Bulut,2015). Because it is less expensive to retain existing consumers than to acquire new ones, businesses prioritize doing so (Javed, 2019). Understanding the reasons for customers' loyalty to a particular online shop is crucial since promoting repurchases from current customers can help online merchants increase their profitability (Kumar & Anjaly, 2017). Repurchase intention and customer satisfaction have been linked in some studies (Ali & Bhasin, 2019). This connection highlights the fact that happy customers are more inclined to make additional purchases (Ma et al, 2022). To keep devoted clients and promote

long-term growth, it's critical to maintain excellent customer experiences (Abrar et al., 2017). Further, existing researchers emphasized that the overall customer experience of online shopping plays a major role when influencing repurchase decisions (Kim et al, 2024; Kumar & Anjaly, 2017; Kuo et al, 2009). Moreover, it was highlighted that satisfactory online shopping experience motivates customers to make additional purchases, indicating that repurchase intention is a significant outcome of a satisfactory customer experience (Anshu et al, 2022).

### Conceptual Framework and Hypothesis development

Through careful examination of the above literature, the conceptual framework of the present study was developed as follows.



**Figure 01:** Conceptual Framework and Hypothesis Development

#### Hypothesis 01 - Delivery on online Customer Satisfaction

Delivery is a crucial component of the online buying experience (Handoko, 2016). The consumer should receive a product in good condition, in the amount and quality they ordered online, and within the allotted delivery

time, cost, and location (Asfour et al, 2024; Xiaohui et al, 2021; Cao et al., 2018). According to Asfour et al (2024), delivery drives customer satisfaction, followed by repurchase intention. Further, the scholars highlighted that reliable and prompt delivery increases customer satisfaction and retains customers (Xiaohui et al, 2021; Cao et al., 2018; Jain et al., 2017; Park et al., 2012). According to studies, internet customers value clear communication and flexible delivery options above anything else (Miao et al., 2021; Kumar and Anjali, 2017). According to Holloway and Beatty (2003) and Naidu et al. (2021), the Internet has significantly improved service delivery (Anshu et al, 2022). Consumers communicate through e-delivery and participate in online forums (Jie et al., 2015).

H1- Delivery has a significant influence on Online Customer Satisfaction

### **Hypothesis 02 - Product in hand on online Customer Satisfaction**

The phrase "product quality" refers to a collection of marketable positive attributes that meet fundamental requirements and are under the manufacturer's control to satisfy customer demands (Miao, et al., 2021; Kumar & Anjali, 2017). Even in online settings, early research has shown that one of the most significant aspects influencing consumer satisfaction is product quality (Suchánek et al, 2014; Pan & Nguyen, 2015). Sales promotions that stimulate customer participation can increase the profitability of high-quality items (Amoako et al., 2021; Gök et al., 2019). If the quality of the products being marketed is not up to par, consumers may feel that the marketing is unfair and may be unhappy with the event as a whole (Tzeng et al., 2021).

H2- Product in hand has a significant influence on Online Customer Satisfaction

### **Hypothesis 03 - Benefits on online Customer Satisfaction**

Evelina (2022) described perceived benefit as the sum of the advantages that meet a customer's wants or needs, which is comparable to the concept of comparative advantage but more applicable to the online buying context. Furthermore, perceived benefit was defined by Kim and colleagues (2024) as "the extent to which a consumer believes that he or she will be better off by transacting online with a particular website." E-commerce provides time savings, financial advantages, and overall convenience (Gao, 2019; Al-Debei et al., 2015). Affordability is highly valued by consumers, particularly those making their first purchase. According to Samudro et al,2020, comprehending the significance of a customer's feelings is essential to comprehending their

objectives. Because they think the transaction will be profitable, consumers purchase products online (Ahmad et al, 2020). Online shopping makes it possible to purchase goods and services from any location at any time. Online shoppers can also swiftly browse, look up information, and compare prices without feeling compelled to make a purchase (Al-Debei et al., 2015).

H3- Benefits has a significant influence on Online Customer Satisfaction

#### **Hypothesis 04 - Customer support on online Customer Satisfaction**

Customers are typically more cautious when shopping online than when visiting physical stores because of the physical distance and the virtual nature of the transaction (Herzig et al., 2016). When they shop online, they perceive low dependability and considerable risks (Ahmad et al. 2020). Online merchants frequently use web-based live chat to facilitate communication between customers and employees in order to allay this worry (Xiaohui et al., 2021; Turel & Connelly, 2013). According to studies, offering top-notch customer service can possibility of reducing client complaints and increasing the likelihood that they will return (Xiaohui et al., 2021; Meuter et al., 2000; Reibstein, 2002).

H4- Customer support has a significant influence on Customer Satisfaction

#### **Hypothesis 05 - Packaging on online Customer Satisfaction**

Dash (2021) asserts that the primary goals of packaging are convenience, safety, communication, and containment. The significance of packing in affecting consumer purchasing behavior and customer satisfaction (CS) in offline shopping was emphasized by Boonpracha et al., (2024) and Xiaohui et al. (2021). Packaging design is crucial to attracting customers to online purchasing (Gómez et al., 2015). Furthermore, Malea et al. (2020) claim that it can arouse both emotional and physical needs, which can affect how customers perceive the overall product experience. Moreover, Tian, & Huang (2025). highlighted that this method meets consumer wants by utilizing visual components of packaging. Several other scholars highlighted that customers focus on specific elements of visuals, such as colour, language, images, and shapes, when forming customer satisfaction, followed by post-purchase intention. (Tan et al., 2022; Wang & Chou, 2011).

H5- Packaging has a significant influence on online Customer Satisfaction

### **Hypothesis 06 - Return and Exchange on Online Customer Satisfaction**

Compared with price, which is frequently the focus of e-commerce research, on-time delivery, shipping, and handling are evaluated as somewhat essential for predicting consumer satisfaction (Fornell et al., 2016). According to previous research, two elements that have been identified to affect online shoppers' satisfaction include accurately delivering goods to their homes and appropriately handling returned goods (Öztürk, & Dündar, 2020).

However, issues with return and exchange policies are a common grievance among online customers (Sorescu & Sorescu, 2016). In addition to increasing the likelihood of customer attrition, strict return policies might result in a poor online customer experience (Cao et al, 2018). Online shoppers are unable to visually inspect things before making a purchase, in contrast to traditional brick and mortar businesses (Xiaohui et al., 2021).

They are forced to rely on user evaluations and sales descriptions instead, which sometimes leads to products that don't live up to their expectations (Xiaohui et al., 2021; Cao et al, 2018). Offering consumers a simple, adaptable, and effective return and exchange procedure that surpasses their expectations can boost both repurchase intention (RI) and customer satisfaction (CS) (Xiaohui et al., 2021; Öztürk & Dündar, 2020; Sorescu & Sorescu, 2016).

### **Hypothesis 07 – Customer Satisfaction mediates the relationship between Post-purchase customer experience and Online Repurchase Intention.**

In their study, Mustikasari et al. (2021) investigate the relationship between repurchase intention and customer experience in the setting of both online and offline apparel businesses, using customer satisfaction as a mediating variable. Additionally, a study by Ott et al. (2021) examined what happens to customers when they buy fresh food online and identified significant elements of the online customer experience that affect customer satisfaction and repurchase intention.

Furthermore, Xiaohui (2021) recommended that future studies incorporate additional variables, such as socio-demographic traits and the frequency of online buying, that have been demonstrated to significantly influence online consumer behavior. Furthermore, Miao et al. (2020)

investigate the and relationships among repurchase intention, perceived value, e-customer satisfaction, and e-trust. The study's geographic coverage is restricted to Karachi, Pakistan, where patterns of consumer behavior may vary from those in other areas. In addition, there is a knowledge gap regarding the dynamics of repurchase intention across many product and service categories because it does not focus on any one of them (Qian, 2021; Mustikasari et al., 2021; Ott et al., 2021; Nilsson & Wall, 2017). Therefore, it is clear that prior research has not sufficiently how e-satisfaction and post-purchase experiences interact to influence the intention to repurchase (Athapaththu & Kulathunga, 2018; Abrar & Satti, 2017).

H7 - Customer Satisfaction mediates the relationship between Post-purchase customer experience and Online Repurchase Intention.

## **METHODOLOGY**

### **Research Approach**

A positivistic approach has been used in the current study to examine how post purchase customer experience influence customer repurchase intention with the mediating effect of customer satisfaction. This method, which emphasizes the methodical testing of accepted theories or hypotheses derived from accepted principles, is in line with the Deductive end of the research continuum (Hair et al, 2016; Saunders et al, 2009).

### **Data collection**

The study used a survey-based questionnaire as its primary data collection tool, aligned with its goals and research questions. To ensure accuracy and relevance, the questionnaire design process was carried out through a series of methodical steps. To guide the creation of survey items, the researcher first carefully outlined the primary objectives and research questions. After that, a thorough analysis of the body of research served as a guide for selecting relevant dimensions and variables for inclusion in the questionnaire. Following that, succinct and unambiguous questions were formulated, with an emphasis on respondent comprehension and clarity. To improve its structure and ensure its efficacy, the drafted questionnaire underwent a rigorous pre-testing procedure. Ultimately, the target sample was given access to the

validated questionnaire, making it easier to collect data consistent with the study's objectives.

### **Sample Design**

The people who are exposed to online shopping through Ali Express made up the target demographic for this study. Additionally, the study population was chosen based on research that has been done previously on the impact of Post purchase customer experience on Re-purchase intention. Among the population, 200 respondents were selected as the sample to reflect a range of socioeconomic backgrounds, including age, gender, income, and level of education. Thus, the self-administered questionnaire was distributed among the respondents who are exposed to Ali Express online shopping by using the convenient sampling technique.

### **DATA ANALYSIS**

Structured Equation Modeling (SEM) was used in this study to rigorously evaluate measurement properties. SEM has two essential components: The Measurement Model and the Structural Model. It is a powerful multivariate statistical tool that may investigate both direct and indirect correlations between independent and dependent latent variables systematically (Sarstedt et al, 2016; Ringle et al., 2015).

#### **Measurement Model assessment**

For the purpose of measuring the quality of the constructs, statistics relevant to factor loadings, reliability, validity, and multi-collinearity were determined as follows.

#### **Factor loadings**

The graphic below illustrates the connections among the latent variables, their relevant indicators, and the measurement model. The bulk of factor loadings for each indication are larger than 0.70, indicating strong validity and reliability. Delivery (D), product in hand (PH), benefits (B), customer support (CSU), packaging (P), returns and exchanges (RE), and customer service (CS) are the constructs that contribute to CS. The CS construct

seems to be accurately quantified by its indicators due to its high factor loadings. The model fits well, based on the model fit indices.

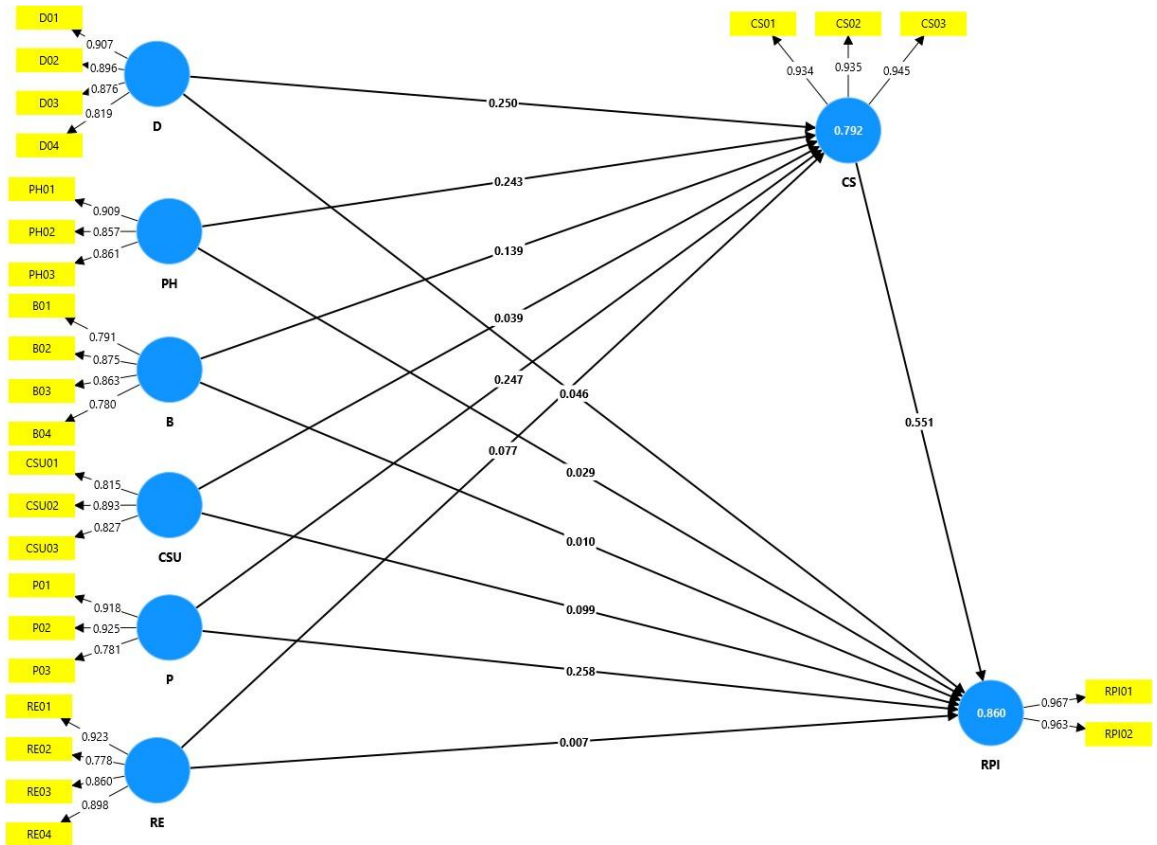


Figure 02 - Measurement Model

### Reliability

Researchers can evaluate the degree of trustworthiness and generalizability of findings to the target audience by evaluating reliability (Hair et al, 2016). The reliability of the study was evaluated using Cronbach's Alpha, rho\_a, and Composite Reliability; a threshold level of 0.700 was deemed acceptable. Thus, the Reliability statistics results are graphically illustrated as follows in Table 01.

**Table 01:** Reliability Statistics

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Repurchase Intention	0.926	0.928	0.964	0.931
Customer Satisfaction	0.932	0.933	0.956	0.880
Benefits	0.847	0.862	0.897	0.686
Customer Support	0.800	0.803	0.883	0.715
Delivery	0.898	0.901	0.929	0.766
Package	0.849	0.872	0.909	0.770
Product in hand	0.848	0.852	0.908	0.767
Return & Exchange	0.888	0.902	0.923	0.751

Source: Survey data (2025)

Regarding Table 01's data, it is shown that all three variables' Cronbach's alpha values fall between 0.881 and 0.932, surpassing the 0.7 criterion. Furthermore, the composite reliability statistics, which ranged from 0.883 to 0.964, demonstrated that the items used to measure the dimensions are adequate for measuring that specific dimension. Good reliability was also shown by the rho\_a number that was returned, which was between Cronbach's alpha and Composite reliability and beyond the 0.70 cutoff level.

### Validity

According to the findings of existing scholars, the validity of the present study was determined considering the Content and Construct validity as follows.

### Convergent Validity

Each concept accounts for a sizable amount of the variance in its indicators, as seen by the fact that all Average Variance Extracted (AVE) values assessing convergent validity are above the necessary threshold 0.5. Repurchase intention (0.931) and customer satisfaction (0.880) are the constructions with the highest AVE values, and they effectively express the meaning they suggest. Even though the benefits' AVE value is little lower than the others', it is still enough.

## Discriminant Validity

The degree to which two conceptually identical concepts are different is known as discriminant or divergent validity (Hair et al, 2010). The present study's researcher employed the widely used Fornell and Larcker criterion to test discriminant validity in the following ways.

### Fornell and Larcker Criterion

Discriminant validity can be established in a variety of ways with Smart PLS. Among them, one of the most widely used techniques for assessing discriminant validity is the criterion developed by Fornell and Larcker in 1981. Consequently, the information in Table 02 illustrates the current study's discriminant validity using the Fornell and Larcker criterion in the manner described below.

**Table 02:** Fornell and Larcker Criterion

	Benefits	CS	CSU	Delivery	Packaging	Product	Return	RPI
Benefits	0.828							
CS	0.757	0.938						
CSU	0.690	0.675	0.846					
Delivery	0.721	0.816	0.645	0.875				
Packaging	0.713	0.825	0.664	0.809	0.877			
Product	0.752	0.827	0.656	0.794	0.823	0.876		
Return	0.678	0.677	0.719	0.613	0.655	0.670	0.866	
RPI	0.740	0.905	0.703	0.803	0.851	0.811	0.675	0.965

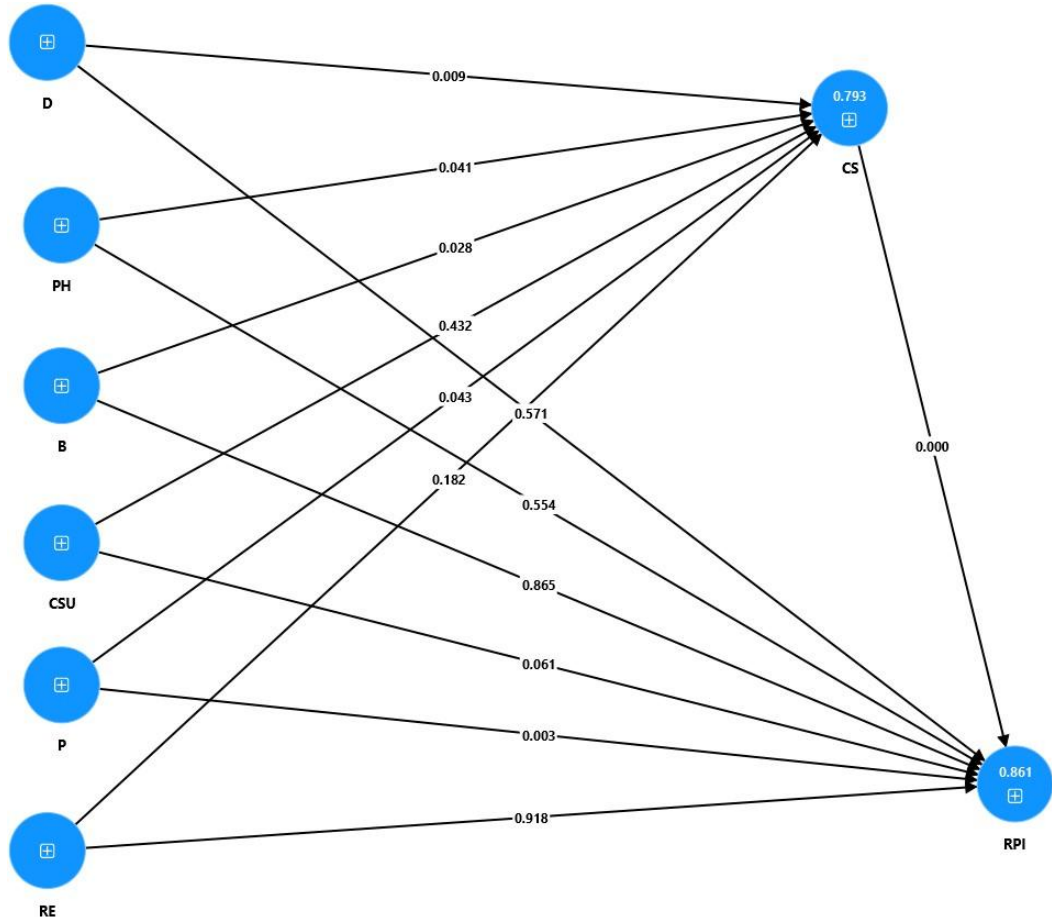
Source: Survey data (2025)

The Average Variance Extracted (AVE) values across the diagonal are consistently higher than the correlations with every other construct, as Table 02 demonstrates. The discriminant validity of the investigation is confirmed by the higher AVE values across the diagonal. Simply put, the elements in each of the study's several constructions share more variance with their own constructs than with other constructs, making them distinct from one another.

## Assessment of Structural Model

In this work, Structured Equation Modeling was utilized to test hypotheses and determine the link between the constructs. Thus, the statistics of path coefficients, confidence intervals, model fit and R2 were used to

ascertain the link between the independent and dependent variables as well as the mediating impact.



**Figure 03:** Structural Model

In line with the above model, the resulting statistics of model fit, path coefficients, confidence intervals,  $R^2$ , and  $F^2$  can be illustrated as follows.

### Model Fit

The overall fit of the structural model was assessed to ascertain how well the suggested causal linkages between the latent constructs fit the research data prior to examining the hypotheses of the current investigation. Experts say that the threshold values of model fit are defined as the SRMR (Standard Root Mean Residual) being less than 0.08 and the NFI value being closer to 0.9.

### Coefficient of Determination ( $R^2$ )

The coefficient of determination is the most commonly used method to evaluate the structural model. Normally, it represents the amount of variance in the endogenous constructs explained by all of the exogenous constructs linked to it.

**Table 03:** Coefficient of Determination

	<b>Original sample (O)</b>	<b>Sample mean (M)</b>	<b>Standard deviation (STDEV)</b>	<b>T statistics ( O/STDEV )</b>	<b>P values</b>
CS	0.793	0.804	0.044	18.083	0.000
RPI	0.861	0.866	0.035	24.336	0.000

Source: Survey data (2025)

The data show in Table 03 visualized how well the independent factors impact for the variance in the dependent variables. The analysis's  $R^2$  value of 0.793 indicates that the six aspects of the post-purchase customer experience account for 79.3% of the variation in customer satisfaction (CS). Repurchase Intention (RPI) has an  $R^2$  score of 0.861, meaning that 86.1% of the variation in RPI can be explained by the six independent variable and customer satisfaction aspects. The fact that both numbers are rather high suggests that the model can explain a lot of things.

### Path Coefficients and Hypotheses Testing

Furthermore, despite standardization, direction coefficients are frequently standardized to range from -1 to +1. Thus, weights equal to absolute 1 are determined to be the most efficient paths, whereas weights closer to 0 reflect the weakest paths.

**Table 04:** Path Coefficients

	<b>T statistics ( O/STDEV )</b>	<b>P values</b>	<b>Hypotheses test results</b>
D -> CS	2.620	0.009	Supported
PH -> CS	2.048	0.041	Supported
B -> CS	2.192	0.028	Supported
CSU -> CS	0.786	0.432	Not supported
P -> CS	2.028	0.043	Supported
RE -> CS	1.334	0.182	Not supported
CS -> RPI	5.220	0.000	Supported
D -> RPI	0.567	0.571	Not supported
PH -> RPI	0.591	0.554	Not supported
B -> RPI	0.169	0.865	Not supported
CSU -> RPI	1.872	0.061	Not supported
P -> RPI	2.987	0.003	Supported
RE -> RPI	0.103	0.918	Not supported

Source: Survey data (2025)

According to the data on Table 04, among the six dimensions of Post-purchase customer experience, Delivery had the highest T value of 2.620 with p value 0.009 proving that Delivery is the most important post customer service experience which determines customer satisfaction while accepting Hypothesis 01. Further, Benefits, (T = 2.192, P = 0.028), Product in Hand (T = 2.048, P = 0.041) and Packaging (T = 2.028, P = 0.043) also significantly influence Customer Satisfaction in online shopping processing T values greater than 1.96 with p-values less than 0.05, proving Hypothesis 02, Hypothesis 03 and Hypothesis 05 sequentially. However, it is to be noted that both Customer support (T = 0.786, P = 0.432) and Return and Exchange (T = 1.334, P = 0.182) had no significant impact with T values lower than 1.96 and p values greater than 0.05. When it comes to mediating effect, Customer Satisfaction (CS) significantly influences Repurchase Intention (RPI) having T = 5.220 with P = 0.000, proving Hypothesis 07, while confirming that satisfied customers are more likely to repurchase from the same retailer again and again. Further, Return on Exchange had a direct impact on Repurchase Intention without any indirect influence.

However, a few of pathways have P-values greater than 0.05, and T-values below 1.96 making them not significant. There is no significant direct

influence (relationship) on repurchase intention in Benefits (B) ( $T = 0.169$ ,  $P = 0.865$ ). Customer Support (CSU) had no significant effect on either Repurchase Intention ( $T = 1.872$ ,  $P = 0.061$ ) and Customer Satisfaction ( $T = 0.786$ ,  $P = 0.432$ ). Additionally, there is no significant relationship/ impact on Repurchase intention in Delivery (D) ( $T=0.567$ ,  $P = 0.571$ ) and repurchase intention in Product in hand (PH) ( $T=0.591$ ,  $P=0.554$ ), Finally, Return and Exchange (RE) had no significant effect on either Customer Satisfaction ( $T =1.334$ ,  $P =0.182$ ) and Repurchase Intention ( $T =0.103$ ,  $P =0.918$ ). As far as the direct effects are concerned, only Packaging as a dimension of Post-purchase customer experience had a significant influence on Online Repurchase Intention having ( $T = 2.987$ ,  $P = 0.003$ ). All the other five dimensions have no direct influence on online repurchase intention.

### Specific Indirect Effect

The data shown in Table 05 below, visually illustrates how six dimensions of Post Customer Service Experience are influencing on Repurchase Intention (RPI) through the mediating effect of Customer Satisfaction.

**Table 05:** Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Results
D -> CS -> RPI	0.137	0.135	0.059	2.340	0.019	Supported
PH -> CS -> RPI	0.138	0.138	0.073	1.892	0.059	Supported
B -> CS -> RPI	0.075	0.073	0.037	2.001	0.045	Supported
CSU -> CS -> RPI	0.022	0.020	0.028	0.790	0.429	Not supported
P -> CS -> RPI	0.133	0.129	0.067	1.977	0.048	Supported
RE -> CS -> RPI	0.039	0.039	0.031	1.262	0.207	Not supported

Source: Survey data (2025)

The T-statistic and P-values establish their statistical significance (T value greater than 1.96 and a P value less than 0.05), and the original sample (O) values show how strong these indirect effects.

T-value greater than 1.96 and a P-value less than 0.05 indicate significant indirect effects of the paths  $D \rightarrow CS \rightarrow RPI$ ,  $PH \rightarrow CS \rightarrow RPI$ ,  $B \rightarrow CS \rightarrow RPI$ , and  $P \rightarrow CS \rightarrow RPI$ , indicating their strong influence on repurchase intention through customer satisfaction. On the other hand, Customer Support (CSU) and Return and Exchange (RE) do not play a substantial role as evidenced by T-values below 1.96 and P-values exceeding 0.05. Finally, Product in hand (PH) has a moderate influence but is not strongly significant. Overall, the results highlight that there is a Partial mediation effect on factors, since both direct and indirect paths are significant.

## CONCLUSION

### Discussion

Examining AliExpress users among undergraduates at the University of Ruhuna, this study sought to determine how post-purchase customer service influenced Generation Z's propensity to make another online purchase. By incorporating relevant theories and insights from the current literature, the study identified key post-purchase characteristics that influence customer satisfaction and repurchase intention. Through careful examination of existing literature, six dimensions namely; Delivery, Product in hand, Benefits, Customer support, Packaging, and Returns and Exchange were identified to measure Post Customer Service Experience. Additionally, based on the suggestions made by existing scholars, Customer Satisfaction was included as the mediating variable to test whether customer satisfaction mediates the relationship between Post Customer Service Experience and Online Repurchase Intention.

The findings show that benefits, packaging, product-hands-on experience, and delivery efficiency all have a significant and beneficial impact on consumer satisfaction. These findings suggest that improving customer satisfaction and promoting repeat business requires timely delivery, excellent product conditions, benefits that are clearly articulated, and visually appealing packaging. Based on the above findings, H1, H2, H3, H5, H7 were accepted with statistical evidences. Among them, customer satisfaction was the most

significant factor influencing the intention to repurchase, underscoring the necessity for online merchants to prioritize customer-centric initiatives. However, Customer satisfaction was not significantly impacted by return and exchange policies and customer support services rejecting H4 and H6. This implies that although these components might improve the overall quality of the service, they do not directly affect customer satisfaction levels that motivate AliExpress consumers to make additional purchases. Additionally, it was discovered that delivery and the sensation of handling the product had a bigger influence on post-purchase satisfaction.

### **Practical Implications**

These results have important real-world implications for online retailers like AliExpress. To boost repurchase intentions among Generation Z consumers, online retailers should focus on improving delivery speed and reliability, ensuring that products arrive in optimal condition, and increasing the perceived value of their offerings through superior packaging and clear benefit communication. Since customer service and return policies have not had a major impact, businesses may need to consider other strategies to improve post-purchase contacts and proactively handle issues rather than relying solely on reactive customer care.

This survey provides more evidence of the significance of a smooth post-purchase experience in increasing customer satisfaction and recurring business. While certain components, like as packaging and delivery, are essential for maintaining long-term connections, businesses also need to consider the ever-changing expectations of their customers. By examining comparable dynamics in the service sector, like banking and hospitality, and figuring out whether elements of the post-purchase experience have a similar effect on customer loyalty and retention in other industries, future study could build on these findings.

### **Directions for Future Research**

Several suggestions are made for further research projects in light of the study's limitations and conclusions. To improve the generalizability of findings, it is first recommended to broaden the industry and geographic scope of comparable studies, acknowledging that the dynamics of the mediating

influence of customer satisfaction vary depending on the situation. Second, in order to further explore future study, researchers should think about combining qualitative techniques with quantitative approaches like focus groups or interviews. Understanding complicated processes and discovering rich, context-specific insights that quantitative methods alone could miss are made possible by qualitative research.

Third, future studies can look into other factors like social customer relationship management and after-sales services that might influence or lessen the post-purchase customer experience.

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