



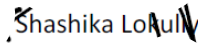
The Role of Trust Signals in E-Commerce: Assessing Their Influence on User Confidence and Purchase Intent

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A THESIS
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December 2024

I certify that I have read this thesis and that in my opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Science.

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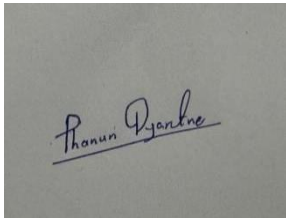
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This is to certify that the work is entirely my own and not of any other person, unless explicitly acknowledged (including citation of published and unpublished sources). The work has not previously been submitted in any form to the Sri Lanka Institute of Information Technology or to any other institution for assessment for any other purpose.

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A rectangular box containing a handwritten signature in blue ink. The signature appears to read "Phanun Dhanu" and is underlined.

Date:08/11/2024.....

ABSTRACT

The Role of Trust Signals in E-Commerce: Assessing their Influence on User Confidence and Purchase Intent

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This study investigates the impact of trust signals—specifically customer reviews, security badges, and payment icons—on user confidence and purchase intent in e-commerce environments. The research aims to understand how these trust signals influence consumer behavior, with a particular focus on the moderating role of demographic factors such as gender. A survey was conducted with online shoppers to gather data on their perceptions of these trust signals and their effect on purchase decisions. The findings indicate that all three trust signals significantly enhance user confidence and purchase intent, with customer reviews and ratings having the most substantial effect. Additionally, gender was found to moderate the relationship between customer reviews and user confidence, as well as between security badges and user confidence, while it did not have a significant impact on the relationship with payment icons. These results offer valuable insights for e-commerce platforms looking to optimize user trust and improve conversion rates. Practical recommendations are provided for e-commerce practitioners on how to strategically use trust signals to foster consumer trust and drive sales.

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