Factors Influencing Consumer Acceptance of Cross-Border Electronic Commerce
国際間電子商取引における消費者の技術受容要因に関する研究
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国際間電子商 取引とは？
Cross-border electronic commerce = online shopping from foreign websites.

Why is it Important?
If we can understand the behavior of consumers when they encounter a foreign online shopping website, this knowledge could help improve the development of international online shopping in developing countries.

セットアップ

1. BACKGROUND
Previous studies have found that Trust (信頼) and Risk (リスク) are important factors that affect buying behavior. It has also found that if consumers have a positive general attitude towards online shopping they will feel more positive towards any particular website. But they have only focused on domestic websites.

2. EXPERIMENT SETUP
A questionnaire was distributed online amongst Japanese consumers, to obtain their opinions about a foreign website and about internet in general. It included Trust and Risk related questions. A mock Thai online shopping website was developed to be included in the questionnaire.

研究状況

3. ANALYSIS AND RESULTS
The model of consumer behavior was validated through statistical analysis.

4. SUMMARY
Overall, Trust and Risk factors have an influence on Attitude and Intention of Use of a foreign website, similarly to what happens in domestic websites. However, even if consumers think that Electronic Commerce is trustworthy in general, that belief doesn’t influence their perception of the Trustworthiness of foreign websites. This contradicts previous research, and could indicate that consumers consider foreign websites a special case.

5. NEXT STEPS
Investigate the effect of nationality on Trust and Intention of Use of a website, by showing recommendations from people of different countries.

Recommendations from Japanese people

Recommendations from Thai people

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