Effect of Trustworthiness of Internet Merchants on Consumer Trust in Online Shopping with the Moderating Effect of Perceived Risk

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Abstract - Internet marketing has significantly changed the personality of store competition. More and more often, even normal customer not just the technical smart one is diving in over internet. The level to which the World Wide Web suppliers can build trust will considerably affect the desire to purchase over internet. Consequently it is important to understand the aspects that effect customer believe in e-retailers. Data was collected from five main universities of Islamabad i.e. Muhammad Ali Jinnah university, Islamic International, Comsats, Behria and Quaid.e.Azam university Islamabad. Snow ball sampling technique was used and 200 questionnaires were distributed of which 157 were returned. Result showed that trust of internet merchants does play a pivotal role in attracting customer to shop online. The finding of this research paper will help the internet marketers and merchants to device such strategies that can ensure consumer trust on e.retailers and hence lessen the risk being involved in online transaction.

EFFECT OF TRUSTWORTHINESS OF INTERNET MERCHANTS ON CONSUMER TRUST IN ONLINE SHOPPING WITH THE MODERATING EFFECT OF PERCEIVED RISK

Strictly as per the compliance and regulations of:

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Muhammad Mudassir [α] & Aziz Ur Rahim [σ]

Abstract - Internet marketing has significantly changed the personality of store competition. More and more often, even normal customer not just the technical smart one is diving in over internet. The level to which the World Wide Web suppliers can build trust will considerably affect the desire to purchase over internet. Consequently it is important to understand the aspects that effect customer believe in e-retailers. Data was collected from five main universities of Islamabad i.e. Muhammad Ali Jinnah university, Islamic International, Comsats, Behria and Quaid.e.Azam university Islamabad. Snow ball sampling technique was used and 200 questionnaires were distributed of which 157 were returned. Result showed that trust of internet merchants does play a pivotal role in attracting customer to shop online. The finding of this research paper will help the internet marketers and merchants to device such strategies that can ensure consumer trust on e.retailers and hence lessen the risk being involved in online transaction.

I. Introduction

The use of the Online for buying products or services has tremendous prospective. The Online allows customers to store or do dealings 24 hours a day, all year around from almost any location. It also provides customers more solutions and allows them to have fast assessments. Moreover, it allows customers to interact socially, come back ideas, and to assess activities with other customers in the electronic communities'. Though the Internet offers an array of advantages that together have been shown to be grievous enough to appeal customers, recent surveys demonstrated that the onrush place of net shopping still remains low.

Turban and Lee (2001) define trust in e-commerce as "The willingness of a consumer to be vulnerable to the actions of an Internet merchant in an Internet shopping transaction, based on the expectation that the Internet merchant will behave in certain agreeable ways, irrespective of the ability of the consumer to monitor or control the Internet merchant".

Competition is just a mouse click away and the internet's merchants are trying to not only delivering high quality of foolproof services but also maintain the ground of prospect customers. Scholar and Literature identify different determinant that contribute towards

trust i.e. ability, belevonce, and integrity. Deficit of trust in has been consistently established as one of the most highly effective restrictions to individuals for exciting in e-commerce, such as negotiations in which reasonable and personal details is provided to providers via the Internet. In the long run of e-commerce it seems to be weak and unconvincing without a common atmosphere of online believe in. Creating client believe regarding online shopping is still a big challenge to the internet merchants and without developing the consumer trust it is difficult to flourish this industry (Wang & Emurian, 2005). Client believe in of Online organizations is a considerable element affecting the achievements of e-commerce. To increase customer believe in, many e-retailers are analyzing and trying to come up with different trust-building techniques, such as participation in third-party assurance applications (Kimery & McCord, 2002).

Business-to-consumer electronic dealing, one cover of which is Web-based shopping, is characterized as electronic-based scheme transactions conducted between consumers and organizations. Despite the overall financial system crises in the Internet and telephone systems places, digital market (EC) will improve and business Web websites will stay an essential interactions channel. However, genuine concerns regarding privacy and trust seems to be the main factors in the way to development and essential concerns to both people and organizations (Liu, Marchewka & Yu, 2005). Consumer behavior research find out that knowledgeable clients will most likely depend on other factors but if talk about the fresh customers they heavily rely upon reputation and brand image (Ward & Lee, 1999).

The levels to which the e-retailer can develop believe in will considerably effect the desire of the individual to create purchases over the internet (Grewal, Munger, Levy & Lyer, 2003). Proof indicates that clients often think twice to execute with Web-based organizations because of issue about resource perform or the Perceived risk possibility of having personal information thieved by hackers (McKnight, Choudhury & Kcmar, 2002). Because of trust on web merchants can allow Web visitors to deal with both incertitude and concerns in on the internet conversations, and to help them make amazing goals towards Web organizations.

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them make amazing goals towards Web organizations. Believe in is of amazing significance for the success of e-commerce, since it is an important element that clients take into consideration in their decision-making when choosing on the Internet customers acknowledged variations in size and popularity among Internet shops, and those variations affected their examination of shop reliability and their understanding of danger, as well as their desire to use the store (Jarvenpaa, Tractinsky & Vitale, 2000).

II. Research Problem

As it is the era of globalization and everyone wants to have quick access. Because lack of time it is difficult for a person to visit a place in search it manually and than by a commodity. Internet provides easy access of information to everyone but the main problem is that people generally don't trust to purchase anything on internet because of lacking trust on e-retailers and risk being associated with e-transactions.

III. Research Questions

1. Can trustworthiness of internet merchants create consumer trust in online shopping?
2. Can perceived risk moderates the relationship between trustworthiness of internet merchants and consumer trust on online shopping?

IV. Objectives

1. To find out the impact of trustworthiness of internet merchants on the consumer trust in online shopping.
2. To what extant perceived risk moderates the relationship between trustworthiness of internet merchants and consumer trust on online shopping.

V. Significance

The significance of merchants and customer trust for Internet shopping is underexploited, however, because as recent market Surveys have confirmed, many users are reluctant to make purchases on the Internet. Their main reasons may be because of low trust worthiness of internet merchants, reputation of the website and size. On the other hand what internet customers perceived is also very important to bring under consideration they fell insecure mainly regarding the privacy policy of the web merchants, risk being involved regarding online transactions, size and reputation also plays a very pivotal role for internet customers to shop. In addition, this research paper shows detail of a potential empirical investigation of some major hypotheses arising from the model. Findings from such research could extend trust and e-commerce theories, and be used to guide efforts by the e-commerce community to increase consumer trust in Internet shopping.

VI. Literature Review

a) *Trust Worthiness of Internet Merchants:*

On the internet believe in is essential both business to business as well as business-to-consumer e-business. Customers as well as companies, sensation stress associated with downturn in the economy as well as terrorism, progressively turn to purchase from is to do company along with businesses most abundant in reliable Internet sites as well as electric systems (Shankara, Urban & Sultan, 2002).

The idea associated with trust continues to be analyzed in a variety of situations through the years. The theoretical perspectives used in this research are aggregated into two categories.

- *Theory of Psychology* characterizing trust in terms of the anticipations and also willingness of the trusting party inside a business deal, the risks connected with acting on such anticipations, and the contextual elements that both enhance or perhaps prevent the development and maintenance of the trust. It seems to be best with regard to knowing customer trust upon Buying since it concentrates on transactions.

- *Theory of Perceived risk* it has being assumed that individuals behave in a rational manner, weighing information before making a decision. Individuals have exaggerated fears due to inadequate or incorrect information. Implied in this assumption is that additional information can help people understand true risk and hence lessen their opinion of danger.

According to (Das and Teng, 2004) believe in continues to be utilized in 3 various ways -namely, like a perception (''subjective trust''), because numerous individual as well as situational aspects that may lead to very subjective believe in (''trust antecedents''), so that as those things caused by very subjective believe in (''behavioral trust''). Deficit of customer believe in e-commerce merchants, e-commerce technological innovation, and the public, financial and lawful infrastructures of the e-commerce atmosphere, creates a significant challenge to the large-scale usage of business to consumer e-commerce (Patton & Josang, 2004).

Three aspects that people get with regard to Believe in value with regard to web retailers tend to be Capability, Benevolence as well as honesty. Ability refers to the team that permits the actual trustee to become recognized qualified inside a few particular domain names. Benevolence may be the level that trustee considered to really feel gregarious treatment as well as issue and also the determination to perform great towards the trustier past a good single minded profit purpose. Integrity is actually faithfulness to some group of concepts this kind of as (study/work habits) considered to the actual trustee reliable as well as

dependable based on trustor (Jarvenpaa, Knoll & Leidner, 1998).

Creating customer believe in is essential for brand spanking new or even not known Web companies trying to lengthen their own client achieve internationally. Creative designers look at the social features associated with potential customers to improve believe in, considering the fact that various trust-building internet techniques will vary price effects (Sia et al., 2009). The result claim that worth improving methods such as guarantee associated with protection as well as cash back guarantee would be the majority of element for your brand new web retailers to draw the internet clients (Grewal et al., 2003).

The actual scientific results uncover that this recognized perceived ability, integrity as well as benevolence associated with remote control teammates had been considerably less than the actual rankings associated with nearby teammates which this particular difference improved since the tasks proceeded, Curiously, the outcomes reveal that this development associated with believe in is not really essential for the digital group to provide an excellent outcome. A few groups displaying lower levels associated with believe in could offer top quality outcome (Kelsey & Aubert, 2003).

Individual trust propensity also an important aspect in relationship of trust (Kee & sun, 2005). Since discussed broadly in the literature, businesses which have a solid environment associated with internal believe in and the ones who else very easily create relying human relationships along with exterior patners carry out much better than businesses along with reduced amounts of believe in. This is especially correct with regard to businesses contending within worldwide marketplaces (Kelley &Huff, 2003).

By Dillon, Thompson and Corner (2002) study had been made to discover the value of recognized customer danger and also the Buying encounter on the internet buying behavior of sites customers. Each recognized customer risk as well as lack of interpersonal discussion in online buying had been discovered to become adversely linked to the quantity of on the internet buys created. Substantial unfavorable relation find among recognized risk on the internet buying behavior. Since the significance positioned on aspects associated with the item risk as well as personal privacy danger sizes associated with customer risk improved, the quantity of on the internet buys created had been discovered to diminish.

Digital re-embedding, i.e. including interpersonal tips to some web site, continues to be recommended just as one technique to improve customer rely upon online-vendors. Several online stores at the same time include this tactic, for instance with the addition of pictures as well as brands associated with customer support real estate agents or

even through making discussion and give a call back possibilities (Steinbrück & Schaumburg, 2003). Trust and commitment in as well as dedication would be the main tenets within creating effective extensive human relationships on the internet selling circumstance. Within the lack of actual physical discussion between purchaser and also the owner, sites ought to obtain the actual believe in from the purchasers as well as provide within the guarantees created have grown to be main problems within on the internet client romantic relationship administration (Mukherjee & Nath, 2007).

Research consists of program assurance is a distinctive determinant associated with customer rely upon the actual product as well as implies that program guarantee of the Internet merchant has got the most powerful impact upon customer believe in of most the actual antecedents associated with believe in, that shows a definite distinction through the antecedents associated with rely upon the standard advertising materials. (Teo & Liu, 2005). On the basis of above literature we develop the below hypothesis.

H1 : Trust Worthiness of Internet Merchants strongly affects the online customer trust.

b) Perceived Risk

Perceived risk and perceived benefits of online shopping were found to be considerably associated with the amount and regularity of online buys made. Loss of social connections in on the internet shopping was associated with reduced online spending. The results of the research recommend that Internet marketing Web sites should include features that boost client support and decrease recognized risk. (Doolin, Dillon, Thompson & Corner, 2005). The outcome of another research indicates that recognized comfort of the e-shop has the best effect on trust, followed by recognized popularity of the shop network. (Eltzrow & Meyer, 2007)

A paper suggest that there are four major aspects which effect customer views of their online purchasing experiences namely website style, reliability of the web privacy and online web customer service (Shergill & Chen, 2005). Ferrin, Rao and Kim (2008). Argued that the consumer trust as well as recognized risk possesses powerful effects on the buying choices on web. Liebermann and Stashevsky (2002) find that if the internet marketers and online solution providers are successful in satisfy the customer about not to lose their credit card and personal information can boost Internet utilization motivation. Comfort features differ greatly from web page to web page and with the growing issue of credit card frauds, undesirable solicitation and identification fraud on the rise a client's details being kept personal is of great concern (Schaupp & Bélanger, 2005).

A particular investigation looked into the actual relative's significance, whenever buying services and

goods on the Internet, customer often look for 4 aspects. (1) 3rd party personal privacy finalizes, (2) personal privacy claims, (3) 3rd party protection finalize, as well as (4) protection features. The outcomes reveal customers appreciated protection functions a lot more compared to 3 some other believe in directories. (Belanger, Hiller & Cruz, 2002). Moreover, protection as well as personal privacy tends to be after that straight associated with believe in, that continues to be the competing benefit on the internet atmosphere. By having the literature support we are able to develop the H2.

H2 : Perceived Risk plays the moderating role between trustworthiness of internet merchants and consumer trust on online trust.

c) Customer trust in online shopping

Consumer-perceived risk is actually decreased using the embrace institutional believe in. Meaning that certain method to decrease consumer-perceived risk would be to create, promote, as well as improve institutional believe in using the participation of economic as well as interpersonal organizations within the capability associated with guarantors within the swap procedure (salam, Rao & Pegels, 2003).

Srinivasan (2004) Argued some key elements that can be used as a source of gaining customer trust are benefits of the website, branding, Product or services that the company offers and there quality. If the web merchants wants to target females means they are offering female based gender product so the web merchants should devise a strategy that can reduce the risk even though all those women tend to be skilled Online users (Garbarinoa & Strahilev, 2004).

Insufficient rely upon on the internet businesses is really a main reason numerous internet users usually do not use the internet Particularly, it was found that recognized trustworthiness of the organization as well as recognized reputation from the organization in order to personalize the services and products had been substantial antecedents in order to preliminary rely upon the organization (Koufaris & Sosa, 2004). Previous analysis indicates that website can impact the wish of the consumer to perform online (hussain, Suhaimi & Mustafa, 2005). The outcome of a research reveals that customers will believe in the website if they experience

the web page keeps a justified moral performance (Yang, Lin, Chao & Chandlrees, 2009) .A vital discovering claim that relatives power associated with perceived protection upon rely in EC dealings instead of merchant popularity as well as monetary legal responsibility. Whilst restricted monetary legal responsibility continues to be suggested like a surrogate for facts protection in the direction of creating customer believe in (Chellappa & Pavlou, 2002).

Whenever examining causes of customer rely upon e-retailing, customers appear to create their own choice in order to believe in a good e-retailer on the perception-based, intellectual foundation. Nearly all substantial aspects (reputation, personal, info through buddies as well as family members, recognized investment decision, recognized likeness, recognized manage, recognized familiarity) are straight associated with the actual customer's understanding associated with electronic selling. Walczuch and Lundgren (2004) suggest that an individual has associated with e-retailers is actually therefore the most crucial determinant associated with rely upon e-retailing. Customer acknowledged strength of non repudiation, privacy protection, and information stability was found to be key elements of e-commerce acceptance (Suh & Han, 2003).

Belanger, Hiller and Smith (2002) study suggest that a large number of individuals using the Internet have serious privacy concerns, and that winning public trust is the primary hurdle to continued growth in e-commerce. Researchers found that loyalty within B2C e-Services website is impacted by believe in, satisfaction as well as acknowledged community presence (Cyr, Hassanein, Head & Ivanov, 2006). When a customer consistently use vendor's web it generates not only customer loyalty and customer satisfaction but also create word of mouth (Palvia, 2009).

By having comprehensive literature review it is obvious to know that internet merchant's trustworthiness is of extremely important concerned issue for the customer to shop online and another factor is the perceived risk that stops the customer from doing online shopping. So for above mentioned issues we come up with the suggested model as below.

VII. Model
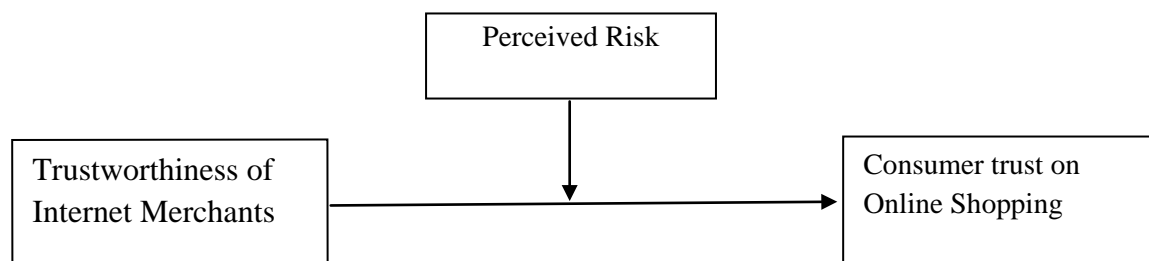
VIII. RESEARCH METHODOLOGY

This study was conducted to verify the impact of trustworthiness of internet merchants on consumer trust on online shopping. For this purpose data was collected from the population of five university students having some background of online shopping. The initial sample for the study was selected from students at five universities; Muhammad Ali Jinnah, Comsats institute of information technology, Quaid.e.azam, Behria University and a major university is Islamic International. Students who volunteered to complete the survey were then requested to recruit at least two other individuals who shop online. Through this snowball sampling technique, we obtained a final sample of 157 respondents for which 200 questionnaires was distributed.

IX. INSTRUMENT

For the measurement Perceived Risk scale items were derived from the interview summaries given by Szymanski and Hise (2000). For trustworthiness of internet merchants (Moorman, Deshpande & Zaltman, 1993) questionnaires were used some were new measure taken by Matthew, *Lee and Turban (*2001). For dependent variable i.e. Trust in Internet shopping Cheung and Lee, M.K.O. 200 questionnaire was used. Responses to the scale items were measured on a five point Likert scale.

To evaluate the stability and credibility of data different mathematical techniques were used like Cronbach alpha. Group information of respondents was analyzed by descriptive statistics. Exploratory aspect research was conducted for the evaluation of construct. Regression and Correlation methods were used to confirm the connection by using Mathematical Program Software i.e. spss.

X. FINDINGS

One hundred and five questionnaires were distributed in Mohammad Ali Jinnah University, Islamabad out of which all ninety were returned. Eighty Seven questionnaires were distributed in Islamic international in which sixty seven questionnaire were returned. Out of 157 respondents 119 were male (75.8) and 38 were females (24.2 percent). Forty-five (28.7 percent) respondents belong to age group of 20 to 25 years, 47 (29.9 percent) respondents belong to age group of 26 to 30 years, 29 (18.5 percent) respondents were from the age group of 31-35 years and 36 respondents (22.9 percent) were of above age of 36 years. Bachelor respondents were 51 (32.5 percent), Master respondents were 59 (37.6 percent) and 47 (29.9 percent) respondents were M.s and above in education level. 21 respondents (13.4 percent) receives income about 10000-20000 rupees per month, 51 respondents (32.5 percent) receive income from 21000 to 30000 rupees per month and 85 (54.1) respondents receive above 31000 and above monthly salary rupees pocket money. Fresh experience on internet shopping were 53 respondents (33.8 percent). 1-5 years experience respondents were 89 (56.7 percent) and experience for more than 5 years respondents were 15 (9.6 percent).

Table 1

Demographic data for simple

Variables	Categories	No. of respondents	Percent (%)
Gender	Male	119	75.8
	Female	38	24.2
Age	20-25	45	28.7
	26-30	47	29.9
	31-35	29	18.5
	Above – 36	36	22.9
Qualification	Bachelor	51	32.5
	Master	59	37.6
	M.s and Above	47	29.9
Income	10000-20000	21	13.4
	21000-30000	51	32.5
	31000 and above	85	54.1
Experience	Fresh	53	33.8
	1-5 Years	89	56.7
	More than 5 years	15	9.6

Table 2

KMO and Bartlett's test

KMO measure of sampling adequacy		0.971
Approx. Chi Square		1.1803
Bartlett's test of sphericity	df	91
	Sig.	0.000

As it is clear from the Table 2 that the value of the KMO test is more than 0.5 and also the level of significance is 0.000 which indicate that the values of the KMO are significant indicating the appropriateness of factor analysis.

Table 3

Scale Items and summary statistics

Variables	Factor/Item	Factors (EFA)	Cronbach's Alpha
Perceived Risk			.874
PR1 I was afraid that someone might steal my **personal information**.		.529	
PR2 I was worried that someone might steal my credit card number.		.580	
PR3 I was worried that the company might misuse		.619	
PR4 I dealing with a company unknown to me.		.624	
PR5 I suddenly got suspicious of the site.		.596	
PR6 The online shop did not promise secure transaction.		.684	
Trustworthiness of Internet Merchant.			.775
ITM1 Internet merchants will not charge internet shoppers more for Internet shopping.		. 564	
ITM2 Internet merchants are honest with their consumers.		.639	
ITM3 Internet merchants act sincerely in dealing with customers.		.549	
ITM4 I will not be overcharged by Internet merchants during sales transactions.		.634	
Consumer Trust in Internet Shopping.			.776
CTIS1 Internet shopping is unreliable.		.509	
CTIS2 Internet shopping cannot be trusted, there are just too many uncertainties.		.658	
CTIS3 In general, I cannot rely on Internet vendors to keep the promises that they make.		.556	
CTIS4 Anyone trusting Internet shopping is asking for trouble.		.614	

The entire three variables proved significance in the factor analysis.

Table 4

Cronbach's Alpha

Cronbach's Aplha	N of items
.922	14

Cronbachs Alpha value >0.7 shows that the scale is reliable and valid.

Table 5 : Correlation coefficient matrix.

Correlations

	PR	ITM	CTIS
PR	1		
ITM	.635**	1	
CTIS	.634**	.776**	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation Analysis was used to confirm existence of relationship between the independent variables i.e. Trustworthiness of Internet Merchants and the dependent variable i.e. Customer trust in online shopping.

The correlation Analysis shows highly significant positive relationship between Trustworthiness of Internet Merchants and the dependent variable i.e. Customer trust in online shopping.

Our HI is (Trust Worthiness of Internet Merchants strongly effect the Online customer trust.) is accepted. Perceived Risk is also playing a moderating role between trustworthiness of internet merchants and consumer trust in online shopping. Because for moderator significant relationship is found in correlation analysis therefore our second supposition, H2 (Perceived Risk plays the moderating role between trustworthiness of internet merchants and consumer trust on online trust) is accepted.

Table 6

Descriptive statistics

Construct	Mean (Standard Deviation)	
Perceived Risk	2.8418	(.97618)
Trustworthiness of Internet Merchant.	2.9108	(1.02845)
Consumer Trust in Internet Shopping	3.0669	(1.02116)

Table 7

Coefficients [a]

Model		Unstandardized Coefficients B	Std. Error	Beta.	Standardized Coefficient	Sig.
1	(Constant)	.823	.156		5.306	.000
	ITM	.771	.050	.776	15.333	.000
2	(Constant)	1.010	.176		5.740	.000
	ITM	.561	.109	.565	5.152	.019
	ITMxPR	.048	.022	.237	2.165	.032

a. Dependent Variable: CTIS

Table 8

Model Summary

Model	R	R²	Square Adjusted R Square	Change Statistics	
				R Square Change	Sig. F Change
1	0.740	0.548	0.545	0.548	.000[b]
2	0.784	0.614	0.609	0.066	.000[c]

a. Predictors (Constant), PRxITM
b. Predictors (Constant), PRxITM, ITM

Regression analysis indicates that the value of R square is 61.4 %, which indicates that the impact of dependent variables ITM on CTIS is 61.4 %. Variation is 38.6% is unexplained.

H1 : Trust Worthiness of Internet Merchants strongly affects the online customer trust.

To further analyze the relationship of variable and to check their impact upon each other regression analysis has been performed. The objective is to check the impact of trustworthiness of internet merchants upon Consumer trust on online shopping with the moderating role of the Perceived risk. For this purpose linear regression technique was used. The result is shown above.

The result of regression analysis clearly indicates that trustworthiness of internet merchants is highly correlated with consumer trust in online shopping as shown on above regressions analysis t value is (t= 5.152) at 100% level of significance. H 1 is accepted and consistent with previous correlation analysis.

H2 : Perceived Risk plays the moderating role between trustworthiness of internet merchants and consumer trust on online trust

H2 is also accepted because we find in our correctional analysis that there is significant relationship between perceived risk and trustworthiness of internet merchants, the relationship between perceived risk and customer trust in online shopping also proves to be significant.

ANOVA[c]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.138	1	89.138	187.888	.000[a]
	Residual	73.535	155	.474		
	Total	162.673	156			
2	Regression	99.947	2	49.974	122.692	.000[b]
	Residual	62.726	154	.407		
	Total	162.673	156			

a. Predictors: (Constant), ITMxPR
b. Predictors: (Constant), ITMxPR, ITM
c. Dependent Variable: CTIS

XI. CONCLUSION

Electronic industry is modifying fast the way people do business all over the world. In the business-to-consumer section, revenue through the web have been improving considerably over the last few years. Customer of not only developed countries used the internet as a medium of shopping but even in developing nations people are trying to use this fast access medium.

From the research it was found that that trustworthiness of internet merchants significantly affect the consumer trust on online shopping and both the hypothesis are accepted. H1 was Trust Worthiness of

Internet Merchants strongly effects the Online customer trust and H2 was Perceived Risk plays the moderating role between trustworthiness of internet merchants and consumer trust on online trust. So the online merchants should develop trust so that they might capture the good pool of prospect customers. Because the customer thinks that if we shop online so there may be the risk of lose. This lose may be in shape of personal information theft, fake internet merchants or threat of financial lose. So in order to overcome customer worries the online merchants may device such strategies that create or develop customer trust on online merchants. In Pakistan as we are developing nation and online shopping is not considered heavily

because of many reasons. People usually do not trust on online shopping because they are afraid of being fraud or there information may be theft and due to flexible legal policies one cannot find justice if someone held for fraud. So as our research suggest that if the internet merchants want to make business in Pakistan they must first develop trust and ensure the customer that online shopping is safe and free from fraud. For that the internet merchants should develop such policies on which the customer can trust.

Lastly, analysis into the trust in style designed in this document will help accelerate the development of customer e-commerce by eliminating one of the major obstructions to its progression, namely, deficit of trust.

XII. Limitations

A restriction of the suggested style is that it does not cope with the consequences of trust. Along with mind-set, risk knowing, and very subjective standards, trust is one of the aspects impacting on-line customer conduct .Since the idea of believe in is very well relevant to (and often puzzled with) the concept of risk, an knowing of believe in that does not analyze its relationship with danger is incomplete. Another restriction of this research was the shortage of time. Study was performed with the help of review implemented was well arranged and widely recognized by past scientists, though questionnaire adopted but there can be found chance that some participants reacted might have not stated the reaction properly. Taste was taken only two universities of Islamabad, Capital of Pakistan. Furthermore, only business learners were examined in this research at three education level of undergraduate, graduate student and post graduate student learners. The conclusions of the research can are different in other parts of country due to variation in sub-culture.

XIII. Future Direction

Analysis can be duplicated in longer time period of time for more general outcomes. It can be perform in different situations or areas to confirm outcomes go with or differ. Trust of e-retailers does put impact on consumer willingness to shop online but there are a lot other elements that can generate consumer trust like money back guarantee, store name and store reputation. Future research may be carried out more broadly keeping in view the element of trust and upcoming specialist will strongly step in where the existing research are reluctant to take.

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