

How Personality Relates to Trust in B2C e-Commerce: The Impact of Purchase Type

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User trust is critical to the success of an e-Commerce website. A previous phase of our research indicated that different personalities do attribute different importance levels to each of the accepted e-Commerce user interface trust triggers. Centering around a screenshot of an online bookstore website in which recognized trust triggers were embedded, respondents were asked to rate the importance of each of the trust triggers. Like other research in this field, the study focused on the scenario of a book purchase because a book is a standard product and is less susceptible to variation in quality; also in line with other research, the study used a fictitious online store to avoid any potential bias from previous branding or experience. With hindsight, we felt that there may be some characteristics unique to the online bookstore market which affected our results; interaction with an online bookstore requires a relatively small investment of time and credit, and books themselves are not a very risky type of merchandise. We therefore concluded that had the purchase scenario focused on a product with a higher monetary value and/or more potential for variance in quality, it might have been possible to elicit more detailed information regarding the relationship between personality type and trust in e-Commerce. Our current study aimed to investigate the impact of product type/cost on respondents' attribution of importance to trust triggers according to personality type. In this study, we repeated the previous study protocol but compared two purchase scenarios (1) the purchase of a high cost electronic item, and (2) the purchase of a high cost clothing item to assess the impact of purchase type. In this poster, we present the method and results of our continuing investigation.