

STUDY OF THE TRUST FACTORS HIERARCHY IN INDIAN ECOMMERCE

Dr. Sushila Madan

Associate Professor- Lady Shri Ram College,
Delhi University, India

Abstract

Trust is the key issue in building relationships with customers on the Internet while transacting online. Given the differences between a virtual and a conventional marketplace, antecedents and consequences of trust merit re-examination. This research identifies various trust factors which exist in Indian e-Commerce market place and the customers' inclination towards these factors. The findings in this research suggest that people are more likely to purchase from the web if they perceive a higher degree of trust in e-commerce and have more experience in using the web. The study attempts to provide a tool to the e-vendors to understand what the customers expect from an e-Commerce site in order to make a purchase and how to improve their online stores to attract more customers. Furthermore, people with a higher level of trust in e-commerce are more likely to participate in e-commerce. Therefore, the study aims to provide insight to the customer with a view to indulge in online shopping more advantageously. The study is based on the data collected through questionnaires about the Organization, Web-site and Customer's trust levels which are likely to be influenced by the level of perceived market orientation, site quality, technical trustworthiness, and user's web experience etc.. This was conducted mainly on the experts in Indian e-Commerce market who have indepth knowledge about executing online transactions successfully.

Keywords: e-Commerce Trust, Indian Customers' Trust, Online Trust, Trust Factors.