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A Study on the Effect of Electronic Trust Factors on the Success of B2C E-Commerce – Improvement of Conversion Rate Index (A case study of six online retailer companies in the city of Mashhad,Iran,2011-2012)

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ABSTRACT: Today, with the growth of internet penetration in modern communities, the development of e-commerce has become quite common as a modern solution for carrying out exchanges between buyers and sellers. Whereas a considerable amount of current financial transactions are done through the e-commerce that its main infrastructure is the internet. In the internet environment, unlike the traditional environment, there is no time or opportunity for transaction parties to meet face to face as well as actual exploring and physical sense of the exchanged products by the customer. This issue can cause some risks in this context for transaction parties. Due to online or electronic nature of the interaction in this environment, the term "online trust" or "electronic trust" is brought up which indicates that in an interactive system or relationship, one party as the truster is willing to accept the risks and vulnerability against the other party as the internet trustee, based on positive expectations regarding to future behaviors of the internet trustee. In the e-commerce (especially the B2C type) website is often the only intermediary between the company and customer. In order to assess the success of an e-commerce website, various methods can be used from which the evaluation of conversion rate is one of the most important criteria. The conversion rate is the value of ratio of the number of visitors in a given period to the number of genuine buyers. In this paper, the effect of online trust factors on the success of e-commerce website will be investigated by evaluating the conversion rate of 6 e-commerce companies and it will be discussed that by paying attention to the trust building factors, the companies can increase their average conversion rate to the extent of 0.1 to 1.0.

Keywords: E-Commerce , E-Trust , Conversion Rate , Electronic Marketing , CR Improvement.

INTRODUCTION

Today, due to the procedures of development in the countries and globalization issues, the use of e-commerce is presumed to be an inevitable factor as a modern solution for carrying out electronic exchanges between buyers and sellers. E-Commerce also defined from the business perspective as: "the process of buying, selling, transferring, or exchanging products, services, and/or information via networks, including the Internet" (Turban et al. ,2006). E-Business is defined the use of the Internet and other information technologies to support commerce and improve business performance (McKay & Marshall , 2004) . According to the existing official reports, in recent years a considerable amount of current financial transactions and interactions are done through the internet. In fact, internet is treated as the main platform for development of e-commerce and it is consisted of information systems and organizational solutions, databases, hardware and network equipment and other tools and related equipment. These systems conduct the flow of interactive information based on the virtual environment of internet between the existing components and users. These interactions that occur in a virtual or electronic environment, due to the characteristic of lack of possibility for the interaction parties to meet face to face as well as the lack of possibility to see or sense the goods or services at the time of online transaction, has the potential to cause some risks for the parties. The

concept of trust is used to suppress the extent of these risks and create a tendency and intention to conduct online transaction. Regarding to the online or electronic nature of the interactions in this environment, the term "online trust" or "electronic trust" of the customers (consumers) is considered to be an important issue which indicates this concept that in an interactive system or relationship, one party as the truster tends to accept the vulnerability and risks against the other party as the trustee (typically a website or portal of online sales of goods or services), based on positive expectations about the future behaviors of the internet trustee. The success of e-Commerce will continue to be an important part of business growth if it can overcome the concerns businesses and consumers have with stolen identity, secure banking, payments, and transactions. One way to overcome these concerns (and secure e-Commerce) is to use cryptography. The Internet is not known for its secure environment. In fact, the Internet is not safe for e-Commerce unless it involves using cryptography and making users aware of the concerns with e-Commerce(Najafi , 2012) . E-commerce application includes the use of many different types of online facilities to do business: order registration, electronic advertising, electronic billing system, electronic marketing, online delivery status and tracking and customer services support. E-business applications also include the use of many different types of online facilities to communicate and coordinate: production planning, JIT management, scheduling, outsourcing and other business operation process(Najafi ,2011).

Due to the fact that lack of trust in the internet environment is supposed to be one of the major challenges in users' and customers' lack of tendency to perform online transactions, conducting new studies or developing of the previous researches about electronic trust in the field of management and commerce is an essential issue in all of situations, especially for the country of Iran which has a considerable population of internet users. In this research we will discuss the effect of trust enhancing factors in the improvement of e-commerce success indicators (improvement of conversion rate index) for the e-commerce websites.

MATERIALS AND METHODS

In this study, the researcher applied the focus to investigate affect of trust factors about enhancing on E-Commerce website conversion rates . The focus is a research method generally utilized by researchers and practitioners to perform qualitative analysis or exploratory study in the fields of online shopping. The results obtained from the focus on establishing trust factors on E-Commerce websites are particularly effective in enhancing awareness about how online buyer think, feel, or act about online seller. it means, what is Trustor expectations (online shoppers) form trustee (Internet sellers)?. In other words, the online sellers (e-commerce website) what features should have . To provide online customer trust.

A variety of methods are used to investigation the success of an e-commerce website, from which the evaluation of conversion rate is one of the most important criteria. The conversion rate is the value of ratio of the number of visitors in a given period to the number of genuine buyers. Trust building factors of the website are also capable of affecting the website's conversion rate, because the more the customers trust website, it will be more likely that they intend to buy from the company's website.

In this research , first of all we identity and introduce the critical factors of trust which affect of e-commerce website successfully . In second stage we want to seller companies (6 E-Commerce Companies) to establish its on their website . In the third stage the status information after establishing these factors were collected on a daily basis online. In the fourth step Information obtained from the Company at the conversion rate per month, were compared with the previous month. In the fifth step, monthly data obtained, the effect of establishing a trust factor increases conversion rate was analyzed and conclusions.

Traditional shopping process and Online shopping process
The traditional shopping process has some basic differences with the online shopping process that are due to different nature of the traditional environment with the online environment. The process of traditional purchase of goods or products is consisted of the following phases.

The first phase- recognizing the need: the buying process begins when someone recognizes the existence of a need or problem.

Second phase- seeking information: the person who feels a need looks for information to find ways about how to resolve his/her needs.

Third phase- evaluation of the options: the customer, according to his/her collected information, assesses different ways to satisfy his/her need based on different criteria.

Fourth phase- deciding to purchase: the customer chooses one of the options after evaluating the information.

Fifth phase- after purchase behavior: the customer may be satisfied or unsatisfied about his/her purchase, and may consequently exert a set of behaviors.

The buying process begins some times before the actual purchase and lasts some times after the purchase. It should be noted that in the routine purchases, the consumers do not necessarily go through all these steps and sometimes come back a step after passing some steps and pass it again.

However, numerous studies have been conducted about the online shopping processes which mostly focus on the steps that the customer has to pass to carry out his/her purchase online. Generally there are two approaches in these studies that are as follows.

A) The traditional approach to the process of internet purchase: in this approach, the process of shopping in the internet has the same phases as the traditional case, but the way of conducting each phase has some differences with traditional case. The stages of internet shopping in this approach are:

The first phase- recognizing the need: the incentives that create a need may be physical or virtual. Although the corporates use various types of internet marketing methods to create a need in the customers, but none of the large and famous companies have abandoned the traditional methods.

Second phase- electronic search of information: the customer in the internet environment accesses to various information about the goods and services such as prices and after sales services.

Third phase- electronic assessment: several factors may influence the customer's decision to buy in the internet environment, which may be different from effective factors in the physical environment. One of the most important factors is the comfort.

Fourth phase- electronic shopping: at this stage the customer purchases his/her required product by using the internet.

Fifth phase- electronic assessment after purchase: the customer regarding to his/her satisfaction or unhappiness about the online shopping exerts some behaviors. Creating virtual communities and places for the exchange of experiences among clients in the internet environment will be a way to meet the need to the after purchase activities.

B) The modern approach to online shopping process.

In this approach it is tried to design new models for internet shopping. However, there is no fundamental model offered so far that could be acceptable by the public. One of the models designed based on the new approach is the Lee model (2002) in which the internet shopping process is suggested to have three main phases:

The first phase- building trust and confidence: the buyer at first looks for information in order to determine the level of trust in the organization that has created the website. At this stage, the buyer needs some accurate information about the company and its products as well as the methods to verify the correctness and accuracy of the provided information. At last, the customer tries to search in the vendor's website and find signs and tokens that indicate the presence of required security for conducting the transactions as well as making sure about protection of his/her privacy. The reputation of corporate's brand one of the important factors in building trust.

Second phase- online shopping: the online shopper acts like a typical shopper in the physical environment. The major difference between the traditional shopping and virtual shopping is that the customer cannot physically sense the goods in virtual shopping, and in traditional shopping there is a limited opportunity to compare the prices of different goods with each other. In this step the internet buyer needs accessing to required features for a quick search in the website. In fact, at this phase the most important requirement of the customer is comfort; convenience in searching, ease of comparing prices, comfort in payment methods etc.

Third phase- the after purchase needs: the online shopper seeks a quick distribution of the purchased product after purchase. He also needs the offering of guarantees on behalf of the seller to deliver the goods correctly and the possibility to return of faulty goods, if necessary. At this stage, the company should provide the customers with after purchase services.

In traditional environment there exist several factors affecting trust building that some of them does not appear in the new virtual or electronic or cyber or Web environments. Among those we can point out the two following factors:

1- Sense of the exchange stuff is a feature of traditional commerce, whereas it cannot be fulfilled in the E-Commerce.
2- In traditional commerce in order to finalize the interaction of exchange establishment, the correspondents usually shake hands after cloture and this handshaking is a sign of trust and acceptance of the exchange establishment, whereas this act is impossible in the E-Commerce as well.

The two above mentioned examples imply the fact that the discussed new environment is different from the old one. In other words the existing factors and agents in the two environments, despite having possible similarities, are distinguished in general.

The finalizing of online shopping process has some another's difficulties compared to the traditional case, some of which are listed as follows:
- Insecurity of the shopping process.
- Lack of awareness such as security awareness, e-commerce awareness ,…

- Incorrect design of the template of the website's pages.
- Lack of possibility for guest visitors (non-members) to purchase from the website.
- Showing of the website's menu during the completion of purchase process.
- Loss of the information entered by the customer in the forms in case of occurring problems in the purchasing process.
- High Shopping Cart Abandonment Rate.
- Presence of numerous requests to do different tasks on the website which causes confusion to the visitors.
- Not showing the number of steps, the current step and the remaining steps of the purchase process.
- Asking for unnecessary information during the purchase process.
- In case of offering a discount, late displaying of the location of demanding the discount code to apply on the price.

Electronic Trust (Online Trust)

Trust is not a new research topic in computers science , spanning areas as diverse as information security and access control in computer networks, game theory, reliability in agent systems, and distributed systems, and policies for decision making under uncertainty(Artz ,Gill,2007) . The concept of trust in these different communities varies in how it is represented, computed, and used. The trust is noteworthy from various aspects of bilateral relationships. For example in social relationships on the context or subject of friendship, trust is the master key for their construction, protection, continuity and conservation. But in the economic relationships the trust has different aspects and levels. First and foremost the mutual trust of both correspondents to each other, the next step is the trust to the discussed goods or services, and the third step is the trust to the mechanism of payment or ponying up the price of the commodity or service, and in the next steps the subjects of trust in logistic services, support, insurance or warranty are of main concern. Also on the context of trading activities in the internet environment, the novel aspects of trust such as applied infrastructures, protecting the privacy of online users, quality of the online services, EB and marketing models, etc. are considered.

Studying the online trust –which is considered to be the essential element in completion of an electronic transaction on the e-commerce context, and causes the increase of lifespan of the customer for a company – has two approaches for assessment, namely assessment based on the trust structure (dimensions) and procedural approach (see figure 1). In procedural approach of trust, the lifecycle of electronic trust in online transactions is studied. Electronic trust in the e-commerce of type Company to Consumer has multiple stages which the first stage begins with total unawareness of the online shopper about the online seller and continues with formation and after formation the stage of maintenance (continuance) of trust comes. No trust is everlasting and finally in the lifecycle of trust there will be a dropping and vanishing stage. In the e-commerce, gaining trust is a difficult and complex issue, hence its maintaining and prevention from loss has a vital importance for the online seller who is referred to as the online trustee.

The E-Commerce environment is precisely the environment in which due to the non-existence of any kind of local meeting between the exchange parties, and also the impossibility of viewing the goods or services during the online exchange, there are some risk potentials for both correspondents. Hence for both correspondents of the exchange there will naturally be some special concerns about online interactions. According to the online or electronic nature of the exchange, in this context the term "online trust" or "electronic trust" appears for these kinds of environments. The E-Trust concept implies that in an interactive system or relationship, one side as the confiding one is willing to accept the potential vulnerability against the other side as the online trustee, based on positive expectations about the future behaviors of the online trustee. Electronic trust is defined as the consumer's willingness to accept the risks against an internet seller, based on positive expectations about the future behaviors of the seller(Ayas,2008).
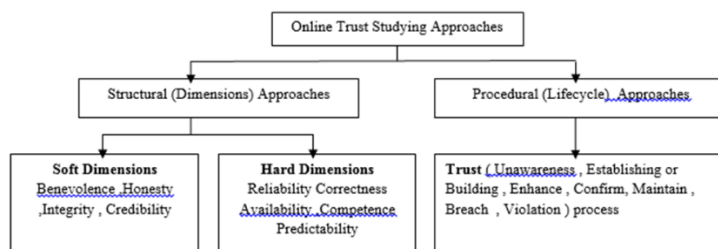

Figure 1. Online Trust Studying Approaches

Online trust is a multi-faceted and context-dependent construct that involves cognitive, behavioral, psychological, cultural, uncertainty and risk factors, among others. Perceived trust can be built and reshaped before, during and after the online transaction (Pennanen ,2009) . Online trust is "an attitude of confident expectation in an online situation of risk that one's vulnerabilities will not be exploited." (Corritor,2003) .

We often discuss the forces of digital include computers ,networks , Internet , mobile and social as transformational, as they strip away the boundaries of time, distance, and mobility that have constrained humans for millennia. The unrestricted freedom to communicate, explore, and choose has, in turn, reshaped customer or user expectations of not only value, but also trust and transparency. These "free" customers both demand and create transparency, as with the simple tap of a finger, people can find out virtually everything about any company. There is simply no way to hide or "spin" the facts, and if you do, you violate the trust that will dissipate in an instant in today's socially networked world. To earn the trust of "free" customers in a transparent world requires companies to truly differentiate and effectively engage their consumers on a more human and authentic level through digital, mobile and social technologies. These are exciting times to say the least; times that are causing us to be increasingly digital and human in the quest to capitalize on this new model for delivering value and building trust specially on E-Commerce contexts.

Synthesizing all the different definitions of trust across various research disciplines it can be concluded that all trust definitions address oe or more of the following perspectives : Context characteristics , trustor properties , characteristics of the trusted object. Many definitions also address the interaction or relationships either between two of these three perspectives trustor-trustee , trustor-context , trustee-context or all three perspective trustor-trustee-context (Elgar and Kautonen ,2008). In the organizational trust literature, (Mayer et al. 1995) proposed a model incorporating both a trusting party (trustor) and a party to be trusted (trustee).

In the virtual environment, unlike traditional environment, there is no opportunity for the transaction parties to meet face to face. Thus an important issue in the E-Commerce is that how to create trust between the parties . Figure 2 indicates the connection between main and ground factors of the trust in every interactive relationship.

Figure 2. Factors affecting the trust on E-Transaction Context

The three above mentioned factors present a definition for the three dimensional trust. The characteristics for each factor are listed as follows.

The truster characteristics:

psychological and individual features and also experimental and cultural specifications affect the possibility of one's trust to the others.

The trustee characteristics: covers the aspects of eligibility, capability, benevolence, predictability and integrity. In the context of e-commerce, (Jarvenpaa et al. 2000) examined whether customers' perceptions of an Internet store's reputation and size affect their trust in the store. Reputation is defined as the extent to which buyers believe a seller is professionally competent or honest and benevolent(Doney and Cannon ,1997). In the traditional marketing literature, reputation has been shown to be positively related to the buyer's trust in the seller(Ganesan S. , 1994) . In Internet shopping, perceived reputation of a vendor has also been revealed to be significantly related to consumers' trust in the vendor (Jarvenpaa et al , 2000 , Jarvenpaa and Tractinsky , 1999, McKnight ,et al , 2000).

Background characteristics: these are peculiar to the risk level and vulnerability, and are also correlated with elements such as power balance in relationships, informational asymmetry and feasible substitutes for the trustee (person, and commodity or service).

Since trust can be seen as a belief, confidence, sentiment, or expectation about an exchange partner's intention and/or likely behavior, it is posited to be directly related to the attitudes toward purchasing from a vendor and indirectly related to consumers' willingness to buy through purchasing attitudes(Thompson,2005) . All electronic transactions in e-commerce need to trust the other party(Sharfi,2011).

The main factors driving consumers to purchase combines two trends are, TAM (Technology Acceptance Model) (Davis F D,2003,) , and TRA (Theory of Reasoned Action) (Turban and Lee , 2001,Urban et al ,2002,Palvia,2005) , which focused on four groups:
1) Trustworthy online merchant (ability, integrity, and charity).

2) Medium confidence for online shoppers (technical competence, reliability, and understanding of the medium).
3) Infrastructure (contextual).
4) Factors (the effectiveness of the functions of a third party, certification, and the effectiveness of security infrastructure).
which many of this factors are trust factors.

E-Commerce Website and its Success factors

Leading the online users to visit an e-commerce website is a painstaking process that requires conducting proper marketing activities for the website or company in the form of using possible and available tools for introduction of the website to the visitors or creation of useful information on the web to introduce the website by internet search engines. But bringing the customer to the company's website is just the first step, and the main job is done only when the website is capable of utilizing appropriate procedures for converting the visitors to actual customers. In the e-commerce, the ratio of total number of website's visitors to total amount of the company's sales is called the conversion rate. The meaning of this ratio indicates that what amount or percent of the online visitors have become actual customers. The overall task an e-commerce website of a company is to convert as much visitors into buyers as possible. The online sales data is a play with numbers. The more accurate term that shows the conversion rate of the e-commerce website is the total amount of sales divided by the total number of visitors for each website. Higher numbers for the conversion rate suggest that the regarded e-commerce website is more efficient.

Even a small amount of increase in the conversion rate of an e-commerce website can make a huge improvement in the company's online sales. Therefore the conversion rate is of fundamental importance in the e-commerce and many experts have talked a lot about that. But by gathering these finding and discussions, it can be seen that they all agree on the following two statements:

First, the improvement process of the conversion rate of an e-commerce website will never end, but it is an activity that should always be ongoing. It does not matter that how good the website's conversion rate is during this period (e.g. this week), but it is necessary that this trend goes on again for the next period (next week) because the factors such as technology and customer requirements are always changing. Experts believe that if an e-commerce website does not constantly try to find ways to increase its conversion rate, the company may lose the market to its competitors.

Secondly, the improvement of the conversion rate needs some experiences. Although there are some standard methods for each industry to improve its conversion rate, but each e-commerce company must find ways and experiences and compare the results of these experiments to be able to choose and implement suitable methods to improve its conversion rate. This requires careful planning to maintain a strong and consistent relationship with the customers and exploiting necessary information and knowledge even from the customers in order to select an appropriate strategy among the possible strategies.

But knowing the conversion rate of an e-commerce website of a company may cause disappointment and despair for its owner. Whereas the company should keep in mind that the fact it is of its conversion rate and is constantly trying to improve it, means that the company is placed at a top group among the competitors. The results of conducted studies so far show that very few retailers on the internet are looking to improve their conversion rate and are aware of that.

$$\text{CONVERSION RATE \%} \qquad \text{CR} = \frac{\text{Number of Goal Achievements}}{\text{Visits}} \qquad (1)$$

The conversion rate is the proportion of visits to a website who take action to go beyond a casual content view or website visit, as a result of subtle or direct requests from marketers, advertisers, and content creators. In fact, most of the online traders have some software packages that will bring visitors to their website, but very few of them use the strategies for persuasion of these viewers to buy.

Research shows that only one fifth of the online retailers use the inside web measurements strategically. In fact, most of the online traders have some software packages that will bring visitors to their website, but very few of them use the strategies for persuasion of these viewers to buy.

When a company is active in improving the conversion rate of its e-ecommerce website, knowing the e-commerce standards greatly helps it. In general, in e-commerce the average conversion rate is 2.3%, which means that among every 1000 viewers, 23 people will shop. However, this value may vary in different sections, for example in the electronics industry the conversion rate is 1.1%, in the fashion industry, home accessories and travel agencies

the conversion rate is between 2% to 2.2%. The real estate agencies that have their catalogue on the web have a conversion rate of 6.1%.

There is no golden formula for the electronic traders that by doing it, they would have a high sales rate. In fact, there is a long list of activities that each of them can make the sale of the company to increase a bit, from which one can mention the following options for example.

Internal search- the feature of local search in the website is the best way that a company can quickly offer its products to the visitors. The most important issue is to make sure that the local search feature of the website is working properly. The more advanced this search feature is for an e-commerce website, the better it can provide answers for its visitors and the stronger their shopping experience will be. This will lead to a higher possibility of purchase from that company's website. The internal search engine of the website should be able to provide the most particular answers for a customer. For example, if a customer enters in the search box "mobile phone with quad-core processor with frequency of 1.5 GHz", he has to see the exact answer that is willing to. In this case, this customer is more likely to buy from the company.

But building an internal search engine that can provide good answers is very hard. This issue will be even more present if the e-commerce website is supposed to be responsive in multi-lingual ways to the customers. In fact, the e-commerce website needs a way to store the search options of the customers in order to be able to suggest the search behavior of its users by this data, and try to improve the search features of the website. The improvement the website's search, like the improvement of the conversion rate, is a never ending process and has to continue forever. As the search technology of the website changes, the products of the website will change over time as well. For instance, some new products enter the market as the previous products are being outdated.

Choosing a proper internal search engine has a basic role in the performance of the e-commerce website. Although the selection or building of an internal search engine requires spending a proper amount of cost, and it is likely that financial limitations of the e-commerce company makes the use of an internal search engine with limited functionality inevitable in some cases, but the e-commerce website does not have another choice but to use a better tool to succeed.

Simplifying the e-commerce website- the e-commerce websites have to reduce the potential complexities that visitors may face during navigating in the site in order to simplify the process of purchase for the customers and thus, increase their overall sales. It is very important that even in case that the company has a great website with many features, the website be so simple that the customer could get whatever he/she wants quickly and easily. According to available information, 80% of the online visitors leave the website after three pages. If a customer wants something that is not achieved after three pages, the conversion rate of the e-commerce website will be likely to drop.

In fact, the goal of every e-commerce website should be to reduce the amount of clicks and the amount of tasks required to complete the purchase process. In other words, the online vendor should consider the elimination of unnecessary questions in the process of purchase as much as possible. The online vendor, in the procedure of designing and implementation of the e-commerce website, has to pay attention to the fact that the online customer faces the exact questions that are really needs to be answered.

The greatest websites of e-commerce such as Amazon and eBay are basically designed ugly. Because they prioritize the performance more than beautifulness. Instead of loading massive flash pages, they efficiently offer the customers what they want or need. Actually, the technology of "buying with one click" in Amazon indicates the fact that simplicity results in the increase of conversion rate.

More trust is equal to higher conversion rate- before the customers decide to provide the e-commerce website with their vital information, i.e. fill the information such as personal data, credit card numbers and their home address in their online profile, it is necessary for them to realize that it will be safe, and the company is committed to protect their privacy. In fact, any kind of doubt will decrease the conversion rate.

In the time of purchase, it is essential that the online seller provide the buyers with a summarized statement of guarantee about security and non-disclosure of the personal information. The company should again remind them that it will not sell their information or send spam to them, and any kind of guarantee about the policy of returning shipped products and their quality should be written in plain language in addition to the complicated law language. Even if the lawyers of the company find it necessary to place a document that contains many pages on the website to inform the customer about legal issues, it is better that at the beginning of that document some important points be highlighted specially for ease of reading and paying attention to the customer's time.

Obtaining the signatures of electronic trust such as the logo of the companies that assure the security of websites like Verisign, and placing them on the website will assure the shoppers that the visited e-commerce website is a legal corporate of retailing products.

Internet search engines play an essential role in guiding the visitors to the e-commerce websites. The average conversion rate of the visitors into customers in the e-commerce websites through the popular search engines can

be ranked as follows. The AOL search engine is placed on top with 2.9%, the search engines of Yahoo with 2.6%, Bing with 2.4% and Google with 1.9% are next among search engines, and the social networks of Facebook with 1.2% and Twitter with 0.5% are placed on the next

This is despite the fact that the Google search engine has the largest share in the traffic of e-commerce websites among all search engines with the amount of 71.2%, and the next ranks belong to the Bing search engine with 13.6%, Yahoo with 9.6% and AOL with 1.7%.

E-Trust Critical Factors for enhancing Conversion Rate of E-commerce Website

In a part of the process of conducting this research, for assessment of the effect E-Trust factors on E-Commerce a systematic mechanism was proposed to six companies as a solution for building trust based on the possible results of this study. We call this mechanism or solution, which was based on the considered effective factors of E-Trust in this study, "Considering and installing the project 20 gold key factors for improvement and enhancing of E-Trust at the electronic sales portals of the companies". This 20 gold keys for enhancing e-trust on the EC website include:

1- Technical functionality : Website functionality with respect to accessibility, stability, response time, beau-ideal and operation

2- Situational normality : A consumer's assessment of the website environment based on how normal or customary the situation appears to be with respect to comparable websites

3- Problem-solving orientation : Readiness and willingness to participate in and resolve problems that may arise before, during, and after a transaction

4- Information quality: A consumer's evaluation of the quality of the information content that a website covers

5- Overall appearance : A consumer's first impression of the website's general appearance

6- Usefulness : A consumer's subjective assessment of the utility offered by the website

7- Ease of use: A consumer's subjective assessment of the ease (Level of cognitive effort needed) of learning how to use the website

8- Structural assurance : Institutional security and privacy structures safeguarding transactional exchanges, protecting consumer's online surfing and buying activities and the proper use of consumer's private information

9- Forums and Chats : Establish ongoing live relationships in the online chat rooms , forums and Social Networks with customers

10- Knowledge and skills provided : The extent to which a consumer perceives that knowledge or new skills were attained through using the website

11- Willingness to customize : A consumer's perception regarding the willingness of the company to provide customized products or services ton its customers

12- Consumer control : A Consumer's perception of a certain degree of control over the e-environment, such that surfing and buying-related activities have been made with a minimum of intervention by the vendor

13- Consumer feedback mechanism: The extent to which consumer believes that the feedback mechanism in the website is able to provide information about other consumers' attitudes, perception of the vendor, and past transactions

14- Third-party recognition: Recognition or endorsement by notable and third-party agencies

15- Perceived completion success: A consumer's perception of successful completion of the shopping tasks - In the context of the first visit to website, the extent to which a consumer perceives that shopping results can be achieved and shopping problems can be solved on the website

16- Show Firms Address: Exact firm addresses show in the good viewable place of site for customers easy viewing

17- Enjoyment : A consumer's feeling of pleasure in the surfing and online shopping process

18- Searching Support: Powerful Keywords and Search methods in ES Websites

19- Update Information: To regularly update website content on ever time and everyday.

20- Multi Channelization Coordination : Ensure the use of mobile e-commerce website and other communications channels.

In each category of EC e-transaction such as B2C, one party of transaction is the website that plays the role of online trustee and the characteristics of the trustee party can have an essential role in fulfilling the expectations of the other party, i.e. the online truster.

RESULTS AND DISCUSSION

In electronic marketing, conversion rate optimization (CRO) is the important method of making an experience for a website or EC portals with the goal of increasing the percentage of visitors that convert into customers. It is also commonly referred to as CRO. The Figure 2 shows Firms Website's Average of CR (Conversion Rate) status during two years /2011- 2012/.

A good conversion rate can be achieved from a website with fewer viewers: a website with 5000 visitors and conversion rate of 2% will sell as much as a website with 10000 viewers and conversion rate of 1%. In fact, the time and money that an internet business spends on improving the conversion rate of its customers is one of the most precious and beneficial times. It is observed that ,even a small amount of increase in the conversion rate of an EC website can make a huge improvement in the company's online sales.

In our study about the effect of electronic trust building factors on the success of e-commerce (specifically with the use of conversion rate), it was determined that paying special attention to implementation of factors that enhance the customers' trust to the companies' e-commerce website by those companies will cause the average conversion rate of them to have an increasing trend and we can see that the conversion rate of the website of 6 companies in our study has grown from 0.1 to 1.0. (Figure 3). This result indicates the important point that the e-commerce companies must have a special concern about improving the factors of electronic trust to increase their e-commerce website's conversion rate. Because the level of electronic trust has a direct impact on the conversion rate of the company and in case of increasing the electronic trust, we will face an increase in the value of conversion rate ratio. In case of not paying proper attention to the online trust building factors we may even see a decrease in the conversion rate.

In accordance with the above description, a variety of methods are used to assess the success of an e-commerce website, from which the evaluation of conversion rate is one of the most important criteria. The conversion rate is the value of ratio of the number of visitors in a given period to the number of genuine buyers. Trust building factors of the website are also capable of affecting the website's conversion rate, because the more the customers trust website, it will be more likely that they intend to buy from the company's website. In our study about the effect of electronic trust building factors on the success of e-commerce (specifically with the use of conversion rate), it was determined that paying special attention to implementation of factors that enhance the customers' trust to the companies' e-commerce website by those companies will cause the average conversion rate of them to have an increasing trend and we can see that the conversion rate of the website of 6 companies in our study has grown from 0.1 to 1.0. This result indicates the important point that the e-commerce companies must have a special concern about improving the factors of electronic trust to increase their e-commerce website's conversion rate.
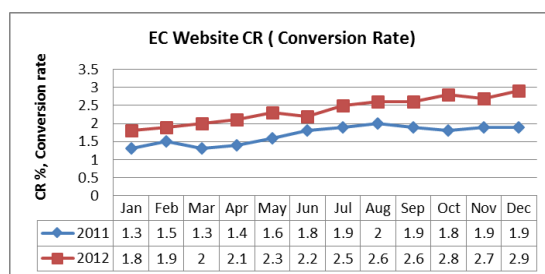

EC Website CR (Conversion Rate)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011	1.3	1.5	1.3	1.4	1.6	1.8	1.9	2	1.9	1.8	1.9	1.9
2012	1.8	1.9	2	2.1	2.3	2.2	2.5	2.6	2.6	2.8	2.7	2.9

Figure 3. Affect of E-Trust On E-Commerce Websites CRs

Conclusion

Because the level of electronic trust has a direct impact on the conversion rate of the company and in case of increasing the electronic trust, we will face an increase in the value of conversion rate ratio. In case of not paying proper attention to the online trust building factors we may even see a decrease in the conversion rate.

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