



An Empirical Study on the Impact of Trust and Security on Online Repurchase Intention of Customers in North Gujarat

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Abstract:

Online shopping's explosive growth in North Gujarat has changed consumer purchasing patterns by offering convenience and choice, but it has also sparked worries about security and trust. Repurchase decisions are significantly influenced by security, which refers to safe and secure online transactions, and trust, which is defined as customers' faith in the dependability and honesty of online merchants. This study looks at how trust and security affect North Gujarati consumers' intentions to make repeat purchases online. 200 online shoppers completed a standardized questionnaire, and SPSS was used to analyze the data using regression, reliability, and correlation tests. Findings show that repurchase intention is strongly and favorably influenced by both security and trust, with trust having a somewhat greater impact. In order to promote repeat business and enduring client loyalty, the study highlights the necessity for e-commerce companies to bolster security protocols and cultivate trust.

Keywords:

Trust, Security, Online Shopping, Repurchase Intention, North Gujarat

Introduction:

Online shopping has completely changed how people buy goods and services all around the world. Due to rising internet penetration, smart-phone usage, and the acceptance of digital payments, the e-commerce industry in India has experienced exponential expansion. This trend is seen in North Gujarat, where a burgeoning urban population and tech-savvy consumers favor online shopping due to its ease, affordability, and variety.

Online buying is not without its difficulties, despite these benefits. Concerns regarding security and trust frequently make customers reluctant to make repeat transactions. Customers' faith in e-retailers with relation to product quality, delivery dependability, and service integrity is referred to as trust. The safeguarding of financial and personal data during



online transactions is referred to as security. Even if a customer's first purchase was good, a lack of trust or insufficient security measures may deter them from making another purchase. For e-commerce companies looking to maintain long-term development and client retention, it is essential to comprehend the elements that affect online repurchase intention. In order to help businesses increase customer confidence and loyalty in this cutthroat digital marketplace, this study focuses on analyzing the influence of trust and security on the repurchase intention of online shoppers in North Gujarat.

Review of Literature:

The rapid growth of e-commerce has made **trust** and **security** critical factors influencing online repurchase intention. Several studies have explored these variables in different contexts, emphasizing their importance for customer loyalty and repeat purchase behavior.

• **Trust in Online Shopping**

Trust is defined as the confidence of consumers in the reliability, integrity, and honesty of online sellers. Gefen (2000) suggested that trust is a key determinant of online purchasing behavior, as it reduces perceived risk and uncertainty. McKnight et al. (2002) emphasized that trust affects not only initial purchases but also repurchase intention, as customers are more likely to buy again from platforms they trust. Similarly, Pavlou (2003) indicated that trust mediates the relationship between perceived risk and online buying behavior.

• **Security in Online Shopping**

Security refers to the protection of consumers' personal and financial information during online transactions. Kim et al. (2008) found that perceived security significantly influences consumer trust and purchase decisions. Studies by Kaur and Singh (2019) highlighted that secure payment systems, data privacy, and website security features positively impact customers' repurchase intention. Customers who perceive online transactions as safe are more likely to engage in repeated purchases, reinforcing the need for strong security measures in e-commerce platforms.

• **Repurchase Intention**

Repurchase intention is defined as a consumer's likelihood to buy again from the same seller or platform. According to Hsu et al. (2014), factors like trust, satisfaction, and perceived risk collectively affect repurchase intention. Online shoppers who experience secure transactions and develop trust in the platform show higher intentions to repurchase, suggesting a direct link between trust, security, and repeat buying behavior.



• Combined Influence of Trust and Security

Research indicates that trust and security often interact to shape repurchase intention. Security enhances trust by assuring consumers that their data and transactions are protected, which in turn increases the likelihood of repeat purchases (Gefen, 2000; Kim et al., 2008). Moreover, studies in the Indian e-commerce context emphasize that both trust and security are essential for building long-term customer loyalty and encouraging online repurchases (Kaur & Singh, 2019).

Research Gap

Although numerous studies have explored the role of **trust** and **security** in influencing online shopping behavior, several gaps remain that justify the need for this study:

1. **Regional Context:** Most previous research has focused on global or metropolitan contexts, while limited studies have examined online shopping behavior in North Gujarat, a region with unique consumer preferences, digital literacy levels, and e-commerce adoption patterns.
2. **Combined Effect of Trust and Security:** While individual effects of trust and security on online repurchase intention have been studied, there is insufficient research examining their combined impact, particularly in the Indian regional context.
3. **Emerging Digital Behavior:** With increasing smart-phone usage, digital payment adoption, and the growth of regional e-commerce platforms, consumer expectations regarding trust and security are evolving, requiring updated empirical investigation.
4. **Practical Implications for Local Businesses:** Few studies provide actionable insights for **local** e-commerce businesses and online retailers in North Gujarat to enhance customer loyalty through trust-building and security improvements.

Objectives of the Study:

The main objective of this study is to examine the impact of **trust** and **security** on **online repurchase intention** of customers in North Gujarat. The specific objectives are:

1. To analyze the influence of **trust** on customers' online repurchase intention.
2. To examine the impact of **security** on customers' online repurchase intention.
3. To investigate the **combined effect of trust and security** on online repurchase intention.
4. To provide insights and recommendations for e-commerce businesses in North Gujarat to enhance customer loyalty.



Research Hypotheses:

Based on the objectives, the following hypotheses are proposed:

- **H1:** Trust has a significant positive impact on online repurchase intention.
- **H2:** Security has a significant positive impact on online repurchase intention.
- **H3:** Trust and security together significantly influence online repurchase intention.

Research Methodology

1. Research Type

This study is empirical and quantitative in nature. It aims to investigate the impact of trust and security on the online repurchase intention of customers in North Gujarat. The empirical approach allows for the collection and analysis of primary data to establish measurable relationships among the variables.

2. Population and Sample

- **Population:** The population for this study comprises online shoppers in North Gujarat, including both urban and semi-urban consumers who have previously purchased products or services online.
- **Sample Size:** A total of 200 respondents were selected for the study to ensure adequate representation and statistical reliability.
- **Sampling Method:** The study employed convenience sampling, as respondents were approached based on accessibility, willingness, and prior online shopping experience. This method is widely used in consumer behavior research to collect data efficiently from a targeted population.

3. Data Collection Tool

Primary data were collected using a structured questionnaire, designed to capture respondents' perceptions of trust, security, and online repurchase intention.

- **Measurement Scale:** A 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree) was used to measure the degree of agreement with statements related to each variable.
- **Questionnaire Design:**
 - **Trust:** Items measuring reliability, honesty, and integrity of online sellers.
 - **Security:** Items assessing perceived safety of transactions, data protection, and secure payment methods.



- **Repurchase Intention:** Items capturing the likelihood of customers purchasing again from the same platform.

4. Data Analysis Tool

Collected data were analyzed using SPSS software, employing the following statistical techniques:

1. **Reliability Analysis (Cronbach’s Alpha):** To test the consistency and reliability of the measurement scales for trust, security, and repurchase intention.
2. **Correlation Analysis:** To examine the strength and direction of relationships between trust, security, and online repurchase intention.
3. **Regression Analysis:** To determine the impact of trust and security (independent variables) on online repurchase intention (dependent variable), both individually and combined.

The use of these tools allows for a rigorous empirical examination of the proposed hypotheses and ensures that the results are statistically valid and meaningful.

Data Analysis and Interpretation:

This section presents the analysis of data collected from **200 respondents** in North Gujarat, examining the influence of **trust** and **security** on **online repurchase intention**. The analysis includes **demographic profile**, **reliability testing**, **correlation analysis**, and **regression analysis** using SPSS.

1. Demographic Profile of Respondents

The respondents’ demographic details provide insights into the sample composition:

Table.1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	110	55
	Female	90	45
Age	18–25	60	30
	26–35	80	40
	36–45	40	20
	46+	20	10
	Occupation	Student	50
	Employee	100	50



	Self-employed	30	15
	Other	20	10
Monthly Income	<20,000	40	20
	20,001–40,000	90	45
	40,001–60,000	50	25
	>60,000	20	10

Interpretation:

The sample is reasonably balanced in terms of gender and age, with the majority of respondents aged 26–35 years, reflecting the active online shopping demographic. Most respondents are employees or students, with moderate monthly income levels.

2. Reliability Analysis (Cronbach’s Alpha)

Reliability tests were conducted to ensure the internal consistency of the questionnaire items.

Table . 2: Reliability Analysis (Cronbach’s Alpha)

Variable	No. of Items	Cronbach’s Alpha	Result
Trust	5	0.82	Reliable
Security	5	0.85	Reliable
Online Repurchase Intention	5	0.80	Reliable

Interpretation:

All variables show Cronbach’s Alpha > 0.70, indicating good reliability and internal consistency of the measurement scales.

3. Correlation Analysis

Correlation analysis was performed to examine the relationship between trust, security, and online repurchase intention.

Table. 3: Correlation Analysis

Variable	Trust	Security	Repurchase Intention
Trust	1	0.62	0.71
Security	0.62	1	0.68
Repurchase Intention	0.71	0.68	1



Note: $p < 0.01$ (significant)

Interpretation:

- **Trust and Repurchase Intention ($r = 0.71$):** Strong positive correlation, indicating that higher trust is associated with higher repurchase intention.
- **Security and Repurchase Intention ($r = 0.68$):** Positive correlation, suggesting that perceived security positively affects repurchase behavior.
- **Trust and Security ($r = 0.62$):** Moderately positive, showing that secure platforms tend to foster customer trust.

4. Regression Analysis

Regression analysis was conducted to test the hypotheses and determine the impact of trust and security on repurchase intention.

Table.4: Regression Analysis

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	0.79	0.62	0.61	0.41

Interpretation:

The model explains 62% of the variance in online repurchase intention, indicating that trust and security together significantly influence repurchase behavior.

Table.5: Coefficients Table

Predictor	Beta (β)	t-value	p-value
Trust	0.45	5.12	0.000
Security	0.38	4.21	0.000

Interpretation:



- **H1 (Trust → Repurchase Intention):** Supported. Trust has a positive and significant effect on repurchase intention.
- **H2 (Security → Repurchase Intention):** Supported. Security also positively and significantly affects repurchase intention.
- **H3 (Combined Effect):** Supported. The R^2 value indicates that the combined effect of trust and security explains a significant portion of variance in repurchase intention.

Overall Interpretation of Findings

1. Both trust and security are critical factors influencing customers' online repurchase intention.
2. Trust has a slightly stronger effect than security, suggesting that customers value reliability and integrity of online sellers slightly more than security measures alone.
3. Security enhances trust, reinforcing the idea that secure transactions increase customer confidence, leading to repeat purchases.
4. E-commerce businesses in North Gujarat should focus on building trust through transparent policies, quality service, and reliable delivery, alongside robust security measures, to foster customer loyalty.

Key Findings:

Based on the data analysis of 200 respondents in North Gujarat, the study highlights the following:

1. **Trust positively influences online repurchase intention:**
 - Regression analysis showed that trust ($\beta = 0.45$, $p < 0.001$) has a significant positive impact.
 - Customers who perceive online sellers as reliable, honest, and consistent are more likely to make repeat purchases.
2. **Security positively influences online repurchase intention:**
 - Security ($\beta = 0.38$, $p < 0.001$) was also found to be a significant determinant.
 - Safe transaction environments, secure payment systems, and data protection increase consumer confidence and encourage repeat buying.
3. **Combined effect of trust and security:**
 - The model explained 62% of the variance in repurchase intention ($R^2 = 0.62$), confirming that trust and security together significantly impact online repurchase behavior.
 - Trust and security are interlinked, as secure systems strengthen customer trust, enhancing loyalty and repeated purchases.
4. **Demographic influence:**



- Younger consumers (26–35 years) and those with moderate income levels were most active in online shopping and placed higher importance on trust and security.

Conclusion:

This study empirically demonstrates that trust and security are significant predictors of online repurchase intention among customers in North Gujarat. Key conclusions include:

- Trust has the strongest impact, highlighting the importance of seller reliability, product quality, and service transparency.
- Security also plays a significant role by enhancing consumer confidence in online transactions.
- The combined influence of trust and security significantly predicts customers' willingness to repurchase, explaining over 60% of behavior variance.

Recommendations:

1. Online retailers should regularly update security protocols to prevent cyber threats.
2. E-commerce platforms should actively communicate trust signals, such as verified reviews, certifications, and return policies.
3. Businesses could conduct customer satisfaction surveys focusing on trust and security to identify gaps and improve services.
4. Local businesses in North Gujarat should combine technology (security) with service excellence (trust) to enhance customer loyalty and repeat purchases.

Limitations and Future Research:

- **Limitations:**
 - Sample size limited to 200 respondents in North Gujarat; findings may not generalize to other regions.
 - Convenience sampling may introduce bias.
 - Only trust and security were considered; other factors (e.g., price, user experience, satisfaction) were not included.
- **Future Research:**
 - Explore additional factors like user experience, website design, and social influence.
 - Conduct comparative studies across different states or demographic groups in India.
 - Include longitudinal studies to examine how trust and security influence repurchase behavior over time.



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