Online consumers rely on trust triggers embedded within e-Commerce websites to establish sufficient trust to make an online purchase. How does personality influence consumers’ reliance on individual trust triggers?

Personality

Extroverted Optimists
• *Popular Sanguine* – make quick and risky decisions
• *Powerful Choleric* – make quick decisions, based only on needed information

Introverted Pessimists
• *Perfect Melancholy* – make decisions slowly and deliberately based on facts
• *Peaceful Phlegmatic* – focus on personal opinions when making decisions

Summary

• user study results show interesting interplay between personality and trust in e-Commerce
• extensions to this work have also illustrated impact of product type & learning style
• currently investigating impact of ambient audio
• inform dynamic tailoring of B2C e-Commerce websites for optimum trust

Key Expertise

human computer interaction, user interface design and evaluation, novel interaction techniques/technologies, mobile human computer interaction

Related Publications

• Lumsden, J., (2009), *Triggering Trust: To What Extent Does the Question Influence the Answer When Evaluating the Perceived Importance of Trust Triggers?*, in Proceedings of British HCI 2009 (HCI’09), Cambridge, UK, 1-5 Sept., 214-223

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