

Evaluation on Factors That Affect Consumer Trust in E-Commerce in Malaysia

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ABSTRACT

The evolutions of computing and communication technologies keep on improving and it has made the boom in e-commerce possible. E-commerce is an effective way to do transaction of business through internet; it can bring a lot of the benefit for the consumers such as: get variety of products and services, increase in the speed of transactions and easy global reach to consumers and vendors. However, e-commerce is still facing some of the challenges that affect the e-commerce growth. In the Malaysia, most of the consumers were not purchasing from the internet vendors, because they are lack of trust in e-commerce. The lack of physical clues and physical interaction in the online environment make it more difficult to establish trust with the consumers. Without trust, most of the consumers may decide to forgo use of the internet and revert back to traditional methods of buying products or services. To counter this trend, the research will aim to investigate how consumers perceive the importance of some selected factors, for them to feel trust to purchase online. In order to achieve the research objectives and the author will also collect the primary data through a questionnaire. As we know, there have many factors that will affect the consumer trust, but there are also many factors that can help establish consumer trust. Privacy and security are the major factors for the consumers to feel trust, to purchase online. A good security strategy can provide a secure transaction and prevent or reduce some of the security threat. Therefore, the author will determine those factors which affect the consumer trust in e-commerce and develop a research model showing that different variable will affect consumer trust in e-commerce as well as come out with the several best practices that can help to increase consumer trust in e-commerce.