THE HONG KONG POLYTECHNIC UNIVERSITY

DEPARTMENT OF MANAGEMENT & MARKETING

DEPARTMENTAL RESEARCH SEMINAR

Online Sellers’ Trust and Use of Online Auction Marketplaces

By

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All interested are welcome
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ABSTRACT

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More and more people sell things online and trust is an important factor in online selling. This research is aimed at understanding the role of trust in online sellers’ continued use of online auction marketplaces. Given the uniqueness of online auction practice, we identify the need for differentiating sellers’ trust in the intermediary and in buyers. A balanced view of cognitive and affective trust is incorporated with the Motivational Model of technology acceptance to explain sellers’ use of online auction marketplaces.

Empirical data collected from online auction sellers in uBid.com confirmed our model. Specifically, our findings show that, for online auction sellers, (1) trust has both cognitive and affective components; (2) trust in the intermediary (e.g., eBay.com) impacts trust in the community of buyers through the trust transference mechanism; (3) trust influences sellers’ retention through perceived usefulness and perceived enjoyment; and (4) perceived enjoyment is an important antecedent of sellers’ retention. Besides theoretical contributions, this research also has practical implications.

Figure 1 depicts the research model and summarizes the results.

![Figure 1: The research model and results](image-url)

Note: PIIT→PU significant at 0.05 level. Other variables have no significant impacts on either PU or PE

* Significant at p<0.05; ** Significant at p<0.01; *** Significant at p<0.001; dashed line: insignificant at the 0.05 level