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Abstract
Due to the development of domestic E-Commerce, the online auction is more and more mature in the past few years. However, consumers are not satisfied with not being able to view the actual merchandise and also have impact on deceiving behaviors through internet. It shows that virtual channel selling merchandise still has the imperfection for not being able to view the actual merchandise. In the environment of online auction of C2C, the selling party is individuality not like those well-known enterprises that has their reputation. Thus, in order to reach a bargain, the trust between bidders and sellers' online auction is more important.
This research attempts to discuss the personality traits of bidders, a tendency to personal trust, trust, perceived risk, and bidding intention. Hypotheses are analyzed via statistical techniques including: statement of statistics analysis, reliability and validity analysis, ANOVA, Structural Equation Modeling.
The result of the study has shown that: (1) The personality traits of online auction of bidders makes a great impact on personal trust. However, Agreeableness, Extraversion and a tendency to personal trust are tending to positive affection. Neuroticism is tending to negative affection. (2) As long as the higher the bidder's tendency to personal trust and the level of seller's trust, the lower the perceived risk of bidder's bid. (3) The bidders' bidding process intention has a great influence on lowly perceived risk and highly trust.
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