

Association for Information Systems

AIS Electronic Library (AISeL)

ICEB 2014 Proceedings

International Conference on Electronic Business
(ICEB)

Winter 12-8-2014

Effects of Risk Awareness and Website Reputation Through Online Trust on Purchase Intention

Chatpong Tangmanee

Chayanin Rawsena

Follow this and additional works at: <https://aisel.aisnet.org/iceb2014>

This material is brought to you by the International Conference on Electronic Business (ICEB) at AIS Electronic Library (AISeL). It has been accepted for inclusion in ICEB 2014 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact elibrary@aisnet.org.

EFFECTS OF RISK AWARENESS AND WEBSITE REPUTATION THROUGH ONLINE TRUST ON PURCHASE INTENTION

Chatpong Tangmanee, Chulalongkorn University, Thailand, chatpong@cbs.chula.ac.th
Chayanin Rawsena, Chulalongkorn University, Thailand, chayanin_r@hotmail.com

ABSTRACT

Success in electronic commerce relies greatly on customer's trust. While other studies have examined various factors affecting the online trust, a few have researched on the effects of risk awareness and website reputation together on purchase intention through online trust. The current study attempts to fill the gap.

300 samples of web-based shopping participated in online questionnaires using a quota sampling technique. Based on the confirmatory factor analysis (CFA), the measurement is valid and reliable. Using the structural equation modeling technique, we confirmed the significant effects of the risk awareness and the website reputation on the online trust which further contributed to the purchase intention. The relationship between the risk awareness and the website reputation is also confirmed positive.

In addition to extending theoretical insight into the antecedents and the consequence of the online trust, web-based vendors may adopt the findings to adjust their online stores to raise customer's trust and ultimately increase the possibility of the purchase.

Keywords: Online trust, risk awareness, website reputation, purchase intention.