

TRUST FACTORS AFFECTING B2C E-COMMERCE

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ÖZET

E-hizmetler günümüzde ticari işlemlerin süresini kısaltmakta ve maliyetlerini azaltmaktadır. Dolayısıyla gerçek bir devrim olarak nitelendirilebilirler. Genellikle e-hizmetler, yalnızca bir bilgisayara ve işi gerçekleştirmek için modern bir iletişim aracına ihtiyaç duyar. Ancak bu hizmetlerin yerine getirilmesi konusunda güven son derece önemli bir unsur olarak karşımıza çıkmaktadır. Dolayısıyla bu işlerin güvenli bir şekilde gerçekleştirilebilmesi için, ticari ve yasal düzenlemelerin yapılması, tüketicilere ilişkin taahhütlerin belirlenmesi ve tüketicilerin geleneksel ticari ortamlarda olduğu gibi korunmasının sağlanması gereklidir. Dolayısıyla, e-ticarette güven son derece önemlidir. Alanyazındaki çalışmalarda B2C e-ticaret ortamlarında güveni etkileyen faktörler çeşitli şekillerde incelenmiştir. Ancak bu faktörlerin ve birbirleri ile ilişkilerinin genel olarak incelendiği kavramsal modeller son derece sınırlıdır. Bu çalışmada, önceki çalışmalardaki sonuçların analizine dayalı olarak, B2C e-ticarette etken olan güven faktörleri ve bu faktörler arasındaki ilişkileri gösteren bir kavramsal model geliştirilmiştir.

Anahtar Kelimeler

Güven; B2C e-ticaret; risk; web Tasarımı; pazar

ABSTRACT

Today e-services are shortening the duration of business transactions and reducing their costs. They can, therefore, be described as a real revolution. E-Services need a single computer and a modern communication tool to do the job. In e-commerce, business-to-customer (B2C) defined as achieving attention, market orientation, perceived security, technological trust and excellence in relationships between vendor and clients. However, trust in the fulfilment of these services is highly significant. Therefore, to ensure the safety of these companies, fulfilment of commercial and legal regulations and the determination of consumer commitments are critical. In earlier studies, some factors affecting trust in B2C e-commerce environments have proposed. However, insufficient studies are showing a conceptual model and the relationships among those factors. In this study, based on the analysis

of the results of earlier studies, a conceptual model is developed showing the factors affecting trust in B2C e-commerce and the relationships among these factors.

Keywords

Trust, B2C E-commerce, Risk, web design, marketing

INTRODUCTION

Digital markets have emerged as convergent centers for various companies and have linked an extension of manufacturers, distributors, retailers, and production components on a single data network. The increase in the B2C e-commerce has made several companies look for new ways to understand online shopping behavior and to attract and retain consumers [1]. The appearance of many studies tries to contribute building confidence in the e-commerce environment. Several studies have focused on developing the contents and interfaces of e-commerce sites [2], [3]. Research has conducted on trust in e-commerce are mainly aimed either to understand the composition of confidence better or to understand better how various factors affect confidence in the Internet environment. The factors influencing confidence differed regarding identify the trust [4], [5]. Some studies have overlapping or duplicating elements with those mentioned in other reviews [6], [7]. Some studies have a comparative dimension in aggregation factors across different countries and cultures and have shown how they differ in various contexts [8], [9]. Companies today succeeded in performing business to raise confidence through an internal corporate network to distribute information everywhere. Experts stressed that financial movements on the internet have become as secure as traditional face-to-face economic changes. However, no entity or institution yet has been created to demand an entirely safe system. On the other hand, mistrust reiterated as one of the most significant barriers to people's participation in e-services. Researchers report that one of the main reasons for these disappointing results is the lack of trust between consumers and service providers [10]. For this reason, consumer confidence in e-commerce has become an urgent and critical issue for governments and companies, as well as for researchers interested in this

area. Studies have been conducted to identify the factors that affect consumer confidence in electronic commerce, whether negative or positive.

METHODOLOGY

This study aims to focus on the critical issues surrounding confidence in e-commerce by identifying the concept of trust in electronic transactions. The study based on previous studies on trust in e-commerce, which were reviewed and exceeded 100 research papers. Consequently, factors affecting confidence were determined directly or indirectly.

ANALYSIS OF PREVIOUS LITERATURE

The rapid growth of online virtual communities increases interaction and makes virtual communities more dynamic [11]. Trust management has one of the most critical components in this environment [12], [13]. Several studies have been conducted to determine the online confidence-building model in e-commerce. According to [14], they developed a model consists of four sections: **Professionalism** includes the following elements: Web design, Usability, Proper branding. **Consideration** consists of the following elements: user interface, self-reputation, risk, and other reputation. **Technological incentives** include the following elements: security, user privacy, and payment systems. **Reliability** includes the following elements: real-world presence, size, customer-oriented. This model is the most widespread widely according to many studies, but there have been many attempts to develop this model. Such as [15] model update consists of six dimensions, consumer and institutional behavior, information, products, transactions, technology, a challenge the trust change is not dynamic according to technological development, as well as conditions associated with the development of Internet use.

Proposed factors for the trust model

The study attempted to update the confidence model by adding some dimensions that would increase consumer confidence. That arranged as below:

A. Culture

The belief that culture is another critical factor to be considered, according to many studies that have made comparisons with the impact of national culture on trust in e-commerce. For example, [16] conducted research indicating that confidence and beliefs may be a relatively different aspect of e-commerce. Therefore, the ability to predict and know national cultures contributes to increased confidence. According to [17], the cultural factors in B2C e-commerce has examined in

Pakistan and Australia. The results show that B2C sites reflect in one way or another cultural environment that surrounds online buyers. It seems that the impact of online buyers to buy, companies need to develop sites culturally adapted to their marketing strategies to improve online sales by targeting different cultures. A comparative study between US and Korean communities suggests that the perceived effectiveness of US buyers has a significant positive impact on their business intentions, which has a significant negative impact on their fears of e-commerce. In contrast, the perceived effectiveness of Korean consumers does not significantly affect the purchasing plan and their concerns for e-commerce. The results of the group's identity analysis confirm that the perceived effectiveness of US clients is much stronger than Korean consumers [18].

B. Logistics

Logistics for delivery and shipping can be another challenge because of the digital divide between countries that can be more challenging for sellers and customers, as well as the national and international organization aimed at improving the level of trust in e-commerce [19]. The results indicate that rapid delivery has a positive impact on financial performance, as it leads to higher demand rates, increased demand, and higher repurchase rates in cross-border transactions. According to the study where they used of forty thousand data from online store sales of consumer electronics [20]. The study pointed out that B2C company should focus on the time, cost and reverse logistics aspects, especially product return, product quality and information exchange for the design and management of distribution logistics. Electronic technology is updated very rapidly and the e-commerce market changes every time.

C. Feedback

Feedback is another issue to show customers' judgment of buying online. In B2C, integrity is the concept that companies operate in a consistent, reliable, and honest manner while keeping their promises. Ability refers to the belief that companies can fulfill their commitments. Good faith is in the ability of companies to pay attention to the interests of consumers and be concerned for the welfare of their customers. In the B2C e-commerce environment, three key players interact to determine consumer confidence levels. These trust parties are consumers, sellers, rulers. Based on the results of previous studies indicated, the e-commerce sites need constant feedback from customers, after-sales service, and any sales problems with an urgent need to respond to customers [5], [6]. Also it is believed that trust models based solely on reactions from other peers in society are inaccurate and ineffective. The counterpart

receives through his interactions with other peers; integrate the total number of peer transactions, and the credibility of feedback sources in a model to assess the reliability of their peers. Common problems encountered in a variety of online communities. Therefore, the study supported the addition of these dimensions to the confidence model in this study an attempt to highlight these aspects and their importance.

D.Customer Privacy & International Legislation and Internet Gaps

It is worth mentioning that the market orientation is the perspective of e-commerce. In a study conducted in [21], it is found that perceived security and privacy were the main factors affecting brand trust in online libraries. Brand confidence refers to the desire of customers to rely on the brand to perform its stated function [22]. The study concluded that e-commerce sites should have sufficient privacy policies that need to be highlighted on their websites, and mechanisms should be developed to enhance security perceived by customers. Here, privacy policies referred to how online businesses use customer information [23], [24]. In an attempt to develop the start-up model of B2C e-commerce [6], combine these two factors: security, privacy and terms thereof as perceived safety and technological merit. In another study to develop the electronic retail trust model using a national sample of 908 respondents from the United States [4], revealed that after-sales service customer satisfaction, security, and privacy are the three critical factors affecting online trust. The safety issue also echoed in a study by [25], where they suggested that bearing competitive pressures and the desire to maintain relationships with clients, institutions have equally developed the technology needed for online companies to ensure security and trust. Other researchers expanded the model development model [26] the theory of social psychology to link faith and willingness to deal. Also based on the literature of confidence, [8], [27] suggested a model for presenting communication between familiarity and willingness to sell. The study indicated that trust reduces the concern about the privacy of the information and leads to customer readiness to deal. They also suggested that knowledge of Web sites would increase confidence in the website and this risk would play a moderating role in influencing trust, which would affect the desire to deal with the privacy of the information and the customer's interest. Thus, belief is the critical determinant of the buyer-seller relationship; if insured, the customers will be willing to offer and share personal information with electronic vendors [28], [15]. Researchers echoed concerns about the privacy of

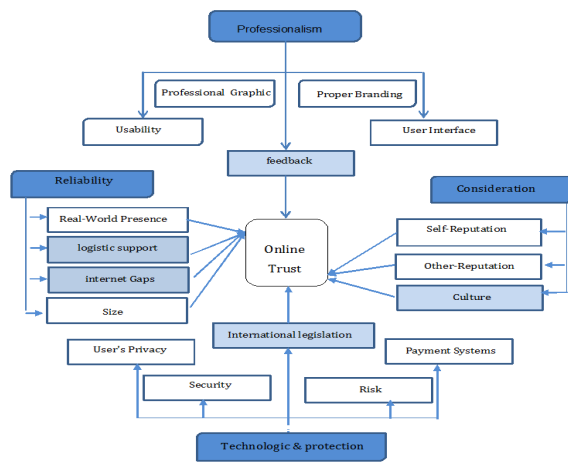
information, noting that websites need mechanisms to communicate privacy protection information. Concern for information privacy has also echoed by researchers like [29], [30] where they stated websites need to have mechanisms to communicate the information about privacy protection in the form of privacy seals and policies. This finding supported by other of researchers like [31], [32] stated that privacy issue of customers has a strong influence on trust. Contradicting the relationship between confidence and concern for the Internet information privacy, [33], [34] indicate that increasing perceptions of trust will influence the privacy parameter to permit the customer to determine that the benefits of disclosure of personal information outweigh the risks.

Within the study, believe that international legislation and internet gaps it is essential to support confidence. Previous studies and recommendations on Internet gaps, international legislation [35], have pointed to the need to develop the necessary infrastructure for the Internet and to expand the relationship between local and international telecommunications networks. Implement appropriate economic measures that increase competition in the Internet services market and allow Internet companies to provide their global portals. As well as develop a legal environment for dealing with the Internet, including the issuance of appropriate electronic commerce laws such as digital signature, digital identity, tax treatment and consumer protection to reduce the digital divide between countries. According to [36], the fulfillment of the system, government actions, and the reputation of electronic retailers, the quality of information, the security of e-commerce platform and the status of e-commerce platform has a significant impact on customer confidence.

RESULTS

The B2C e-commerce topic can understand by showing the significant relationships of the trust construct with market orientation, risk, security trustworthiness, user interface quality, perceived product and service information quality. Thus, this study contributed to this growing area of research by fulfillment the process of designing E-commerce websites required from shopping firms, web-designers to understand firstly, plus improve the features of E-commerce websites by acquiring knowledge about the market orientation, security trustworthiness, user interface quality, perceived product, and service information quality. Furthermore, people with a higher level of trust in e-commerce are more likely to participate in e-commerce [6], [37]. Overall, the current findings confirm the results [38] that emphasize the importance of trust in the e-

commerce websites, which has an impact on both consumer satisfaction and e-loyalty. It is believed that the proposed model [14] can be updated as in Fig.1 by considering these dimensions. However, more research needs to be performed to validate these factors.



Items that have added

Fig. 1 The proposal Model (Adopted from [14])

CONCLUSIONS

To create a general model, first, a government or a reliable organization must develop a fundamental perspective to include controls and legislation that guarantee the right of both parties business and customers. That will help build confidence in e-business. When this model included in the strategic planning of governments, this may encourage electronic transactions that contribute significantly to providing full support for e-commerce and increasing trust and moving Turkey from local to global. Is essential in the Middle East and is characterized by a cultural and intellectual rapprochement with all its surroundings, so it must have the potential to exist strongly in foreign markets by supporting the small activities of individuals and developing its technical structure with what suits the external market conditions.

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