

How Personality Relates to Trust in B2C e-Commerce: Self-Identification of Trust Trigger Importance

Jennifer Murray and Jo Lumsden

Among the many factors that determine the success of an e-Commerce website, user trust is one of the most critical. A previous phase of our research investigated whether a relationship exists between Internet users' personality types and their establishment of trust (based on specific user interface trust triggers) in e-Commerce websites. The results indicated that different personalities *do* attribute different importance levels to each of the accepted trust triggers. Centering around a screenshot of an e-Commerce website in which recognized trust triggers were embedded, respondents were asked to rate the importance of each of the trust triggers in turn. With hindsight, we felt that by listing the triggers and asking respondents to rate each one we may have artificially caused respondents to attribute deeper and more even consideration of triggers than they would normally have done. Our current study aimed to address this concern – that is, to investigate the impact of asking respondents to self-identify which specific aspects of the same website triggered or contributed to their establishment of trust. In this poster, we present the method and results of our continuing investigation.