

THE 2ND INTERNATIONAL CONFERENCE ON CROSS-DISCIPLINARY ACADEMIC RESEARCH 2023 (ICAR 2023)

Sustainable Business, Environment & Society



icar2023@kuptm.edu.my

Organizer:



Co - organizer:



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL



PRELIMINARY STUDY ON THE INFLUENCE OF ONLINE TRUST TOWARDS THE ONLINE BUYING DECISION IN E-COMMERCE

*Muhammad Al-Amin Yasim, Ahmad Fauzi Ahmad Zaini, Prof. Dr Azahari Jamaludin
Universiti Poly-Tech Malaysia, Kuala Lumpur, Malaysia*

ABSTRACT

This conceptual study focuses on online buying intention and decision in e-commerce industry related to online trust. The study tries to find the possible solution that influence customer's online buying decision, also, to examine which factors have greater impact on how to improve online buying decision. This study will incorporate the Theory of Reasoned Action, the Theory of Planned Behaviour and The Theory of Technology Acceptance Model. This research focuses on online buying decision in e-commerce that is influenced by online trust. It is quantitative research that will explore the link between independent and dependent variables using the survey approach. This paper will be an advantage to the academicians, administrations and other researchers especially those who are interested in the e-commerce industry dealing with online trust and online buying decision.

Keywords: *Online trust, Online buying decision, ability, benevolence, integrity*

ICAR '23

INTERNATIONAL CONFERENCE
ON CROSS-DISCIPLINARY
ACADEMIC RESEARCH 2023

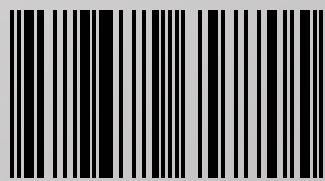
Organizer:



Co - organizer:



icar2023@kuptm.edu.my



40181 700982