

FACTORS AFFECTING CUSTOMER REPURCHASE INTENTIONS AFTER A NOTIFICATION OF A DATA BREACH

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ABSTRACT

A data breach occurs when an individual or group gains unlawful access to confidential information such as Personally Identifiable Information (PII). Social exchange theory (STE) stipulates that participation in a mutually beneficial and reciprocal relationship is built upon trust. Grounded on STE, this research uses a quasi-experimental design to study the impact of trust, fear, and anger on customer repurchase intention (CRI). The study uses a control group and a treatment group based on the exposure to a notification of a data breach. Results of a multigroup analysis comparing the two groups' responses in SmartPLS v4 are presented and discussed based on the literature. Future research and practical implications are discussed.

Keywords: Data Breach, Personally Identifiable Information, Social exchange theory, Trust, Customer Repurchase Intention, Security Awareness.