

**A Study of Consumer Trust in Internet Shopping
And the Moderating Effect of Risk Aversion in
Mainland China**

BY

Ding Mao
07050526
China Business Studies Major

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Abstract

Having many advantages that traditional shopping channels lack of, Internet shopping is now enjoying its prevalence and rapid development in Mainland China. Famous online shopping websites including Taobao.com and Amazon.cn attract millions of transactions as well as new users every day. In many previous researches, focus has been found in the relationship between consumer trust and its antecedents. Researchers have also established that online purchase intentions are the product of consumer trust.

The objective of this study is to reexamine some factors affecting consumer trust in Mainland China as well as to investigate the effect of risk aversion as a moderator on the relationship between trust and purchase intention.

This paper provided evidence that trust in Internet shopping is built on high service quality as well as website quality. Size of online retailers is found to be negatively related to trust. Notably, risk aversion moderates negatively on the effect of trust toward consumer purchase intention. Implications and suggestions for further research are also provided in the study.

Table of Contents

1. Introduction.....	1
1.1 Statement of the problem.....	1
1.2 Objectives of the study.....	1
2. Literature review.....	3
2.1 The concept of trust in Internet shopping.....	3
2.2 Factors impacting trust	5
2.3 Risk aversion.....	6
2.4 Outcomes of trust.....	7
3. Research model and hypotheses.....	8
3.1 Model.....	8
3.2 Statements of Hypotheses.....	8
4. Methodology.....	11
4.1 Sampling and Data Collection.....	11
4.1.1 Sampling Method.....	11
4.1.2 Sample Size.....	12
4.2 Questionnaire Design.....	12
4.3 Measurements.....	13
5. Findings and Analysis	14
5.1 Primary data analysis and descriptive statistics.....	14
5.2 Reliability Analysis.....	15
5.3 T-Test.....	16
5.4 Regression Analysis.....	17
6. Discussions and Implications.....	22
6.1 Trust in Internet shopping.....	24
6.2 Moderating effect of risk aversion.....	24
6.3 Theoretical implications.....	26
6.4 Managerial implications.....	27
7. Limitations and Future Research.....	29
8. Conclusion	30
References	32
Appendix	36

List of Figures

Figure 1	Conceptual Framework.....	8
Figure 2	Conceptual Model: Direct Effects on Trust.....	17
Figure 3	Conceptual Model: Direct Effect of Trust on Purchase Intention.....	19
Figure 4	Conceptual Model: Moderating Effect of Risk Aversion.....	20
Figure 5	Conceptual Explanation: Negative Moderating Effect of Risk Aversion.....	25

List of Tables

Table 1	Demographic Profile of Respondents.....	15
Table 2	Reliability Analysis.....	16
Table 3	Multiple Regressions: Direct Effects on Trust.....	19
Table 4	Hierarchical Multiple Regressions: Moderating Effect of Risk Aversion.....	21
Table 5	Hypotheses Tests.....	22
Table 6	Measurements.....	37

1. Introduction

1.1. Statement of the problem

The adoption of the Internet as a way to purchase goods and services has seen an increasing trend over the past two decades globally. Compared to traditional shopping, the Internet not only facilitates transactions between buyers and sellers from anywhere at any time, but also provides a wide range of product choices and a platform for exchanging ideas for customers with low costs. To achieve the success of electronic commerce, companies place great emphasis on attracting customers continuously and building long-term relationship with customers on the web.

However, people still remain reluctant to make purchases on the Internet due to the lack of trust toward businesses in the new electronic environment. Past researches have indicated that consumers' lack of trust constituted a key barrier to the use of Internet shopping as well as long-term commitment to the relationship building. Gefen, Karahanna, and Straub (2003) identified lack of consumer trust in Internet vendors as a major factor inhibiting online purchases. Trust plays an essential role for facilitating online transactions between consumers and electronic retailers and realizing the development of e-commerce to consumers in the long run (Sonja, 2002).

1.2. Objectives of study

Although the Internet offers enormous advantages which seem to attract massive interest of customers, recent survey showed that the penetration rate of online purchasing stayed relatively low, especially in China. According to the most recent

“Statistical Report of China Internet Network Development”, the popularity of online shopping among all Internet users has just reached 26% by the end of June 2009.

Past studies have demonstrated, with empirical evidence, the important role of consumer trust in Internet shopping (Gefen & Straub, 2004) and argued that the most significant long-term barrier to the success of the Internet as a commercial medium in mass markets is a lack of consumer trust in the Internet (Jarvenpaa, Tractinsky & Vitale, 2000; Hoffman, Novak & Peralta, 1999).

However, previous studies that only focus on trust of consumers provide a limited view of the phenomenon and may hinder a comprehensive understanding of the consumer purchasing behavior in the e-commerce context in China. In part, this stems from the cultural values that shape the consumer characteristics and influence the relationship between trust and consumer purchase intention on the web. For instance, Bao, Zhou and Su (2003) observed that risk aversion as one of the cultural dimensions affects consumers’ decision-making. As trust indicates the level of consumers’ perceived risk in the Internet shopping, different degrees of their risk aversion may have non-ignorable effects on the online buying behavior.

In order to bridge the gap, the objectives of this paper, therefore, are to first investigate factors affecting consumers’ trust towards Internet shopping in Mainland China and how it influences their purchase intention. A second objective is to further examine whether risk aversion as an important consumer psychological attribute places a moderating effect on the relationship between trust and purchase intention of

consumers in Mainland China.

It is expected that consumer trust will be positively related to four antecedents and risk aversion will negatively moderate the effect of trust on consumer buying intention. The results will not only provide insights for future research in the new area of risk aversion as a moderator, but also offer practical implications for building consumer trust online as well as raise purchase intentions even from customers with high risk aversion.

2. Literature Review

2.1. The concept of trust in Internet shopping

Before a review of previous literatures on trust in the context of Internet shopping, we first need to have a look at general definitions of trust in various disciplines.

The concept “trust” is defined as the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party (Mayer, Davis and Schoorman, 1995). This definition is widely recognized and commonly cited in other researchers’ work. Later Doney and Cannon (1997) defined trust as the perceived credibility and benevolence of a target of trust. According to another two researchers, Lewis and Weigert (1985), trust is further identified as “the understanding of a risky course of action on the confident expectation that all persons involved in the action will act competently and dutifully” (p.971). And precisely, Bhattacharya, Devinney and Pillutla (1998) and Boon and

Holmes (1991) conceived trust as predictability and reliance upon another person under uncertain and risky circumstances.

In the electronic commerce context, a large number of researchers have proposed both conceptual and empirical studies of trust. Some researchers viewed trust as a general belief that another party can be trusted (Gefen 2000; Hosmer 1995; Moorman, Zaltman & Deshpande 1992). One of the most popular studies on electronic commerce trust is the one conducted by Mayer, Davis and Schoorman (1995) who viewed trust as a trustor's intention to take a risk and proposed the trustor's perceptions about a trustee's characteristics as the main predictors of trust. Another commonly cited study is the conceptual model of McKnight, Cummings and Chervany (1998) where the researchers defined trust as trusting beliefs and trusting intention only in uncertain and risky situations and the approach was widely tested by later studies. For example, Schlosser, White and Lloyd (2006) adopted the model and viewed trust as a way to reduce uncertainty and complexity in website consumers. Among other studies is the one that identified trust as a buyer's perception of appropriate conditions being in place to facilitate transaction success with online sellers (Pavlou and Gefen, 2004). As pointed out by Sonja (2002), trust plays a crucial role in the development of electronic business and some relevant factors in the emergence of trust problems in on transactions should be therefore analyzed.

In this paper, the definition of trust in the Internet shopping context proposed by Rousseau (1998) will be employed. According to the author, trust is a psychological

condition comprising the intention to accept vulnerability based on positive expectations of another party's intention or behavior, in interdependent and risky environment (Rousseau, 1998).

2.2. Factors impacting trust in Internet shopping

In the electronic commerce context, there are several factors considered as predictors of trust in online vendors as proposed by previous researchers. They are reputation, size, perceived service quality and perceived website quality.

Customer's perceptions of a company's profile include reputation as well as and affect trust in the process of Internet shopping. Jarvenpaa and Tractinsky (1999) considered size and reputation to be the predictors of trust. For example, the authors believed that larger companies were more likely to be around longer and larger and more reputable ones might be more trusted by customers (Jarvenpaa & Tractinsky, 1999). Other researchers also viewed reputation and size as important factors forming consumer trust (Grazioli & Jarvenpaa, 2000; Pavlou, 2003; Kim, Xu & Koh, 2004; Koufaris & Hampton-Sosa, 2004).

Customers' perceptions of a company's service quality affect trust in online shopping (Daignault, 2001). It seems to be the most significant factor of maintaining trust and building e-retailer – customer relationships, according to Kim and Tadisina (2007). As Anderson and Fornell (1994) observed in their study, a high level of service quality is likely to cause a high level of customer satisfaction which will lead to a customer's positive experience and understanding of the company. In this way,

customer's trusting beliefs as well as trusting attitude are confirmed (Kim & Tadisina, 2007). The perceived service quality includes warranties (Grazioli & Jarvenpaa, 2000), guarantees (Pennington, Wilcox & Grover, 2003-2004), and customized services and delivery performance (Doney & Cannon, 1997), as well as the general concept of company's service quality (Gefen, 2002; Kim, Xu, & Koh, 2004).

Perceived website quality also plays an important role in determining consumer trust in online shopping (McKnight, Choudhury, & Kacmar, 2002; Araujo, 2003; Kim, Xu, & Koh, 2004). Websites that are perceived easy to use and of good quality are more likely to build a high level trust in consumers (Wakefield, Stocks, & Wilder, 2004; Want & Benbasat, 2005)

2.3. Risk aversion

The term risk aversion is defined as "the extent to which people feel threatened by an ambiguous situation, and have created beliefs and institutions that try to avoid these" (Hofstede & Bond, 1984, p419). People with high risk aversion tend to feel threatened by risky and ambiguous situations (Hofstede, 1991). Bao, Zhou and Su (2003) examined the effects of risk aversion, one of the most important cultural dimensions, on consumer decision-making and compared two consumer decision-making styles under cultural differences between United States and China. In order to maintain the within-group harmony in China as a typically collectivistic society, people are expected to behave as a group (Bao, Zhou, & Su, 2003), and risk-taking behavior is often discouraged (Tse, 1996).

Another similar study on risk aversion affecting consumers' decision making is carried out by Shimp and Bearden (1982) who found that highly risk-averse customers are likely to search for more information regarding product quality when they make purchasing decisions. On the other hand, as suggested by Seenkamp, Hofstede and Wedel (1999), people with low risk aversion feel less threatened by ambiguous and novel circumstances and tend to feel excited by the purchase of new and innovative products.

According to the rationale proposed by Raju (1980), the optimum stimulation level, defined as a property that characterized a person in terms of his general response to environmental stimuli, is positively related to both risk-taking behavior and switching behavior. Based on this rationale, Ranaweera, Bansal and McDougall (2008) examined the effect of risk aversion as one of consumer characteristics on the purchase intention on the Internet. However, the research focused on the effect of risk aversion on the relationship between website satisfaction of consumers and their purchase intention (Bao, Zhou, & Su, 2003). In this paper, the emphasis will be on examining the possible impact of risk aversion on the relationship between consumers' trust and the behavioral intentions.

2.4. Outcomes of trust in Internet shopping

Consumers' purchase intention is one of the common behavioral dimensions resulting from their trust in Internet shopping (Boulding, Kalra, Staelin, & Zeithaml, 1993). Previous research on the relationship between consumer trust and purchase intention

by McKnight and Chervany (2002) found out that when customers hold high level of trust they are more willing to depend on the Internet vendor and make online purchases.

3. Research Model and Hypotheses

3.1. Model

Based on the literature review, a conceptual model has been designed to study the effects of perceived company's reputation, size, perceived service quality and website quality on consumer trust in Internet shopping and also the effect of risk aversion on the relationship between consumer trust and purchase intention as a moderator.

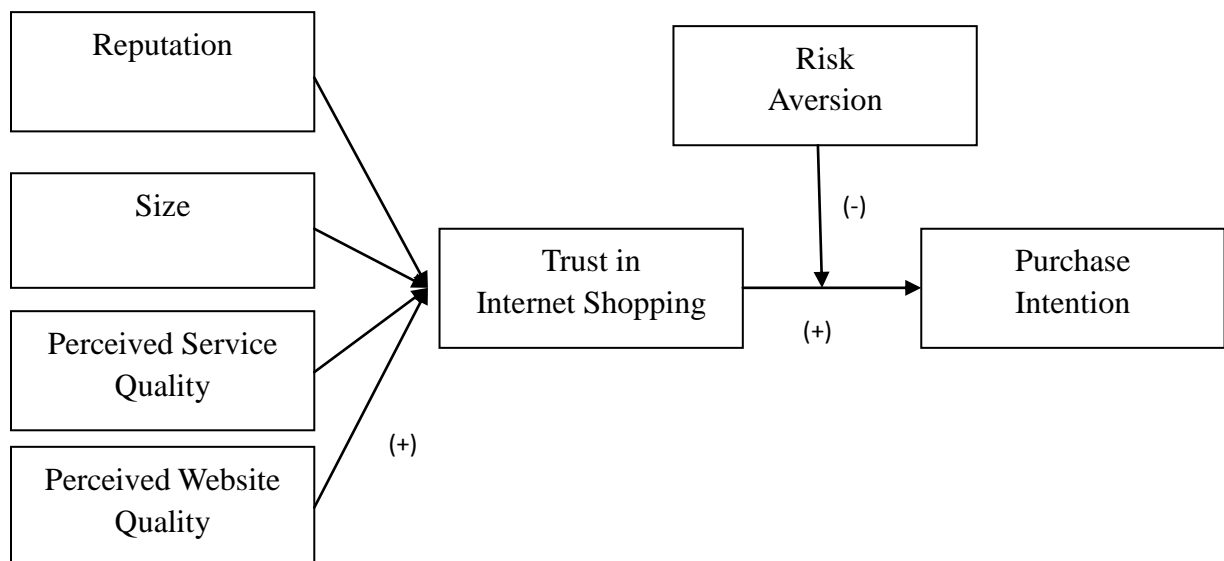


Figure 1 Conceptual Framework

3.2. Statement of hypotheses

3.2.1 Factors impacting consumer trust in Internet shopping

Reputation

The perceived reputation is defined as the extent to which consumers believe a selling

company is honest and concerned about its customers (Doney & Cannon, 1997). A company with a good reputation indicated that long-term investments of resources, effort, and attention to customer relationship building have been taken into great concern by that company. Consumers tend to favor companies with a good reputation in the electronic commerce as they perceive lower risk and uncertainty and know where to seek for help from the public if something really goes wrong. Therefore this paper hypothesizes that:

H1: The perceived company's reputation is positively related to consumers' trust in Internet shopping.

Size

Similar to reputation, customers' perceived size of a company plays an important role in forming their trust toward Internet shopping. Large size is a signal to buyers that the company is successful and capable to compensate its customers even there's transaction failure (Jarvenpaa, Tractinsky, & Vitale, 2000). In addition, companies with large size are believed to have more resources which enhance the level of trust in consumers. Therefore, this paper hypothesized that:

H2: The perceived company's size is positively to consumers' trust in Internet shopping.

Perceived Service Quality

The perceived service quality is related to gaining consumer trust and building long-term customer relationship by providing high-quality services (Grefen, 2002; Kim, Xu, & Koh, 2004), including guarantees (Grefen, Karahanna, & Straub, 2003), warranties (Grazioli & Jarvenpaa, 2000; Pennington, Wilcox, & Grover, 2003-2004),

and customized services (Doney & Cannon, 1997). A high level of perceived service quality enables customers to have more trust in the Internet vendor and make commitment to the relationship with the company. This paper therefore proposes the hypothesis that:

H3: The perceived service quality is positively to consumers' trust in Internet shopping.

Perceived Site Quality

A high level of perceived site quality implicates that customers find it easy and convenient to find the information they need and make transaction on the particular website. People tend to hold a high level of trust in the online shopping when they perceive easy use as well as high quality of the website. This paper therefore proposes the hypothesis that:

H4: The perceived website quality is positively related to consumers' trust in Internet shopping.

3.2.2. Trust in Internet Shopping

Trust, defined as the consumers' willingness to be vulnerable to the actions of an Internet vendor in an online shopping transaction (Lee & Turban, 2001), is the basis of customers participating in electronic commerce. Trust helps to reduce customers' perceived complexity and uncertainty in the online context thus a heightened level of trust encourages consumers' activities on the Internet. Hence, it is hypothesized in this paper that:

H5: Consumers' trust in Internet shopping is positively related to purchase intention.

3.2.3. Risk Aversion

Risk aversion is the extent to which customers feel threatened due to ambiguous and risky environment (Hofstede & Bond, 1984). Faced with low level of trust and high perceived risk inherited in the Internet transaction context, customers with low risk aversion may still have relatively strong propensity to participate in online shopping than those with high risk aversion since they are more open to new opportunities and shopping styles. However on the other hand, customers who are highly risk-aversion may still remain reluctant to purchase online though they hold a certain level of trust toward the Internet vendor. Therefore it is hypothesized that:

H6: Risk aversion will negatively moderate the effect of consumers' trust in Internet shopping on the purchase intention.

4. Methodology

4.1. Sampling and Data Collection

4.1.1. Sampling Method

Since the study focuses on factors affecting online trust and how risk aversion moderates the intensity of consumer trust toward purchase intention, the target population are individuals from Mainland China who have some knowledge of Internet shopping. Therefore the target sample should be Internet shoppers who have made purchases on the Internet at least once. In this research, two sampling methods were adopted. Simple random sampling was used to collect data using mall-intercept interviews in Shenzhen. Several places were chosen, including two shopping malls with one called Maoye Department Store in Huaqiangbei Business center and another called Wanxiang City, as well as a book center in the city. Every 10th person leaving the shopping mall will be selected and asked to fill in the paper-form questionnaires and

provide opinions related to the constructs of the study. This method is preferred because it avoids bias in selecting sample unit and is more efficient for the respondent to come to the interviewer than for the interviewer to go to the respondent (Malhotra, 2007). However in order to overcome the possible bias that people visiting shopping center tend to be more used to and satisfied with physical shopping, an online survey on www.my3q.com was created and convenience sampling was used. In order to assure the reliability as well as representativeness of the result, this method was taken to draw samples from different cities in Mainland China and different age groups of people by distributing through social networks for a period of one month.

4.1.2. Sample Size

As the ratio of observations to independent variable affects whether the result of multiple regressions can be generalized, an observations-to-independent variable ratio of 40 is considered reasonable (Tabachnick & Fidell, 2001). In this research, given the number of variables being 6, the sample size of 240 is calculated to meet the statistical requirement ($6 \times 40 = 240$). At last a total number of 259 questionnaires were distributed. 142 of them were obtained from simple random sampling while 117 were from convenience sampling through Internet.

4.2. Questionnaire Design

The questionnaire was designed in Chinese and consisted of three major parts. After the first part of asking basic online shopping behavior to screen out those who haven't tried Internet shopping, the second part of the questionnaire was divided into four

sections measuring factors of forming customer trust (reputation, size, perceived service quality, and perceived site quality), trust, risk aversion as well as purchase intention. A Five-point Likert Scale is used in the questionnaire ranging from 1 being strongly disagree to 5 being strongly agree. And the last part of the questionnaire was for demographic data collection including respondents' age, gender, occupation, educational level as well as average monthly income.

4.3. Measurements

Each variable from the model will be measured with several items derived from previous research and Table 1 (refer to Appendix A) summarized all the items and sources of those items.

Reputation. Customers' perceived reputation of a company is measured by two items that one is adopted from Park & Kim (2003) and the other one from Teltzrow, Gunther & Pohle (2003).

Size. Customers' perceived size of a company is measured by two items adopted from Doney & Cannon (1997).

Perceived Service Quality. Customers' perceived service quality is measured by five item adopted from several previous researches, two from Doney & Cannon (1997), two from Grefen, Karahanna, & Straub (2003), and one from Grefen (2002).

Perceived Site Quality. It is measured by five items adopted from McKnight, Choudhury & Kacmar (2002).

Trust. Trust towards Internet shopping is measured by six items where four items are adopted from McKnight, Choudhury & Kacmar (2002) and two of them from Ribbink, Riel, Liljander & Streukens (2004).

Risk Aversion. The risk aversion scale is based on the original scale developed by Raju (1980) which was used subsequently by Keaveney and Parthasarathy (2001) and Bao, Zhou & Su (2003). It is measured by three items.

Purchase Intention. Purchase Intention is measured by three items adopted from McKnight, Choudhury & Kacmar (2002).

5. Findings and Analysis

The program of SPSS (The Statistical Package for the Social Science) was used to analyze the data. All statistics were run at 95% confidence level.

5.1. Primary data analysis and descriptive statistics

Among a total number of 259 respondents, 231 of them had online shopping experience while 28 didn't. Therefore the total sample number is 231.

Of 231 usable samples, 44.2% were male while 55.8% were female. 92.6% of the respondents were aged between 19 and 35 and 98.7% of them held a university degree. The percentages of students and clerical workers were 58.4% and 13.4% which made up nearly 72% of total respondents, followed by professionals of 11.3%.

Demographic Characteristics	Total Numbers	Percentage (%)
Gender		
Male	102	44.2
Female	129	55.8
Age		
19 – 25	156	67.5
26 – 35	58	25.1
36 – 45	14	6.1
46 or above	3	1.3
Education		
Secondary School	3	1.3
Tertiary School	228	98.7
Occupation		
Student	135	58.4
Clerical worker	31	13.4
Managerial level	7	3.0
Professional	26	11.3
Self-employed	6	2.6
Others	26	11.3
Income (in RMB)		
Below 2000	137	59.3
2000 – 2999	25	10.8
3000 – 3999	27	11.7
4000 – 4999	21	9.1
5000 – 5999	20	8.7
Missing	1	0.4

Table 1 Demographic Profile of Respondents

5.2. Reliability Analysis

After the reverse coded item was recoded, Cronbach's alpha was used to evaluate the validity as well as the internal reliability of each construct (Cronbach, 1951). For the scales of Reputation, Perceived Service Quality, Perceived Website Quality, Trust, and

Purchase Intention, the reported Cronbach's alpha values ranged from 0.817 to 0.872 which were all higher than the acceptable reliability of 0.7 recommended by Mayer and Davis (1999). And Risk Aversion also had a satisfactory reliability level of 0.735. However, the alpha value of Size was only 0.610 and should not be accepted. Therefore the "alpha if item deleted" and "corrected item-total correlation" were considered. The new Cronbach's alpha value of Size rose to 0.696 after the originally reverse coded item was deleted and the mean scores for each variable were then calculated for running subsequent statistics. The Table summarized the detailed reliability value for each construct.

Variables	Items	Cronbach's Alphas
Reputation	3	0.817
Size	2	0.696
Perceived Service Quality	5	0.838
Perceived Website Quality	4	0.869
Trust	6	0.851
Risk Aversion	3	0.735
Purchase Intension	3	0.872

Table 2 Reliability Analysis

5.3 T-Test

Since two sampling methods were used in the research, a total number of 231 samples were consisted of two groups, 121 from simple random sampling and 110 from convenience sampling. In order to show that there's no significant difference between these two samples, a t-test analysis was conducted in SPSS. As shown in Table below, two sampling methods did not have significant difference (p value < 0.05) in the

mean scores for all variables at 95% confidence level. In other words, the data collected by two sampling methods did not give rise to different results.

5.4. Regression Analysis

Multiple regressions were used to find out both the direct effects of four individual variables on consumer trust in Internet shopping and the moderating effect of risk aversion on the relationship between trust and purchase intention.

5.4.1 Direct Effects of Reputation, Size, Perceived Service Quality, and Perceived Website Quality on Trust.

To simplify the understanding of model, Reputation, Size, Perceived Service Quality, and Perceived Website Quality were regarded as four independent variables while Trust in Internet shopping was regarded as a dependent variable. Table summarized the steps and results of running multiple regressions.

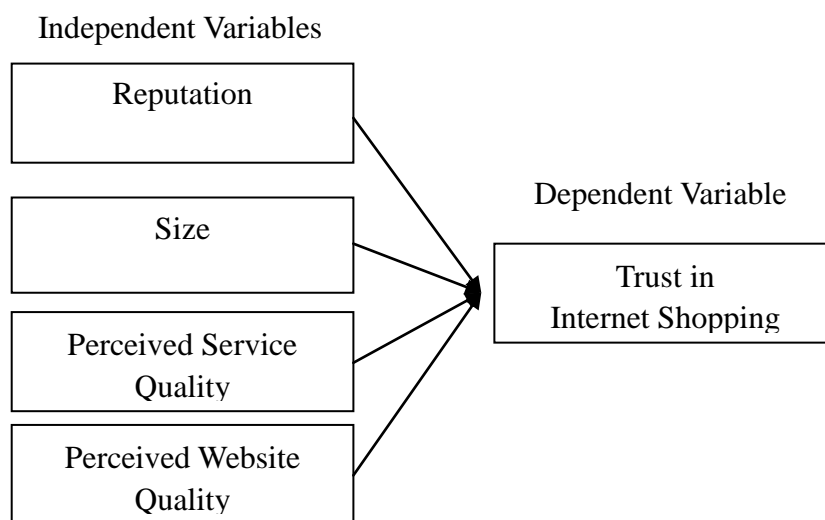


Figure 2 Conceptual Model: Direct Effects on Trust

As shown in Table, there were two stages to test the direct effects among variables. Firstly, control variables including gender, age, occupation as well as income were

tested in applying regression. For the second step, trust was regressed on reputation, size, perceived service quality and perceived website quality and the result was significant with p value being 0.000 and change in R square being 0.250. However, while size, perceived service quality and perceived website quality were powerful to explain the variance in Trust with p value less than 0.05, the regression of trust on reputation was not significant. The unstandardized coefficients B for the three significant variables were -0.167, 0.351 and 0.340 respectively. That is, while perceived service quality and website quality both had a positive effect directly on consumer trust in Internet shopping, size of the website had a negative effect on consumer Trust which was opposite to the hypothesis. Refer to Appendix for the complete SPSS output.

		Unstandardized Coefficient B	R Square	F	Change in R Square
Model 1	Constant	3.180***	0.038	2.217	0.038
	Gender	0.203			
	Age	0.086			
	Occupation	0.046			
	Income	0.004			
Model 2	Constant	1.306	0.288	11.102***	0.250***
	Gender	0.122			
	Age	0.053			
	Occupation	0.030			
	Income	0.022			
	Reputation	-0.036			
	Size	-0.167***			
	Service Quality	0.351***			
	Website	0.340***			

Quality
p ≤ 0.05; *p ≤ 0.01

Table 3 Multiple Regressions: Direct Effect of Reputation, Size, Perceived Service Quality and Perceived Website Quality on Trust in Internet Shopping.

5.4.2. Relationship between Trust and Consumer Purchase Intention

At the first two stages of applying hierarchical multiple regression to test the moderating effect of risk aversion, the direct effect of trust on purchase intention was evaluated as summarized in Table. Control variables of gender, age, occupation and income were included in the first stage and were not significant to explain the regression line. Subsequently purchase intention was regressed on trust and the significant result indicated that consumer trust in Internet shopping positively posed a direct effect on purchase intention although the level of power was not very strong with R square change being 0.087 (b=0.291, p=0.000).

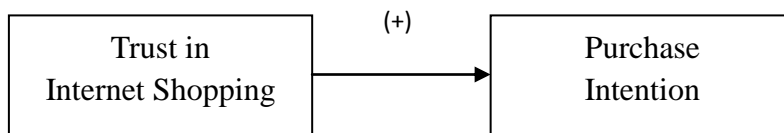


Figure 3 Conceptual Model: Direct Effect of Trust on Purchase Intention

5.4.3. Moderating Effect of Risk Aversion on the Relationship between Trust and Consumer Purchase Intention

By applying hierarchical multiple regression, the moderating effect of risk aversion on the relationship between trust and purchase intention could be tested as suggested by Nunally and Bernstein (1994). The moderated multiple regression procedures were taken after the first two steps of including control variables and the independent variable carried out in 5.4.2.

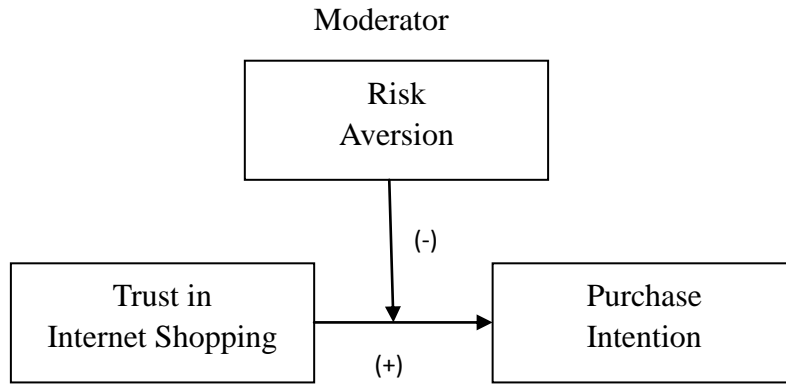


Figure 4 Conceptual Model: Moderating Effect of Risk Aversion

Stage 3 in Table showed that under the control of consumer trust in Internet shopping as well as other control variables including gender, age, occupation and income, the variable of risk aversion was also significant ($p=0.000$) to explain the variance of the dependent variable purchase intention and the unstandardized coefficients B for trust and risk aversion were 0.271 and 0.365 respectively. R square change in this stage was 0.117. In Stage 4, the interaction between trust and risk aversion of consumers was significant ($p=0.001$) to explain the variance in Purchase Intention however the change in R square was not strong again being at 0.037. The result indicated that different levels of consumers' risk aversion could slightly moderate the relationship between their trust in Internet shopping and the ultimate purchase intention in the online context. And the coefficient B of -0.252 showed that the direction was negative, confirming a weakening effect. The complete SPSS output was included in Appendix.

		Unstandardized Coefficient B	R Square	F	Change in R Square
Model 1	Constant	4.205***	0.016	0.983	0.016
	Gender	-0.018			
	Age	0.005			
	Occupation	0.073			
	Income	-0.049			
Model 2	Constant	3.281	0.104	5.157***	0.087***
	Gender	-0.077			
	Age	-0.020			
	Occupation	0.059			
	Income	-0.050			
	Trust	0.291***			
Model 3	Constant	1.780	0.221	10.488***	0.117***
	Gender	-0.060			
	Age	-0.036			
	Occupation	0.029			
	Income	-0.003			
	Trust	0.271***			
	Risk Aversion	0.365***			
Model 4	Constant	-1.984	0.258	10.962***	0.037***
	Gender	-0.053			
	Age	-0.045			
	Occupation	0.044			
	Income	-0.002			
	Trust	1.402***			
	Risk Aversion	1.201***			
	Interaction (Trust*Risk Aversion)	-0.252***			

****p ≤ 0.05; ***p ≤ 0.01**

Table 4 Hierarchical Multiple Regression: Moderating effect of Risk Aversion on the relationship between Trust in Online Shopping and Consumer Purchase Intention.

To summarize the findings, Table shows the results of hypotheses test in direct effects of variables as well as moderating effect on the relationship.

Hypothesis	Test Result
Hypothesis 1: Direct effect of reputation on trust	Not Significant
Hypothesis 2: Direct effect of size on trust	Rejected
Hypothesis 3: Direct effect of perceived service quality on trust	Supported
Hypothesis 4: Direct effect of perceived site quality on trust	Supported
Hypothesis 5: Direct effect of trust on purchase intention	Supported
Hypothesis 6: Moderating effect of risk aversion	Supported

Table 5 Hypotheses Tests

6. Discussions and Implications

In response to the research objectives, the results offer strong support for the direct effects of perceived service quality and perceived website quality in building consumer trust in online shopping as well as moderating effect of risk aversion on trust toward purchase intention. However the finding shows that there is no significant relationship between reputation of an online shopping website and consumer trust while size poses a negative direct effect on trust which is opposite to hypothesis.

6.1. Trust in Internet Shopping

There are several factors affecting consumer trust in Internet shopping directly and subsequently affecting purchase intention. According to the findings of this study, consumers' trust toward online shopping is positively influenced by service quality and website quality perceived by customers. There is nothing surprising that people tend to attach great importance to the quality of service they get in making online purchases as well as the technical design and security of the shopping website.

Although the perceived website size is significant in affecting consumer trust, the effect is negative and opposite of the prediction. It was posited that large scale of business ensured a high level of confidence in consumer therefore triggered high trust in the online environment. However this appears not to be the case. The finding suggests that the larger the website perceived by customers, the less trust is found in making purchases on this website. A possible explanation of this contradiction may be that the large scale of an online website does not convince consumers in Mainland China that the store is trustworthy. For those stores with a wide range of businesses or product categories, consumers may believe that they have lower ability to provide high-quality service, or they become large players in the industry by making a fast profit and forgetting customers' interests. Consumers may also find themselves hard to trust large-scale stores because they are possible to overemphasize on highly profitable customers and neglect not-so-important clients' needs. Contrarily, consumers tend to find online vendors with small scale more trustworthy for they can focus on individual customers and respond to their different needs more effectively. Those small stores are believed to keep customers' interests in mind and provide expected service and values. Therefore the size of the website is deemed reversely related to consumer trust in Internet shopping.

Moreover, the proposed positive relationship between reputation and consumer trust is not supported by data. High reputation of the website does not contribute effectively to building up consumer trust in the online environment. There are several possible reasons to explain the finding. Firstly, consumers are becoming more and more rational

nowadays. Therefore they rely on not only reputation of sellers but also all-round information during making purchases. Moreover, as Chinese people have witnessed accidents from those most esteemed brands one after another in the past few years, for example, milk powder from San Lu, chicken containing poisonous chemicals from KFC and disqualified automobiles from Toyota, they have lost much confidence in relying on the so-called reputation of a company. This explains the insignificance of relationship between reputation of a website and consumer trust in Internet shopping. In this study, many respondents mentioned they had online shopping experience on Taobao (淘寶) and gave a mean of 3.58 out of 5 in grading the website reputation. However their high trust could not be explained by high level of perceived reputation since they might think the company's reputation just does not confirm the performance of every vendor on the website.

Examining the relative importance of the three trust-building antecedents identified in this study, service quality and website quality were found to have the most effect on trust with their unstandardized coefficients being 0.351 and 0.340 respectively. And size of an online store has a less strong negative effect on trust with its figure at -0.167.

6.2. Moderating effect of risk aversion

As the finding revealed, consumers' trust in Internet shopping is positive related to purchase intention yet the impact is negatively moderated by consumers' risk aversion. People with low risk aversion feel less threatened by ambiguous and uncertain situations. Reflected in online consumptions, high risk-taking consumers tend to accept

more the purchase of new products as well as innovative buying methods while low risk-taking consumers are easier to find it risky to try out unfamiliar things.

As the result shows, the role of trust in consumer purchase intention varies under different levels of risk aversion. For consumers of high risk aversion, the effect of trust on purchase intention is lower. And for those of low risk aversion, the effect of trust on purchase intention is higher. Figure shows the interaction effect between consumer trust and consumers' risk aversion. The slope of the lines represents the effect of consumer trust on purchase intention under two risk aversion levels respectively. For people who are of low risk aversion, i.e. high risk-taking, trust positively affects purchase intention to a larger extent. For people who are of high risk aversion, i.e. low risk taking, trust still positively affects purchase intention, yet to a smaller extent. In other words, the role of consumer trust in purchase intention is reduced with people of high risk aversion.

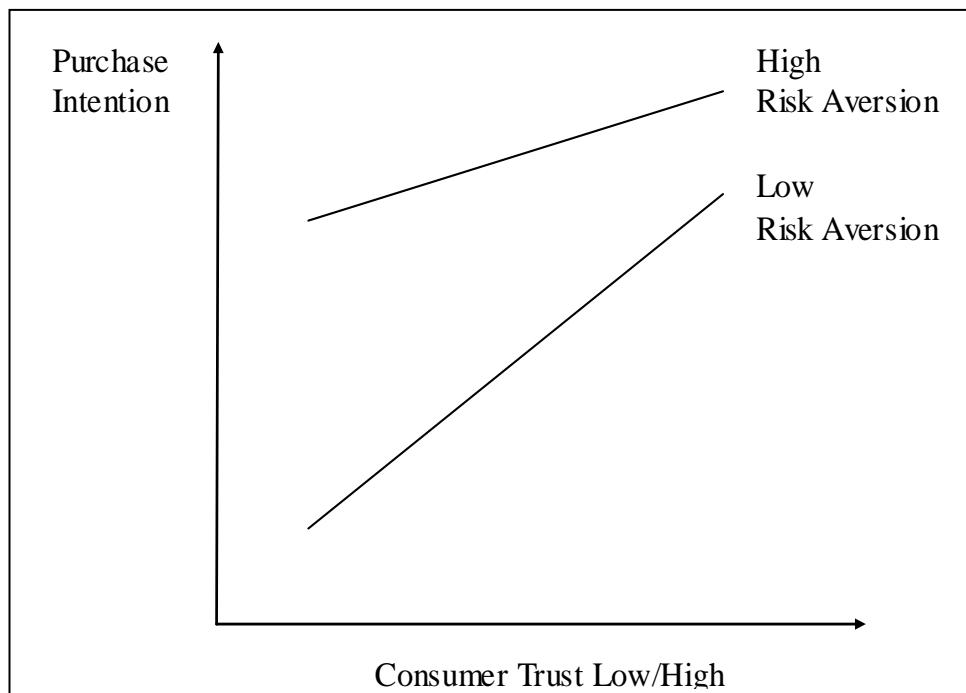


Figure 5 Conceptual Explanation: Negative Moderating Effect of Risk Aversion

As a result, though consumer trust has positive impact on purchase intention, the effects differ among customers of low risk aversion and high risk aversion. High risk aversion will weaken the relationship between trust and purchase intention.

6.3. Theoretical implications

The findings of this study generate several implications. Firstly, consistent with prior researches the antecedents of trust such as perceived service quality and website quality have been identified and analyzed in the model. And service quality was found to have more significant effect on trust. However, contrary to prediction and previous studies, reputation appeared to not be a significant determinant of consumer trust in an Internet-based store. Moreover, size of an online store was found to have a negative effect on trust which prompts interesting questions regarding the relationship between these variables in future studies. Maybe the measure needs to be reexamined and other confounding factors are recommended to be included in the model.

Another contribution of this study emerges from the inclusion of risk aversion as an important consumer characteristic in the online shopping context. The finding suggests that different risk-taking levels of consumers have different interactive effects on their buying intentions which originally determined only by trust. The study extends previous research in the area of trust consequences in online shopping by exploring the role of risk-taking characteristic in the context. It also extends the study conducted by Bao, Zhou & Su (2003) in which only the effect of risk-aversion on consumers' general decision making was examined.

6.4. Managerial implications

There are several practical implications generated from this study. Firstly, the importance of trust in future purchase intention indicates that trust is a criterion consumers use to evaluate sellers on the Internet. Therefore it is crucial for online vendors to attract potential customers to make purchases by increasing their trust. And the study provides insights into how trust is built by identifying three antecedents of consumer trust. Since perceived service quality and perceived website quality are key determinants of trust in positive direction, online retailers should pay efforts to impress potential customers with these two areas in their operation. For instance, some value-added services could be provided to customers apart from just selling the product, such as secure and fast delivery, reliable payment methods, certificate of quality assurance, and after-sale service etc. Indicators of website quality may include easiness to use, clear contact information as well as attractive interface design. In other words, a user-friendly website is believed to be more reliable and professional in the eyes of customers. The results suggest that retailers should manage customers' perceptions of service quality and website quality through focusing on both customer-oriented and superior services and comprehensive website design and maintenance.

Since reputation is not a factor used by consumers to assess online vendors according to the findings, it is suggested that retailers should not spend a lot of resources in advertising blindly. Deeper thoughts should be given into how customers perceive brands and publicity so that more effective techniques could be incorporated in company's marketing communications to enhance firm image.

Secondly, the study suggests that people's different risk-taking attitudes affect their trust and purchase intention relationship. Therefore it becomes crucial for retailers to understand not only the determinants of potential consumers' trust but also their risk-taking personality.

As discussed earlier, risk aversion reflects one's general tendency to avoid uncertainty (Hofstede, 1980). People with low risk aversion tend to feel confident about their choices therefore enjoy shopping around on the Internet. In order to attract customers who are relatively risk-taking, online vendors could secure their trust level by offering superior service and leading over website quality because the effect of trust on purchase intention is higher with this group of people. More importantly, as risk-taking consumers are also more likely to switch to other retailers on the Internet, continuous reassurance as well as quick responses to customers' enquiries should be provided to build long-term trust. On the other hand, highly risk-averse people are more likely to be reluctant in taking actions and search for detailed information in making a decision. To cope with these highly risk-averse customers, however, retailers are suggested to act differently. Faced with uncertainty and perceived risks, these people usually have a desire to look for alternatives unless they have sufficient knowledge or experience. Merely emphasizing on building trust through above-mentioned methods will not work for them as effectively as for risk-taking people. Alternative techniques, such as providing trial experience, and making use of word-of-mouth of former customers, could be adopted to increase risk-averse customers' purchase intention in the unknown environment. Online retailers could also

offer clear guidance on useful information to facilitate their decision making, such as security policies (Grewal, Munger, Iyer & Levy, 2003), and trusted third party verification (Yousafzai, Pallister, & Foxall, 2005).

7. Limitations and Future Research

There are several limitations on the research findings. Firstly, there's a problem of generalizability of study results caused by the sampling methods. Though simple random sampling was used as a part of data collection, it was not purely random because the places chosen were all high traffic areas due to constraints on time and cost (Prendergast, Ho and Phau 2002). And convenience sampling might also have bias problem in the selection of samples. People to whom the online survey was sent tend to be frequent users of Internet thus much possibly also the frequent users of online shopping. In addition, the usable sample size was 231 which were 9 less than the expected amount calculated according to the previous research. Therefore they might not be representative of the whole population in Mainland China and a larger sample size may be considered in future research.

Secondly, reliabilities of most scales in the study ranged between 0.7 and 0.9 except for one at 0.696, a little bit lower than the accepted level. Therefore future research may need to reexamine and redefine the measure in order to achieve a higher reliability level.

Thirdly, others antecedent factors that may impact trust should be found out in future research in order to obtain a deeper insight into the field, such as previous experience

in Internet shopping and word-of-mouth influence from peers. Also, reasons for lack of direct link between reputation and trust as well as negative effect of website size on trust should be examined.

Finally, this research is the first one that includes consumers' risk aversion characteristic in analyzing trust in Internet shopping. Although the current study has provided insights into the negative moderating effect of risk aversion on consumer's purchase intention, further support is still needed in the future research. Deeper investigations into this particular area as well as other factors related to risk aversion are recommended so as to reach a more comprehensive understanding of consumers trust in the online shopping environment.

8. Conclusion

The main objective of this study is to investigate factors affecting consumers' trust towards Internet shopping in Mainland China and how it influences their purchase intention. And it also examines the moderating effect of risk aversion on the relationship between trust and purchase intention of consumers in Mainland China.

The results prove the proposed positive direct effect of perceived service quality and perceived website quality on consumer trust. Perceived website size, however, appears to be reversely related to consumer trust toward online shopping which is opposite to expectation. And the fourth factor, reputation, shows no significant effect in determining consumer trust. Crucial in affecting future purchase intentions, trust toward Internet shopping however is moderated by the interactive effect of consumers'

risk aversion in a negative direction.

The research offers for online retailers not only insight into aspects in which efforts should be made to build up trust in Internet shoppers, but also directions to enhance future purchase intentions by taking risk aversion into consideration.

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Appendix

Appendix A – Table 6 Measurements of Research Model

Variables	Item No.	Item in Questionnaire	Sources
Reputation	RP 1	1. This website is famous.	Jarvenpaa, Tractinsky, & Vitale. (2000)
	RP 2	2. This website has a good reputation.	Jarvenpaa, Tractinsky, & Vitale. (2000)
	RP3	3. This website is well-known.	Jarvenpaa, Tractinsky, & Vitale. (2000)
Size	SZ 1	1. This website is a very large company.	Doney & Cannon (1997)
	SZ 2	2. This website is a small player in the market.	Doney & Cannon (1997)
	SZ 3	3. This website is one of the industry's biggest players.	Doney & Cannon (1997)
Perceived Service Quality	SVQ 1	1. The products on this website are always available.	Doney & Cannon (1997)
	SVQ 2	2. This website has fast delivery speed.	Doney & Cannon (1997)
	SVQ 3	3. This website has high delivery reliability.	Grefen, Karahanna, & Straub (2003)
	SVQ 4	4. This website provides guarantees.	Grefen, Karahanna, & Straub (2003)
	SVQ 5	5. This website provides good after sales services.	Grefen, 2002
Perceived Site Quality	SQ 1	1. Overall, this site works very well technically.	McKnight, Choudhury & Kacmar (2002)
	SQ 2	2. Visually, this site resembles other sites I think highly of.	McKnight, Choudhury & Kacmar (2002)
	SQ 3	3. This site is simple to navigate.	McKnight, Choudhury & Kacmar (2002)
	SQ 4	4. On this site, it is easy for me to find the information I want.	McKnight, Choudhury & Kacmar (2002)
	SQ 5	5. This site clearly shows how I can contact or communicate with the company.	McKnight, Choudhury & Kacmar (2002)
Trust	TR 1	1. I believe that the website would act in my best interest.	McKnight, Choudhury & Kacmar (2002)

	TR 2	2. I believe that the website is trustful in its dealings with me.	McKnight, Choudhury & Kacmar (2002)
	TR 3	3. I believe the website would keep its commitments.	McKnight, Choudhury & Kacmar (2002)
	TR 4	4. I believe the website is capable and proficient in its business.	McKnight, Choudhury & Kacmar (2002)
	TR 5	5. I am prepared to give private information to this website.	Ribbink, Riel, Liljander & Streukens (2004)
	TR 6	6. I am willing to give my credit card number to this website.	Ribbink, Riel, Liljander & Streukens (2004)
Risk Aversion	RA 1	1. I am cautious in trying new/different products.	Raju (1980)
	RA 2	2. I never buy something I don't know about at the risk of making a mistake.	Raju (1980)
	RA 3	3. I would rather stick with a brand I usually buy than try something I am not very sure of.	Raju (1980)
Purchase Intention	PI 1	1. I am willing to use my credit card to purchase products on this website.	McKnight, Choudhury & Kacmar (2002)
	PI 2	2. It is very likely that I buy products from this website in the future.	McKnight, Choudhury & Kacmar (2002)
	PI 3	3. I am willing to buy products from this website again.	McKnight, Choudhury & Kacmar (2002)

Appendix B – SPSS Output

1. Statistics Frequencies

Statistics

		gender	age	edu	occupation	income
N	Valid	231	231	231	231	230
	Missing	0	0	0	0	1

Frequency Table

1) Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	129	55.8	55.8	55.8
	1.00	102	44.2	44.2	100.0
	Total	231	100.0	100.0	

2) Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	156	67.5	67.5	67.5
	3.00	58	25.1	25.1	92.6
	4.00	14	6.1	6.1	98.7
	5.00	3	1.3	1.3	100.0
	Total	231	100.0	100.0	

3) Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.00	3	1.3	1.3	1.3
	3.00	228	98.7	98.7	100.0
	Total	231	100.0	100.0	

4) Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	135	58.4	58.4	58.4
	2.00	31	13.4	13.4	71.9
	3.00	7	3.0	3.0	74.9
	4.00	26	11.3	11.3	86.1
	5.00	6	2.6	2.6	88.7
	6.00	26	11.3	11.3	100.0
	Total	231	100.0	100.0	

5) Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	137	59.3	59.6	59.6
	2.00	25	10.8	10.9	70.4
	3.00	27	11.7	11.7	82.2
	4.00	21	9.1	9.1	91.3
	5.00	20	8.7	8.7	100.0
	Total	230	99.6	100.0	
Missing	9.00	1	.4		
Total		231	100.0		

2. Reliability Analysis

1) Reliability – Reputation

		N	%
Cases	Valid	231	100.0
	Excluded	0	.0
	(a)		
	Total	231	100.0

a Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
.817	3

2) Reliability – Size

		N	%
Cases	Valid	231	100.0
	Excluded	0	.0
	(a)		
	Total	231	100.0

a Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
.610	3

Reliability - Size (After deletion of reverse coded item)

		N	%
Cases	Valid	231	100.0
	Excluded	0	.0
	(a)		
	Total	231	100.0

a Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
.696	2

3) Reliability - Perceived Service Quality

		N	%
Cases	Valid	231	100.0
	Excluded		
	(a)	0	.0
	Total	231	100.0

a Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
.838	5

4) Reliability - Perceived Website Quality

		N	%
Cases	Valid	231	100.0
	Excluded		
	(a)	0	.0
	Total	231	100.0

a Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
.869	4

5) Reliability - Trust

		N	%
Cases	Valid	230	99.6
	Excluded		
	(a)	1	.4
	Total	231	100.0

a Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
.851	6

6) Reliability - Risk Aversion

		N	%
Cases	Valid	231	100.0
	Excluded		
	(a)	0	.0
	Total	231	100.0

a Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
.735	3

7) Reliability - Purchase Intention

		N	%
Cases	Valid	231	100.0
	Excluded		
	(a)	0	.0
	Total	231	100.0

a Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
.872	3

3. T-Test

	samples	N	Mean	Std. Deviation	Std. Error Mean
Reputation	1.00	121	4.3967	.97403	.08855
	.00	110	4.3848	.72411	.06904
Size	1.00	121	4.5248	.83878	.07625
	.00	110	4.5409	.80461	.07672
ServiceQuality	1.00	121	4.0331	.79973	.07270
	.00	110	4.0509	.79190	.07550
WebsiteQuality	1.00	121	4.4174	.64983	.05908
	.00	110	4.3318	.73892	.07045
OverallTrust	1.00	121	3.5702	.84211	.07656
	.00	109	3.6055	.80975	.07756
RiskAversion	1.00	121	4.3664	.74088	.06735
	.00	110	4.2788	.78405	.07476
PurchaseIntention	1.00	121	4.3168	.76962	.06997
	.00	110	4.2242	.82285	.07846

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Reputation	2.772	.097	.104	229	.917	.01185	.11384	-.21246	.23615
			.105	220.526	.916	.01185	.11228	-.20944	.23313
Size	.149	.700	-.149	229	.882	-.01612	.10838	-.22967	.19744
			-.149	228.330	.882	-.01612	.10817	-.22925	.19701
ServiceQuality	.476	.491	-.170	229	.865	-.01785	.10487	-.22448	.18878
			-.170	227.321	.865	-.01785	.10482	-.22439	.18869
WebsiteQuality	.086	.770	.936	229	.350	.08554	.09138	-.09452	.26560
			.930	218.187	.353	.08554	.09194	-.09567	.26675
OverallTrust	1.084	.299	-.323	228	.747	-.03526	.10920	-.25043	.17992
			-.324	227.018	.747	-.03526	.10898	-.24999	.17948
RiskAversion	.010	.922	.873	229	.384	.08760	.10035	-.11012	.28533
			.871	223.820	.385	.08760	.10062	-.11068	.28589
PurchaseIntention	.055	.815	.883	229	.378	.09256	.10479	-.11391	.29903
			.881	223.126	.380	.09256	.10512	-.11460	.29972

4. Regression Analysis

1) Direct Effects on Trust

Model	Variables Entered	Variables Removed	Method
1	income, gender, occupation, age(a)	.	Enter
2	WebsiteQuality, Reputation, Size, ServiceQuality(a)	.	Enter

a All requested variables entered.

b Dependent Variable: OverallTrust

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.195 (a)	.038	.021	.81841	.038	2.217	4	224	.068
2	.536 (b)	.288	.262	.71069	.250	19.263	4	220	.000

a Predictors: (Constant), income, gender, occupation, age

b Predictors: (Constant), income, gender, occupation, age, WebsiteQuality, Reputation, Size, ServiceQuality

ANOVA(c)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.941	4	1.485	2.217	.068 (a)
	Residual	150.036	224	.670		
	Total	155.977	228			
2	Regression	44.859	8	5.607	11.102	.000 (b)
	Residual	111.118	220	.505		
	Total	155.977	228			

a Predictors: (Constant), income, gender, occupation, age

b Predictors: (Constant), income, gender, occupation, age, WebsiteQuality, Reputation, Size, ServiceQuality

c Dependent Variable: OverallTrust

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.180	.236		13.468	.000
	gender	.203	.111	.122	1.834	.068
	age	.086	.120	.069	.716	.475
	occupation	.046	.042	.097	1.104	.271
	income	.004	.059	.007	.072	.942
2	(Constant)	1.306	.402		3.252	.001
	gender	.122	.097	.074	1.258	.210
	age	.053	.106	.043	.501	.617
	occupation	.030	.036	.064	.832	.406
	income	.022	.051	.035	.422	.673
	Reputation	-.036	.072	-.038	-.501	.617
	Size	-.167	.075	-.166	-2.223	.027
	ServiceQuality	.351	.085	.337	4.148	.000
WebsiteQuality	.340	.101	.286	3.358	.001	

a Dependent Variable: OverallTrust

Excluded Variables (b)

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	Reputation	.154 (a)	2.343	.020	.155	.973
	Size	.097 (a)	1.468	.143	.098	.986
	ServiceQuality	.453 (a)	7.719	.000	.459	.989
	WebsiteQuality	.421 (a)	7.076	.000	.428	.997

a Predictors in the Model: (Constant), income, gender, occupation, age

b Dependent Variable: OverallTrust

2) Hierarchical Multiple Regression

Model	Variables Entered	Variables Removed	Method
1	income, gender, occupation, age(a)	.	Enter
2	OverallTrust (a)	.	Enter
3	RiskAversion (a)	.	Enter
4	Interaction(a)	.	Enter

a All requested variables entered.

b Dependent Variable: PurchaseIntention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.128(a)	.016	-.001	.79895	.016	.933	4	224	.446
2	.322(b)	.104	.084	.76440	.087	21.708	1	223	.000
3	.470(c)	.221	.200	.71427	.117	33.399	1	222	.000
4	.508(d)	.258	.234	.69874	.037	10.979	1	221	.001

a Predictors: (Constant), income, gender, occupation, age

b Predictors: (Constant), income, gender, occupation, age, OverallTrust

c Predictors: (Constant), income, gender, occupation, age, OverallTrust, RiskAversion

d Predictors: (Constant), income, gender, occupation, age, OverallTrust, RiskAversion, Interaction

ANOVA (e)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.381	4	.595	.933	.446(a)
	Residual	142.985	224	.638		
	Total	145.366	228			
2	Regression	15.066	5	3.013	5.157	.000(b)
	Residual	130.301	223	.584		
	Total	145.366	228			
3	Regression	32.105	6	5.351	10.488	.000(c)
	Residual	113.261	222	.510		
	Total	145.366	228			
4	Regression	37.466	7	5.352	10.962	.000(d)
	Residual	107.901	221	.488		
	Total	145.366	228			

a Predictors: (Constant), income, gender, occupation, age

b Predictors: (Constant), income, gender, occupation, age, OverallTrust

c Predictors: (Constant), income, gender, occupation, age, OverallTrust, RiskAversion

d Predictors: (Constant), income, gender, occupation, age, OverallTrust, RiskAversion, Interaction

e Dependent Variable: PurchaseIntention

Coefficients (a)

Model	Unstandardized	Standardized	t	Sig.
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		Coefficients		Coefficients			
		B	Std. Error	Beta			
1	(Constant)	4.205	.231			18.244	.000
	gender	-.018	.108	-.011		-.163	.871
	age	.005	.117	.004		.041	.968
	occupation	.073	.041	.159		1.785	.076
	income	-.049	.057	-.083		-.850	.396
2	(Constant)	3.281	.297			11.058	.000
	gender	-.077	.104	-.048		-.736	.463
	age	-.020	.112	-.017		-.180	.857
	occupation	.059	.039	.129		1.517	.131
	income	-.050	.055	-.085		-.911	.363
	OverallTrust	.291	.062	.301		4.659	.000
3	(Constant)	1.780	.380			4.686	.000
	gender	-.060	.098	-.037		-.616	.538
	age	-.036	.105	-.030		-.341	.733
	occupation	.029	.037	.063		.788	.432
	income	-.003	.052	-.005		-.059	.953
	OverallTrust	.271	.058	.280		4.635	.000
	RiskAversion	.365	.063	.349		5.779	.000
4	(Constant)	-1.984	1.195			-1.660	.098
	gender	-.053	.095	-.033		-.551	.582
	age	-.045	.103	-.037		-.437	.663
	occupation	.044	.036	.095		1.203	.230
	income	-.002	.051	-.003		-.039	.969
	OverallTrust	1.402	.346	1.452		4.050	.000
	RiskAversion	1.201	.260	1.150		4.622	.000
	Interaction	-.252	.076	-1.476		-3.313	.001

a Dependent Variable: PurchaseIntention

Excluded Variables(d)

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
1	OverallTrust	.301 (a)	4.659	.000	.298	.962
	RiskAversion	.366 (a)	5.804	.000	.362	.965
	Interaction	.415 (a)	6.689	.000	.409	.956
2	RiskAversion	.349 (b)	5.779	.000	.362	.962
	Interaction	.524 (b)	4.738	.000	.303	.300
3	Interaction	-1.476 (c)	-3.313	.001	-.218	.017

a Predictors in the Model: (Constant), income, gender, occupation, age

b Predictors in the Model: (Constant), income, gender, occupation, age, OverallTrust

c Predictors in the Model: (Constant), income, gender, occupation, age, OverallTrust, RiskAversion

d Dependent Variable: PurchaseIntention

Appendix C – Questionnaire (Chinese and English Version)

有关网上购物之调查问卷

您好！本人是香港浸会大学市场学系中国商贸学专业三年级的学生，现正进行一项关于网上购物的调查问卷。希望您能抽出几分钟时间，完成这份问卷。您所填写的资料只会用作学术研究。感谢您的合作！

甲部

1. 你曾经是否浏览过购物网站？
 是 否（结束问卷）
2. 你曾经是否在网上购物过？
 是 否（请跳至第4题）
3. 在过去六个月中，你在网上购物的次数为：
 0次 1-3次 4-6次
 7-9次 10次或以上
4. 请你列举一间你曾浏览过的购物网站：_____，并且根据你在该网站浏览或购物的经历回答以下问题。

乙部

	非常 不同意	中立	非常 同意		
一. 声誉					
5. 该购物网站很有名	1	2	3	4	5
6. 该购物网站享有良好的口碑	1	2	3	4	5
7. 该购物网站为人熟悉	1	2	3	4	5
二. 规模					
8. 该购物网站上商品种类繁多	1	2	3	4	5
9. 该购物网站与同类网站相比规模较小	1	2	3	4	5
10. 该购物网站是同类网站中规模最大的几个之一	1	2	3	4	5
三. 网上服务质量					
11. 该购物网站提供良好的在线客服服务	1	2	3	4	5
12. 该购物网站提供送货上门服务	1	2	3	4	5
13. 该购物网站的网上支付功能服务可靠	1	2	3	4	5
14. 该购物网站提供产品质量保证	1	2	3	4	5
15. 该购物网站提供优质的售后服务	1	2	3	4	5
四. 网站质量					
16. 总体来说，该网站运行稳定	1	2	3	4	5
18. 该网站操作简单	1	2	3	4	5
19. 在该网站上我很容易找到自己想要的信息	1	2	3	4	5
20. 该网站提供了清晰的联系方式	1	2	3	4	5
五. 对该网站的信任度					
	非常 不同意		中立		非常 同意

- | | | | | | |
|-----------------------------------|---|---|---|---|---|
| 21. 我相信该购物网站会为我的利益着想 | 1 | 2 | 3 | 4 | 5 |
| 22. 我相信该购物网站与我交易时是诚实的 | 1 | 2 | 3 | 4 | 5 |
| 23. 我相信该购物网站会履行承诺 | 1 | 2 | 3 | 4 | 5 |
| 24. 我相信该购物网站所提供给我的信息 | 1 | 2 | 3 | 4 | 5 |
| 25. 我愿意在该购物网站上提供我的个人资料 | 1 | 2 | 3 | 4 | 5 |
| 26. 我愿意向该购物网站提供我的信用卡资料 | 1 | 2 | 3 | 4 | 5 |
| 六. 危机规避 | | | | | |
| 27. 我在尝试新的或不同的产品时较为小心 | 1 | 2 | 3 | 4 | 5 |
| 28. 在有风险的情况下, 我不会在网上购买我不了解的产品 | 1 | 2 | 3 | 4 | 5 |
| 29. 比起我不熟悉的牌子, 我更倾向于购买我熟悉的那些牌子的产品 | 1 | 2 | 3 | 4 | 5 |
| 七. 购买欲望 | | | | | |
| 30. 我愿意在该购物网站上购买商品 | 1 | 2 | 3 | 4 | 5 |
| 31. 我很有可能在将来通过该购物网站购买产品 | 1 | 2 | 3 | 4 | 5 |
| 32. 我会向朋友推荐该购物网站 | 1 | 2 | 3 | 4 | 5 |

丙部 个人资料

33. 性别:

- 男 女

34. 年龄:

- 18 岁或以下 19-25 岁 26-35 岁
 36-45 岁 46 岁或以上

35. 教育程度

- 小学 中学 大学或以上

36. 职业

- 学生 公司职员 管理阶层
 专业人士 自由职业者 其他

37. 您每月的平均收入为:

- 2000 元以下 2000-2999 元 3000-3999 元
 4000-4999 元 5000-5999 元 6000 元及以上

问卷完, 谢谢您的参与!

Questionnaire on Trust in Internet Shopping

I am a Year 3 student majored in China Business Studies in Hong Kong Baptist

- | | | Disagree | | | Agree | |
|-----|----------------------------------------------------------------|----------|---|---|-------|---|
| 21. | I believe that the website would act in my best interest | 1 | 2 | 3 | 4 | 5 |
| 22. | I believe that the website is trustful in its dealings with me | 1 | 2 | 3 | 4 | 5 |
| 23. | I believe the website would keep its commitments | 1 | 2 | 3 | 4 | 5 |
| 24. | I believe in the information that this web store provides me. | 1 | 2 | 3 | 4 | 5 |
| 25. | I am prepared to give private information to this website | 1 | 2 | 3 | 4 | 5 |
| 26. | I am willing to give my credit card number to this website | 1 | 2 | 3 | 4 | 5 |

E. Risk Aversion

- | | | | | | | |
|-----|------------------------------------------------------------------------------------------|---|---|---|---|---|
| 27. | I am cautious in trying new/different products | 1 | 2 | 3 | 4 | 5 |
| 28. | I never buy something I don't know about at the risk of making a mistake | 1 | 2 | 3 | 4 | 5 |
| 29. | I would rather stick with a brand I usually buy than try something I am not very sure of | 1 | 2 | 3 | 4 | 5 |

F. Purchase Intention

- | | | | | | | |
|-----|-------------------------------------------------------------------------|---|---|---|---|---|
| 30. | I am willing to use my credit card to purchase products on this website | 1 | 2 | 3 | 4 | 5 |
| 31. | It is very likely that I buy products from this website in the future | 1 | 2 | 3 | 4 | 5 |
| 32. | I am willing to buy products from this website again | 1 | 2 | 3 | 4 | 5 |

Part III: Personal Information

33. Gender

- Male Female

34. Age

- 18 or below 19-25 26-35
 36 – 45 46 or above

35. Educational level

- Primary school Secondary school
 Diploma/High diploma University or above

36. Occupation

- Student Clerical worker Managerial level
 Professional Others

37. Your average income per month is

- Below RMB2000 RMB2000-2999 RMB3000-3999
 _____RMB4000-4999 _____RMB5000 or above

End of Questionnaire, Thank you!