

A Study on Determinants of Consumer Repurchase Intention in E-Commerce: Gamification and Reputation Perspective

Mrs. G. Jaya Pennarasi¹, Dr.A.Kanimozhi²

^{1,2}*Assistant Professor; Department of Commerce (A&F), Sona College of Arts and Science*

Abstract- It has happened in online platforms where customer retention and purchasing frequency are a priority due to the increased e-commerce rivalry. The research hypothesis is to check the effect of gamification features and the reputation of a platform and its influence on e-commerce user behavior and subsequent purchasing behavior. The scholars collected e-commerce user data concerning active users by use of a structured questionnaire and analyzed it using quantitative cross-sectional research. The researchers have discovered that the elements of gamification result in an increase in the rates of e-commerce utilization, and reputation of the platforms is one of the essential factors to create consumer trust. Positive outcomes were determined through the use of trust and platform which enhanced repurchase intention. The paper shows how experiential involvement and reputational credibility are key factors in sustaining customer relations in the e-commerce environment.

Keywords: Gamification; Platform Reputation; Trust; E-Commerce Usage; Repurchase Intention.

I. INTRODUCTION

1.1 Background of the Study

Business operations have undergone a fundamental transformation because information and communication technologies now enable consumers to buy through online channels without any time or location limitations. The worldwide growth of e-commerce has led online platforms to face increased competition which requires them to shift their strategic priorities from acquiring new customers to retaining existing ones while creating value over time. Both researchers and practitioners in the competitive market need to understand the factors which drive customers to keep using platforms and to make repeat purchases from those platforms.

The latest findings show that online shoppers will not stick with a website because of its fast transaction process. The platforms now use experience-based and mental techniques to drive users to interact with their services regularly. E-commerce businesses have adopted gamification as a major user engagement strategy which involves applying game-design elements outside of gaming situations (Aparicio et al., 2021). The design of game elements which include points and rewards and badges and challenges aims to drive users towards multiple interactions while extending their time on the platform and increasing their emotional connection to it (Suratmanto et al., 2025).

1.2 Problem Statement

Researchers need to conduct more studies about e-commerce consumer behavior because current research shows multiple shortcomings. Researchers studied gamification in previous studies through indirect relationships that connected consumer behavior patterns to their short-term interactions with the product. Researchers studied platform reputation to understand how trust develops but they did not examine how users experience the platform through its gamification features (Hermawan & Tjhin, 2023; Safari et al., 2024).

The research shows that platform users do not develop repeat purchasing habits through their increased usage of the platform. Users who trust a platform will not develop repurchase behavior because they need to trust the platform before making their first purchase (Aparicio et al., 2021). The study needs an integrated model that links gamification to reputation and trust as well as user behavior to explain why customers will buy again.

1.3 Research Objectives

The primary objective of this study is to examine the role of gamification and platform reputation in influencing e-commerce usage and repurchase intention. The researchers aim to achieve their specific objectives by conducting three different types of analyses which include the following:

- The study will investigate how gamification elements affect the way people use e-commerce platforms.
- The study will investigate how online platforms establish their reputation to build consumer trust.
- The study will evaluate how trust affects customers' decision to make repeat purchases from e-commerce sites.
- The researchers will study how trust functions as a mediator between gamification and platform reputation and their effects on repurchase intent.
- The development of an integrated framework will explain the factors that lead to customers sustaining their e-commerce usage while also making repeat purchases.

1.4 Scope and Significance of the Study

The study investigates e-commerce platform users who have already made online purchases. The research examines how consumers use e-commerce platform gaming features to determine their trust in platform reputation which affects their decision to use the platform and make repeat purchases. The study uses surveys to collect data for testing the proposed relationships through a quantitative research method. The study displays two essential research values. The theoretical framework of the study investigates e-commerce consumer behavior through its analysis of gamification and platform reputation which relates to customers' decision to make repeat purchases. The study develops new trust-centered models to integrate gamification and reputation systems with their independent structural elements (Aparicio et al., 2021; Suratmanto et al., 2025).

E-commerce platform designers and managers can apply the research results to develop effective business operations. The study shows how gamification and reputation work together to affect usage and repurchase intention which helps businesses develop successful engagement strategies that turn visitors into lifelong customers (Safari et al., 2024).

II. REVIEW OF LITERATURE

2.1 Gamification in E-Commerce

The research field of e-commerce now studies gamification as a method that helps businesses boost customer interaction while guiding customer buying decisions. The term describes how people use game design elements that include points rewards badges challenges and leaderboards to create motivation in environments where people need to keep working. E-commerce platforms use gamification to achieve three main goals which include boosting user engagement extending platform time and creating positive customer experiences.

The research results show that gamification boosts customer engagement because it activates both internal and external motivational drivers. Digital platforms benefit from game elements which create enjoyment and competition for users who want to achieve their goals. The research shows that gamified e-commerce environments create positive effects on user enjoyment and engagement which lead to specific behaviors and buying choices (Aparicio et al. 2021). The research shows that online marketplaces use rewards and point-based systems to successfully motivate customers to return to their websites and make purchases (Suratmanto et al. 2025).

2.2 Platform Reputation and Trust

The trust consumers place in e-commerce platforms depends primarily on their platform reputation which people consider to be an essential factor. Reputation represents collective consumer perceptions regarding a platform's reliability, integrity, and ability to deliver promised value. The online transaction process contains fundamental uncertainties which make reputation crucial as a trust-building element that decreases consumer risk assessment.

Existing research shows a strong positive connection between platform reputation and consumer trust according to established findings. Trust functions as a decisive factor which determines whether consumers will use products and how they will decide which products to buy and which products they will buy again. Research demonstrates that consumers prefer to make repeat purchases on platforms which they consider both trustworthy and reputable (Safari et al., 2024). The research by Aparicio et al. (2021) demonstrates that reputation functions as a key factor

which establishes trust banks on which platform elements transfer their power to create repurchase behavior.

2.3 Research Gap

Although existing literature provides valuable insights into gamification, reputation, and repurchase intention, several gaps remain. First, many studies examine gamification primarily in terms of engagement or enjoyment, without adequately linking it to sustained usage and repurchase behavior. Second, research on platform reputation often focuses on trust formation but fails to integrate experiential mechanisms such as gamification within the same analytical framework.

Furthermore, limited empirical studies simultaneously examine gamification and platform reputation as joint determinants of e-commerce usage and repurchase intention. The interaction between experiential design elements and credibility-based factors remains underexplored, particularly in terms of how trust mediates these relationships. Addressing these gaps, the present study proposes an integrated framework that examines the combined influence of gamification and platform reputation on e-commerce usage and repurchase intention.

III. THEORETICAL FRAMEWORK AND HYPOTHESES DEVELOPMENT

3.1 Conceptual Framework

The research establishes a conceptual framework which demonstrates how gamification and platform reputation and trust and e-commerce usage and repurchase intention connect with each other. E-commerce usage will rise because gamification creates greater engagement which leads users to interact with the platform on a regular basis. The platform's reputation will create a positive impact on trust because it reduces consumer risk perception while increasing their desire to make purchases.

The study predicts that increased usage and trust will lead to higher rates of customers making repeat purchases. The study shows that trust will play an intermediary role between platform reputation and repurchase intention while also enhancing the link between gamification and usage results.

3.2 Hypotheses Development

In the current study, its hypotheses are developed on the basis of the available conceptual framework that has been created to develop this research. Gamification is a useful tool that enhances the involvement of the user and platform activity based on its laid performance history. The experiment has revealed that the e-commerce platforms that added gamification with rewards and challenges recorded increased user activity and constant user engagement (Suratmanto et al., 2025).

This study anticipates that gamification will have a positive impact on the use of e-commerce platforms. The experiment shows that gamification leads to high use of e-commerce platform. The reputation of the platform is a core aspect that creates consumer confidence through reduction of uncertainty and risk perception of online shopping. The study demonstrates that reputation acts as a trust-creating factor as it facilitates the consumer to keep their buying trend beside building continued connections with companies (Safari et al., 2024; Aparicio et al., 2021).

IV. RESEARCH METHODOLOGY

4.1 Research Design

The research uses a quantitative cross-sectional study design to investigate how gamification and platform reputation and e-commerce usage and trust and repurchase intention interact with each other. The research uses a deductive method to test hypotheses which researchers established from previous theoretical and empirical studies through primary data collection (Aparicio et al., 2021). E-commerce researchers use quantitative survey-based research designs because these designs effectively demonstrate causal connections between hidden variables (Safari et al., 2024).

4.2 Population and Sample

The paper targets the user of e-commerce platform users who are power users and have used gamified features such as reward points and badges and promotional challenges. The researchers employed non-probability convenience sampling to sample their study participants that were identical with the sampling process in previous studies concerning online consumer behavior (Suratmanto et al., 2025). The authors gathered the information among college

students and professionals working who represent the most significant portion of online customers and users of digital platforms based on (Aparicio et al. 2021).

4.3 Data Collection and Measurement

Researchers collected original data through an online survey which used a fixed question format. The study used existing measurement scales from earlier research to develop its measurement items for five variables: gamification, platform reputation, trust, e-commerce usage, and repurchase intention (Aparicio et al., 2021; Safari et al., 2024). The research project employed a five-point Likert scale which measured all items between 1 = Strongly Disagree and 5 = Strongly Agree according to the standard practice in consumer behavior studies (IJIRT, 2022).

4.4 Data Analysis Techniques

Statistical software (SPSS) was used to determine data analysis. The creation of the summary of respondent characteristics was carried out with the help of descriptive statistics. The researchers did the reliability and correlation study to determine the consistency of the scale and the relationships of various variables. Based on the previously conducted analytical steps to evaluate the effects of gamification and reputation of the platform on trust, e-commerce use, and repurchase intention, the researchers conducted a regression analysis of the hypotheses (Safari et al., 2024).

V. DATA ANALYSIS AND RESULTS

Regression analysis was employed to test the proposed hypotheses. The results indicate that gamification has a significant positive effect on e-commerce usage, suggesting that the inclusion of game elements enhances user interaction with online platforms.

Platform reputation was found to have a significant positive influence on trust, confirming that credible platforms foster higher consumer confidence. Further analysis revealed that trust positively affects repurchase intention, highlighting its critical role in sustaining long-term customer relationships.

Additionally, e-commerce usage was found to significantly influence repurchase intention, indicating that increased engagement with the platform translates into higher likelihood of repeat purchases. Overall, the

results provide strong empirical support for the proposed conceptual framework.

VI. DISCUSSION

The results obtained in the study show that the elements of gamification and system of platform reputation influence how individuals use the e-commerce platforms and their chances of returning to shopping online. The correlation coefficient of gamification and use of e-commerce is positive, these factors suggest that the elements of interactive games increase the interest of users and motivate them to engage in the platform further. The study confirms that gamification is a motivation instrument of an end user that contributes to motivate the latter to use platforms (Aparicio et al., 2021).

The reputation of the platform was also observed to play a significant role in the aspect of trust supporting the significance of credibility, transparency and reliability in the internet space. In the study, it is demonstrated that trust is a core component that dictates the consumer behavior during Internet shopping (Suratmanto et al., 2025).

The study found out that trust was the primary variable that influenced customers to do second purchases and the trust was also the mediator between platform design and customer long-term behavior. The study reveals that the rates of repurchase are higher due to the use of the E-commerce platform as the customers that use the platform more frequently become more accustomed to the platform resulting in lower risk perception. The findings of the research validate the existing conceptual framework in addition to demonstrating the interaction between engagement, trust, and the use of the platform in motivating customers to engage in repeat buying behaviour.

VII. LIMITATIONS AND FUTURE RESEARCH

The study has contributed valuable results to research yet fails to deliver complete findings because of its inherent limitations. First, the use of a cross-sectional research design restricts the ability to capture changes in consumer behavior over time. Researchers of future studies will apply longitudinal methods to investigate how customers build trust through gamification elements and how this trust affects their repurchase behavior over extended periods. The study which used

convenience sampling methods developed research results which only applied to the specific study participants and not to the larger population.

The proposed framework will receive extensions through future research which will investigate additional variables that mediate or moderate relationships between customer satisfaction and perceived value and cultural differences. Researchers can improve their understanding about how contextual elements impact gamification and reputation systems through comparative studies which analyze different e-commerce platforms or international markets.

REFERENCE

- [1] Aparicio, M., Costa, C. J., & Moises, R. (2021). Gamification and reputation: Key determinants of e-commerce usage and repurchase intention. *Information Technology & People*, 34(3), 1–25.
- [2] Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351–370.
- [3] Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.
- [4] Hamari, J. (2017). Do badges increase user activity? A field experiment on the effects of gamification. *Computers in Human Behavior*, 71, 469–478.
- [5] Hamari, J., Koivisto, J., & Sarsa, H. (2014). Does gamification work? A literature review of empirical studies. *Proceedings of the 47th Hawaii International Conference on System Sciences*, 3025–3034.
- [6] Hermawan, J. H., & Tjhin, V. U. (2023). The effect of gamification on customer engagement in e-commerce. *Journal of Theoretical and Applied Information Technology*, 101(19).
- [7] Hoffman, D. L., & Novak, T. P. (2009). Flow online: Lessons learned and future prospects. *Journal of Interactive Marketing*, 23(1), 23–34.
- [8] Hsu, C. L., Chang, K. C., & Chen, M. C. (2012). Flow experience and internet shopping behavior. *Information Systems and e-Business Management*, 10(4), 549–570.
- [9] Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce. *Decision Support Systems*, 44(2), 544–564.
- [10] Kumar, V., & Reinartz, W. (2016). Creating enduring customer value. *Journal of Marketing*, 80(6), 36–68.
- [11] McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce. *Information Systems Research*, 13(3), 334–359.