THE EFFECT OF TRUST TRANSFERENCE MECHANISMS ON CUSTOMER’S PERCEIVED SECURITY

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ABSTRACT
Several studies found that security concern leading to trustworthiness is a big obstacle for less known web vendors as they lack reputation among potential customers. However, trust transference provides a mechanism for web vendors to get a higher level of trust. We utilized an experimental design to examine the effect of two trust transference mechanisms on the perceived security of customers for a less known organization. Results of our study indicate that a less known organization can improve its perceived security for its customers through the use of trust transference mechanisms. Our results have implications for developing competitive positioning strategies for less known web vendors.

KEY WORDS: Online Security, Perceived Security, Trust Transference Mechanism

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