

Consumer Trust and Repurchase Intention in Online Shopping: A Descriptive Study

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Abstract: Online shopping in the academic world is still in its early stages. *αλύτιστα* Online shopping in the academic world is still at the early stages. As ecommerce expands, knowing what drives repeat purchases is a critical issue for online retailers. This study centers around major facets of consumer trust, such as security (safety and protection) of the web site, quality of goods, security of payments, confidentiality, delivery on time, and consumer service. It provides a look at how these factors affect online customers' desire for future purchases. The data were analyzed with descriptive statistics and obtained through the structured questionnaires destined for those who are shopping online. The results show that trust has a significant positive effect on customer satisfaction and positively affects the likelihood of repurchasing. People are less inclined to come back to and suggest on-line shopping platforms with unreliable services and opaquer insurance policies. People are less inclined to revisit and suggest online shopping platforms that supply unreliable services and opaque policies. This research underscores the need for establishing trust relationships with customers to foster seamless retention and long-term growth in today's cutthroat e-commerce landscape. The findings emphasize the need for cultivating mutually beneficial trust-based relationships between businesses and customers to guarantee customer retention and continuous business expansion in the relentless e-commerce competition.

Keywords: Consumer Trust, Repurchase Intention, Online Shopping, E-Commerce, Customer Satisfaction, Consumer Behavior, Online Retailing, Customer Loyalty.

Introduction

With the fast development of information technology and the spread of computers and internet, the form of shopping has been changed to an information-based and convenient online shopping. Today the world of commerce is taking a bold leap into the online realm, which has turned Ecommerce one of the most important events happening in the corporate world today, with customers able to have access to products and services anytime, anywhere. Smartphones, digital payment methods and the Internet has inspired consumers to switch to online channels from traditional brick-and-mortar retail. The online marketplaces are becoming very popular indeed over the recent years on account of their ease of access, bigger product range, lower cost and home delivery. In a digital world, however, despite the success of online sales growth, consumer trust continues to be one of the most important factors key to consumer decision-making and ongoing customer relationship development. Conventional shopping experiences have risks and uncertainties associated with them, because consumers are not able to touch or view goods beforehand, and information about sensitive personal and financial data is often given digitally in transactions. Hence, fostering consumer trust is essential to the success and sustainability of any eCommerce business.

Consumer trust in online shopping is trust that consumers put in an online seller or platform in the aspects of security, reliability, integrity and quality of services provided. Consumers trust online retailers to deliver what was promised, safeguard their information, offer secure payment options and enforce a strong customer service system to address concerns. The quality of website, clear return policies, accurate product descriptions, customer



reviews, fast delivery, and the service of customer are among the key factors that can aid in establishing trust between online customers. These positive interactions and consumer satisfaction with the web transactions are likely to encourage positive senses of loyalty to a specific platform and to future transactions with the platform. Therefore, build trust as a key component to create long-term relationships between online retailers and customers.

The intention to repurchase is another critical point to understand in behavioral research and indicates whether the customer will take another trip to the same online website for another purchase. The continually competitive e-commerce market makes acquiring new customers far more expensive than it is to retain the old customers. So businesses have shifted their attentions on improving customers' satisfaction and returning business. People who are confident online shopping websites will do their job can be more prone to return to websites, recommending their websites to others, and repeat purchases. Leveraging on the positive shopping experiences participants were offered, the service they received was dependable, secure payment methods were in place, and the products were of good quality, later this leads to an increase in the participants' confidence in the value they get from the store and their willingness to come back. However, bad experiences like late delivery, substandard items, payment fraud or privacy, can diminish trust and the likelihood to buy again.

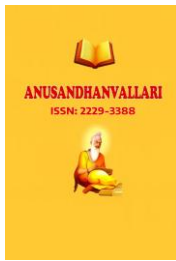
With the increasing rapid development of ecommerce globally, the significance of the study of consumer trust and repurchase intention is rapidly increasing. The COVID-19 pandemic also contributed to the surge in online shopping as people were buying essentials and non-essentials via online channels. This transition underscored the necessity for companies to navigate consumers' expectations and trust issues in virtual settings. For developing economies, including India, online shopping has seen significant growth as internet penetration, digital literacy, and government initiatives geared towards digital transactions have grown. But cyber security, online fraud, fake reviews and product authenticity remain to impact consumer perception and buying habits. So it's crucial to understand the role trust plays in the likelihood for consumers to continue shopping online.

The aim of this descriptive study is to analyse the relationship between consumer trust and repurchase intention in online shopping. The study aims at the understanding of the factors that influence the level of trust among online consumers and the effect of this trust on them to re-shop products from online based commerce sites. A variety of customer perspectives such as the level of security they perceive on websites, the quality of service they receive, the safety of their payments, and the ease of shopping online are explored in this study and are very useful in understanding online purchasing habits. The results of the study could guide online retailers, marketers, and e-commerce companies to generate effective strategies to build customer confidence, incorporate customer satisfaction, and boost customer retention in the long term. The study in summary helps to understand consumers' behavior in a fast-changing online retailing atmosphere, and uncovers the need of trust as the basis for the sustainable growth of the online retailing industry.

Literature Review

As the technology of internet and digital communication has developed, so have the uses and ideas of online shopping and social commerce. Tim O'Reilly (2007) described the shift to Web 2.0 as a "new architecture of the Web which would allow users, not just the software and hardware designers, to participate in its creation, interact with and collaborate with one another, and share Web content. It emphasized the interaction between modern platforms of the internet and the consumer sphere, which has transformed information exchanging tools into interactive spaces where consumers can interact with companies and other users. This evolution edged the way to social commerce and participative online purchasing journey.

Chuan Wang and Ping Zhang (2012) analyzes social commerce, both from a human perspective and a management, technology and information point of view. They focused on the fact that social commerce leverages social media technologies to enhance e-commerce activities, because it's an interactive and relation-based



shopping experience. The researchers noted that the engagement levels and trust of consumers is a key part in the online platform's success.

Focusing on constructs of social commerce and consumers' patterns of online product purchases, Nick Hajli (2015) examined these factors. The study concluded that the trust that people develop through online communities, recommendations, customer reviews and social interaction are powerful factors in customers' purchase decision. The results showed that sharing information and social support have a positive effect on the process of establishing trust and promoting online purchase.

Online shopping experience and repurchase intention has been much studied in recent years. The determinants consist of the variables that influence the behavior or attitude of "repurchase intention" and "word of mouth intention" in the field of social commerce. The determinants are variables that have an impact on the behavior or attitude of "repurchase intention" and "word of mouth intention" in social commerce. They found that when consumers are satisfied, trustful, perceive value in the products and have a positive shopping experience, they are likely to repurchase the products and recommend the online platforms to others. The study highlighted the need of keeping the customer connected to the business for the long-term viability of the businesses.

Likewise, an extensive analysis of social commerce in Europe has been carried out by Ana-Maria Păuceanu, Sebastian Văduva and Adriana-Cristina Nedelcuț (2023) and explained the implications of social commerce for researchers, practitioners and policy makers. Among the key factors affecting consumers' buying habits in an online environment identified by their review were trust, digital interaction and customer engagement. The role of social commerce in today's retailing systems was also highlighted.

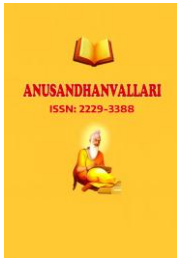
A systematic literature review about the effectiveness of social commerce in influencing repurchase intention was conducted by Arif Wirapraja and Achmad P. Subriadi (2019). They found that trust, perceived usefulness, social interaction and website quality play key roles in their customers' repeat purchase behavior. The study found that customers' satisfaction and the level of trust built becomes the key to retain online customers.

Manisha Jain et al. (2022) introduced the idea of social commerce and observed different factors that influence the behavior on social commerce online. The study highlighted the important role of online review, social networking features, user-friendliness and security measures in enhancing consumers' confidence and satisfaction in online shopping.

Da Jiayi and Ong Bee Keat (2025) also conducted another theoretical review which examined effect of social presence on repurchase intention of social commerce platform. As per their study, when it comes to online shopping, personalized engagement, virtual communication, and social presence are key to influencing customer trust and their repeat buying behavior.

There has been scholarly interest in the phenomena of impulse buying in online shopping, too. Taking a perspective from two factors theory, Lo Li-Ying, Lin Shwu-Wen and Hsu Li-Yun (2016) discussed about the motives behind online impulse buying. The study discovered hedonic contentment, convenience and emotional satisfaction can lead to impulsive buying behavior on-line. Similarly, Sahar Abdelsalam et al. (2020) carried out a study of literature using a systematic approach on online impulse buying in the context of social commerce and found that social influence, the attractiveness of the website, and consumer trust are important in stimulating impulsive buying.

Second, Wiwik Yuwanti et al (2019) studies the factors that influence the repurchase intent in social commerce in Indonesia. They found that trust, the quality of the service, customer satisfaction, perceived ease of use were significantly influencing consumers' intentions to repurchase the product. Positive online experiences led to customer loyalty and long term engagement with online platforms, the results showed.



Last but not least, Feng Zeng et al (2009) examined the determinant factors of online service satisfaction and how these factors affect the behavioral intentions. The researchers found that service quality, responsiveness and reliability have direct effect on customer satisfaction, which directly affects the repurchase intention and customer loyalty. The study highlighted the need for providing quality services at all times to regain consumers' trust and promote re-transactions in online businesses.

From the literature analyzed reviewed, the emergence of variables identified as strong indicators of repurchase intention in an online shopping and social commerce context include consumer trust, customer satisfaction, website quality, and social interaction and service reliability. Overall, the available research discusses the increasing significance of trust in the context of developing loyal customers and maintaining competitive advantage in the e-commerce marketplace.

Objectives of the study

1. To examine the impact of consumer trust on repurchase intention in online shopping.
2. To identify the factors influencing consumer trust in online shopping platforms.
3. To analyze the relationship between customer satisfaction and repurchase intention in e-commerce platforms.

Hypothesis:

H₀ (Null Hypothesis): There is no significant relationship between customer satisfaction and repurchase intention in e-commerce platforms.

H₁ (Alternative Hypothesis): There is a significant relationship between customer satisfaction and repurchase intention in e-commerce platforms.

Research Methodology

The present study is descriptive study and aims to analyse the consumer trust and their repurchase intention in the online shopping. Both primary and secondary data sources are used for conducting the research. Primary data is ascertained by using a structured questionnaire having consumer people, who undertake online purchases often on a routine basis. The questionnaire consists of the questions concerning consumer trust, customer satisfaction, website security, service quality, and repurchase intention. The respondents from different groups are selected on the basis of taking out a convenient sampling mechanism. A mixture of secondary materials extracted from research papers, journals, books, websites and reports or publications in e-commerce and consumer information are used. Data collected are analysed descriptively by performing statistical analysis descriptive columns, tables, charts and average percentages to interpret consumer responses effectively. The purpose of the study is to gain an understanding of factors that affect trust and how they affect consumers' intention to return to the online shopping platform.

Descriptive statistics

Variables	Number of Respondents (N)	Mean	Standard Deviation	Minimum Value	Maximum Value
Customer Satisfaction	200	4.12	0.68	2.00	5.00
Repurchase Intention	200	4.05	0.72	1.00	5.00

The findings of descriptive statistical analysis shows that the variable "customer satisfaction" and " customer repurchase intention" among the online shoppers are high and positive. Generally, the average score on customer satisfaction (4.12) is showing the users' satisfaction regarding the quality of products, websites' functionality, delivery, payment security and customer satisfaction on Internet based shops. The repurchase intention score also reveals that consumers are likely to continue shopping with online retailers in the future as the mean score is 4.05. The values of the standard deviation are relatively low for both variables suggesting consistency of responses from the participants and that responses are close to each other based on the standard deviation values. The results suggest that customers who are happy with their purchase are likely to build confidence and loyalty with e-commerce companies, which can lead to higher likelihood of repeat purchases. Thus, the alternative hypothesis, Customer Satisfaction and ecommerce repurchase intention have a significant correlation can be accepted.

Pearson Correlation Coefficient Analysis

Variables	Customer Satisfaction	Repurchase Intention
Customer Satisfaction	1	0.748**
Sig. (2-tailed)	—	0.000
N	200	200
Repurchase Intention	0.748**	1
Sig. (2-tailed)	0.000	—
N	200	200

** Correlation is significant at the 0.01 level (2-tailed).

From the Pearson Correlation analysis, it is recommended that platforms used in e-commerce have a strong and positive correlation between satisfaction and repurchase. From the Results of r value (correlation) obtained ($r = 0.748$) the conclusion is that there is a significant degree of correlation between level of satisfaction with the customer and the ability to make repeat purchases. With the significance value ($p = 0.000$) below the standard 0.01 significance level, the relationship that the two variables have is statistically significant and has no random variation. The results indicated that customers who were satisfied with the quality of the products, delivery service, website, payment, and customer service were more likely to come back and make another purchase with the company. The positive relationship is also a good indicator that a high level of customer satisfaction is crucial to achieving long-term loyalty and sustainable customer relationships in today's competitive e-commerce environment. Hence, the null hypothesis is accepted to be false and alternative hypothesis is accepted, i.e., there is a significant relationship between Customer Satisfaction and repurchase intention in the context of e-commerce platforms.

Overall Conclusion

Based on the findings in this study, it is concluded that consumer trust and customer satisfaction has a significant influence in the repurchase intention in online shopping and e-commerce platform. The results show that customers who have a positive experience with secure transactions, trustworthy services, good products, timely delivery, and a helpful customer service are more satisfied and form a greater level of trust with the online shop. Customer satisfaction and repurchase intention are also found to have a strong positive relationship with each other, which supports the findings that satisfied customers will be more likely to purchase from an e-commerce platform in the future.

Customer satisfaction and trust are crucial to customer loyalty and long-term relationships, as emphasized in the study, in today's competitive digital environment. For this reason, online retailers should prioritize website security, service quality, transparency, and engagement to boost consumer confidence and customer repeat



purchases. The research further highlights the status of e-commerce in the present economy and the significance of adopting customer-focused approaches for the sustainable development and competitive advantage of businesses.

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