

The Influence of Perceived Relative Advantage on Customer's Initial Trust towards Unfamiliar Online Store Retailer

Chiet-Bing Wong ^a, Tan Sharon @ Rebecca ^b, Karen Esther Tan ^c

^aTunku Abdul Rahman University of Management and Technology, Sabah, Malaysia

^bTunku Abdul Rahman University of Management and Technology, Sabah

^cTunku Abdul Rahman University of Management and Technology, Sabah

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ABSTRACT

Online store is one type of B2C e-commerce platform where retailers can sell products to customers. It is the online equivalent of a standalone brick-and-mortar retailer selling products of a single brand or a group of brands. Unlike online marketplace (such as Shopee and Lazada) that facilitates the trade of goods and services between sellers and buyers, this platform focuses on the trading itself, such as Apple and Harvey Norman standalone e-commerce store. With many e-commerce platforms available in Malaysia, the popular B2C e-commerce sites are Lazada and Shopee. According to the E-commerce Malaysia Guide Report (Austrade, 2020), these two sites received more than 20 million monthly visits in 2019. Not many businesses are interested to establish standalone e-commerce store as it demands more time and money investment to build customer base. Setting up a standalone online store means the store website belongs to a particular business or brand. The business, which is the sole owner of the website, has the freedom to personalize the website, control the business, and stand out from the crowd. This allows the business to build their brand and increase consumer loyalty.

Keywords: Trust, Initial Trust, Perceived Relative Advantage, E-commerce, Online Store