# The impact of initial consumer trust on intentions to transact with a web site: a trust building model

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## Abstract

Abstract  
This paper develops and tests a model of consumer trust in an electronic commerce vendor. Building consumer trust is a strategic imperative for web-based vendors because trust strongly influences consumer intentions to transact with unfamiliar vendors via the web. Trust allows consumers to overcome perceptions of risk and uncertainty, and to engage in the following three behaviors that are critical to the realization of a web-based vendor's strategic objectives: following advice offered by the web vendor, sharing personal information with the vendor, and purchasing from the vendor's web site.  
Trust in the vendor is defined as a multi-dimensional construct with two inter-related components—trusting beliefs (perceptions of the competence, benevolence, and integrity of the vendor), and trusting intentions—willingness to depend (that is, a decision to make oneself vulnerable to the vendor). Three factors are proposed for building consumer trust in the vendor: structural assurance (that is, consumer perceptions of the safety of the web environment), perceived web vendor reputation, and perceived web site quality. The model is tested in the context of a hypothetical web site offering legal advice. All three factors significantly influenced consumer trust in the web vendor. That is, these factors, especially web site quality and reputation, are powerful levers that vendors can use to build consumer trust, in order to overcome the negative perceptions people often have about the safety of the web environment. The study also demonstrates that perceived Internet risk negatively affects consumer intentions to transact with a web-based vendor.

# Institution-based trust in interorganizational exchange relationships: the role of online B2B marketplaces on trust formation

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## Abstract

Abstract  
Given the uncertainty of online transactions, the digital economy encourages the creation of institutional structures that assure online interorganizational exchange relationships. This research examines how institution-based trust develops in online B2B marketplaces to facilitate interorganizational trust (buyers' trust in sellers). Building upon the notion of institutional trust [Zucker,1986], this study proposes how specific institution-based structures help engender interorganizational trust and indirectly influence transaction success in B2B marketplaces. Five specific institution-based mechanisms are proposed—perceived monitoring, perceived legal bonds, perceived accreditation, perceived feedback, and perceived cooperative norms. To assess the influence of the proposed two dimensions of interorganizational trust—credibility and benevolence—in buyer–seller relationships, three trust outcomes are examined—satisfaction, perceived risk, and continuity. The proposed model is tested on data from 102 organizational buyers in an online B2B marketplace. The results support the proposed model, delineating the relationship between institution-based trust and interorganizational trust. The study provides evidence on how specific institutional mechanisms build trust in online B2B marketplaces, stressing the ability of institution-based trust to build a trustworthy trading environment in the digital economy. The paper discusses the theoretical and managerial implications of this study and proposes several suggestions for future research.