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# The Impact Of National Culture On Ecommerce In Iran

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**This study investigated the influence of national culture on the consumer acceptance of e-commerce in Iran. This study uses Hofstede's cultural dimensions theory to explain variance in consumer trust in e-commerce. We model trust as a combination of a consumer's disposition to trust and context specific trustworthiness of an online store. The study hypothesizes direct effects of national cultural dimensions on disposition to trust, and of disposition to trust on dimensions of trustworthiness. We also examine whether and how disposition to trust mediates the effects between national culture and trustworthiness of an online store. The research method is descriptive and data collection tool is questionnaire. Finally, the questionnaires were collected and the data analyzed using SPSS 22 software and smart PLS 2. We find that the mediating role of disposition to trust between national culture and trustworthiness depends greatly on the individual cultural dimension studied**

**Keywords : E-commerce, Culture, National Culture, Hofstede's cultural dimensions, Trust, Disposition to trust, Trustworthiness.**

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