Develop cross-border e-commerce according to local conditions!

**Attention! More is not better!**

### Introduction

**Background:**
- As cross-border E-commerce booms, Trusted Third Party (TTP) provides a series of services.
- Faced with multiple services, consumers in different countries have different selection strategies.

**Focus:**
- To generalize the types of services offered by TTP
- To discover the influence of TTP on consumer trust intentions in various service types
- To identify the differences in TTP service framework systems in China and Australia

**Novelty:**
- A groundbreaking exploration of the different effects of TTP on consumers in different countries

**Conclusion:**
- The perceived TTP service has positive influence on consumers' trust intention.
- Payment service has the greatest influence on Chinese consumers.
- Australian consumers are mostly influenced by the recommendation service.

**Implication:**
- The understanding of consumers' online consumption behavior is helpful to determine the TTP functional mechanism.
- Provide theoretical and industrial guidance for the development of cross-border e-commerce.

### Proposed Research Model:

![Proposed Research Model Diagram]

**Research Result:**

<table>
<thead>
<tr>
<th>TTP services</th>
<th>Trust intentions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Payment</strong></td>
<td>0.735***</td>
</tr>
<tr>
<td><strong>Logistics</strong></td>
<td>0.239*</td>
</tr>
<tr>
<td><strong>Insurance</strong></td>
<td>0.171**</td>
</tr>
<tr>
<td><strong>Certification</strong></td>
<td>0.235***</td>
</tr>
<tr>
<td><strong>Recommendation</strong></td>
<td>-0.014</td>
</tr>
</tbody>
</table>

#### Reference:

*Corresponding author: congcao@zjut.edu.cn*