

The Study for the Relation within The Trust of Internet Shopping, Perceived Risk and Consumer Satisfaction

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ABSTRACT

Internet Shopping is a modern business operation which combines the commercial activities such as purchasing, sales, products marketing, and service through the Internet, and so that, the demands from the business organizations and consumers are satisfied. At present, Internet shopping has become a new trend among consumers. However, the safety risk of Internet shopping is still the problem that consumers concern. This study aims to clarify how the cognition of the sense of trust toward the Internet shopping affects consumers' satisfactions. The following issues are to be studied in this study:

1. The cognition of the sense of trust toward the Internet shopping have a positive impact upon the consumers' satisfactions.
2. In this study, the Internet shopping have a positive impact were carried out by means of random sampling.

A total of 520 questionnaires were issued and 490 responses were recovered. There were 420 valid responses after excluding 70 invalid responses which were incomplete, repeatedly answered, and irrational selections. In this study, the regression analysis was applied to study the relationships between the variances. Via statistical analysis, it was found that "The trust propensity、The characteristics of trustees、The trustworthiness" have a positive impact upon the consumers' satisfactions.

Keywords : The Trust of Internet Shopping、Perceived Risk、Consumer Satisfaction

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