The Influence of Information Presentation and Online Trust in the C2C Web Store Context

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Abstract—When consumer are shopping online, the information of web store is very important for them. For consumer, the web stores present their information in three forms: factual information, evaluative information and warranty information. This paper employs the field study in the C2C web store context to show that the information presentation has a positive effect on online trust and consumer’s willingness to buy, and the product category mediates the relationship between information presentation and online trust.

Keywords- Information presentation, Online trust, C2C Web store

I. INTRODUCTION

I-Research considers, the year 2009 will still be an erupting developing year for Internet shopping, which will become the fastest growing industry in the Internet economy[1].

To the traditional shopping environment, consumer compares factors such as price, quality, variety of products, while which are more complex to the online environment[2]. Some experts consider, the biggest threat of ecommerce comes from the consumer perception, and the urgent affairs are to build the consumer’s online trust, which will lead to the willingness to buy, and by comparing the products after buying, consumers may feel satisfactory and build long-term relationship with them[3].

When consumer clicks on the web store, he firstly sees the front page of the web store, and the information presentation on the front page will play a pivotal role on his decision-making process.

II. LITERATURE SURVEY

A. Information presentation

The degree of memory is different between the information printed on the prints and on the screens[4]. There are three aspects of web store information presentation: the information content, the presentation features and the systematic design features[5]. By analyzing the information presentation of the C2C web store, we find that the presentation features and the systematic design features change little, while the information content has the biggest change, so our research takes the information content as the main body of information presentation, and ignores the presentation features and the systematic design features.

From the point of view of information content, the front page of web store provides information from websites, vendors and buyers. By analyzing all the information on the C2C web store, we can divide it into three parts: factual information, evaluative information and warranty information. The factual information points to the information of the actual existence of the product; the evaluative information points to the information that consumer can accord it to evaluate the buying risk; and the warranty information points to the information that consumer can gain some warranty through it. By doing content analysis of www.taobao.com (which is the biggest C2C website in China and have a relatively high fame popularity), we find that the information content presentation of web store have 12 factors: store opening time, offline contact, the price, bid record, instant messaging tool, credit rank, message board, recommendation, product picture, product introduction, consumer guarantee plan, mode of payment. We can see it in table 1.

<table>
<thead>
<tr>
<th>Information Classification</th>
<th>Detailed Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Factual Information</td>
<td>store opening time, offline contact, price, bid record, instant messaging tool</td>
</tr>
<tr>
<td>Evaluative Information</td>
<td>credit rank, message board, recommendation, product picture, product introduction</td>
</tr>
<tr>
<td>Warranty Information</td>
<td>consumer guarantee plan, mode of payment</td>
</tr>
</tbody>
</table>

Table 1. Information Presentation Classification

Source: Constructed by the authors in accordance to reviewing.

B. Online trust

Online trust is an attitude of confident expectation in an online situation of risk that one’s vulnerabilities will not be exploited[8]. And the online trust comprises three aspects of perceptions of consumer: how the website expresses the expectation, the creditability of website information, how much credit the website have[5]. When consumers are shopping...
online, they can’t be personally on the scene, but rely on the sensory organ[8].

C. Willingness to buy

Willingness to buy can weigh the probability of consumer buying a product[9]. Willingness to buy online is the probability of consumers would like to buy products or services from internet[10]. Many studies have proved that there are so many factors effect the willingness to buy. There are also so many factors effect the willingness to buy of web consumers.

D. Product category

When consumers buy different kinds of product, the importance they feel about the web attributes is different[11]. The most popular classification among the online shopping environment is dividing the product into three kinds: search products, experience products, credence products[11][12]. Its fundamental is the comprehension degree and way of consumers knowing the product attributes. Search products are products that consumer can get the information of products’ quality and applicability before buying, such as CD[13]. When consumer can get the main attribute index of products before buying, he will make sure the quality of the product. Klein define experience products as: (1) if you don’t have the direct experience, the full information of product core attribute can’t be got, (2) compare to the direct experience products, the cost of searching product core attributes is higher, such as perfume[14]. Credence products are products that consumers can’t validate the quality of some brand product, generally can but give trust[15], such as vitamin, medical treatment service[12]. Our study also takes this kind of classification style.

III. RESEARCH FRAMEWORK AND HYPOTHESES

The main purpose of our study is the effect of information presentation to consumer’s online trust and willingness to buy, and how does product category acts on this relationship. So, based on our research purpose, we design the research framework as follow:

![Fig 1. The Research Framework of the Study](image)

Under the ecommerce environment, the more effective of information presentation, such as the easier it is to use (high speed, convenience to use), the higher evaluation that consumer give to the website, the easier it is to build the willingness to buy[16]. So, we propose hypotheses 1:

H1: The information presentation has a distinct positive effect on online trust.

Under the online environment, online trust acts positively and strongly on willingness to buy[17]. The more trust our consumers have, the more products they will get. So, we propose hypotheses 2:

H2: The online trust has a distinct positive effect on willingness to buy.

Under the online environment, consumer’s online trust has a series of cause and effect[11][18], we can see that website characteristic acts on the behavioral intent through online trust and the behavioral intent include willingness to buy[19]. So, we propose hypotheses 3:

H3: The online trust mediates the relationship between information presentation and willingness to buy.

When consumers buying different kinds of products, the importance they feel about the web attributes is different: to the search products, they may feel that convenience, house purchase, order service, economic practicality are more important; to the experience products, they may feel the richness, the customer service, the responses of retailer are more important; to the credence products, they may feel that the repute, the consumer service, the perceived value of response from retailer are more important[11]. This means, search products require more factual information; experience products require more evaluative information; credence products require more warranty information. To sum up, we put these hypothesis:

H4a: To the search products, the factual information affects significantly more compares to evaluative information and Warranty information.

H4b: To the experience products, the evaluative information affects significantly more compares to factual information and warranty information.

H4c: To the credence products, the warranty information affects significantly more compares to factual information and evaluative information.

IV. METHOD

A. Experiments and questionnaire design

For our research background is online environment, we take field study to make empirical study. We design three situations; the online buying environments include mobile phones, skin milk and health care products.

To the information presentation, we list all the 12 factors, and make the participants browse the web store firstly, and score on the 12 factors to their perceived importance. To the online trust, we draw Bhattacherjee’s scale and do a little modification[20]. To the willingness to buy, we take William B.Dodds’s five sentences scale, but for our research don’t come down to the factual price, we delete two sentences about the price[21].

B. The measurement of variables

Before the questionnaire is released, we did a forecast to test the representation of these products. The scores are 6.53, 5.47, 6.72(The participants scores each product, to the degree whether they agree on it belongs to each product category, for
example, whether the mobile phone belongs to the search product). So we conclude that, mobile phone can represent the search product, skin milk can represent the experience product, and health care products can represent the credence product.

In our questionnaire research, consumers can randomly choose a scene, and after observing the web store, they will fulfill a questionnaire paper.

**C. Data collection**

The research time is from 2009.3 to 2009.4. The participants are mainly students come from Wuhan university. We release 250 papers and take back 195 papers; the effective rate is 78%.

To the samples, there are 49% are male and 51% are female, with a reasonable distributing of gender; because the questionnaires are mainly released at school, so the student sample account for 95%(the undergraduate account for 43.3%, the graduate and above account for 51.7%).

We need to mention that, our research background is ecommerce. To our experiment, the participants are mostly undergraduate, and the age level focus on 21-25 years and the group of this level have the biggest confidence and interest on ecommerce, so their answers are probably representative. The proportion of having engaged in online shopping amount to 89%.

**V. RESEARCH RESULTS AND DISCUSSION**

**A. Reliability and validity**

The SPSS shows good internal consistency reliability (Cronbach's alpha>0.7) and test-retest reliability (KMO and Bartlett's test of sphericity passed) due to the well-accepted scale (table 2).

**B. Information presentation and online trust**

The regression coefficient of information presentation and online trust is 0.267(β), p<0.001, the adjusted $R^2=0.121$. So we highlight that the effect of information presentation on online trust is unassailable, H1 is supported.

**C. Online trust and willingness to buy**

The regression coefficient of online trust and willingness to buy is 0.121(β), p<0.001, the adjusted $R^2=0.121$. So we highlight that the effect of online trust on willingness to buy is unassailable, H2 is supported.

**D. Information presentation, online trust and willingness to buy**

From table 3, we can find that the regression coefficient of each variable is significant, the mediating effect is significant, too. H3 is supported.

<table>
<thead>
<tr>
<th>Condition</th>
<th>Regression Content</th>
<th>Regression Coefficient</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>condition 1</td>
<td>intermediary variable and independent variable</td>
<td>0.267***</td>
<td>supported</td>
</tr>
<tr>
<td>condition 2</td>
<td>dependent variable and independent variable</td>
<td>0.121**</td>
<td>supported</td>
</tr>
<tr>
<td>condition 3</td>
<td>dependent variable and intermediary variable</td>
<td>0.140***</td>
<td>supported</td>
</tr>
</tbody>
</table>

| Tab 3. Regression Results of Online Trust |

**Tabe 2. Reliability and Validity of the 5 Variable**

<table>
<thead>
<tr>
<th>Reliability</th>
<th>Validity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cronbach’s α</td>
<td>KMO</td>
</tr>
<tr>
<td>Factual information</td>
<td>0.732</td>
</tr>
<tr>
<td>Evaluative information</td>
<td>0.783</td>
</tr>
<tr>
<td>Warranty Information</td>
<td>0.757</td>
</tr>
<tr>
<td>Online trust</td>
<td>0.886</td>
</tr>
<tr>
<td>Willingness to buy</td>
<td>0.876</td>
</tr>
</tbody>
</table>

**Tabe 4. The Relationship between Information Presentation and Online Trust under Product Categories**

<table>
<thead>
<tr>
<th>Product Classification</th>
<th>Information Presentation</th>
<th>Online Trust(β)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Search products</td>
<td>Information on facts</td>
<td>0.451</td>
</tr>
<tr>
<td></td>
<td>Information on credit</td>
<td>0.394</td>
</tr>
<tr>
<td></td>
<td>Information on guarantee</td>
<td>0.230</td>
</tr>
<tr>
<td>Experience products</td>
<td>Information on facts</td>
<td>0.080</td>
</tr>
<tr>
<td></td>
<td>Information on credit</td>
<td>0.387</td>
</tr>
<tr>
<td></td>
<td>Information on guarantee</td>
<td>0.244</td>
</tr>
<tr>
<td>Credence products</td>
<td>Information on facts</td>
<td>0.254</td>
</tr>
<tr>
<td></td>
<td>Information on credit</td>
<td>0.113</td>
</tr>
<tr>
<td></td>
<td>Information on guarantee</td>
<td>0.774</td>
</tr>
</tbody>
</table>
E. Reliability and validity

Under these three kinds of product, by comparing the regression coefficient of each kind of information presentation and online trust, the results stick out a mile, as table 4 shows. H4a, H4b, H4c are supported. And we add Chow Test to test the equivalence of these three regression equation, and get F=6.030, we use FDIST to calculate, P=0.01(P<0.05), which means that this kind of product category plays a significant mediating role between information presentation and online trust.

VI. CONCLUSIONS

Firstly, the information presentation of our C2C markets can be divided into 3 kinds: factual information, evaluative information and warranty information. So this kind of classification is appropriate, typical and discriminating. Secondly, the relationship among the information presentation, online trust and willingness to buy has been proved in C2C markets. Thirdly, the product category mediates the relationship between information presentation and online trust. To different kinds of product, consumers have different feelings of online trust

REFERENCES