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TRUST FORMATION IN B2C E-COMMERCE USING FUZZY ANALYTIC NETWORK PROCESS APPROACH

Abstract:

Future business transactions will rely on online transactions and trust would help dot-com companies to gain prosperity in world's future online market. Given the significant role of trust in intention to purchase, this study intends to develop a novel model for ranking the parameters that influencing the formation of trust in online shopping in the context of Iran. Therefore, a multi-criteria decision making (MCDM) model based on Fuzzy analytic network process (ANP) method is developed to systematically clarify the interdependent relationships among the evaluation criteria of trust and then, scientifically evaluate the feasible parameters and rank the priorities of the trust. The results of the proposed model reveal that under the Characteristics of Trustor (TR) sub-factors, the most important indicator which can affect the trust is Propensity to trust. Furthermore, regarding the Characteristics of Trustee (TE) sub-factors, Data Quality with a priority of 0.064 is the most important indicator. Also, on the Environmental Factors (EN) sub-factors, Promotions and Advertising with a weight of 0.151 is the most significant indicator.

Keywords:

Fuzzy analytic network process, E-Commerce, Multi criteria decision making, Online shopping, Iran

JEL Classification: C18