

IMPACT OF SOCIAL MEDIA, SECURITY RISKS AND REPUTATION OF E-RETAILER ON CONSUMER BUYING INTENTIONS THROUGH TRUST IN ONLINE BUYING: A STRUCTURAL EQUATION MODELING APPROACH

Dr. Manishkumar Varma, Dr. Vinay Kumar, Dr. Balkrishan Sangvikar, Dr. Avinash Pawar

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Abstract –

E-commerce is a relatively new way of shopping in India. The prime focus of this paper is to explore the factors influencing customer buying intention through electronic commerce. The study encompasses the analysis of several factors such as privacy, trust, security and organisation's reputation. The hypothesis was derived based on these factors in the context of e-commerce in India. The data is collected through questionnaires from 287 respondents from the region of Maharashtra, India using the random sampling method. The respondents were considered who are frequently buying goods and services through e-commerce websites. The analysis has been performed using the method of structural equation modeling, confirmatory factor analysis, and path analysis. The outcome of the paper deliberates that the privacy, trust, security and organisation's reputation significantly affects the online purchase intention of e-commerce consumers. It is recommended to provide attention to these factors to increase sales in the e-commerce business. The factor of trust is found as the most significant factor among all the factors which indicates that the respondents from the selected region lack trust toward online commerce. Hence, e-commerce organisations should develop websites that meet the expectations of prospective consumers. This paper delineated the significant factors affecting the buying intentions in the context of online business in Maharashtra. Moreover, it has established an integrated framework to realize the influences on purchase decisions of consumers in e-commerce business environment in India.

Keywords: E-commerce; Online Purchasing Intentions; Buying Behaviour; Structural Equations Modelling; Regression Analysis; Confirmatory Factor Analysis

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Introduction

The web world is the essential advancement of the most recent fifty years, as it enables collaborations and exchanges to happen without time and space restrictions. Trust is fundamental in building connections. Electronic retailer, trust is considerably more critical given the nonappearance of human contact and direct perception of the specialists. On the chance that the trust is harder to work in this condition on account of E-retailers have more prominent vulnerabilities and risk, a conceivable approach to tackle trust-building issues would be exchanging trust from existing channels to e-retailer. As indicated by, buyer trust can be exchanged starting with one set then onto the next and that could transform beforehand surviving channels into capable apparatuses for building trust. McKinsey Global Institute detailed India that it can perhaps double its financial obligations from the Internet throughout the facets of a long time, from 1.6 percent of GDP in 2011 to between 2.8 furthermore, 3.3 percent by 2015. India is probably going to have the second significant consumer base in the world, and the biggest as far as the growing development of internet clients. With such a vast web-based market and having youth as the most significant contributing customer, it is of researchers' and marketer's enthusiasm to continue investigating factors affecting purpose to buy and endeavour those elements for financial additions. The empirical studies indicate that several factors are determinants of trust online and e-retailing exchanges. Thus, the purpose of this paper is to feature the association among security risks, reputation and consumer's buying intention through trust. The potential

estimation of this paper is to give a talk stage in the field of buyer conduct. From the begin of the proposed framework to the well-known online networking advertising as of late, these all demonstrate that the methods of web-based business have taken an incredible change at the foundation of this period. As per the qualities and advancement of web-based business, our paper develops a theoretical structure among security hazards, reputation framework, trust, and customer's purchasing goal and supply a healthy causal relationship considering the objective to investigate their comparing relationship properties. Security risk alludes to the risk of a security break of individual data that individuals submit on the web. Uncertainty is a noteworthy worry for customers and affects the measure of potential benefit for an online retailer. It has been demonstrated that security issues in regards to both individual and budgetary data are one of the best worries of web clients. This worry is most elevated when a nation's populace has recently started to have the chance of internet business. Data security can be characterized as "protecting the data, information, and information systems from unauthorized access, use, disclosure, disruption, modification, perusal, inspection, recording or destruction." The reputation has been considered as the perceptual depiction of a trader's earlier activities and future projections that shows the vendor's overall interest to its vital constituents once compared with other dynamic adversaries [1].

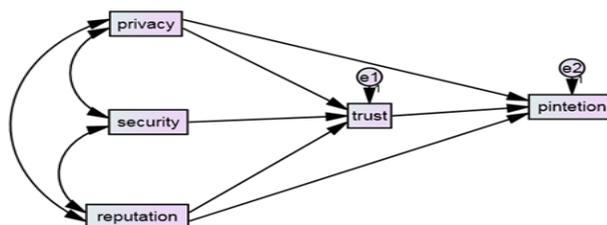


Figure 1: Research Framework

Objectives of the Study:

To recognize the effect of privacy on online buying on Customers Trust and identify the effect of security risk, whether its impact on customer's trust is positive or negative.

To recognize the impact of reputation on customer's trust and examine the use of trust on consumer buying intentions to shop online.

To realise the direct effect of the reputation of the firm on consumer's buying intention for online shopping.

To identify the impact of privacy on online buying intentions of the customers.

LITERATURE REVIEW

Social media is an effective tool of promotion that influences the customers in different means [2]. In this context, the contribution came about their examination as that the social impact was found to impact behavioural aims altogether to share data on OSM sites [3]. Furthermore, it was recommended that in online collaboration, trust is not as essential as the presence of trust and the willingness to shared data does not naturally convert into a new social connection. Thus, online connections can easily create where perceived trust and security shields are weak [4]. However, it was concluded that the risk-taking attitude in SNS exits in men than women as they are much concerned about privacy [5]. Moreover, the research resulted in terms of consumer disposition towards the factor of trust, privacy, distresses, reputation, security issues, quality of the information, and the reputation of the organisation have a resilient impact on online purchasers' trust in the e-retailers [6]. The Indian economy has survived many issues and challenges [7][8][9]. However, retail has started growing in the Indian business environment in current times [10][11]. According to the previous research framework, some factors are interrelated and shows significant relationships. This paper analyses the influence on buying intention taking security risks, and reputation was taking as an attribute through a trust where security risk and reputation are the independent variables. On the other side intention to shop online is the dependent variable.

Impacts of Privacy Framework on Trust:

Privacy is a multi-dimensional build instead of an idea, and subsequently, definitions are unavoidably quarrelsome. Protection is the intrigue that people have in maintaining an 'individual space' liberates from obstruction by other individuals and associations. Protection worries about online networking administrations change among client fragments, and after some time. A few classes of individuals, generally, are liable to genuine dangers because of self-introduction and presentation by others; many individuals, a lot of the time, are subjected to security hurt. On this background, the subject with security and privacy concerns conceptualized as a predecessor of trust in person to person communication locales and results as the privacy worries of the exploration respondents were factually critical and recommend that security concerns like security, trust positively affects data sharing via web-based networking media [12]. Furthermore, the examination looked at security, trust, and privacy worries as to long range interpersonal communication and the finding likewise uncovers that apparent security directs the impact of perceived privacy on trust [13]. Moreover, it was investigated that the means to examine how privacy worries about the Internet affects the purchaser's aim to make online buys. While analysing the theory of the exploration demonstrate privacy reasons and concerns over the internet adversely influences the opinions about the application of E-Commerce, such as perceived ease of use, trust perceived usefulness, and perceived behavioural control have a positive effect on perceived risk [14]. The connection between trust and privacy is traversed by a few logical contradictions as trust and privacy appear to involve an exchange of necessarily. Both trust and privacy point to a similar end, regardless of the possibility that in various conduct. Thus, it results that privacy has an impact on the trust concerned with social media [15].

Hypothesis (H1): Privacy has a positive effect on consumer trust.

Impacts of Security Framework Hazard/Risk on Trust:

Security and privacy are the primary components that obstruct the expansion of web-based purchasing. The consumers are concerned about their data which can be stolen and used in a wrong way which represents a hazard to their protection. A few specialists concurred that trust is just critical when a hazard exists [16][17][18]. The more prominent the hazard is, the more the requirement for trust [19]. On the other hand, if there is no hazard by any stretch of the imagination, there is no motivation to trust [20]. Hazard is additionally separated into two segments including vulnerability and uncertainty [21]. Uncertainty is a shot of unexpected results happening. Vulnerability is a thruster's harm when a negative result occurs from putting stock in somebody.

It was entrusted that the site elements of the assurance of protection and control of security significantly affected consumer trust. Likewise, Lu and Zhou (2005) demonstrated that web security significantly affected the introductory foundation of online purchaser trust [22]. While some of the research was concentrated to locate that apparent security additionally significantly affected the trust. In web-based shopping, the commodity distribution safety, information quality, exchange processes, ease of transaction, protection of data, the security of critical information, benefits after the deal and other security frameworks had an association with the trust of online consumers [23].

Hypothesis (H2): The security system has a positive effect on consumer trust.

Impacts of Reputation Framework on Trust:

Reputation reflects when E-sellers ought to build up significant associations with their clients considering the end goal to enrich their image picture in general society. Reputation additionally enables e-sellers to spread their names among gatherings of non-experienced online customers who may turn into their potential clients later on.

Building a positive reputation is a troublesome, costly, and tedious process that requires much predictable relationship-improving conduct concerning the trader towards their buyers. Thus, buyers by and large trust that dealers who have built up a positive reputation will be hesitant to hazard their reputation by seeking after here and now picks up to the detriment of their shoppers [24]. Besides, the cost of conniving conduct is seen to be higher for traders who as of now, have a decent reputation. Along these lines, reputation will not just fill in as a manual for generally insensible contestants, yet will likewise improve the consistency of a shipper's conduct and dependability in directing their business [25]. However, it is realised that the trust depends on reputation [26]. On the grounds of that, one must have some great reasons why one trusts others [27].

Numerous researchers have arrived at a comparative decision about the exploration of merchant prestige and reputation. They believed that vendor esteem positively affected the Trust of online shoppers. It was considered that the reputation would turn into an essential reference file of customer decisions with a similar sort of stock [28]. Likewise, reputation significantly affected the introductory foundation of online purchaser trust [29]. Therefore, the examination accepts:

Hypothesis (H3): Reputation of the firm has a positive influence on consumer trust.

Impacts of Trust on Consumer's Buying Intention:

Customer intention to shop online alludes to their readiness to influence buy in a web to store. Generally, this factor is measured by the client's ability to purchase and to return for extra buys. Additionally, it was believed that the current and forthcoming improvement of web-based business become powerless due to the absence of an environment of trust [30]. Moreover, the outcome that the shopper commonality and trust of the web-based business site and its procedure had expedited a noteworthy constructive outcome purchaser purchasing conduct [31]. It was examined and supported for a similar outcome as trust would decide the buyer's

purchasing goal by influencing the states of mind of buyers [32]. It was realised that the absence of trust in the internet shopping environment was a noteworthy impediment for business. Equally, the exploration is led that the trust factor is vital as an essential factor influencing the primary leadership of customer conduct [33].

The shopper feelings about the diverse phases, survey tools and the effect of those on purchasing conduct of buyers which underline the significance of ease of use, trust and dependence. Subsequently, it is confirmed that the believable and ease of use are vital qualities for online stages and the buyer's dependence which mirrors that trust is a limitation for delivering client purchasing conduct. Online audits of an investigation impact customers acquiring choices just when buyers' dependence on online surveys is adequately high when they settle on buy choices and offer buyers adequate data and additionally an easy to understand plan [34]. Moreover, it is implied that the trust and buyer dispositions have the most grounded coordinate impact on purchasing on the web buying. While the practical introduction, comfort, cost, more extensive item choice, and income have a likewise substantial backhanded impact on online buying goals through states of awareness toward online buying as an intervention [35]. An investigation of motivation purchasing expectations, buyer introduction to quality, client introduction to brands, online trust and web-based buying background is decidedly identified with earlier buy goals of online clients [36]. Along these lines, the exploration accepts:

Hypothesis (H4): Trust has a positive influence on producing consumer's buying intentions.

Impacts of Reputation on Producing Consumer's Buying Intention:

Determinants of internet shopping conduct have different expansive points of view that exist are client attributes and the multi-dimensional nature of trust and reputation. The seller parameters incorporate their size and reputation, and the client related parameters incorporate recognition with the site, online wise, visiting knowledge or chatting experiences. Purchasing or buy expectation is a pattern of shoppers' states of mind or opinions regarding their future buys. The inspirational states of mind of shoppers towards the organization's reputation, image, and item assessment can be impacted by CSR exercises [37]. The research that directed utilizing SEM comes about firm reputation, perceived usefulness, social influence and perceived enjoyment affects the customer's behavioural goals [38][39]. Moreover, the research results association's reputation and site configuration do not significantly affect client online buy choice. It was expressed that the company's reputation influences an individual's choice to buy items/benefits through internet business [40].

Hypothesis (H5): Reputation has a positive impact on producing consumer's buying intentions.

Based on the review of literature, five hypotheses (H1, H2, H3, H4 and H5) are framed and the analysis is deliberated using the appropriate statistical techniques.

RESEARCH METHODOLOGY

This research study has adopted the method of primary data collection with structured questionnaires related to the objectives of the study. The questionnaire is circulated in Maharashtra using the online tool to collect the primary data. The questionnaire has two sections, where the first part comprises the questions regarding the respondent's demographics and profile while the second part consists of questions related to the variables and factors within the framework of the study which includes questions related to privacy, security risk, firm reputation, trust and purchase intentions of consumers. The respondents were individual users of social media sites. It was conveyed to respondents that data is for research and will be kept confidential. The sample size of this

research is 287 respondents. The convenient sampling method was used to collect the data and Structural Equations Modelling (SEM) was used for analysis. The operational variables were adapted from based on the earlier studies, while the measurement variables were established using the five-point Likert scale with of agreements. The uniformity and validity of the questionnaire tool was tested using the pilot study of the respondents.

The Structural Equations Modelling (SEM) was employed for analysis of data using the Maximum Likelihood Estimation (MLE). An analysis using the SEM confirmed the reliable measures of operational variables, predetermined indicators, and latent variables in the study. Furthermore, the method of Confirmatory Factor Analysis (CFA) is utilised as a measurement model to authorise the reliability of the measures and to evaluate the weight for each indicator to the latent variable it represents for associating the factor loading for the study.

ANALYSIS AND RESULTS

Data analysis in this research is carried out in five segments, which are profile analysis, reliability analysis, relationship analysis, validity analysis and regression outcomes.

4.1 Profile Analysis:

Table 1: Profile of the respondents

Profile	Frequency	Percent
Gender		
Female	95	33.10
Male	192	66.90
Total	287	100.00
Age Group		
18- 25 years	130	45.30
26 -30 years	95	33.10
31- 35 years	62	21.60
Total	287	100.00
Marital Status		
Married	110	38.30
Single/Never Married	177	61.70
Total	287	100.00
Education		
Above Postgraduate	26	9.10
Bachelor Degree	42	14.60
Postgraduate Degree	187	65.20
Professional Degree	32	11.10
Total	287	100.00
Occupation		
Company Employee	63	22.00
Self-employed	22	7.70
Service	121	42.20
Student	81	28.20
Total	287	100.00
Income		

0- 10000	76	26.50
10000-30000	107	37.30
30000-50000	74	25.80
50001 & Above	30	10.50
Total	287	100.00

(Source: Primary Data)

Male respondents are more than female respondents. Age group distribution is skewed towards the 18 to 25 years of age group as almost every second respondents belong to this age group. Following the age group pattern, the maximum (65.00 percent) respondents are unmarried. Postgraduate level of education is the most reported level of education among the respondents; almost 65 percent of respondents belong to this category. Only 9.10 percent of respondents found to be having the above postgraduate

degree. Occupation wise distribution of the respondents shows that the maximum respondents are doing service which is followed by students (28.20 percent), Company Employee (22.00 percent) and self-employed rank last in this category. Almost every third respondent is earning between Rs 10000 to 30000 per month. An almost equal number of respondents falls in the income group of less than Rs 10,000 and Rs 30,000 to 50,000 per month.

Reliability Analysis:

In order to measure the inter-reliability of the variables, the reliability test expending Cronbach's Alpha was implemented. The value of Cronbach's Alpha should be greater than 0.70 to accept the reliability level of the instrument. In this context, five research variables, Trust (0.912), Privacy (0.815), Security (0.915), Reputation (0.906), and Purchase intention (0.822) are found reliable for the study

Table 2: Cronbach's Alfa Scores of Statements

Sr. No.	Variables	Cronbach's Alfa Score	No. of Statements
1	Trust	0.912	6
2	Privacy	0.815	4
3	Security	0.915	4
4	Reputation	0.906	3
5	Purchase intention	0.822	3
Total No. of Statements			20

(Source: Primary Data)

4.3 Relationship Analysis:

The Kaiser-Meyer-Olkin (KMO) and Bartlett's Test is used to evaluate the strength of the relationship among the variables.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.882
	Approx. Chi-Square	3528.529
Bartlett's Test of Sphericity	Df	190.00
	Sig	0.000

(Source: Primary Data)

The KMO measure for the current study is 0.882 which is higher than 0.5 indicating a satisfactory factor analysis for this study. Furthermore, the factor analysis is inappropriate when the sample size is below 50 and the acceptable values range between 0.7 to 0.8 [41]. Thus, here we have KMO measure 0.882 which is accepted. Both these values are considered satisfactory for this study. Additionally, Bartlett's test indicates the strength of the relationship between the variables in the study. From table 3, it is evident that Bartlett's Test of Sphericity is significant (Sigma value is 0.000, which is less than 0.05); hence it is realised that the researchers can perform valid factor analysis.

Moreover, the rotated component matrix is derived from reducing the number of factors on which the variables under the investigation have high loadings. From table 4, it is understood that the availability of t1 to t6 is substantially loaded on factors as component 1. While p1 to p4 are substantially loaded on factor as component 3. Similarly, the variables from s1 to s4 are substantially loaded on factors component 2. On similar lines, the variables from r1 to r3 and pi1 to pi3 are substantially loaded on factors component of 4 and 5, respectively. Hence, these factors are used as variables for further analysis.

Table 4: Rotated Component Matrix^a

Component Matrix					
C	1	2	3	4	5
t1	0.698				
t2	0.837				
t3	0.784				
t4	0.789				
t5	0.817				
t6	0.841				
p1			0.773		
p2			0.797		
p3			0.782		
p4			0.707		
s1		0.804			
s2		0.876			
s3		0.898			
s4		0.851			
r1				0.855	
r2				0.865	
r3				0.869	
pi1					0.829
pi2					0.803
pi3					0.756

(Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.)

(Source: Primary Data)

The Rotated Component Matrix highlights the reduction of the factors in five components in this study.

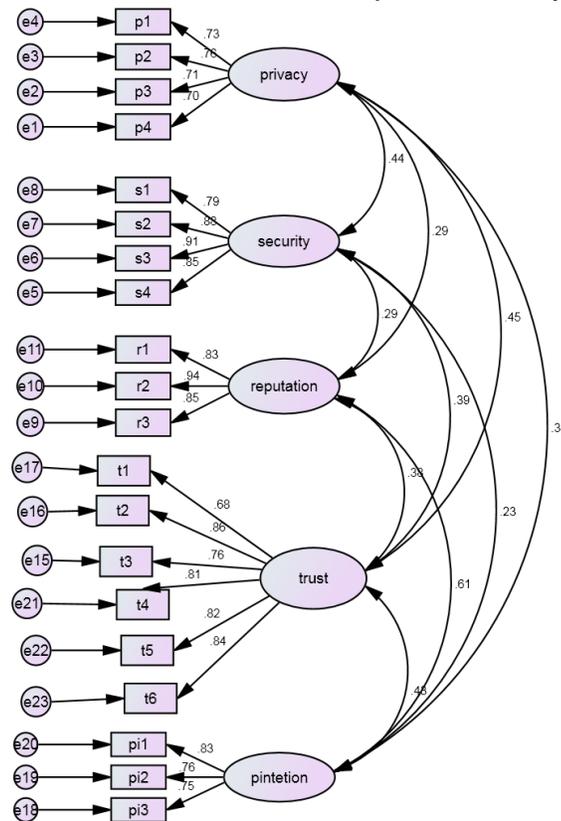


Figure 2: Confirmatory Factor Analysis

Figure 2 shows the Confirmatory Factor Analysis adopted for this study.

Table 5: Regression Weights: (Group 1 - Model)

Factor			Estimate	S.E.	C.R.	P
p4	<---	privacy	1.000			
p3	<---	privacy	1.017	0.099	10.298	***
p2	<---	privacy	1.003	0.093	10.757	***
p1	<---	privacy	1.010	0.097	10.455	***
s4	<---	security	1.000			
s3	<---	security	1.013	0.050	20.233	***
s2	<---	security	1.163	0.060	19.282	***
s1	<---	security	1.008	0.062	16.205	***
r3	<---	reputation	1.000			
r2	<---	reputation	1.087	0.054	20.189	***
r1	<---	reputation	0.960	0.055	17.374	***
t3	<---	trust	1.178	0.101	11.659	***
t2	<---	trust	1.355	0.104	12.991	***
t1	<---	trust	1.000			
pi3	<---	pintetion	1.000			
pi2	<---	pintetion	1.103	0.093	11.844	***
pi1	<---	pintetion	1.155	0.093	12.482	***
t4	<---	trust	1.280	0.104	12.304	***
t5	<---	trust	1.359	0.108	12.533	***
t6	<---	trust	1.393	0.109	12.799	***

(Source: Primary Data)

The Model Fit Summary is as below:

CMIN/df i.e. χ^2/df ratio/p-value is 1.633/.000

The Root Mean Square Error of Approximation (RMSEA) is 0.047

Value of Comparative Fit Index (CFI) is 0.971

Normed Fit Index (NFI) is 0.929

Validity Analysis:

The validity analysis is computed to ensure the inclusive validity of data and model. The results of the validity analysis are deliberated in Table 6 as below.

Table 6: Validity Analysis

Factor	CR	AVE	MSV	ASV	pintetion	privacy	security	reputation	trust
pintetion	0.824	0.611	0.367	0.178	0.782				
privacy	0.816	0.526	0.202	0.148	0.331	0.725			
security	0.918	0.738	0.196	0.122	0.231	0.443	0.859		
reputation	0.906	0.764	0.367	0.17	0.606	0.293	0.287	0.874	
trust	0.912	0.635	0.202	0.17	0.426	0.449	0.393	0.38	0.797

(Source: Primary Data)

Where CR indicates the Composite Reliability, AVE shows the Average Variance Extracted, MSV shows the Maximum Shared Variance, and ASV highlights the Average Shared Variance. The CR value for all variables is more than 0.7 which confirms the reliability of the scale. The convergent validity is also satisfactory as the value

of AVE is more than 0.5. It is also realised that the AVE value is higher than the values of MSV and ASV ensuring the discriminant validity. The square root of AVE was higher than inter-construct correlations for the study [42].

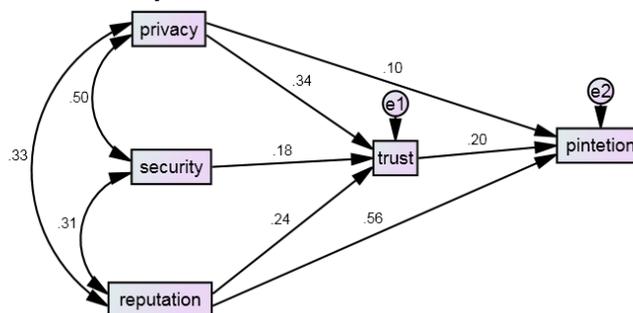


Figure 3: Structural Equation Modelling

Table 7: Regression Weights: (Group 1 - Model)

H	Relation	Est	SE	CR	P	Status
H1	trust <-- privacy	0.287	0.048	5.95	***	Accepted
H2	trust <-- security	0.141	0.044	3.227	0.001	Accepted
H3	trust <-- reputation	0.223	0.048	4.688	***	Accepted
H4	pintetion <-- trust	0.152	0.039	3.896	***	Accepted
H5	pintetion <-- reputation	0.399	0.033	12.121	***	Accepted
H6	pintetion <-- privacy	0.068	0.032	2.114	0.035	Rejected

(Source: Primary Data)

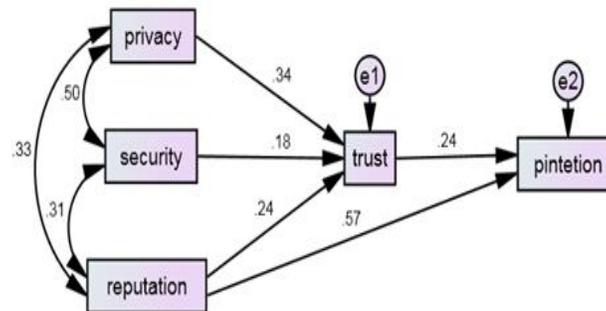


Figure 4: Revised Structural Equation Modelling

Table 8: Regression Weights: (Group 1 - Model)

Hypotheses	Relation	Estimate	S.E.	C.R.	P	Status
H1	trust <--- privacy	0.287	0.048	5.95	***	Accepted
H2	trust <--- security	0.141	0.044	3.227	0	Accepted
H3	trust <--- reputation	0.223	0.048	4.688	***	Accepted
H4	pintetion <--- trust	0.187	0.035	5.286	***	Accepted
H5	pintetion <--- reputation	0.410	0.033	12.52	***	Accepted

(Source: Primary Data)

Model Fit Statistics:

Significant at $p < .001$
 χ^2/df ratio/p-value is 3.052/.000
 The Root Mean Square Error of Approximation (RMSEA) is 0.085
 Value of Comparative Fit Index (CFI) is 0.991
 Normed Fit Index (NFI) is 0.992
 The Goodness of Fit Index (GFI) is 0.992

Regression Outcomes:

The regression analysis was performed to understand the relationship between privacy, security, reputation, and trust as independent variables and purchase intention as the dependent variable. Furthermore, the outcome of the regression analysis (Table 5, Table 7, Table 8) comprising the value of standard errors (SE) and regression coefficient in terms of p-value shows that 'Privacy' significantly influence 'Trust' with p-value is less than 0.01, 'Security' significantly affect 'Trust' at 1 %, with p-value is less than 0.01, and 'Reputation' significantly affect 'Trust' at 5 % significant level with p-value less than 0.01.

Likewise, 'Trust significantly affects 'Purchase intention' at a 5% significant level with a p-value is less than 0.01. On the other hand, 'Reputation' significantly affect 'Purchase Intention' at 5% significant level with p-value is less than 0.01, and 'Privacy' is not significantly impacting 'Purchase intention' having p-value is more than 0.01 which is 0.325. In other words, five of the hypotheses (H1, H2, H3, H4 and H5) are accepted, and the last hypothesis H6 is rejected. It can be concluded that 'Privacy', 'Reputation', and 'Security' have a significant impact on 'Trust'.

Hence, 'Trust' and 'Reputation' have a direct impact on 'Purchase intention'. The estimated coefficients between Privacy and Trust is 0.34, between Security and Trust, is 0.18, between Reputation and Trust, is 0.24, between Trust and Purchase interest is 0.24 and between Reputation and Purchase interest is 0.57. This designates that there is a linear association between the dependent variable (Purchase interest) and four predictor variables (Privacy, Security Risk, Reputation and Trust). Since the computation is based on the standardized data, the co-efficient also reflects the degree of

importance of the impact. On the other hand, it is realised that Privacy does not have a significant impact on purchase intentions. The analysis and findings for hypotheses (H5) show consistent results in line with the previously conducted studies. It was highlighted that the firm's reputation affects a consumer's decision to purchase products or services through e-commerce [38][43][44]. Furthermore, the findings of this research showed that online security and online privacy influence customer buying intentions which emphasised that the consumers in the e-commerce environment stress on online privacy and security in a broader context [45]. It is also realised that the element of privacy has no influence on the purchase intention of a consumer. These findings are similar to previous research results [46]. Based on research results, it is realised that the online shopping influences the consumer buying intention through e-commerce, which is in line and consistent with research outcomes of other researchers in the similar domain [38][47][48][49]. From table 8, it can be deliberated that the factor of reputation is the utmost important factor that affects customer online purchase intentions indicated by the most significant regression coefficient of 0.410 and also having the most significant among the other variables. On the other side, the Trust is the second most crucial factor that affects customer online purchase intention specified by the regression coefficient of 0.287. These results are found consistent with the earlier research outcomes as per the study [32][36][44][50][51].

CONCLUSION

It is realised and concludes that the elements of privacy, security, and reputation, significantly affects the customer purchase intention through trust. The estimated coefficients are: The estimated coefficients between Privacy and Trust is 0.34, between Security and Trust, is 0.18, between Reputation and Trust, is 0.24, between Trust and Purchase interest is 0.24 and between Reputation and Purchase interest is 0.57. Furthermore, it highlights the linear relationship between the variable of online purchase intention (dependent variable) and predictor variables of privacy, security, reputation and trust (independent variables). It is found that the factor of trust is the utmost important factor in the e-commerce environment. It is interpreted that the high trust of customers can direct to upsurge the number of customers accomplishing the business transactions. It is emphasized through the study that the higher the value of goods needs, the higher the level of trust. While, the trust can be built through a range of means, including developing of the website which earns the consumers trust using the security assurance of third-party systems, fulfilling the customer expectations and instil the confidence by selling the products with a brand and ensuring the dedication of the vender in protecting the privacy of consumer and recommendations from others. From the above inferences, it can be interpreted that, in an e-commerce environment, the factor of trust has a positive and significant influence on consumer buying intentions. Furthermore, in order to attract more customers, the e-commerce trades are recommended to provide additional attention to factors of privacy, security and reputation. It is also concluded that the company's privacy policy does not have a significant impact on consumer online purchase intention.

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