

The Factors Affecting Customers' Trust on Electronic Commerce Website of Retail Business in Bangkok

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Abstract : The purpose of this research was to identify factors that influenced the trust of e-commerce within retail businesses. In order to achieve the objectives of this research, the researcher collected data from random e-commerce users in Bangkok. The data was comprised of the results of 382 questionnaires. The data was analyzed by using descriptive statistics, which included frequency, percentages, and the standard deviation of pertinent factors. Multiple regression analysis was also used. The findings of this research revealed that the majority of the respondents were female, 25-40 years old, and graduated a bachelor degree. The respondents mostly worked in private sectors and had monthly income between 15,000-25,000 baht. The findings also indicate that information quality factors, website design factors, service quality factor, security factor and advertising factors as significant factors effecting customer trust of e-commerce in online retail. The hypotheses testing revealed that these factors in e-commerce had an effect on customer's trust in the same direction with high level.

Keywords : e-commerce, online retail, Retail business, trust, website

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