If they Trust our E-commerce Site, Will They Trust our Social Commerce Site Too?

Differentiating the Trust in E-commerce and S-commerce: The Moderating Role of Privacy and Security Concerns

**Introduction**

The study ventures into the new domain of s-commerce. It studies the moderating impact of privacy concern and security concern on trust between e-commerce and s-commerce sites.

**Hypotheses**

Hypothesis 1: Users trust e-commerce sites more than the s-commerce sites.

Hypothesis 2: Security concern (SC) moderates the trust in a website such that (i) the higher concern would lead to lower trust, (ii) more so for s-commerce site as opposed to e-commerce site.

Hypothesis 3: Collection concern (ColCon) moderates the trust in a website such that (i) the higher concern would lead to lower trust, (ii) more so for s-commerce site as opposed to e-commerce site.

Hypothesis 4: Secondary use concern (SecUseCon) moderates the trust in a website such that (i) the higher concern would lead to lower trust, (ii) more so for s-commerce site as opposed to e-commerce site.

Hypothesis 5: Improper access (IACon) concern moderates the trust in a website such that (i) the higher concern would lead to lower trust, (ii) more so for s-commerce site as opposed to e-commerce site.

Hypothesis 6: Error concern (ErrCon) moderates the trust in a website such that (i) the higher concern would lead to lower trust, (ii) more so for s-commerce site as opposed to e-commerce site.

**Data Analysis**

We conducted the exploratory factor analysis to identify the items for the multivariate factors. The multivariate factors (MVF) were estimated by averaging the item scores. Reliability was examined using Cronbach alpha, comparing the item thresholds. The data were analyzed using ANOVA methodology. The factors were created using median and scale-mean split approach.

**References**