Trust in E-Commerce A Study of Customer Perception

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ABSTRACT

SYNOPSIS

This report is intended to provide detailed information regarding the project titled " Research and Development of Patient Management System with MIS Features for Iyali hospital" .The project comprises of twelve objectives accomplished in the duration of two long semesters which is approximately eight month. The objectives are compressed into thirteen chapters accordingly .And each of these chapters are interconnected and posses some level of coherence to aid better flow and rhythm. The brief discussion of the thirteen chapters below gives an insight on the overall content covered during the course of this project.

Chapter 1 – Introduction

The introduction chapter is done in order to show a general idea and overview of the entire research. The chapter covers the general introduction on what dissertation is all about. With the aid of introducing the background of the research, the person who reads will know why and how the study is started and why it is significant to study trust in e-commerce: a study of customer perception. Therefore, problem statement is not left behind and research objectives will be discussed then followed by the discussion of research question, limitation of the study as well as the summary of the entire chapter.

Chapter 2 – Literature Review

The literature review is an evaluative account of information found in the literature correlated to the selected area of study. It is a crucial element of all research to do the review of relevant literature, this makes this chapter imperative and its omission symbolize a void or absence of a major element in research (Paynter andLim, 2009) According to Olson and Olson (2006), there are superior reasons for expense of time and efforts to do a review of the literature before you go on board on a research project. This chapter gives a theoretical base for research and help researcher establish the nature of the research. In this chapter, the author will make a review of the literature on the research area of study that ranges from the introduction to e-commerce, e-commerce security and also literature review on e-commerce trust and customer's perception will be carried out in the chapter with overviews as well as definitions of each term in general.

Chapter 3 – Research Methodology

The research methodology is done discover and to revise the problems and use the appropriate techniques needed to answer the problem of the research. The chapter goes further to consist of the methods of research used in the thesis such as survey. The source of data primary data process, sampling method will also be discussed in this chapter.

Chapter 4 – Data Analysis

The data analysis chapter is the significant part in this dissertation and it can be seen as a backbone of the research, analysis of data is a process of transforming, and modeling data with the aim of stressing and highlighting useful information, suggestions that would supports decision making in the research.