Factors Affecting Consumer Confidence in E-commerce Customer Views Islamic Azad University of Rasht

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by the adventages of e-commerce and internet technologies, organizations are changing their trade and business system. By e-commerce, companies can be more responsive and flexible to changing their market and customer requirements. An important key issue in customer to customer e-commerce is trust. In this research, we had examine the factors that affecting consumer trust in e-commerce among university students . The research method that had been used was a descriptive correlation analysis. The population of this study included all students of Islamic Azad University of Rasht. To testing the hypothesis research and getting the results, the regression and correlation test was used. The results show that the customer to customer e-commerce, the natural tendency to trust, understanding the quality of website, trust between buyer and seller and recognizing the third party have a positive effect in cosutomer to customer e-commerce's trust. It was also found that the age has no relationship with trust in costumer to customer e-commerce.

Keywords : customer to customer e-commerce, the natural tendency to trust, understanding the quality of website trust between buyer and seller, to recognizing the third party

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