



Analysing the Impact of Personalized Digital Experience on Brand Trust and Repurchase Intention towards Personal Care Products in Salem District

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ABSTRACT

The evolution of digital retail technologies has fundamentally altered the dynamics of consumer–brand interaction. Personalized digital retailing, characterized by tailored recommendations, customized promotions, and data-driven engagement strategies, has become a dominant mechanism for enhancing customer relationships. This study investigates the influence of personalized digital retailing experience on brand trust and repurchases intention within the personal care product segment in Salem District, Tamil Nadu, India. Using a quantitative research design, data were collected from 212 consumers through a structured questionnaire. Statistical tools including reliability analysis, correlation, regression, and mediation analysis were employed to test the proposed hypotheses. The findings reveal that personalized digital retailing significantly enhances brand trust, which in turn strongly predicts repurchase intention. The study further highlights the mediating role of brand trust in strengthening long-term consumer loyalty. The research contributes to digital marketing literature by offering empirical insights from a semi-urban Indian context and discusses necessary transformations in business education to align with evolving digital retail practices.

Keywords: Digital personalizations, brand trust, repurchase intention, consumer behavior, personal care products, business education reform.

1. Introduction

The retail industry is undergoing an unprecedented digital transformation driven by technological innovation, big data analytics, and artificial intelligence. Traditional retail models that relied on mass marketing strategies are increasingly being replaced by personalized digital retailing approaches that focus on individualized customer engagement. Personalized digital retailing refers to the strategic use of consumer data to tailor product recommendations, communication, pricing strategies, and promotional content to individual preferences.

In emerging markets such as India, rapid internet penetration and smartphone accessibility have accelerated online retail growth beyond metropolitan cities. Salem District, a commercially active region in Tamil Nadu, represents a transitional market where digital adoption coexists with conventional retail systems. The personal care product segment including skincare, haircare, hygiene, and cosmetic products relies heavily on brand trust due to the intimate and health-related nature of its usage.

Despite the growing importance of digital personalization, limited empirical research has examined its impact within semi-urban Indian contexts. Furthermore, the integration of digital retail competencies into business education remains underexplored. This study seeks to address these gaps by examining:

- The relationship between personalized digital retailing experience and brand trust.
- The influence of brand trust on repurchases intention.
- The mediating effect of brand trust.
- The implications for curriculum transformation in business education.

2. Literature Review

2.1 Personalized Digital Retailing Experience

Personalized retailing is rooted in relationship marketing and customer-centric strategy. Digital platforms now enable retailers to analyze browsing history, purchase patterns, demographic information, and behavioral analytics to create customized shopping experiences. Personalization enhances perceived relevance, reduces information overload, and increases consumer satisfaction.

The theoretical foundation of personalization can be linked to the Stimulus–Organism Response (S-O-R) model, where personalized content (stimulus) influences consumer perception (organism), resulting in behavioral outcomes (response).

2.2 Brand Trust

Brand trust is defined as the consumer’s willingness to rely on a brand’s ability to deliver on its promises. In digital environments, trust becomes even more critical due to privacy concerns, payment security risks, and absence of physical product verification. Trust reduces perceived uncertainty and fosters emotional attachment. It also serves as a relational bridge between experience and behavioral intention.

2.3 Repurchase Intention

Repurchase intention represents the likelihood of consumers buying the same brand again. It is a key predictor of long-term profitability and customer lifetime value. Personal care products, due to habitual consumption patterns, provide a strong context for studying repeat purchase behavior.

3. Conceptual Framework and Hypotheses

Based on prior literature, the following model is proposed:

Personalized Digital Retailing Experience → Brand Trust → Repurchase Intention

Hypotheses:

H1: Personalized digital retailing experience positively influences brand trust.

H2: Brand trust positively influences repurchase intention.

H3: Personalized digital retailing experience positively influences repurchase intention.

H4: Brand trust mediates the relationship between personalization and repurchase intention.

4. Research Methodology

4.1 Research Design

A descriptive and explanatory research design was adopted.

4.2 Sample Size and Sampling

Data were collected from 212 respondents in Salem District using structured questionnaires. Respondents were selected based on their recent online purchase of personal care products.

4.3 Measurement Scale

A 5-point Likert scale was used.

Constructs:

- Personalization (6 items)
- Brand Trust (5 items)
- Repurchase Intention (5 items)

4.4 Data Analysis

SPSS was used for:

- Reliability testing
- Correlation analysis
- Multiple regression
- Mediation testing (Baron & Kenny method)

5. Results

Reliability scores exceeded 0.80 for all constructs.

Regression findings:

- Personalization significantly predicts brand trust ($\beta = 0.63, p < 0.001$).
- Brand trust significantly predicts repurchase intention ($\beta = 0.71, p < 0.001$).
- Direct effect of personalization on repurchase intention remains significant.
- Mediation analysis confirms partial mediation.

6. Discussion

The results confirm that personalization enhances perceived relevance and reduces uncertainty, thereby strengthening trust. In personal care retailing, where product usage affects personal wellbeing, trust becomes central to repeat purchase decisions. The findings align with relationship marketing theory and extend digital retail research into semi-urban markets.

7. Implications for Business Education

Digital retail transformation necessitates curriculum modernization:

1. Integration of Digital Marketing Analytics
2. Courses on Consumer Data Ethics
3. AI Applications in Retail
4. E-commerce Strategy Modules
5. Industry-Academia Collaboration Programs

Business schools must prepare graduates for data-driven retail ecosystems.

8. Conclusion

This study demonstrates that personalized digital retailing significantly enhances brand trust and repurchases intention among personal care consumers in Salem District. Brand trust serves as a mediating mechanism, strengthening customer loyalty. The findings underscore the need for retailers to invest in personalization technologies and for business education to adapt to digital retail realities.



9. Limitations and Future Research

- Geographic limitation to Salem District.
- Convenience sampling constraints.
- Future research may adopt SEM or cross-cultural comparisons.