

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.



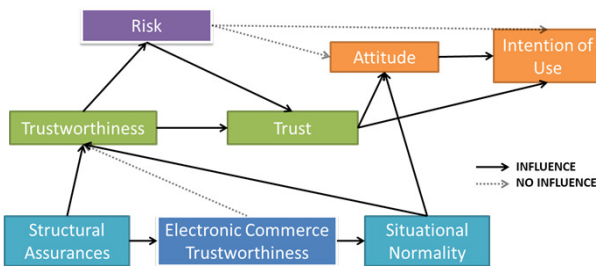
2 EXPERIMENT SETUP

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

