

Book Shopping Online: The Impact of Uncertainty Avoidance on Students' Trust

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Abstract

Purpose: With increase in the sales of goods and services via the internet and the widespread deployment of electronic commerce, issue of trust in e-commerce has become a vital element. The purpose of this research is to study the impact of uncertainty avoidance on students trust considering the meditational role of the students' perceptions in book online shopping.

Methodology: Validity was accepted by factor analysis and reliability was evaluated and accepted by Cronbach's alpha coefficient ($0.79 > 0.7$). This research applied by Survey method and sampling was implemented by convenience sampling method with proportionate stratified technique. 384 questionnaires were collected from the students of Ferdowsi University of Mashhad in 1391-92 years, as a sample size. For data analysis, we used Structural Equation Modeling (SEM) via PLS 2.

Findings: Findings showed that the "uncertainty avoidance" had not significant effect on student's "trust". However, "Students' perception" about "corporation size" and "privacy protection" had significant effect on student's "trust".

Originality/Value: We showed that for enhancement of trust among Iranian students, one most to diffuse significant signs of privacy protection and give their goods in large scale salesroom.

Keywords: Uncertainty Avoidance, Trust, Book Shopping Online, Corporation Size, Privacy Protection.