عنوان مقاله:
- A New Method for Determination of Effective Criteria to Evaluate Electronic Trust (E-Trust) of Online Customers

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خلاصه مقاله:
Electronic business (E-business) and increasing advances and growth of its risk have resulted in the fact that marketers pay so much attention to the trust, satisfaction and loyalty of customers in order to enhance the income and reduce the competition risk. Many studies have been conducted on the effective factors on trust. But yet no definite method has been suggested to determine the effective factors to provide questionnaire or start the research. In this article, by using the researches of scientists about E-Trust in an online environment, OMMTrust hypothesis to identify indicators/indexes and optimal criteria which are influential on E-Trust, are proposed to initiate the research and one sample of it will be implemented by SPSS software and finally, suggestions will be presented for future researches.

کلمات کلیدی:
Electronic trust, online purchase, marketing, customer, electronic business

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