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Abstract
Because of the characteristics of low operation cost, low entry barriers, and unlimited time constraint, there has been more and more Internet users jump into auction web site. However, there are some possible factors that influence the trust between buyer and seller, which is a key factor to success in online auction. Therefore, the goal of current study is to investigate the effect of potential bidders' trust propensity (which includes general, competence, benevolence, and integrity propensity), perceived structure assurance, perceived risk in online auction, familiarity toward online website, as well as the information presented on auction site (e.g., about me) on trust belief.
A laboratory experiment and an online survey were conducted to collect data and to answer the research questions. Factor analysis, reliability, regression analysis, and analysis of variance were employed for data analysis. The results indicated that (1) the potential bidders' benevolence-integrity trust propensity, familiarity, and perceived structure assurance have influence on trust belief; (2) the potential bidders' perceived structure assurance was influenced by their benevolence-integrity trust propensity. Finally, discussions, suggestions for auction website designers and online auction sellers, and conclusions were provided based on the research findings.
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