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基于因子分析的B2C电子商务
可信度测评指标研究

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摘　要

本文提出由可信的第三方对电子商务的可信度进行测评，以期增强用户对电子商务的信任。首先需建立测评指标，本文以B2C电子商务为例，根据影响B2C电子商务信任的主要因素，尝试构建了B2C电子商务可信度的测评指标，并通过因子分析法对指标进行了筛选和优化。研究结果表明，B2C电子商务可信度可以从可信环境、可信电子商务平台以及可信交易过程三个方面来进行测量。

关键词

B2C电子商务，可信度，测评指标，因子分析

Abstract

In this paper, an evaluation on the credibility of electronic commerce is conducted by a trusted third party; its purpose is to enhance the confidence of users in electronic commerce. First of all, it is necessary to establish the evaluation indicators in B2C e-commerce under the impact of major factors in the trust of B2C e-commerce. The indicators were selected and optimized by factor analysis. The results show that, the reliability of B2C e-commerce can be measured by three aspects; they are trusted environment, the platform of trusted e-commerce and the reliable process of e-commerce.

Keywords

B2C E-Commerce, Credibility, Evaluation Index, Factor Analysis