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FACTORS INFLUENCING CONSUMER TRUST TOWARDS E- COMMERCE

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FACTORS INFLUENCING CONSUMER TRUST TOWARDS

E- COMMERCE

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ACCEPTANCE

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ABSTRACT

This study attempts to analyze the factors influencing customer trust towards E-Commerce in Myanmar. Descriptive and quantitative methods are used in this study. This study used primary data as well as secondary data. To collect the primary data, 105 E-Commerce users who are currently studying MBF programme, Yangon University of Economics are selected. Influencing factors consist of perceived security, perceived privacy, perceived third party assurance, perceived reputation and perceived website quality. The study found that among the influencing factors, perceived third party assurance and perceived reputation significantly influence towards E- Commerce in Myanmar. However the study revealed that perceived security and perceived privacy do not influence towards E-Commerce in Myanmar. This study has shown that the majority of the respondents have trust the vendor that will keep its promises and obligations throughout the transaction phases. The effectiveness of third party assurance to create consumer trust has been enthusiastically supported in the E-Commerce industry. E-Commerce vendors need to cooperate with strong credit rating third party companies such as banks and security agencies and should provide guarantee statements to their E-Commerce users. Moreover, E-Commerce vendors should make partnership with the companies that produce superior quality of goods and services.

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CHAPTER 1

INTRODUCTION

E-Commerce is defined as *"any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact"* The creation of the Internet has reduced physical borders and made the world a smaller place where people can be able to keep in touch with each other at any time from any nook and corner. It is changing the entire world by putting it under one umbrella called the World Wide Web (www.) Ilmudeen (2014), described that as more and more people are getting connected up to the Internet each and every day, the value for electronic market places increases.

Porter (2001), states that electronic commerce provides products and services where competitors cannot imitate (within a short period) and allows the development of unique products, exclusive property rights, differentiated processes and personalized products and services. The Internet provides the opportunity to carry out extraordinary events never before imagined. The potential of the Internet for business to carry out electronic commerce has received major attention in related literature (Alba, Lynch, Welrtz, Janiszewsky, Lutz, Sawyer & Wood, 1997; Peterson, Balasubramanian & Bronnenberg, 1997; Lin & Yu, 2006).

According to Windham & Orton (2000), when using new technologies, including the Web and E-Commerce, trust is considered to be important. Petrovic, Ksela, Fallenböck & Kittl (2003) states that new ways of doing things usually create a feeling of uncertainty among people. Trust is usually an important factor in most social interactions involving confusion and dependence. A frequently mentioned explanation why customers do not purchase from internet vendors is lack of trust. . According to Windham & Orton (2000), thus, there is a need for promoting trust and confidence on the Internet. For consumers, security and privacy issues are seen as barriers to shopping online. They want their identity and personal information to be confidential, due to fear of being exposed to online fraud (Petrovic et al., 2003).

Trust is an essential tool for E-Commerce transaction to take place in both an online and offline payments. Therefore, it is important for companies to learn how to manage consumers' trust towards E-Commerce. However, building consumer trust on the internet is a challenge for online vendors. For this reason, it would be interesting to

find out which factors are important for establishing consumer trust in the online shopping environment.

This study concern about most relevant factors that influence the trust in using electronic commerce and the perceptions related to it. The principal objective was to develop analytical framework that could determine the trust that consumers have in Myanmar when conducting transactions through electronic commerce.

1.1   Rationale of the Study

Over the next 3 years, internet usage in Myanmar will rise with cheap data and penetration numbers will increase. Online marketing is a more efficient way to reach people, especially with the introduction of data connectivity in the countryside. E-Commerce penetration in Myanmar has big potential to grow as more companies establish a marketing and operational presence online.

The very important thing here is to gain the trust of the people of the country to grow the number of online shoppers. This can be done by proving good quality products in a timely and effective manner. Some people making an online purchase, have to provide at least credit card information and mailing address. In many cases, E-Commerce websites can harvest other information about online behavior and preferences. It may result in credit card fraud, or worse, theft detected.

Wherever there is risk, confusion or interdependence, trust is necessary. E-Commerce will not be a success without trust. Trust in human society decreases uncertainty. Similarly, the crossing of uncertainty in the e-commerce world is a barrier for both a seller and a buyer. A buyer wants to buy a product of quality at a reasonable price while a seller wants to sell a product and be well known on the market. In reality, a buyer might be a fraudster or a seller might sell a non-qualified product-or in the E-Commerce environment, nothing at all. The reason why trust in e-commerce has become a very important issue is that the digital payment processes. Therefore it is important to examine the factors influencing consumer trust towards E-Commerce.

Among the E-Commerce users in Myanmar, MBF students have most experienced to use E-Commerce with credit, debit and prepaid cards. Most of them are working in Banking Industry. This study deals with building consumers' trust in E-Commerce transaction and research is intended to fill-up the gap on Myanmar consumers regarding identification of factors that help build their trust in greater e-commerce participation.

1.2 Objectives of the Study

The objectives of the study as follows:

- To identify the current situation of E-Commerce and Electronic Payment System in Myanmar
- To examine the Factors Influencing Consumer Trust towards E-Commerce

1.3 Scope and Limitation of the Study

This study uses both analytical and descriptive methods based on both primary and secondary data. Primary data are collected by structured questionnaires with 5-point Likert scale from 105 E-Commerce users, who are studying MBF programme at Yangon University of Economics, Yangon. Sample size are 30 % of students (105 from about 350 students) who are current studying MBF programme at Yangon University of Economics, Yangon. Secondary data are obtained by relevant Text book, Thesis, Research Papers, Journals from internet websites and other related information resources. This study only focuses on E-Commerce users who are currently studying MBF programme at Yangon University of Economics, Yangon. Therefore the results cannot be generalized to other types of participants in Yangon.

1.4 Organization of the Study

This study is organized into five chapters. Chapter one, that includes the introduction, rationale of the study, objectives of the study, scope and limitation of the study and organization of the study. Chapter two describes theoretical background of the study. Chapter three presents identify current situation the E-Commerce and Electronic Payment System in Myanmar. Chapter four analyses on Factors Influencing Consumer Trust towards E-commerce. Chapter five concludes the study with findings, discussions, suggestions, recommendations and needs for further research.

CHAPTER 2
THEORETICAL BACKGROUND

This chapter provides the literature review concerning the theories and research finding from previous studies. There are Concept of Consumer trust, E-Commerce, Factors Influencing Consumer Trust towards E-Commerce, Previous studies consumer trust towards E-Commerce and conceptual framework of the study.

2.1   E-Commerce

E-commerce involves "business communications and transmissions over networks and through computers, specifically the buying and selling of goods and services, and the transfer of funds through digital communications" (Hutt & Speh, 2004, p.119). The Web is a powerful tool with significant benefits when used properly. Typically, the Internet supports or strengthens existing distribution channels instead of replacing them. Also, the Internet facilitates the salesperson's efforts and enhances the effectiveness and efficiency of the sales function, rather than eliminating it. The Internet has allowed consumers to buy online products and services from both domestic and international companies.

Hutt & Speh (2004) describes that E-commerce is a way to do business in certain markets and for selected customers, which can increase sales volume, lower costs or provide more real-time information to customers. Slevin (2000) revealed that organizations are able to store large amounts of information on their websites. This information is available around-the-clock, which facilitate communicative relationships with users all over the world. Users don't even have to leave the door.

According to Slevin (2000), the E-Commerce market is very complex and can be used for different purposes. For example, services that sell captured customer information to others for marketing purposes are one field. Advertising on blogs and search engines can also be found.

E-Commerce provides the following features −

a) **Non-Cash Payment** − E-Commerce makes the use of credit cards, debit cards, smart cards, electronic fund transfers via the website of the bank and other payment methods of electronics.

b) **24x7 Service availability** − E-Commerce can provide the services to their customers in anytime, anywhere.

c) **Advertising / Marketing** − E-Commerce expands the promotional scope of companies' products and services. It helps to improve product and service brand strategy.

d) **Improved Sales** − Orders for the goods can be produced at anytime, anywhere, without any human intervention, using E-Commerce.

e) **Support** − E-Commerce offers a variety of ways to provide pre-sales and post-sales support and better customer service.

f) **Inventory Management** − Inventory processing is simplified by E-Commerce. When needed, reports are created instantly. Managing the inventory of items becomes very effective and easy to maintain.

g) **Communication improvement** − E-Commerce offers ways to communicate with customers and partners more effectively, securely and accurately.

2.1.1 Difference between Traditional Commerce & E-Commerce

Table (2.1) presents the difference between Traditional Commerce & E-Commerce.

Table (2.1) Difference between Traditional Commerce & E-Commerce

No.	Traditional Commerce	E-Commerce
	Traditional Commerce vs E-Commerce	
1	Strong emphasis on the exchange of information between individuals.	The exchanging of information is facilitated through electronic channels of communication, making little reliance on the exchange of information between people.
2	For every communication or transaction, manual intervention is required.	The electronics system handles automatically when making of requested transactions.
3	In traditional commerce, it is hard to establish and sustain standard practices.	In E-Commerce, a standardized approach can be easily developed and maintained.
4	Business contact depends on individual abilities.	In E-Commerce, there is no human intervention.
5	The unavailability of a standardized network is highly dependent on personal correspondence as conventional trade.	The website of e-commerce provides consumers with a platform where all information is available at one location.
6	No standard information sharing network, as it is highly dependent on personal contact.	E-Commerce offers a common platform for promoting global business / commercial activities.

2.1.2 Types of E-Commerce Transaction

Slevin (2000), states that the E-Commerce market is very complex and can be used for different purposes. For example, some companies that sell captured customer information to others for marketing purposes. It can also be advertising found on websites and search engines. E-commerce transaction type can generally be categorized into the following:

a) Business - to - Business (B2B)
b) Business - to - Consumer (B2C)
c) Consumer - to - Consumer (C2C)
d) Consumer - to - Business (C2B)
e) Business - to - Government (B2G)
f) Government - to - Business (G2B)
g) Government - to - Citizen (G2C)

a) Business - to – Business(B2B)

A website following the B2B model sells its products to an intermediate buyer who then sells the product to the final customer. For example, a wholesaler places an order from a company's website and after receiving the consignment, sells the end product to the final customer who comes to buy the product at one of its retail outlets.

Figure (2.1) Business - to – Business (B2B) E-Commerce Transaction
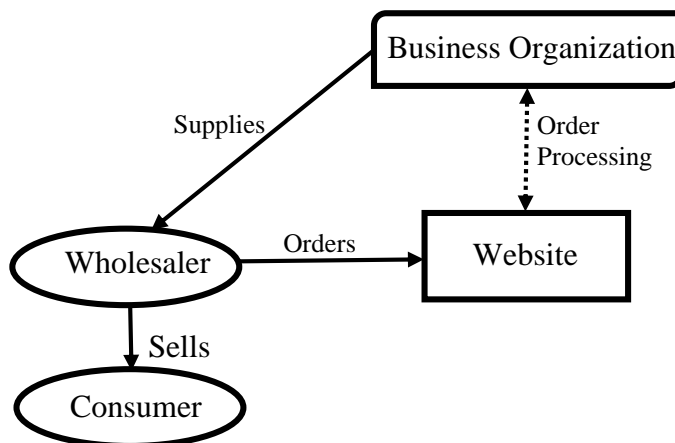
Source: www.tutorialspoint.com

b) Business - to – Consumer (B2C)

A website following the B2C model sells its products directly to a customer. The items on the website can be accessed by consumer. The consumer will pick and order a product the same way. The website will then send an email notification to the business organization and the organization will deliver the product / goods to the consumer.

Figure (2.2) Business - to – Consumer (B2C) E-Commerce Transaction
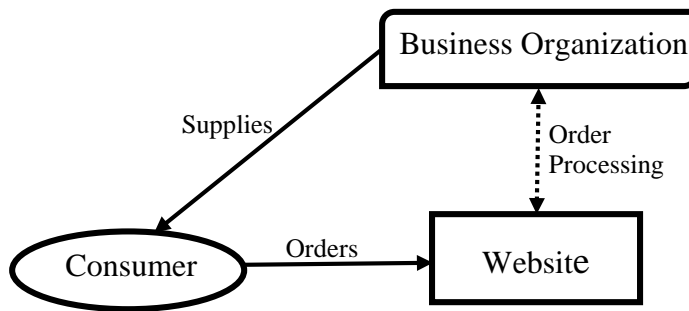
Source: www.tutorialspoint.com

c) Consumer - to – Consumer (C2C)

C2C model E-Commerce website allows customers to sell their properties, such as residential property, cars, bikes, etc., or to rent a room by posting their information on the website. The website may or may not charge its services to the user. Another user may choose to buy the first customer's product after viewing the website's post / advertisement.

Figure (2.3) Consumer - to – Consumer (C2C) E-Commerce Transaction
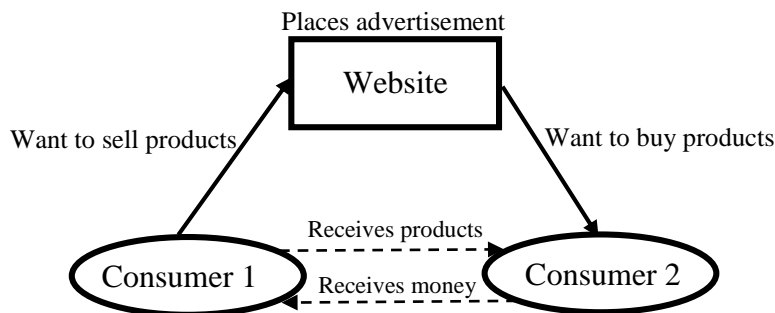
Source: www.tutorialspoint.com

d) Consumer - to – Business (C2B)

In this model, a customer visits a website for a particular service that displays multiple business organizations. The customer gets an estimate of the amount he or she wants to spend on a specific service. For example, website comparison of personal loan, car loan interest rates offered by different banks. A business organization that meets the requirement of the consumer within the budget defined, approaches the customer and provides its services.

Figure (2.4) Consumer - to – Business (C2B) E-Commerce Transaction
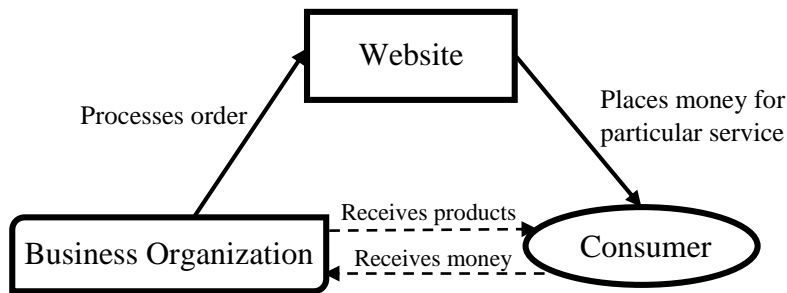
Source: www.tutorialspoint.com

e) Business - to – Government (B2G)

Governments use such websites to share and exchange information with different business organizations. These websites are government-accredited and provide a platform for businesses to submit government application forms.

Figure (2.5) Business - to – Government (B2G) E-Commerce Transaction

Source: www.tutorialspoint.com

f) Government - to – Business (G2B)

Governments use website platforms of the B2G model to target business organizations. These websites support the use of auctions, tenders and submission of applications.

Figure (2.6) Government - to –Business (G2B) E-Commerce Transaction

Source: www.tutorialspoint.com

g) Government - to – Citizen (G2C)

Governments use websites of the G2C model to reach the general public affair. These websites support vehicle, software, or other content auctions. The website also offers services such as birth registration, marriage or certificates of death. G2C websites' key goal is to reduce the average time taken to meet citizens' demands for different government services.

Figure (2.7) Government - to –Citizen (G2C) E-Commerce Transaction

Source: www.tutorialspoint.com

2.2   Concept of Consumer Trust in E-Commerce

Nissenbaum (2001) suggested a definition for trust as an extraordinarily rich concept, covering a variety of relationships, conjoining a variety of objects. One can trust (or distrust) persons, institutions, governments, information, physical things, systems, and more.

Petrovic et al., (2003) states that one definition often mentioned in literature on trust in e-commerce is the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control the other party. The buyer is usually the party putting him or herself in a vulnerable situation. The trustee, the party in whom trust is placed, is the Internet vendor, who can take advantage of the trustor's vulnerability (Ibid.).

With regard to the body of E-Commerce literature, it is interesting to know that different studies conducted in the field have different views. Many of the findings are consistent with the mainstream literature whereas others demonstrate contrary findings. According to (McKnight DH, Chervany NL, 2002) online trust is a significant determinant for websites to succeed in the market place. The researcher's motivation to investigate and conduct a study in this area stems from the ever changing business environment as well as the complex and dynamic nature of consumer trust.

According to (Kim KY, Prabhakar B, 2004) consumer trust is the foundation for e-commerce retailers in establishing long-term trust based relationship with their consumers. It makes it important for consumer confidence to be formed instantly that customers engage with the website of a retailer. Previous studies have shown many variables viewed as determinants of consumer trust in business-to-customer E-Commerce. As companies evolve, consumer expectations often arise as new ways and techniques for doing business globally. However, dominant among the numerous factors identified in the literature include; perceived security, perceived privacy with the vendor, vendor reputation, third party assurance, website quality as well as propensity to trust. Furthermore, based on the findings of (Petrovic O, Ksela M,

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Fallenbock M, Kittl C, 2003) who maintained that there are different trust levels in transaction phases. Unless there is a complete understanding of the trusting factors that underlies each transaction, and then the issue of trust will continue to be an issue for online transactions.

Urban et al. (2000) describes that trust plays a vital role in almost any commerce involving monetary transactions. In comparison to traditional business involving brick and mortar stores, where faith is founded on face-to-face personal relationships, Internet business is much more dependent on consumer confidence in the processes. Peter Grabosky (2001), states that in the Nature of Trust Online, supports the idea that the key to success in Internet business is the establishment of trusted processes. This reality requires internet sellers to create an environment in which any prospective transactions can reassure a prospective consumer and be comfortable.

2.3   Factors Influencing Consumer Trust towards E-Commerce

This section described how the factors are influence consumer trust towards E-Commerce.

2.3.1   Perceived Security

Cheung and Lee (2001) define security, from the perspective of electronic commerce, as the perception of Internet users that the Internet vendors have the capacity to provide all the required security. Security on the Internet is one of the critical issues that determines the successful implementation of electronic commerce operations (Chang, Torkzadeh, & Dhillon, 2004; Andoh-Baidoo, 2006).

According to Chao-Jung Hsu(2006), security controls that provide technological and organizational support to e-commerce, ensure timely and accurate completion of transactions, prevents fraud and third-party manipulation, assure smooth transactions, and safeguard transaction authentication to insure against damage.

2.3.2   Perceived Privacy

According to Becker SA (2007), dealing with confidentiality, secure entities is set upon the Web to start privacy. These entities are connected to all parts of the Web, relayed by cryptographic protocols containing spatially and temporally secrets. If vendors could guarantee that consumer private information would be kept with utmost secrecy, as well as not disclosing it to any third party, this will go the extra mile in building sustainable trusting relationships..

Some researchers have found evidence that the lack of protection of privacy is the biggest barrier for consumers to participate in electronic commerce (Berman & Mulligan, 1999; Sheehan & Hoy, 1999; Brown & Muchira, 2004). For Internet users, privacy is defined as the ability to control the information that a client provides about him/herself to a merchant within an electronic commerce activity (Laudon et al., 2007). Privacy includes aspects such as the unauthorized distribution or use of personal information (Wang, Lee, & Wang, 1998) and its relevance is derived from the growing capacity of processing information of new technologies and their complexity (Flavián et al., 2007).

2.3.3 Perceived Third Party Assurance

(K. Damon Aiken; David M. Boush, 2006) revealed that consumers viewed trust marks from independent expert sources more trustworthy than signals of implied investments in advertising or even consumer reports. (Paul A. Pavlou and Ramnath K *Chellappa*, 2001) observed that such mechanisms are only effective for customers who are familiar with them and that the seals of approval need to be promoted among the customers to become more effective.

According to (Sulin Ba and Paul A. Pavlou, 2002), in promoting trust in E-Commerce markets, studies from researchers suggest offering genuine and credible signals to distinguish between and among vendors. (Head et al, 2002) argues that while certificate authorities basically verify a vendor's identity, approval seals also aim to assure consumers' that a vendor's website is indeed reliable and credible to conduct business. Furthermore, vendors may convey this information by placing the sign, logo, or seals of a trusted third party (TTP) on their website.

2.3.4 Perceived Reputation

According to (Li, R., Kim, J., and Park, J., 2007) a consumer may have their own perception of an online-store's reputation. The perceived reputation of an online store provides assurances about the seller's ability, integrity, and goodwill (Jarvenpaa, Sirkka L., Tractinsky, Noam., and Saarinen, Lauri, 1999).This is the extent to which buyers believe that sales organizations are honest and give priority to their customers. It may also be referred to as an acknowledgment of the customer to the seller based on information collected indirectly from friends, relatives, colleagues, etc..

As has been pointed out by (Li, R., Kim, J., and Park, J., 2007) that the cost to an online store acting in an untrustworthy manner are quite high for an e-commerce provider with a good reputation. From several discussion above, we found it useful to find out more about the effect of perceived reputation on consumer trust. (McKnight et al, 1988) described online vendors that have a good reputation as perceived as trustworthy and those with a bad reputation are perceived as untrustworthy.

2.3.5   Perceived Website quality

According to Currás and Sánchez (2012), it is assumed that clients that feel more satisfied with a Web page that presents a higher predisposition to acquire or continue to acquire products and recommend them to others, but a high level of satisfaction does not always translate to higher client loyalty.

Petrovic et al.(2003) also suggests that the website should provide mailing addresses and or toll free telephone numbers of the company, the online customer service and should be easily accessible to the customers. Sinha et al.(2001) suggested that website quality should be based on the content, structure, navigation and functionality. Good content should be engaging, relevant and appropriate for the consumer.

2.4   Previous Studies of consumer trust towards E-Commerce

Ismaila Bojang (2017) the article entitled "Determinants of Trust in B2C E-commerce and their Relationship with Consumer Online Trust: A Case of Ekaterinburg, Russian Federation". The aim of this research was to investigate specific determinants or factors that influence consumer online trust in the B2C e-commerce with a focus of Ekaterinburg, Russian Federation consumers. While carrying out the survey, a sampling method was adopted. Questionnaires were distributed and the data was analyzed using version 24 of SPSS. The conceptual framework of the researcher is as follows figure (2.8).

The study found that, perceived security has the greatest influence on online trust for Ekaterinburg's consumer. The study also found that, e-commerce consumer population considers that the factors to be very imperative in engendering their trust in the virtual B2C e-commerce environment.

Figure (2.8) Conceptual Framework of determinants of consumer trust in B2C e-commerce environment.
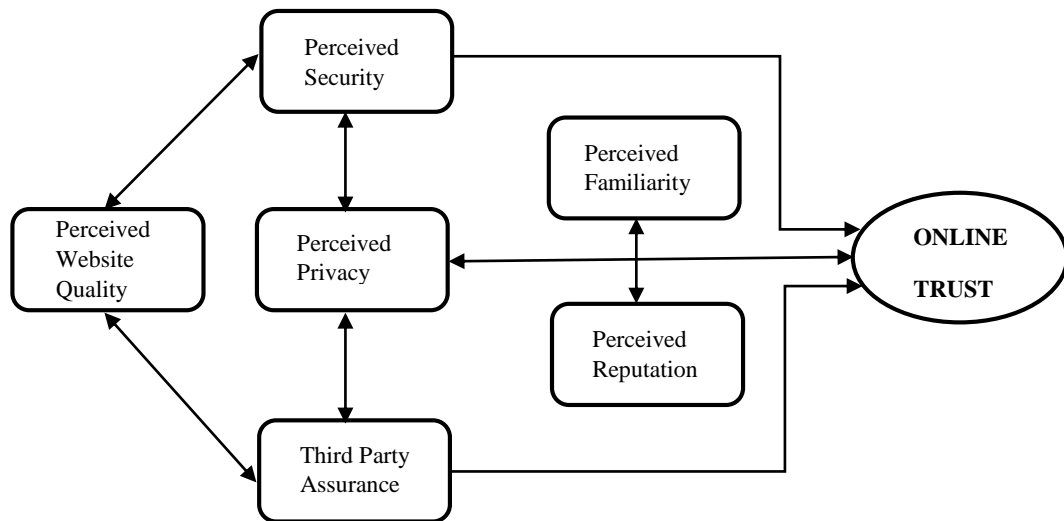
Source: Ismaila Bojang (2017)

Jorge Aponte Vega (2015) did a study of ''Determiners of Consumer Trust towards Electronic Commerce: An Application to Puerto Rico''. This study was aimed at identifying possible factors that are most important and that influence consumer confidence when using electronic commerce and what their perception is connected to it. Issues such as security, privacy, risk, Internet experience and quality of the website were explored and a trust model was applied. Two hundred (200) questionnaires were collected a private university. The conceptual framework of the researcher is as follows figure (2.9)

The results showed that there are significant differences between consumers with high and low perceived security, perceived privacy, perceived risks, and the perception of website quality. However, the factor of experience using the Internet showed that there is no significant difference in consumer trust towards electronic commerce. The study suggests that virtual businesses should adopt innovative strategies in their infrastructure.

Figure (2.9) Conceptual Framework of Determiners of Consumer Trust towards Electronic Commerce
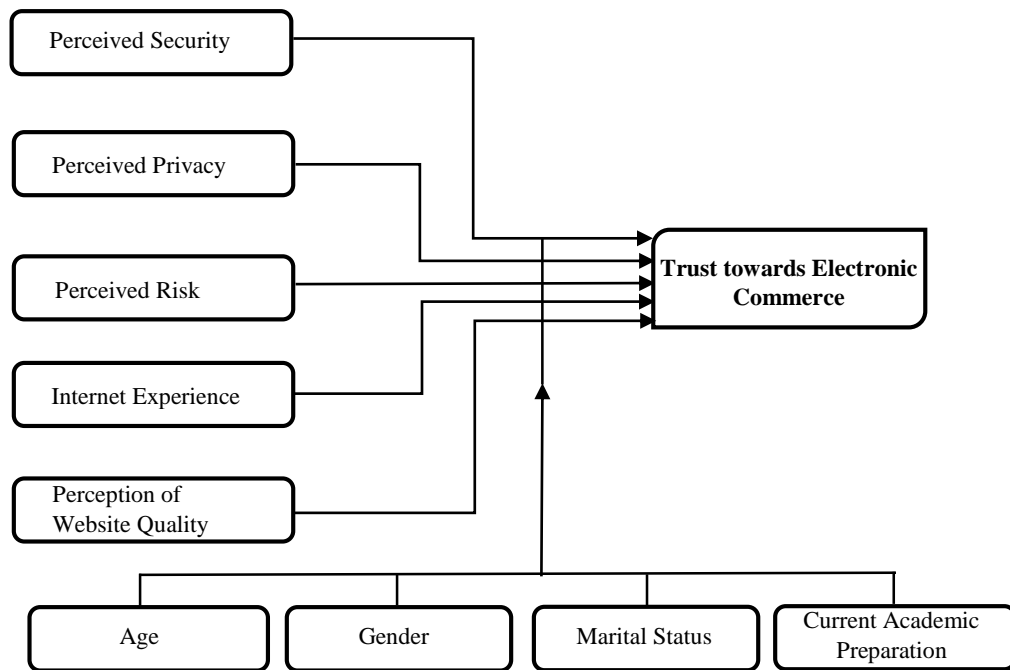
Source: Jorge Aponte Vega (2015)

2.5 Analytical Framework of the Study

Based on the previous study, the analytical framework for this study is constructed by the independent factors described above.

Figure (2.10) Analytical Framework of the Study
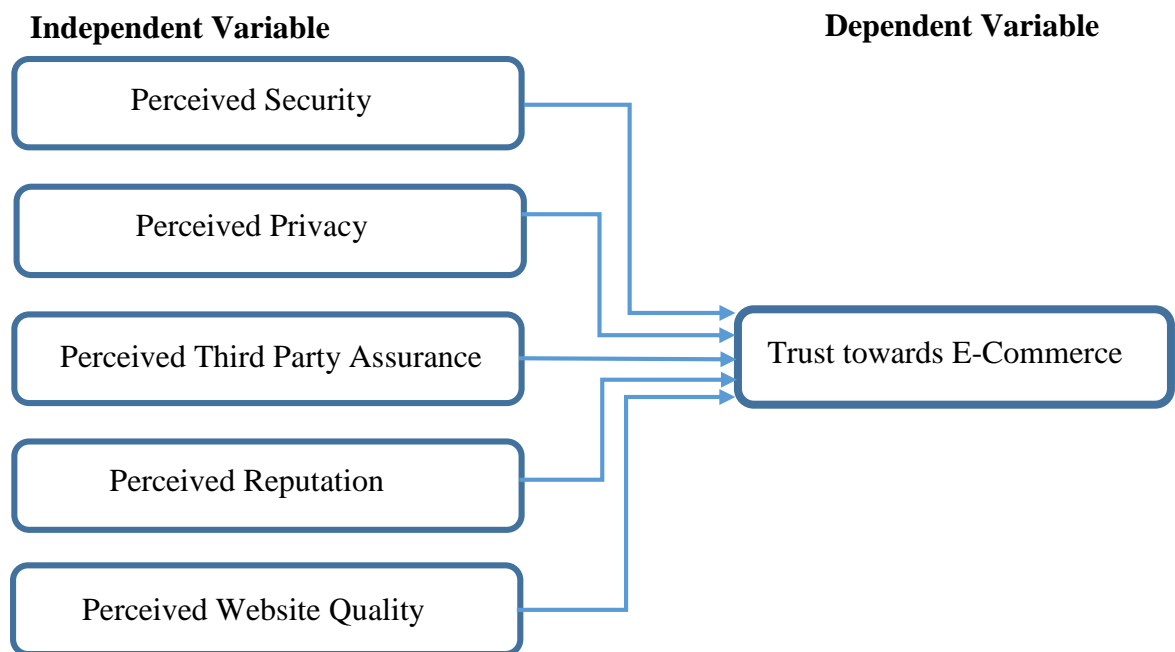
Own Complication

In this study model adopts perceived security, perceived privacy, perceived third party assurance, perceived reputation and perceived web quality as specific factors to influence in E-Commerce transaction. Mostly third party assurance factor need to aware among Myanmar people. The effectiveness of third party assurance seals for building consumer trust has received enthusiastic support within the E-Commerce industry and the research community (Luo, 2002; Schoder & Yin, 2000; Sivasailam et al., 2002). There are many factors that help establish trust, which are relevant for the customers when E-Commerce transaction through online. Friedberg (2005) mention that today, identity theft is starting to become a major concern for online consumers. So think that, which factors that are important for establishing trust depend to some degree on the current situation and the consumers' concerns at that time. So not only the third party assurance factor but other factor also need to identify how to influence consumer trust towards E-Commerce.

CHAPTER 3
CURRENT SITUATION OF E-COMMERCE AND ELECTRONIC PAYMENT
SYSTEM IN MYANMAR

This chapter introduces the current situation of Electronic Commerce, Consumer Protection, Issues and Challenges of E-Commerce in Myanmar and Electronic Payment System. Digital technology is affecting all aspects of people lives, but the retail sector throughout the developed world is experiencing particularly severe turbulence at the moment. There are regular news stories about store closures and job losses on the high street, and the underlying dynamic is not hard to identify: an accelerating shift away from in-store shopping towards E-Commerce, particularly Amazon and Alibaba taking the lead. This trend does not necessarily mean that the department stores and supermarkets are becoming a thing of the past. The retail market is changing, however, and those who do not adapt are facing decline and even extinction. Myanmar is not going to be an exception to this trend. Consumers can now search for a product, compare prices, order and pay for it, and often have it delivered the same or the next day to the door. There is an immediate need for all traditional retail businesses based on brick-and-mortar stores to upgrade their business models for all online era.

3.1 Current Situation of E-Commerce in Myanmar

Myanmar Payment Union (MPU), the national payment network of the Republic of the Union of Myanmar, have developed and implemented Myanmar's first E-Commerce payments platform in February 2015. MPU card holders can search, select and directly pay for online purchases. There are already some 4,500,000 MPU cards in Myanmar, a number that is increasing rapidly, in line with ongoing economic reforms. Currently, all MPU cardholders have access 236 E-Commerce merchants and websites for online purchases. The McKinsey Global Institute predicted that the consuming class in Myanmar would rise to 19 million by 2030 with an increasing number of credit and debit cards. Beside MPU cards, some Myanmar banks are issued international payment scheme cards such as Visa, MasterCard, JCB and Union Pay. Therefore these card holders can use other international E-Commerce website such as Amazon, e Bay, Rakuten, Jingdong, Alibaba etc.

3.1.1 Size of E-Commerce Market in Myanmar

Based on a Myanmar Insider's survey (2018), if take a very conservative estimate of 1% of internet users making online purchases, there are 180,000 active online buyers at present. An average online transaction value of $20, even if one user only buy a single time throughout the year, it's $3.6million market at the very minimum at the moment. At this moment very nearly encountering an exponential development in the E-Commerce business in Myanmar. The market is still less than 0.01% of Myanmar's GDP. In a developed market like the US, E-Commerce market represents approximately 2% of the nation's GDP. Regardless of whether Myanmar's GDP doesn't develop (far-fetched), E-Commerce segment will keep on developing as it is the place the eventual fate of retail lies. If e commerce market reaches just 0.1% of the GDP, it will easily capture $68 million sales in 2-3 year time.3.1.1 E-Commerce Websites in Myanmar

3.1.2 E-Commerce Website in Myanmar

Myanmar's e-commerce market is very vast, beginning with people selling the products they don't need online to major online shops where can purchase almost everything on their online platforms. Myanmar online shopping is led by shop.com.mm and rgo47. The former is a 100% foreign-owned company that was previously founded by the Rocket Internet of Germany. Rocket Internet founded Daraz in 2012 and it operates in Pakistan as well as Bangladesh, Myanmar, Sri Lanka and Nepal. In the first half of 2018, Alibaba acquired the entire Daraz Company.

The emerging local startup rgo47 has come a long way since its early days in 2013, where it started selling clothes through Face Book promotions. The rgo47 promote the reflective stickers at the back of most cars throughout Myanmar. With the global giant now standing toe toe, rgo47 may not be able to compete only on its popular customer service. It needs all the help it can get from investors as well as passionate local shoppers and the government of Myanmar. It can never compete with Alibaba on the funding front, even with distributors in 10 regions and more than a thousand smile centers. Offering credit to shoppers when tying up with mother's finance and another microfinance company may boost their sales, but it still requires a market to compete on a level playing field. Many retailers may be tempted to join this world of e-commerce individually. It's one of the choices for sure. This means setting up a website, software, recruiting programmers and back-end support staff, putting up advertising on the Face

Book page. It needs money and lots of money, especially in order to compete constantly with advertisements and promotions. Selling is much more effective through an already developed E-Commerce business.

Officially launched in October 2019, a new E-Commerce website called Spree.com.mm offers electronic devices, household items, travel kits, fashion toys, products for children, fitness and sports equipment. The platform for E-Commerce will provide the Alibaba-backed Shop.com.mm with new competition, which already dominates the local e-commerce industry. Users can use different payment methods such as Visa, Mastercard, MPU, KBZ Pay, and Wave Money to make purchase products. Goods will be delivered by Spree.com.mm's door-to-door service. The aim of Spree.com.mm is to find buyers on their website for the require products and to offer products at the most reasonable price to buyers. The marketplace will be hosted on their official website, and will be accessible by iOS and Android devices. Spree.com.mm also collaborated with Daung Capital, Get Ride, Flymya and Ninja Van, a logistics company, to provide the goods for transportation. Just 5% of Myanmar's 21 million total internet users use online shopping. The e-commerce sector is becoming enormous growth opportunity. List of 236 E-Commerce merchants and websites for online purchases are showed in APPENDIX I.

3.2   Consumer Protection

Myanmar Consumer Union (MCU) for consumer protection could take a while to put in place regulations to prevent fraudulent sellers from exploiting consumers in e-commerce space. Before sales, rates are extremely advertised, making the percentage of discount look higher. In fact, the so-called offered price of goods is higher than what customers can buy in offline shops. Consumers ' reviews on the shop.com.mm Face Book page showed similar concerns. Shop.com.mm is possibly also the only large online shop that does not open the review section of its customers to the public. To protect Myanmar customers from unscrupulous online shops, the MCU will seriously begin to examine these activities sooner or later. The Ministry of Commerce announced plans to draft the first E-Commerce law of the country in March 2018, although no further details has been released since then. E-commerce firms have voiced concerns about other laws that regulate the online retail industry.

3.3 Issues and Challenges of E-Commerce in Myanmar

Myanmar is developing country in ASEAN. Most developing countries' national network and physical infrastructure are distinguished by relatively low teledensity, which is a major barrier to E-Commerce. Ensuring security of payments and privacy of online transactions is key to the widespread acceptance and trust of E-Commerce. While there are effective policies in place to promote E-Commerce, lack of trust is still an obstacle to making online purchases using the Internet. Moreover, banking card usage in many developing countries is still relatively low. Although protection is widely used as the catch-all word for many different reasons why individuals and companies are not engaged in widespread e-commerce and the use of Internet-based technology, there are other related reasons and unresolved issues such as tax evasion, privacy and confidentiality, fraud adjudication, and legal liability on banking cards.

In many countries, cash is favored not only for reasons of security but also because of a desire for secrecy on the part of those involved in tax evasion or those who simply don't want others to know where they spend their money. Others are worried that there is a lack of legal protection against fraud (i.e., there is no provision for fraud adjudication and there may be no legal limit on liability, say, for a lost or stolen bank card). Such issues need to be differentiated from the general security concerns (i.e., transaction privacy, protection and security) as cannot be resolved by using an efficient encryption method (or other security measures).

The challenges, in essence, represent the country's readiness to ride on E-Commerce. Several factors will view and assess the readiness of a country for E-Commerce. The key factors are network infrastructure, including limited internet access and rates. Legal norms and standards (covering regulation of contracts, consumer protection, attribution of responsibility, protection of privacy, intellectual property rights and processes) and technical standards (in terms of online payments and product delivery, security, authentication, digital signatures and communication protocols) are also important policy considerations in E-Commerce implementation.

3.4 Electronic Payment System

Banking Cards such as prepaid, debit and credit cards, Automatic Teller Machine , Point of Sales devices, Internet banking, mobile banking, and digital wallets are examples of Electronic Payment System now a days.

Prepaid Card

A prepaid card is not linked to any bank account such as savings, current, etc. Instead, cardholders could spend money you loaded onto the prepaid card in advance. Usually, KYC requirements of cardholder are low to apply prepaid cards and cardholder like visitors could buy and use prepaid cards easily. The banks usually issue the prepaid cards with major card scheme associations such as Visa, MasterCard, Union Pay, JCB (Consumer Financial Protection Bureau, 2017).

Debit Card

A debit card is linked to one of bank accounts such as savings, current, etc. Usually, KYC requirements of cardholder are high to apply debit cards according to the regulator such as central bank. The banks usually issue the prepaid cards with major card scheme associations such as Visa, MasterCard, Union Pay, and JCB.

Credit Card

A credit card could give the cardholder an option to borrow funds at point of sale, online shopping and cash advance via ATMs. Credit cards charge interest and are primarily used for short-term financing. Interest usually begins one month after a purchase is made, and borrowing limits are pre-set according to the individual's credit rating scores. KYC (know your customer) requirements of cardholder are very high to apply credit cards according to the regulator such as central bank.

ATM and POS devices

An automated teller machine (ATM) is an electronic banking outlet, which allows customers to complete basic transactions without the aid of a branch representative or teller. A point of sale terminal (POS terminal) is an electronic device used to process card payments at retail locations. Anyone with a prepaid or credit or debit card can access most ATMs and POS devices (Investopedia, 2017).

Internet Banking/Mobile Banking

Internet banking/Mobile banking allows a user to execute financial transactions via the internet. An online bank offers customers just about every service traditionally available through a local branch, including fund transfer, checking balance, printing statement and making bill payments which can be done online.

Digital Wallet

A digital wallet is a system that securely stores payment information of cards and passwords. By using a digital wallet, users can complete purchases easily and quickly with near-field communications (NFC) technology or quick response (QR) codes. It can be used in conjunction with mobile operating systems, which allow customers to pay for purchases with their smart phones. A digital wallet can store loyalty information and digital coupons (Investopedia, 2017).

3.4.1   Current Situation of Electronic Payment System in Myanmar

Myanmar was cash-based payment society long time ago and cash is still king in daily payment ecosystem until now. But, payment behavior of banked clients start changing in Myanmar, especially for salary payments since 2011. Myanmar Payment Union (MPU) was built up by Myanmar Private Banks under guidance of Central Bank of Myanmar on 2011. Myanmar Private Banks start initiating Electronic Payment System and paying salaries for bank employees by using debit cards, ATMs, and Card management systems. Bank employees could withdrawal money and check debit card's balance from all ATMs of Myanmar Private Banks which has MPU logo. Some banks could provide card-to-card funds transfer within the same bank's payment network. This made us the enormous beginning of Electronic Payment System in Myanmar payment industry among the bank employees, and then continues to bank customers.

Central bank of Myanmar opens up the retail payment market to develop Electronic Payment System and let the international Payment Card Associations such as Visa, MasterCard, UnionPay and JCB to come in Myanmar on 2012. Then, Myanmar Private Banks could process the transactions of Visa, MasterCard, UnionPay and JCB cards issued by the other countries at ATMs in Myanmar starting from 2012 and tourists who are visiting to Myanmar become to withdrawal money from ATMs by using cards easily and they don't need to carry cash in advance. On 2013, Myanmar Private Banks introduced the portable POS (Point-of-Sales) devices which could process the transactions of Visa, MasterCard, UnionPay, JCB and MPU cards at the merchants such as hotels, restaurants, jewelry stores, shopping centers, and tourist attractive areas in Yangon, Mandalay, Naypyitaw, Bagan, and Nyaung Shwe cities. All banking cardholder customers could make payment to merchants without using cash. Electronic Payment System decreases the use of cash and cheque transactions too much. This leads

Electronic Payment System to change from cash to cashless payment behavior among customers and merchants. Electronic Payment System is advanced more and more by developing financial technology (Fin-Tech) which applies technology to improve financial activities and transactions. Digital wallets become popular around the world as well as Myanmar in the middle of 2015.

3.4.2 Electronic Payments on E-Commerce in Myanmar

E-Commerce platforms use electronic payment, where electronic payment applies to money transactions without paper. Through paperwork, transaction costs, and labor costs, electronic payment has revolutionized business processing. Since the government made digital technology a priority in the 2015 National Export Strategy, the use of electronic payments in Myanmar, especially in shopping centers and online shopping, has been gradually catching on. Other card brands (Visa, MasterCard, UnionPay and JCB cards) for electronic payment, mobile wallet application such as CB Pay, KBZPay, AGD Pay and MAB Mobile have emerged in addition to banks issuing Myanmar Payment Union (MPU) cards. Payment services have also emerged from mobile phones such as Ongo, Wave Money, M-Pitesan, and OK Dollar. In addition, Yangon Region is developing an electronic ticket payment system to replace cash on Yangon City buses.

Payment applications for foreign payments are trickling into Myanmar. Central Bank of Myanmar approved the local company Paypb Co Ltd in collaboration with QFPay, based in Hong Kong, for a three-month pilot project exploring digital payments using the WeChat application at 14 Mandalay Airport shops and some shops in the second largest city in the country. The project aims to make payments more convenient for Chinese tourists using WeChat, a mobile payment platform created by Tencent, a Chinese conglomerate. Instead of having to carry local currency, many foreign tourists want to use electronic payments.

Development of electronic payments has become important for the economic development of the country. If the digital settlements and e-payment system are not improved, the economy of the country will be left behind. Many countries have made real progress in digital payments and E-Commerce. Digital payments and E-Commerce are more important in trade, especially among the developing country. In most ASEAN countries, electronic payments are common.

The Central Bank of Myanmar is trying to reduce the country's use of cash, but more public involvement and government support are needed to make electronic payments and E-Commerce effective. Consumers also believe that if they use digital payments, their taxes will grow. Electronic payments are viewed as a threat rather than a reward. Citizens are concerned when they use digital payments that they would have to pay taxes. There, the government has to make improvements. The government provides tax subsidies to people in other countries for online business transactions. Electronic payments are a good way to collect taxes for the Myanmar government. If they were all made online, the government could get at least 3 percent tax on sales. It would save time by using banking cards or QR code. A digital system would make collecting taxes much easier for the government. This technology needs to be promoted by the government. A lack of training is one of the obstacles to the widespread use of technology in Myanmar. Technology exposure and training are essential for electronic payment growth.

CHAPTER 4

ANALYSIS ON FACTORS INFLUENCING CONSUMER TRUST TOWARDS E-COMMERCE

This chapter includes the analysis on Factors Influencing Consumer Trust towards E-Commerce in Yangon University of Economics, who are current studying in MBF programme. This analysis is based on the help of SPSS with the data conducted in area of Yangon University of Economics, who are current studying MBF programme. There are five main parts in this chapter such as research design, demographic characteristics of respondents, reliability analysis, and analysis on Factors Influencing Consumer Trust towards E-Commerce.

4.1   Research Design

This study identifies the factors influencing consumer trust towards E-Commerce among MBF Students. The required data were collected through survey. As a survey instrument, structured questionnaires were used. The questionnaire includes three main section that these are demographic profile analysis, influencing factors and customer trust towards E-Commerce. Analysis of customer trust towards E-Commerce is presented by correlation and regression analysis.

The first section includes the questions on the demographic analysis of the respondents, such as gender, age, marital status, education level, income level and how often use e-commerce. The second section includes perceived security, perceived privacy, perceived third party assurance, perceived reputation and perceived website quality. The third section includes consumer trust towards e-commerce. A total of twenty seven items measuring five constructs and one dependent variable.

This study uses both analytical and descriptive method based on both primary and secondary data. Primary data are collected by structured questionnaires with 5-point Likert scale from 105 E-Commerce users, who are current studying MBF programme at Yangon University of Economics, Yangon. Sample size are 30 % of students (105 from about 350 students) who are current studying MBF programme at Yangon University of Economics, As a sampling method, the simple random sampling was E-Commerce users from MBF programme at Yangon University of Economics. After collecting the required data, the data were analyzed by using the SPSS version 22.

4.2   Demographic Characteristics of the Respondents

The study of the demographic characteristics such as gender, age, income level, educational level and marital status of the E-Commerce users are mentioned in this section.

Demographic profile of respondents in terms of background information is relating to the personal characteristic of MBF students who are current studying in Yangon University of Economics. Profile data of respondents consist of gender, age, educational level, marital status and average monthly income. All the data obtained from the questionnaires collected are interpreted and summarized in average, frequency distribution and percentage distribution. In this section, there will be investigate how demographic affect consumer trust towards E-Commerce.

Gender of Respondents

The respondents are not only males, but also females. Table (4.1) showed the gender of respondents.

Table (4.1) Gender of Respondents

Gender	Frequency	Percentage
Male	32	30.5
Female	73	69.5
Total	105	100.0

Source: Survey Data (2019)

As shown in Table 4.1, the sample consists of 32(30.5%) males and 73(69.5%) females. From these group total respondents are 105. At that time of survey comparatively higher number of male said that they don't have E-Commerce transaction experience through online. According to survey result, the female respondents are more interested to E-Commerce transaction through online than male

Age Group of Respondents

      The number of age group by gender of all sample respondents is shown in Table (4.2).

Table (4.2) Gender and Age Group of Respondents

Age (years)	Male	Female	Total	Percentage
25-30 years	8	15	23	22.0
31-35 years	8	24	32	30.5
36-40 years	6	15	21	20.0
41-45 years	5	11	16	15.2
46-50 years	5	8	13	12.3
Total	32	73	105	100.0

Source: Survey Data (2019)

      Above table (4.2) shown that 22% of respondents are between 25-30 years old, 30.5% of respondents are between 31-35 years old, 20% of respondents are between 36-40 years old, 15.2% of respondents are between 41-45 years old and the remaining 12.3% of the respondents are between 46-50 years old. Since the study is conducted in the MBF students who are current studying in Yangon University of Economics. So the respondents age group can be divided by maximum age is 50 years and minimum age is 25 years. According to Table (4.2), the highest percentage 30.5% of respondents who has age limit between 31-35 years are prefer to use E-Commerce.

Marital Status of Respondents

      Basically the Marital Status are classified by three types which are single, married and other. In this study, the Marital Status of sample respondents are found in Table (4.3).

Table (4.3) Marital Status of Respondents

Marital Status	Frequency	Percentage
Single	59	56.2
Married	46	43.8
Total	105	100.0

Source: Survey Data (2019)

      According to Table (4.3), the 56.2% of respondents are single and 43.8% of respondents are married. So, single respondents are more prefer to use E-Commerce.

Education Level of Respondents

There are two categories for education level among MBF students. There are expressed in Table (4.4).

Table (4.4) Education Level of Respondents

Education Level	Frequency	Percentage
Master	65	61.9
Bachelor	40	38.1
Total	105	100.0

Source: Survey Data (2019)

According to Table (4.4), since the study is conducted with 105 respondents, between these respondents 61.9% are master degree and remaining 38.1% of the respondents are bachelor degree. So master degree respondents are prefer to use E-Commerce.

Income Level of Respondents

The monthly income level of E-Commerce users are classified as Table (4.5).

Table (4.5) Income Level of Respondents

Income Level (Kyats)	Frequency	Percentage (%)
2.5-5 Lakhs	17	16.2
5-7.5 Lakhs	14	13.3
7.5-10 Lakhs	12	11.4
10-12.5 Lakhs	9	8.6
>12.5 Lakhs	53	50.5
Total	105	100.0

Source: Survey Data (2019)

The respondents' income was in the range of 2.5-5 Lakhs to above 12.5 Lakhs. As show in table 4.5, 16.2% of respondents have monthly income of between 25-5 Lakhs, 13.3% of respondents have monthly income was between 5-7.5 Lakhs and 11.4% of respondents have monthly income between 7.5-10 Lakhs, 8.6% respondents of monthly income was 10-12.5 Lakhs and 50.5% of respondents have monthly income above 12.5 Lakhs respectively. Overall results show that 50.5% of respondents with income above 12.5 Lakhs are more interested to use E-Commerce through online.

Purchase Behavior of Respondents

The respondents were asked how many time they had use E-Commerce which are presented in table (4.6).

Table (4.6) Purchase Behavior of Respondents

No. of Usage Time	Frequency	Percentage (%)
1-2 time per week	28	26.7
> 2 times per week	16	15.2
1-2 times per month	17	16.2
>2 times per month	11	10.5
1-2 times per year	16	15.2
>2 times per year	17	16.2
Total	105	100

Source: Survey Data (2019)

A majority of the respondents, 26.7% have experience of E-Commerce. Of the respondents with experience of E-Commerce, a majority usage on 1-2 time per week. According to table (4.6), other respondents also very often to use E-Commerce.

4.3   Testing of Reliability for Construct Variables

Reliability refers to "*the extent to which your data collection techniques or analysis procedures will yield consistent findings*" (Saunders et al., 2007, p.149). Reliability is about whether the measures will yield the same results on other occasions, if other researchers will reach similar results and if there is transparency in how sense was made from the raw data (Saunders et al., 2007).

Reliability analysis was performed to assess the reliability of the scale used to measure the variables of interest. Reliability assessment of the entire scale was first computed followed by the assessments of individual items supposed to measure the research constructs.

A total of twenty seven items measuring five constructs and one dependent variable (five items measuring Perceived Security, five items measuring Perceived Privacy, three items measuring Perceived Third Party Assurance, four items measuring Perceived Reputation, five items measuring Perceived Website quality, and six items measuring Consumer Trust towards E-Commerce) Based on the survey data, the reliability or internal consistency among the variables was checked with the Cronbach's alpha. The result of Cronbach's alpha coefficient was shown as table (4.7).

Table (4.7). Reliability Test for Construct Variables

No.	Construct Variables	No. of Items	Cronbach's Alpha
1	Perceived Security	5	0.82
3	Perceived Privacy	5	0.748
4	Perceived Third Party Assurance	3	0.795
5	Perceived Reputation	4	0.815
6	Perceived Website quality	5	0.795
7	Consumer Trust towards E-Commerce	5	0.763

Source: Survey Data (2019)

The Cronbach`s alpha coefficient for the dependent variable (Consumer Trust towards E-Commerce) and independent variables (Perceived Security, Perceived Privacy, Perceived Third Party Assurance, Perceived Reputation, Perceived Website quality,) are above 0.7 as acceptable level.

4.4 Factors Influencing Consumer Trust towards E-Commerce

In this study, the data collected through the survey questionnaires from the 105 E-Commerce users, who are current studying MBF programme at Yangon University of Economics. In addition, those data will be analyzed. There are five main factors which can influence consumer trust towards E-Commerce. They are Perceived Security, Perceived Privacy, Perceived Third Party Assurance, Perceived Reputation, Perceived Website quality.

4.4.1 Perceived Security

Among the variables of influencing factors, perceived security is measured with five items. The mean value and standard deviation for each items and overall mean value of perceived security is presented in table (4.8).

Table (4.8)   Perceived Security

No.	Statements	Mean	Std. Deviation
1	I feel secure whenever I make online payment at E-Commerce website.	3.61	0.791
2	I feel secure when I give my bank card details information to E-Commerce website to capture for future payment.	3.40	0.816

No.	Statements	Mean	Std. Deviation
3	The E-Commerce website provides security measures to protect online purchases.	3.70	0.664
4	I do not fear hacker invasions into E-Commerce website.	2.67	0.851
5	I feel confident that encryption and other technological provide safeguards to me while I make online payment at E-Commerce website.	3.51	0.709
Overall Mean		3.38	

Source: Survey Data (2019)

According to table (4.8), consumers felt the E-Commerce website provides security measures to protect online purchases which has highest mean score 3.70 and the lowest mean value 2.67 indicates that consumers fear hacker invasions into E-Commerce website. Therefore even consumers feel the E-Commerce website provides security measures to protect online purchases, E-commerce vendor need to aware hacker invasions into E-Commerce website. According to overall mean value of 3.38, respondents accept that the security is important aspect which positively influence consumer trust towards E-Commerce.

4.4.2 Perceived Privacy

Among the variables of influencing factors, perceived privacy is measured with five items. The mean value and standard deviation for each items and overall mean value of perceived security is presented in table (4.9).

Table (4.9)   Perceived Privacy

No.	Statements	Mean	Std. Deviation
1	The personal information that I provide to the E-Commerce vendors are secured.	3.21	0.768
2	The monetary information I provide to the E-Commerce vendors are well protected.	3.41	0.689
3	The E-Commerce vendors will not use unsuitable methods to collect my personal data.	3.48	0.748
4	The E-Commerce vendors do not use my personal information for other purposes than what they claimed.	3.42	0.852
5	The E-Commerce vendors do not ask for irrelevant personal information.	3.64	0.761
Overall Mean		3.43	

Source: Survey Data (2019)

As result of table (4.9), respondents were agreed E-Commerce vendors do not ask for irrelevant personal information which has highest mean score 3.64 and the lowest mean value 3.21 which means that the E-Commerce vendors asked for irrelevant personal information. In regards to the overall mean value 3.43, respondents are agreed on the influence of privacy in consumer trust towards E-Commerce.

4.4.3 Perceived Third Party Assurance

Among the variables of influencing factors, perceived third party assurance is measured with three items. The mean value and standard deviation for each items and overall mean value of perceived third party assurance is presented in table (4.10).

Table (4.10) Perceived Third Party Assurance

No.	Statements	Mean	Std. Deviation
1	I feel safe conducting business with the E-Commerce vendors because a third party will protect me.	3.30	0.759
2	I feel safe in buying from the E-Commerce vendors because of its statements of guarantees.	3.59	0.675
3	I feel safe in buying from the E-Commerce vendors as they have a strong credit rating from third party companies such as bank and security agencies.	3.60	0.645
Overall Mean		3.50	

Source: Survey Data (2019)

According to table (4.10), the mean score of above three factors have positive attitude towards E-Commerce, It can be concluded the respondents are prefer third party assurance when using E-Commerce.

4.4.4 Perceived Reputation

Among the variables of influencing factors, perceived reputation is measured with four items. The mean value and standard deviation for each items and overall mean value of perceived reputation is presented in table (4.11).

Table (4.11) Perceived Reputation

No	Statements	Mean	Std. Deviation
1	The E-Commerce vendors are well known and reliable.	3.45	0.635
2	The E-Commerce vendors have good reputation in the market.	3.36	0.774
3	The E-Commerce vendors are known to be concerned about customers	3.52	0.606
4	The E-Commerce vendors have reputable products and services.	3.50	0.574
Overall Mean		3.46	

Source: Survey Data (2019)

As result of table (4.11), 'the E-Commerce vendors are known to be concerned about customers' factor is the highest mean scores of 3.52, 'the E-Commerce vendors have good reputation in the market.' is lowest mean score and all statements with a little variation. Overall mean score of perceived reputation is 3.46. Therefore, all respondents are generally agreed perceived reputation factor influence consumer trust towards E-Commerce.

4.4.5 Perceived Website Quality

Among the variables of influencing factors, perceived website quality is measured with five items. The mean value and standard deviation for each items and overall mean value of perceived reputation is presented in table (4.12).

Table (4.12) Perceived Website Quality

No.	Statements	Mean	Std. Deviation
1	The E-Commerce vendors provide accurate and up to date information about the product I want to buy.	3.62	0.578
2	The E-Commerce vendors provide sufficient information for me to make a purchase decision.	3.65	0.707
3	The design of the E-Commerce websites are always clear and precise.	3.45	0.707
4	The E-Commerce websites help in selecting quality products.	3.45	0.720
5	It is convenience to complete payment transaction at this E-Commerce website.	3.66	0.569
Overall Mean		3.56	

Source: Survey Data (2019)

From the analysis of the study of table (4.10), it was found that the obtained overall mean is 3.56. It is convenience to complete payment transaction at this E-Commerce website factor is the highest mean scores of 3.66 and 'the design of the E-Commerce websites are always clear and precise' and 'the E-Commerce websites help in selecting quality products' are lowest mean score and all statements with a little variation. It can be concluded that the respondents are believed website quality factor influence consumer trust towards E-Commerce.

4.4.5 Summary of influencing factors on consumer trust towards E-Commerce

This table describes summarized mean value of influencing factors on consumer trust towards E-Commerce. The mean value for each items and overall mean value of influencing factors are presented in table (4.13).

Table (4.13) Summarized mean value of influencing factors

No.	Influencing Factors	Mean Value
1	Perceived Security	3.38
2	Perceived Privacy	3.43
3	Perceived Third Party Assurance	3.50
4	Perceived Reputation	3.46
5	Perceived Website Quality	3.56

Source: Survey Data (2019)

The above table (4.13) shows mean values of influencing factors (Perceived Security, Perceived Privacy, Perceived Third Party Assurance, Perceived Reputation, Perceived Website quality). As per overall mean value from table (4.13), perceived website quality is highest mean value 3.56 which mean that respondents are agreed website quality have influence on consumer trust towards E-Commerce. However, overall mean value of perceived security is lowest mean value 3.38 which mean that E-Commerce vendor have to improve better security and protect from hacker invasions into E-Commerce website. Overall mean value from each influencing factors are strongly influence on consumer trust towards E-Commerce because of average total mean value is 3.50.

4.5   Consumer trust towards E-Commerce

In this section analysis which statement are contribute consumer trust towards E-Commerce. The mean value and standard deviation for each items and overall mean value of Consumer trust towards E-Commerce is presented in table (4.14).

Table (4.14). Consumer trust towards E-Commerce

No.	Statements	Mean	Std. Deviation
1	I will definitely recommend those E-Commerce websites to my friends and co-workers if I am satisfied.	3.81	0.606
2	I will frequently use E-Commerce in the future.	3.82	0.601
3	I will keep repurchasing from the E-Commerce website, if I am satisfied.	3.98	0.554
4	E-Commerce is compatible with my lifestyle.	3.62	0.699
5	I intend to use E-Commerce regularly in the future.	3.90	0.791
Overall Mean		3.83	

Source: Survey Data (2019)

According to the outcomes of the table (4.14), the two most important factors impacting on consumer trust towards E-Commerce are "I will keep repurchasing from the E-Commerce website, if I am satisfied" and "I intend to use E-Commerce regularly in the future" having the mean scores of 3.98 and 3.90 The overall mean score is 3.83 that means the strong support for consumer trust towards E-Commerce. Even though the factor "E-Commerce is compatible with my lifestyle" has the lowest mean score 3.62, the difference among the statements seems too low and all the statements are all contributed to consumer trust towards E-Commerce.

4.6   Analysis of the Factors Influencing Consumer Trust towards E-Commerce

In this research, linear regression model is used in order to find out the relationship between influencing factors such as Perceived Security, Perceived Privacy, Perceived Third Party Assurance, Perceived Reputation, Perceived Website quality and consumer trust towards E-Commerce by asking 27 questionnaires to 105 respondents.

Table (4.15)   Coefficient on Factors Influencing Consumer Trust towards E-Commerce

Dependent variable	Unstandardized Coefficients		t test	Sig.	VIF
(Trust towards E-Commerce)	B	Std. Error			
(Constant)	2.405	0.325	7.406	0.000	
Perceived Security	0.166	0.098	1.688	0.095	2.245
Perceived Privacy	0.064	0.094	0.683	0.496	1.743
Perceived Third Party Assurance	0.377***	0.099	3.820	0.000	2.240
Perceived Reputation	0.284**	0.111	2.556	0.012	2.272
Perceived Website Quality	0.202*	0.106	1.913	0.059	1.801
R^2	0.341				
Adj R^2	0.301				
F-value	8.457				
Durbin - Watson	1.652				

Source: Survey Data (2019)

Note: Statistical Significance Indicate *** at the 1% level and ** at the 5% level and * at the 10% level.

Refer to table (4.15), the value of the R Square from the result is 0.341, which indicated the model above explained 34% of the variance in trust towards E-Commerce. Besides that, the Durbin Watson value in the output table is 1.652, which indicated that there is evidence of positive serial correlation and no singularity or multi-collinearity problem as VIF <10.

Refer to the coefficients table above, among the 5 independent variables, Perceived Security has the coefficient 0.166, ($p>0.05$), which indicates no relationship between Perceived Security and consumer trust towards E-Commerce. Refer to the coefficients table above, among the 5 independent variables, Perceived Privacy has the coefficient 0.064, ($p>0.05$), which indicates no relationship between Perceived Privacy and consumer trust towards E-Commerce.

According to the coefficients table above, among the 5 independent variables, Perceived Third Party Assurance has the coefficient 0.377, ($p<0.01$), which indicates relationship between Perceived Third Party Assurance and consumer trust towards E-Commerce at 1% significance level. Refer to the coefficients table above, among the 5 independent variables, Perceived Reputation has the coefficient 0.284, ($p<0.05$), which

indicates relationship between Perceived Reputation and consumer trust towards E-Commerce at 5% significance level. According to the coefficients table above, among the 5 independent variables, Perceived Website Quality has the coefficient 0.202, (p>0.05), which indicates relationship between Perceived Web Quality and consumer trust towards E-Commerce. In summary, perceived third party assurance, perceived reputation and perceived website quality have significant positive influence on consumer trust towards E-Commerce.

CHAPTER 5

CONCLUSION

The study is conducted with the aim of analyzing factors influencing consumer trust towards E-Commerce. This chapter is organized with findings and discussion, suggestion and recommendation and needs for further based on the results of the data analysis.

5.1   Finding and Discussion

E-Commerce is a huge platform which is developing at a remarkable rate everywhere throughout the world. Individuals from each age whether they are children, millennial, or old loves to shop from various E-Commerce website. In the coming years, it is expected that growth of E-Commerce will expand more than ever with all the current technologies. In Myanmar most of people want to use E-Commerce service and products because website provides more happiness as compared to physical shopping stores and services. The reason is simple as have a lot of websites and application focusing e-commerce, it has become simple to find anything on E-Commerce website that people want to buy immediately. In this study, the main objective was to analyze the factors influencing consumer trust towards E-Commerce.

According to demographic profile research the female respondents are more interested to E-Commerce transaction through online than male. Moreover, age between 31-35 years are prefer to use E-Commerce and the income above 12.5 Lakhs are more interested to use E-Commerce through online among MBF students. And then, Master Degree holder and Single people are the highest range that who like to use E-Commerce. According to purchase frequency rate, MBF students are occasionally like to use E-Commerce transaction through online.

With regard to descriptive statistics, the most influencing factor is perceived website quality, followed by third party assurance, perceived reputation, perceived privacy and perceived security.

According to regression analysis, among the five variables used in this study, perceived third party assurance is strongest influence on consumer trust towards E-Commerce and perceived reputation is second strongest influence on consumer trust

towards E-Commerce. And then another variable, perceived website quality is third strongest influence on consumer trust towards E-Commerce.

5.2   Suggestions and Recommendation

Based on the results, Perceived third party assurance has influence consumer trust towards E-Commerce. Web seals (third party assurance) being displayed in a vendor's site have the potentials to engender consumer trust. If vendors' give financial assurance guarantees through third party companies, consumers will feel more comfortable and secure enough to engage in transactions. This research has shown that the respondents will be ready to trust a vendor that will keep its promises and obligations throughout the transaction phases. Furthermore, E-Commerce vendors need to strive to provide adequate information on their websites about products and services they offer.

According to the survey results, perceived reputation proved to be another influenced factor that significantly influence consumer trust towards E-Commerce. The results demonstrate that MBF student's online consumers value the reputation of online retailers as a critical factor that engenders their trust in online transactions. Reputation is conceptualized as the consumer's view of a particular store's reputation, where reputation is defined as the extent at which consumers believe a store is honest and concerned about its consumers. Hence it becomes paramount for online vendors to exercise honesty and transparency whenever they handle customer transactions.

Based on the results, Perceived Website Quality has a positive influence with consumer trust towards E-Commerce. Website quality is a significant determinant of an operation's online presence. It is characterized as the extent to which a website's interface meet clients' need and reflect in general predominance of the website. High quality websites attracted more customers than low quality websites and were regarded as an indicator of business success. Therefore E-Commerce vendors need to improve Website Quality all the time.

5.3   Needs for Further Research

This study only focuses on MBF students who are current studying in Yangon University of Economics. So need to replicate the study outside of this University. Researcher should apply the research to a larger population that includes personnel

from off-site campuses of the University where the research was carried out. In addition, apply the research to business organizations, whether they are public, private, government agencies. Add other relevant factors to the study, as well as, other data or socio-demographic characteristics (expand the research model) and use other methodologies that can offer more depth to the study. Further researchers are recommended to explore the factor influencing consumer trust towards with other necessary factors put under consideration. And also recommended to study the consumer trust towards E-Commerce on other variables such as perceived familiarity, internet experience, customer service and price.

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APPENDX I

No	Merchant Name	Website Name
**Myanmar Payment Union' E-Commerce Merchant List 2019**	
1	1-STOP	https://1stop.2c2p.com
2	2C2P Charity Fund	https://m.2c2p.com/charityfund
3	2c2p(Myanmar)Company Limited	www.2c2p.com
4	Air Bagan Public Co.,Ltd	www.airbagan.com
5	APEXAND COMPANY LIMITED	http://www.apexand.com
6	Asian Wings Airway	www.asianwingsair.com
7	B & F Company	www.bnfexpress.com
8	Booking Min Co.,Ltd	www.bookingmin.com
9	EasyBills	www.easybills.com.mm
10	EasyBills Topup	www.easybills.com.mm
11	EasyPay Co,.Ltd	www.easypay.com.mm
12	Flymya Tech Co.,Ltd	www.flymya.com
13	Ignite Technology Group	www.starticket.com.mm
14	LABH PHYO THIT COMPANY	https://opencorporates.com
15	May Myanmar Lin Co Ltd	https://www.padauk.shop
16	MEB	
17	MEB II	
18	MPU Test Merchant	
19	2 Angels Fashion	www.2angelsfashion.com
20	ALPHA POWER ENGINEER Co.,Ltd	www.store.alphapowerengineering.com
21	AMAZING TECHNOLOGIES	www.apps.amztechnology.com/netstart.cart
22	AUNG KAUNG MYAT SAN CO.,LTD	www.myanmarevento.com
23	Aung Naing Chan Tha Co.Ltd.,	www.myanmarbusticketsbooking.com
24	Aung San Film	www.aungsanfilm.com
25	BIRMANIA ADVENTURES TRAVEL AND TOURS	www.lodggy.com
26	Code 2 Lab	www.smartpay.host
27	Doctor Htein Clinic	www.drhtein.org
28	Double Y Online Shop	www.doubleymart.com
29	Doubleact Co.,Ltd	www.navigationmyanmar.com
30	Giordano	www.giordano.com
31	Global Connect Asia	www.latmat.com.mm
32	H & T tech	www.mimiberry.co
33	Information Matrix Company	www.learnonline.education
34	KING CONSTRUCTION	www.king.com.mm
35	M PAY GLOBAL CO.,LTD	www.myprepaidtopup.com
36	MEB Pay	https://pay.meb.asia
37	Mingalarletphwet.com	https://mingalarletphwet.com/

No	Merchant Name	Website Name
	Myanmar Payment Union' E-Commerce Merchant List 2019	
38	Myanmar Cosmetics Association	www.myanmarcosmetics.org
39	MYANMAR INSTITUTE OF BUSINESS	www.mib-edu.com
40	MYSTYLO.LIFE	http://mystylo.com
41	Myticketmm	www.myticketmm.com
42	PLUS 2 CO.,LTD	www.gen-ymm.com
43	Pocari Sweat	www.pocarisweatrunmyanmar.com
44	Ricco	www.riccoricco.com
45	Unique Treasure Co.,Ltd	www.bookishsouls.com
46	Yangon Bay	www.yangonbay.com
47	Zego Bird Company Limited	www.zegobird.com
48	MYO MYANMAR MIN	www.myomyanmarmintravel.com
49	360 International Company Limited	www.360malls.com.mm
50	528 Technology Company Ltd	www.528goshop.com
51	7 Days Travels & Tours	http://www.myanmar-flightcenter.com/
52	All Myanmar Booking.Com	www.allmyanmarbooking.com
53	Allway Growth Myanmar Co.,Ltd	www.luxemyanmar.com
54	ANJ Travels Tours	www.anjmyanmar.com
55	AO YOU Company Limited	www.mmearn.com
56	ASAYGO GROUP OF COMPANY LIMITED	www.ticket.mmways.com/academy/busticket
57	Ascent Technology Co,.Ltd	www.sohomallmm.com
58	Asian Discovery Travels	www.asiandiscoverytravel.com
59	Bagan Min Thar Express	http://baganminthar.com
60	Bagan Star Hotel	www.baganstarhotel.com
61	Best Trip	www.besttripmyanmar.com
62	BIZ GROWTH COMPANY LIMITED	www.mscceducation.com
63	Boss Express	http://bossexpress.com.mm/
64	Brycen Myanmar Co.,Ltd	http://www.girlcategory.com
65	CB Bank E commerce Merchant(Testing)	
66	CB Bank Foundation	
67	Chate Sat Yar Company Limited	www.chatesat.com
68	Chopper Price Shopper	www.chopperpriceshopper.com
69	Codeboratory Limited	www.ticket95.com
70	Columbus Travel and Tours	www.columbusairticket.com
71	DAW KHIN KYI FOUNDATION	http://dawkhinkyifoundation.org/donation
72	DICA Company Limited	www.myco.dica.gov.mm
73	DMyanmar Online Service Company Limited	www.dmyanmar.com
74	DR Aye Min Htoo Clinic	www.skincaremyanmar.com

No	Merchant Name	Website Name
	Myanmar Payment Union' E-Commerce Merchant List 2019	
75	Dynasty Gold and Jewellery	www.dynastygoldjewel.com
76	Elite Express Public Company Limited	https://www.eliteexpress.com.mm/en/
77	Emax Myanmar (Top Up)	www.emaxmm.com
78	Emax Myanmar(EM)	www.emaxmm.com
79	Eushido	www.eushido.com
80	EzyMM Online Shopping	www.ezymm.com
81	FLY MYA Travels & Tours	https://flymya.com
82	GI Express	http://www.giexpressmm.com
83	Golden Honour Travel	www.ghtnt.com
84	Golden Myanmar Airlines	www.gmairlines.com
85	Golden Orbit Int't Co.,ltd	www.orbitmobile.net
86	Grace Treasure Hotel	www.gracetreasurehotel.com
87	Health Care Center	http://www.healthcare.com.mm/
88	Health Care Service	www.koekoetech.com
89	High Class Express	www.highclassexpress.com
90	Hkakabo Kachin Traditional Silk	www.hkakabofabric.com
91	Hledan Centre Management Company	
92	i House	http://ihousegiftstore.com
93	Ibiz Servic Provider Co.,Ltd	www.omyanmar.com
94	iHome Service Co.,Ltd	ihome.com.mm
95	Infinity Global Solutions Company Limited	www.iloveshopping.com.mm
96	Information Technology For All	https://play.google.com/store/apps/
97	INTERNET WALLET LIMITED	https://s3-ap-southeast-1.amazonaws.com/okdollarapp/ OkDollarProd/okdollar_V21.apk
98	Kangzen-Kenko Myanmar Company Limited	www.kkmyanmar.com
99	Khaing Mandalay Express	http://www.khaingmandalay.com
100	Leo Ta Fa Services Company Limited	www.ticketermm.com
101	Lin IT Solution Co,.Ltd	ecommerce.myanmarhighsociety.com
102	Lion King Bags Collection	http://www.gflower.com.mm
103	Lumbini Express	http://www.lumbinimm.com
104	Mandalar Min Express	www.mandalarminn.com.mm
105	Mannyarzar Express	http://mannyarzar.com
106	Mastery Company Limited	http://thebanyanmm.org
107	Merryco Company Limited	www.myanmartshopping.com
108	Metta Global Company Limited	www.mettaconnect.com
109	MGMA Company Limited	http://mgmaonlineportal.com
110	Min Ta Khon Family Co.Ltd(Forever Web Studio)	www.mintakhon.com

No	Merchant Name	Website Name
	**Myanmar Payment Union' E-Commerce Merchant List 2019**	
111	Min Ta Khon Family Royal Online Mart	www.royalonlinemart.com
112	MM Bus Ticket	http://mmbusticket.com
113	MMN	www.myanmarmusicnetwork.com
114	MOSD Company Limited	www.zay2net.com
115	Mother Finance Company Limited	www.motherfinance.com.mm
116	MT & K Tourism Co.Ltd	
117	My Longyi Company Limited	www.mylongyi.com
118	MyanCare	www.myancare.org
119	Myanmar Golden Image Travels and Tours	www.myanmargoldentravel.com
120	Myanmar Heritage Jewellery	www.shakelike.com
121	Myanmar Online Sales	www.myanmaronlinesales.com
122	Myanmar Rising Star Travel	www.myanmarrisingstar.com
123	Myanmars.Net	www.mmpay.net
124	Myo Thein Electronics	http://www.mt.com.mm
125	MZT Techno	www.mzttechno.com
126	Natures Care Pharmacy	www.naturescare.com.mm
127	New Generation Express	www.newgenerationmm.com
128	Nisu Co.,Ltd	www.nisu.technology
129	NYC Software House	www.nycemyanmar.com
130	Oway (Myanmar's Largest Online Travel Agency)	www.oway.com.mm
131	Pan Asia Way Travel & Tours	http://www.panasiatravels.com
132	Perfect Gate Way Co.,Ltd(Topup)	www.perfect.com.mm
133	Phyo Ta Khun Travels & Tours	www.ptktourmyanmar.com
134	Phyo Training Center	www.phyopayment.com
135	Plus Me Company Ltd	www.esyplus.com
136	QOQO Online Shopping	www.qoqo.com.mm
137	Royal Caravan Travels & Tours	www.royalcaravan.tours
138	S & Shine Trading Company Limited	http://www.whyumarket.com
139	Shopmyar.com	www.shopmyar.com
140	Shwe Mandalar Express	http://www.shwemandalarexpress.com
141	Sky Dream Online Shopping	www.skydreammarket.com
142	Solution Hub Company	www.edt.com.mm
143	StudioAMK Company Limited	www.studioamk.com
144	Telenor	https://www.telenor.com.mm/page/
145	Than Than Travel	www.thanthantravel.com.mm
146	Thilawa Special Economic Zone Management Co.,Ltd	https://online.myanmarthilawa.gov.mm
147	TixMeQuick	

No	Merchant Name	Website Name
	Myanmar Payment Union' E-Commerce Merchant List 2019	
148	Transport for Myanmar Newgate Co.,Ltd	www.transportformyanmar.com
149	Travel Corner Travel & Tours	www.travelcornermyanmar.com
150	Travel Lover Travels & Tours	www.travellover-myanmar.com
151	Traveller Planner Myanmar Company Limited	www.hotelkey.net
152	Trinet Company Limited	www.giftcardmm.com
153	Tun Ayar Express	www.tunayarexpress.com
154	Venture Land Travel & Tours	www.venturelandtravels.com
155	Waaneiza Worldwide Trading Company Limited	www.waaneizadigitalmarket.com
156	Win Business Group T & T	http://www.mgls.asia
157	Winner Online Fashion	www.winners-payment.com
158	World Wide Myanmar(WWM)Co.,Ltd	www.worldwidemyanmar.com
159	X Shop 1 Myanmar Company Limited	
160	YAMMOBOTS Co.,ltd	http://www.yanmmobots.com
161	Bambou Tree Myanmar Co Ltd	https://www.2kha.com
162	360 International Company Limited ERKE	www.360malls.com.mm
163	UMFCCI	www.umfcci.com.mm
164	Thilawa Special Economic Zone Management Company Limited	https://thilawasez.gov.mm
165	U Book Education Company	www.ubookeducations.com
166	Nisu Company Limited	www.paramountmm.net
167	AWS Myanmar Company Limited	www.aliveprice.com
168	Rgo47 Online Shopping	www.rgo47.com
169	Myanmar Music Network	https://www.mmusicnet.com
170	WINGS AND WHEELS T and T	www.wingsnwheelstours.com
171	Nadi Myanmar	www.awzaraung.com
172	MPAS Company Limited Art & Gallery	www.mpas.pro
173	Infoava	//https:konnect.com.mm
174	M.EZGO COMPANY LITMITED	
175	ABC Cyber Media Co.,Ltd	https://mm.mysabay.com
176	Air KBZ	http://www.airkbz.com
177	Axiom Services Co Ltd	
178	Bits Manager Co Ltd	
179	Crane Cross Co.,Ltd	
180	DAILY MART CO.,LTD	

No	Merchant Name	Website Name
	**Myanmar Payment Union' E-Commerce Merchant List 2019**	
181	EasyBook.Com Myanmar Co.,Ltd	http://www.easybook.com
182	Ebuy Myanmar Co.,ltd	
183	Ezstay Co.,ltd	
184	G9 Star Co.,Ltd(Other Service)	www.g9star.com
185	G9 Star Co.,Ltd(Top Up)	www.g9star.com
186	Hlwint Live Co.,ltd	
187	Innovative Control Co.,Ltd	www.innovativecontrolmm.com
188	Just Hype Company Limited	www.mmtix.com
189	Legacy Music Network Co.,Ltd	www.myanmarmusicstore.com
190	M Pay Global Co.,Ltd;	
191	MACOSTY CO.,LTD	
192	Malaysia eVISA	www.windowmalaysia.my
193	Ministry Of Commerce MIC	https://onlineco.myanmartradenet.com/
194	Ministry Of Commerce MUSE	https://onlineco.myanmartradenet.com/
195	Ministry Of Commerce MWD	https://onlineco.myanmartradenet.com/
196	Ministry Of Commerce MYEIK	https://onlineco.myanmartradenet.com/
197	Ministry Of Commerce NPT	https://onlineco.myanmartradenet.com/
198	Ministry Of Commerce TCL	https://onlineco.myanmartradenet.com/
199	Ministry Of Commerce Thilawa	https://onlineco.myanmartradenet.com/
200	Ministry Of Commerce YGN	https://onlineco.myanmartradenet.com/
201	MOBILE MOTHER CO.,LTD(Other Service)	www.mobilemothermyanmar.com
202	My Ezy Ticket Co.,Ltd	https://myezyticket.com
203	MY EZY TICKET COMPANY LIMITED CINE MYANMAR	www.thantharcinema.com
204	Myan Shwe Pyi Tractors Limited;	maymyanmarlin.com
205	Myanmar Airways International	
206	Myanmar Airways International (Ticket)	
207	Myanmar Engineering Society	
208	MYANMAR NINE ELEPHANTS SERVICE CO.,LTD	www.booking-online.com.mm
209	Naing Family Cherry Oo Co.,Ltd	
210	Oway Ride Limited	www.owayride.com.mm
211	Road To Riches Mariners Investment Co LTD	

No	Merchant Name	Website Name
**Myanmar Payment Union' E-Commerce Merchant List 2019**	
212	SHAN YOMA TRAVELS & TOURS CO.,LTD	www.exploremyanmar.com
213	Shwe Sin Chan TharCO.,LTD	
214	Strategic Business Gateway Co.,ltd	www.mmtickets.net
215	W7 Trading Co Ltd	https://www.plus-nine-five.com
216	KINDLE SERVICES COMPANY LIMITED	http://www.omegamallmm.com/en/home
217	MCB Testing Merchant	
218	Internal Revenue Department	
219	Internal Revenue Department Thanlyin Tsp Revenue Office	
220	Internal Revenue Department Medium Taxpayers Office 2 Internal Revenue Department Medium Taxpayers Office 3	
221	Internal Revenue Department Medium Taxpayers Office 2 Internal Revenue Department Medium Taxpayers Office 3	
222	Internal Revenue-Department	www.irdmyanmar.gov.mm
223	Myanmar Soft-Gate Technology Co.,Ltd	www.myanarmobilestore.com
224	Myanmar Soft-Gate Technology Co.,Ltd (Topup)	www.topup.com.mm
225	Myanmar Soft-Gate Technology Co.,Ltd(Billing)	www.billing.com.mm
226	MyanPay Co.,Ltd	www.myanpay.com.mm
227	@Post	
228	ABC-2C2P	www.payhere.com
229	ACS	tom@anada.com.mm
230	CGA	
231	MICPA	www.myanmar-icpa.org
232	Myanmar National Airlines	www.flymna.com
233	One-Stop	https://1stop.2c2p.com
234	Orange Mart	
235	Technology Land	
236	FMI Air	http://www.fmiair.com/

Source: MPU Annual Report (2017-2018)

Survey Questionnaire

Dear respondent, I am a student of Yangon University of Economics undertaking a master degree in banking & finance. I am working on my Master thesis on "**Factors Influencing Consumer Trust towards E-Commerce**". Your responses will only be used for the purpose of the study. All information received from respondents will be held confidentially. Kindly respond sincerely to the issues in the questionnaire. Please read and answer the questions by ticking the correct answer (choice) to the questions given.

Section A: Socio-demographic Profile

Instructions:

(Please check ✓ on your selected answer.)

A1. What is your gender?

[1] Male

[2] Female

A2. What is your age group?

[1] 25-30 years

[2] 31-35 years

[3] 36-40 years

[4] 41-45 years

[5] 46-50 years

A3. What is your highest level of education?

[1] Bachelor Degree

[2] Master Degree

[3] Other (please specify)_____

A4. What is your income level?

[1] <2.5 Lakhs

[2] 2.5-5 Lakhs

[3] 5-7.5 Lakhs

[4] 7.5-10 Lakhs

[5] 10-12.5 Lakhs

[6] >12.5 Lakhs

A5. What is your marital status?

[1] Single

[2] Married

A6. How often do you use E-Commerce?

[1] 1-2 times per week

[2] >2 times per week

[1] 1-2 times per month

[2] >2 times per month

[1] 1-2 times per year

[2] >2 times per year

Section B: Factors Influencing consumer trust towards E-Commerce

Instructions:
(Please check ✓ on your selected answer.)

1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree

No	Question Detail	1	2	3	4	5
Perceived Security						
1	I feel secure whenever I make online payment at E-Commerce website.					
2	I feel secure when I give my bank card details information to E-Commerce website to capture for future payment.					
3	The E-Commerce website provides security measures to protect online purchases.					
4	I do not fear hacker invasions into E-Commerce website.					
5	I feel confident that encryption and other technological provide safeguards to me while I make online payment at E-Commerce website.					
Perceived Privacy						
1	The personal information that I provide to the E-Commerce vendors are secured.					
2	The monetary information I provide to the E-Commerce vendors are well protected.					
3	The E-Commerce vendors will not use unsuitable methods to collect my personal data.					
4	The E-Commerce vendors do not use my personal information for other purposes than what they claimed.					
5	The E-Commerce vendors do not ask for irrelevant personal information.					
Perceived Third Party Assurance						
1	I feel safe conducting business with the E-Commerce vendors because a third party will protect me.					
2	I feel safe in buying from the E-Commerce vendors because of its statements of guarantees.					

3	I feel safe in buying from the E-Commerce vendors as they have a strong credit rating from third party companies such as bank and security agencies.					
Perceived Reputation						
1	The E-Commerce vendors are well known and reliable.					
2	The E-Commerce vendors have good reputation in the market.					
3	The E-Commerce vendors are known to be concerned about customers					
4	The E-Commerce vendors have reputable products and services.					
Perceived Website quality						
1	The E-Commerce vendors provide accurate and up to date information about the product I want to buy.					
2	The E-Commerce vendors provide sufficient information for me to make a purchase decision.					
3	The design of the E-Commerce websites are always clear and precise.					
4	The E-Commerce websites help in selecting quality products.					
5	It is convenience to complete payment transaction at this E-Commerce website.					

Section C: Consumer Trust towards E-Commerce

Instructions:

(Please check ✓ on your selected answer.)

1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree

Consumer Trust towards E-Commerce						
1	I will definitely recommend those E-Commerce websites to my friends and co-workers if I am satisfied.					
2	I will frequently use E-Commerce in the future.					
3	I will keep repurchasing from the E-Commerce website, if I am satisfied.					
4	E-Commerce is compatible with my lifestyle.					
5	I intend to use E-Commerce regularly in the future.					

 # Thank you so much for your valuable time. #