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

محل انتشار:
دومین کنفرانس بین المللی وب پژوهی (سال:1395)
تعداد صفحات اصل مقاله: 6 صفحه

نویسنده‌گان:
SeyedHamed Jafarpour - M.A Student in Information Technology Engineering,MehrAstan Institute of Higher Education Astane_Ashrafiyeh, Guilan, Iran
Azam Andalib - Faculty Member in Computer Engineering Group,Rasht Branch, Islamic Azad University, Rasht, Guilan,Iran

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

لینک ثابت نتیجه در پایگاه سیویلیکا:
https://www.civilica.com/Paper-IRANWEB02-IRANWEB02_048.html

این صفحه به متعاقبی تاییدیه نمایه سازی مقاله در پایگاه استادی سیویلیکا می‌باشد. در هر لحظه به منظور تایید اتصال این گوگه‌ها می‌توانید وضعیت ثبت مقاله را از طریق لینک فوق به صورت آنلاین کنترل نمایید.