

Antecedents of Online Trust Towards E-Retailers for Repeat Buyers: An Empirical Study in Indian Context

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Abstract : The present work explores the trust building mechanisms in the context of e-commerce vendors and reconciles trust as a cognitive as well as a knowledge-based mechanism in the framework which is developed. The paper conducts an empirical examination of the variables integrity, benevolence, and ability with trust as the dependent variable and propensity to trust as the mediating variable. Authors establish ability and integrity as primary antecedents as well as establish the central role of trust propensity in the online context for Indian buyers. Authors further identify that benevolence in the context of Indian buyers online behaviour seems insignificant, and this seems counter-intuitive given the role of discounts in the Indian market. Lastly, authors conclude that the role of media and social influencers in building a perception of trust seems of little consequence.

Keywords : e-commerce, trust, e-retailers, propensity to trust

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