

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

## Attention! More is not better!

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### 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

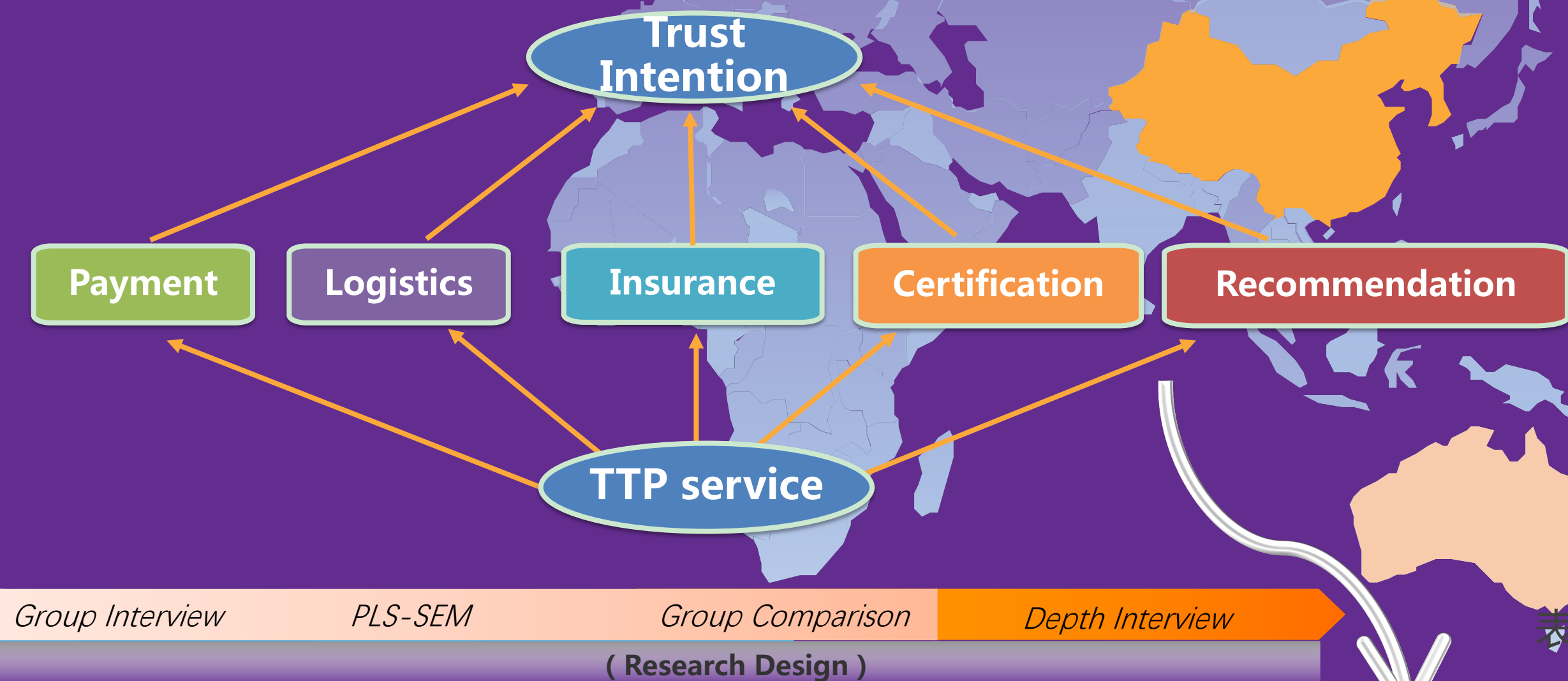
#### CONCLUSION:

- 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:



### RESEARCH RESULT:

TTP services	Payment	Logistics	Insurance	Certification	Recommendation
Trust intentions					
 CHINA	0.735*** ○	0.239* ○	0.171** —	0.235*** ○	-0.014 ×
 AUSTRALIA	0.157** —	0.303*** ○	-0.020 ×	0.219* ○	0.667*** ○

### REFERENCE:

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