Week 5: Business-to-Consumer Electronic Commerce

A Trust Model for Consumer Internet Shopping
By Matthew K. O. Lee and Efraim Turban

Discussion Question:

Do you agree with the theoretical model for consumers’ trust in Internet shopping proposed by the authors (p. 80, Figure 1)? Can you think of any other factors that may affect consumers’ trust in the context of Internet shopping? The empirical results show that only merchant integrity is a major positive determinant of consumer trust in Internet shopping. Why didn’t the study find other factors to influence trust?

Consumer Behavior in Web-Based Commerce: An Empirical Study
By Marios Koufaris, Ajit Kambil, and Priscilla Ann Labarbera

Discussion Question:

Do you agree with the theoretical framework for consumer attitudes and behavior on the Web proposed by the authors (p. 117, Figure 1)? From your experience, how can this framework be improved? If you are the CEO of a Web-based retailer, what business strategies will you implement based on the findings of this study?

Consumer Acceptance of Virtual Stores: A Theoretical Model and Critical Success Factors
By Leida Chen, Mark Gillenson, and Daniel Sherrell

Discussion Question:

Do you agree with the theoretical framework for consumer acceptance of virtual stores proposed by the authors (p. 28, Figure 2)? The model presents five potential critical success factors for virtual stores: product offerings, information richness, usability of storefront, perceived service quality, and perceived trust. Are there any other factors that may be critical to the success of a virtual store? If you are the CEO of a virtual store, how are you going to operationalize these critical success factors?