

Factors affecting customer confidence in relation to e-commerce transactions Insurance companies in Asia

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profound changes in the economic relations between individuals, businesses and governments has emerged. Trade with each other, companies with each other and with companies and governments to exchange information quickly their traditional, largely based on paper documents has been carried out and the transactions through the use of electronic systems of on the move. Electronic insurance as part of a wave of e-commerce that is not less than the industrial revolution of unprecedented growth in the world's And insurance and general service agencies are among the industries that e-commerce can play an important role in growth and development, Because the insurance industry information-intensive industry, it is a fertile ground for widespread use of information technology. however, the researchers confidence, especially in the relationship between customers and the companies important to know, as far as many experts the key to success in e-commerce to create and deploy reliable and trusted process for the buyer to know. the aim of the present study and the most practical way of collecting data, contacts, cross-sectional survey. the study population consists of people who use the services of an insurance company 's Web site, Asia use that cluster were ed the study population. the sample also uses a sample for the population of 384 is considered unlimited. the data obtained through questionnaires distributed the summarized data using structural equation modeling and path analysis software Spss22 and using the software have been Amos18. the results showed significant correlation between the variables, and data obtained only a few obsolete relationship between usefulness and attitude has refused to participate in communications.

Keywords : customer trust, e-commerce trade, participation, satisfaction, value,

loyalty,,

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