

The Role of Consumer Trust in Internet Shopping: A Comparative Study in Turkey and Bosnia and Herzegovina

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Abstract: *Customer trust is becoming more important in today's business environments especially in electronic commerce. However, the role of customer trust in internet shopping is not very well known in different marketing environments. The purpose of this study is to compare Bosnian and Turkish customers on factors related to customer trust in electronic commerce such as e-commerce knowledge, perceived reputation, perceived risk, perceived ease of use, loyalty and switching behavior. The study will analyze the role of customer trust in two economies, one of which, Turkey, as a fast growing market whereas the other one, Bosnia and Herzegovina as a volatile transition market. The results of the study will provide implications for those companies that do e-business in markets like Turkey and Bosnia and Herzegovina.*

Keywords: *electronic commerce, online purchases, e-business, internet shopping, customer trust, switching behavior, loyalty, perceived reputation, perceived risk, perceived ease of use, risk perception.*