A Study on the Antecedents of Online-trust

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ABSTRACT

Internet was so popularized that more rapid dissemination of information, business activities more convenient. Network is not only to facilitate for people but to bring issues of trust. Many scholars study the nature and issues of online trust, but the concept of trust in the situation is considerable differences. Therefore, in this study, two different concepts in the online environment of trust factor were discussed. In this study, research object are the groups who frequently use the Internet, and to study the framework of cognitive trust and affective trust and its antecedents. 865 valid samples analysis revealed the antecedents of cognitive trust and affective trust witch on network are different. The antecedents in each of these trusts in different type of website are also dissimilar. And the degree of those trust in different type of website are different

Keywords : trust, familiarity, cognition-based trust, affect-based trust

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