

عنوان مقاله:

Investigate the Role of Secure Socket Layer (SSL), Presence of Https:// URLs Protocol and Perceived Privacy Protection (PPP) on Internet Consumer Behaviour

محل انتشار:

هشتمین کنفرانس بین المللی تجارت الکترونیک با رویکرد بر اعتماد الکترونیکی (سال: ۱۳۹۳)

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خلاصه مقاله:

The open and global nature of the Internet as a transaction infrastructure create uncertainty around on-line transactions, and this poses trust and risk as crucial elements of e-transaction. In this study, we examine an important factor that affects consumers' acceptance of business-to-commerce (B2C) and the antecedents of consumer trust on Internet consumer behavior. Inadequate protection of personal data, credit card information creates barriers to information exchange and raises risk levels. All of these stress the roles of trust and risk in promoting e-transactions for successful e-commerce. This research evaluates the role of secure socket layer (SSL), presence of Https:// URLs and Perceived Privacy Protection (PPP) on Internet consumer behavior and this is causal research. In this evaluation we use trust-based consumer decision-making model, data collected from ۴۲۰ Internet consumers via questionnaire tool and for test the proposed model using a Structural Equation Modeling technique with LISREL ۸. ۵۴ software. The results of the study, show that Perceived Privacy Protection (PPP), Perceived Security Protection (PSP) have strong impacts on Internet consumers' trust and perceived risk. Internet consumers' trust and perceived risk have strong impacts on their purchasing intention

کلمات کلیدی:

e-purchasing intention, Perceived Privacy Protection (PPP), Perceived Security Protection (PSP), trust, Perceived risk

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