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HEAD OFFICE

Malaysian Institute of Management
Jaya 33, Level 11, Tower 1, 3 Jalan Semangat,
46100 Petaling Jaya, Selangor Darul Ehsan,
MALAYSIA

Tel: +603-7711 2888 Fax: +603-7711 2940

E-mail: enquiries@mim.org.my Website: www.mim.org.my

Editorial

Past and Future Issues of MMR

The MMR has seen a slowdown in article contributions. The Editorial Committee is now restructuring the journal concept and would like to encourage article contributions from researchers, practitioners and scholars.

Beginning 2013, MMR will be published biannually in June and December. Two new sections will be added: *Speeches from Malaysian Leaders* and *Management Practices*. The Editorial Committee welcomes the contribution of research and thoughts on Malaysian management practices and leadership from academics and practitioners. Your insightful views and suggestions are invaluable to addressing Malaysia's human capital development needs and helping Malaysia move forward.

All academic articles will be double-blind reviewed, and practice articles be reviewed by the Editorial Committee for inclusion in the *Management Practices* section.

Editor-In-Chief

Online Shoppers' First Time Experience in an Online Shopping Environment: A Malaysian Perspective

by

Dr. Logama Doraisamy, PhD
*Graduate School of Management
Universiti Putra Malaysia*

&

Assoc. Prof. Dr. Jamil Bojei, PhD
*Faculty of Economics and Management
Universiti Putra Malaysia*

&

Assoc. Prof. Dr. Nagarajah Lee, PhD
Open University Malaysia

ABSTRACT

Whilst there are many factors that contribute to the growth of online shopping, the physiological factor of trust, especially the development of initial trust amongst first time buyers, plays a significant role in the successful closing of sales by online businesses. This study aims to identify the factors that contribute significantly to the development of initial trust amongst Malaysian online shoppers in the first time experience of conducting an online transaction.

The framework for the study was developed through the mixed method approach. The factors were identified based on the outputs of ten subjects from a focus group discussion amongst selected online shoppers, as well as from literature on trust in online, and online shopping, studies.

The purpose of the study is to identify first time experience determinants of initial trust, and to establish the causal relationships between the determinants of first time experience and initial trust amongst online shoppers. The relationship between first time experience and initial trust is explored using structural equation modeling. The findings of this study of responses from 298 participants indicated that, amongst the five factors (psychological, risk, credibility, environment and knowledge), the psychological, risk, credibility and knowledge factors significantly influence the initial trust of