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Introduction to Electronic Commerce and Social

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Electronic Commerce By Turban Et Al

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This paper describes a theoretical model for investigating the four main antecedent influences on consumer trust in Internet shopping, a major form of business-to-consumer e-commerce: trustworthiness of the Internet merchant, trustworthiness of the Internet as a shopping medium, infrastructural (contextual) factors (e.g., security, third-party certification), and other factors (e.g., company size, demographic variables).

A Trust Model for Consumer Internet Shopping ...

E-commerce can be approached from two major perspectives: technological and managerial. This text uses the second approach. Most of the presentations are about EC applications and their implementation.

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