عنوان مقاله:
Investigate the Role of Trust, Perceived Risk on Internet Consumer Behavior (Case Study: The Raja Passenger Trains Co.)

محل انتشار:
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خلاصه مقاله:
The open and global nature of the Internet as a transaction infrastructure create uncertainty around on-line transactions, and this poses trust and risk as crucial elements of e-transaction. In this study, we examine an important factor that affects consumers’ acceptance of business-to-commerce (B2C) and the antecedents of consumer trust on Internet consumer behavior. Inadequate protection of personal data, credit card information creates barriers to information exchange and raises risk levels. All of these stress the roles of trust and risk in promoting e-transactions for successful e-commerce. This research evaluate the role of trust and perceived risk on Internet consumer behavior and this is causal research. In this evaluation we use trust-based consumer decision-making model, datas collected from ۰۸۴ Internet consumers via questionnaire tool and for test the proposed model using a Structural Equation Modeling technique with by LISREL ۴۵ software. The results of the study at least for this sample, show that Internet consumers' trust and perceived risk have strong impacts on their purchasing intention. Perceived Privacy Protection (PPP), Perceived Security Protection (PSP), and e-purchasing experience, positive reputation, presence of a third party seal have strong effects on Internet consumers' trust in the Website. Interestingly the information quality of the Website did not strongly influence consumers' trust and perceived risk.

کلمات کلیدی:
Electronic commerce, e-purchasing intention, Antecedents of trust, trust, Perceived risk

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منتظر تایید اصلت این گواهی می‌توانید وضعیت تث مقاله را از طریق لینک فوق به صورت آنلاین کنترل نمايند.