



Trust in marketing research

- ▲ Growing importance of trust in marketing research
- ▲ Primary focus was on business-to-business relationships
(e.g. Moorman et al. 1993; Morgan & Hunt 1994; Doney & Cannon 1997)
- ▲ Selected empirical studies with different objects of trust
 - ▶ Trust as important success factor in B2B-relationships (e.g. Moorman et al. 1993; Ganesan 1994; Plötner 1995; Doney & Cannon 1997)
 - ▶ Importance of customer satisfaction and trust in different customer segments (Garbarino & Johnson 1999)
 - ▶ Consumer trust in service provider (frontline employees and management policies and practices) (Sirdeshmukh et al. 2002)
 - ▶ Brand trust (Müller & Wünschmann 2004; Delgado-Ballester 2004; Matzler, Grabner-Kräuter & Bidmon 2006)
 - ▶ Consumer trust in distribution channels
 - Retailers and/or department stores (Bauer et al. 2006; Zentes et al. 2006)
 - Electronic commerce (e.g. Bart et al. 2005; Schlosser et al. 2006)

Risk in marketing research

- ▲ Different concepts of risk in the marketing and consumer behavior literature
 - ▶ Perceived risk
 - ▶ Risk aversion
 - ▶ Risk taking
- ▲ Dual conception of risk (e.g. Rousseau et al. 1998)
 - ▶ uncertainty of an outcome
 - System-specific and transaction-specific uncertainty (Grabner-Kräuter 2002)
 - ▶ importance of negative consequences associated with the outcome of a choice
- ▲ In the marketing literature uncertainty (unknown probability) and risk (known probability) are frequently used synonymously – problems of measurement (Mitchell 1999)
- ▲ Complex relationship between trust and risk (Mitchell 1999; Grabner-Kräuter and Kaluscha 2003; see also Cheung and Lee 2006 as an example in the IS literature)
 - ▶ risk is a precondition for the relevance of trust
 - ▶ trust reduces perceived risk
 - ▶ risk taking is a consequence of trust



Perceived risk in consumer behavior

- ▲ Perceived risk is a well-established concept in consumer behavior
 - ▶ Situational and personal construct that has been defined in several ways (Mitchell 1999)
 - ▶ Individual and cross-cultural differences (Harridge-March 2006; Mandrik & Bao 2005; Park and Jun 2003; Teo and Liu 2007)
- ▲ Dimensions of perceived risk
 - ▶ Financial, social, time, performance, psychological, and physical (Beardon and Mason 1978)
 - ▶ Two factors: a combined performance/financial/time risk factor and a psychological/social risk factor (Sweeney et al. 1999)
- ▲ Perceived risks of purchasing online, e.g. (Garbarino and Strahilevitz 2004)
 - ▶ Loss of privacy
 - ▶ Unauthorized use of credit card information
 - ▶ Purchasing from a fraudulent site
 - ▶ Having the product not perform as expected
 - ▶ Shipping and delivery problems
- ▲ Most frequently questionnaires with items for online risk perceptions are used (e.g. Schlosser et al. 2006; Bart et al. 2005; Park and Jun 2003)



Research interests

- ▲ Continued use of the Internet as transaction medium for high-involvement products and/or services
 - ▶ Different factors influence consumer adoption and continuance behavior (Eriksson and Nilsson 2007)
 - ▶ Asymmetrical effects of different dimensions of trust (Sirdeshmukh 2002; Cho 2006)
- ▲ Cross-cultural differences in depersonalized trust
 - ▶ Differences in risk perception?
 - ▶ Differences in trust inducing factors?
- ▲ Gender differences in bases for online trust
 - ▶ Men are more likely to make more risky decisions than women (Maddux and Brewer 2005; Byrnes et al. 1999)
 - ▶ Women perceive a higher level of risk in online purchasing than men (Garbarino and Strahilevitz 2004)
- ▲ Theoretical framework for the relationship between uncertainty, risk and trust

- ▲ Contact information: sonja.grabner@uni-klu.ac.at

