The Use of the Repertory Grid technique in Online Trust Research

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What prompts an online customer to trust one online store and not another? In an attempt to answer this question, a qualitative research method known as repertory grid technique was used to explore the perceptions of web site trust cues elicited from online shoppers in the United States. In addition to exploring what constitutes a trustworthy web site, another objective of this research was to test the repertory grid method adjusted for long distance inquiry. This article reviews a traditional way of using the repertory grid technique, describes a study involving online shoppers, and reports results that list the most prominent online trust cues as identified by online shoppers.

Field of Research: Management, Online Trust

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