

## ABSTRACT

With the growing numbers of Business-to-consumer (B2C) online vendors, building consumer trust is an undisputable challenge. The role of trust in the initiation of online exchange has been a favorite topic in recent market research. There being a lack of face-to-face contact, online trust becomes a crucial component of e-Commerce. Online trust is predominantly dependent on website characteristics as well as the user characteristics. However ‘What factors derive trust in online seller?’ and ‘What is the relative role of the different factors in driving trust?’ are the key issues that have been addressed in this study.

The main aim of the research was to find the relationship between website characteristics like perceived ease of use, perceived usefulness & site quality and user characteristics like online shopping resistance, previous experience & internet savvy with online trust. The research was conducted on the website [www.dhanish.com](http://www.dhanish.com) and the data was acquired from 405 respondents and analyzed using ‘Statistical Package for Social Science (SPSS)’. This study applies Pearson Moment Correction or Pearson Correlation Coefficient as a statistic tool to test 6 hypotheses.

The results indicated that perceived ease of use, perceived usefulness, site quality, previous experience and internet savvy have positive relationship with consumers’ online trust while online shopping resistance is negatively related to online trust. Based on these findings, the researcher recommended that [dhanish.com](http://dhanish.com) should have a basic security policy and trust seals which help in building online trust. Moreover, the site design should be considered to include navigation, speed which could be extended to a more creative presentation leading to descriptions aimed at evoking positive emotions.