This is the special issue that focuses on the online end user trust and consumer behavior research. Online shopping has grown steadily in popularity in recent years as online and hybrid retailers offer an attractive Internet-based service to customers, such as Internet-only deals and shipping discounts. Even though there have been many research endeavors to explain online end user trust and consumer behavior, one of the main questions is how to understand the nature, antecedents and consequences of online end user trust and consumer behavior. Various antecedents and consequences of online end user trust and consumer behavior, such as personal, social, and organizational characteristics, have been studied in this special issue.

Our lead article provides a great empirical investigation of online end user trust and consumer behavior. Stoecklin-Serino and Paradise broaden the study of online trust by developing stable relationships of trust and other constructs in electronic environments. The antecedents investigated in this study, using regression and structural equation modeling, are the use of security symbols, trustworthy brand names, and personalization techniques. The results of the study indicate that the use of security symbols and trustworthy brand names have a positive and lasting effect on trusting beliefs and that personalization has a decreasing and lasting effect on trusting beliefs. However, there was no support for the hypothesis that trust develops over time in electronic environments.

In our second article, Kim, Kim, and Hwang offer insight into whether trust building and purchase intention can be affected by incorporating a motivational factor such as self-efficacy into online consumer trust building. To overcome the limitation of the introduction of self-efficacy attempted in existing information system study, domain-specific self-efficacy has been introduced in the online purchases situation, and the relationship between general self-efficacy and situation-specific self-efficacy has also been taken into consideration. Results show that online transaction self-efficacy, as proposed and used as a situation-specific self-efficacy, affects trust in the online vendor and positively influences an individual online consumer’s purchase intention.

In our third article, Liao, Luo, and Gurung propose a model addressing the rebuilding of post-violation trust in B2C electronic commerce based on expectation-confirmation theory. This study provides empirical verification for the factors affecting post-violation trust rebuilding and the association between them. In accordance with existing literature, perceived trustworthiness was found to have significant impact on continuance trust intention. The study also showed that
confirmation by post-violation trust restoration activities had strong impact on satisfaction, but satisfaction did not lead to post-violation continuance trust intention.

In our fourth article, Shanahan, Ross-Wooldridge, and Hermans measure attitudes toward a product and attitudes toward product quality when an unknown brand is associated with a well-known and trusted co-brand in the form of payment and delivery options. Results suggest that the popular belief that trusted brands improve respondents’ assessments of unknown brands through a co-branding strategy may not be supported when there is a restriction on choice of payment and delivery options. This study also shows no difference in consumer perceptions between no co-brand and a full complement of co-brands, but a restricted set of payment and delivery options leads to a more negative attitude toward the product and product quality.

Finally, Li, Rong, and Thatcher examine how Web vendors may foster swift trust as a means to convert casual visitors to paying customers. This study examines whether perceptions of a Web site’s appearance features (normality, social presence and third-party links) and functionality features (security, privacy, effort expectancy and performance expectancy) positively relate to swift trust in a Web vendor. They found that appearance and functionality features most profoundly explain swift trust.

This special issue of the *Journal of Organizational and End User Computing* has presented research exploring several important issues in understanding online end user trust and consumer behavior. This provides a helpful and important contribution to electronic commerce researchers, community, and practitioners in understanding the antecedents and consequences of online end user trust and consumer behavior in the electronic commerce environment.

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