

## **Consumer Trust in Online Shopping and the Ethics of e-Commerce**

**Issam A Ghazzawi**

University of La Verne, California

### **Abstract:**

In recent years, e-commerce has revolutionized the shopping landscape. Rapid growth of e-commerce adoption among SMEs has increased concerns about consumer trust and security. The purpose of this study is to investigate the key factors influencing consumer trust in online shopping. This study uses Technology acceptance model (TAM) and Trust model. The integration of TAM and Trust model for B2C and C2C e-commerce. The study further explores the impact of key variables, perceived reliability, Perceived integrity, Perceived ability, Perceived risk, perceived benevolence, Perceived certification, perceived technical competence and shopping medium understanding on consumer trust in online shopping.

The findings of the study indicate that perceived risk has a significant impact on consumer trust, it also highlights the need for up-to-date security features and measures, transparent communication between consumer and vendor on online platforms.

### **Keywords:**

Shopping, Trustworthiness, Consumer, B2C.