Drivers of Brand Trust in Internet Retailing: The Case of Indonesia

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ABSTRACT

This study investigates the attributes that create brand trust in internet retailing through the replication of the work of Ruparelia, White and Hughes (2010) using two different purchase categories: apparels and travel accommodation. Quantitative methodology was employed through survey method involving 180 respondents. There are ten independent variables include website security, website privacy, website brand name, word-of-mouth, website design & navigation, information, returns policy, country of origin, past experience, advertising and testimonials and one dependent variable which is brand trust. Security, privacy, word of mouth, design & navigation, and past experience were proven to have direct linear effects towards web brand trust. On the other hand, brand name, information, returns policy, country of origin and advertising & testimonials have weak relationships with web brand trust. Respondents who purchased clothing apparel were more concerned of the country of origin than respondents who purchased ticket accommodation.

Keywords: Brand Trust, E-Commerce, Internet, Web Brand

1. INTRODUCTION

The study is a replication of Ruparelia, White and Hughes’s (2010) study, using Indonesian customers and e-retailers as the context for this research. Several alterations have been made to suit the current study context.

Extant literature has observed how the internet continues to be an important factor in retailing (Martin, Mortimer and Andrews, 2015). The practice of online shopping has increased due to its convenience and ease. With the increase of competition in e-retailing, new e-retailers face difficulties upon entering the market. Therefore, new e-retailers should attract attention by making the customer trust their brand. Building trust for online retailers is more challenging compared with traditional bricks-and-mortar stores. However, there are several factors that need

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to be taken into account in creating a well-trusted web store, especially for e-retailers when their
target market is customers living in Jakarta.

The reason for the growth of retailers and online purchases was due to more varieties of
choice available online and also from the factors of convenience for both consumers and retail-
ers (PwC, 2013). Shoppers around the world have shown a lot of interest in purchasing online,
especially garment products (Park & Stoel, 2005). This statement was supported by an increase
of 35% in online apparel sales from 2000 to 2002 in United States, and the increase has made
clothing the second largest product category after DVDs (Greenspan, 2003).

Indonesia has many opportunities in the Internet business. The increase of e-commerce would
necessitate trust in a website to convince consumers to purchase or conduct transactions on the
website. Brand trust is an arduous fundamental of brand equity (Riegelsberger, 2005). Without
brand trust, any strategy made by the retail will not be effective. Trust plays a critical role in
online business. Especially with the new risky cyber-crime such as privacy invasion and identity
theft, which are including pharming and phishing, (Riegelsberger, Sasse and McCarthy, 2005).

It is fundamental for e-retail to not only have a good websites but also good brand. As Chen
and Wells (1999) pointed out, the challenge in e-retail is not limited to have a website but how
to compete and win the competition in the Internet. Branding is crucial to identify one with
another and also creating trust. It is important for a firm to understand factors that influence
trustworthiness of a brand, especially for online firms (Gupta, Yadav, and Varadarajan, 2009).

The majority of Indonesia’s online shoppers has spend 55 USD per online transaction (In-
sideRetail.Asia, 2012). However, the number of consumers who purchased in local websites are
still limited compared to the increase of online users (Coolfounder, 2012). This might be because
of consumers’ lack of trust on the local websites. This would then highlight the importance of
studying the driving factors of brand trust in e-retail in Indonesia.

In the current study, the researchers aim to investigates the most significant attributes that
affect brand trust in an online environment in Jakarta, whether different product category would
lead to different perception on brand trust of the websites and whether gender impact the online
shopping behavior.

2. LITERATURE REVIEW

2.1. E-Commerce

According to Miletsky (2010) electronic commerce is also known as e-commerce. It is the use
of online websites for buying and selling product and service. E-commerce lesser used by B2B
(Business to Business) and were used more in B2C (Business to Consumers).

Miletsky (2010) argues that there are several aspects that encourage demand to shop online.
From the consumers’ perspective, convenience is one of the key factors that encourage most
consumers to shop online, as online stores could be accessed from everywhere and at anytime.
It is very convenient for working people as they could shop from home without a need to travel
and waste their time.

Despite all the benefits, there are some drawbacks about online shopping (Miletsky, 2010).
Payments are non-cash means that it is less secure as consumers personal identity and privacy
could be figured out while making an online payment. Online transactions are less secure than
physical transaction, therefore leading to a lack of trust. Furthermore, when buying online, the
customers are not able to touch the product physically and check the quality of the product Lastly,
there is a lack of assistance in online store (Miletsky, 2010).
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