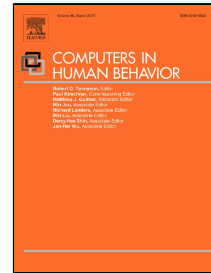


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Modelling and Testing Consumer Trust Dimensions in E-commerce

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**Highlights**

- Evaluative framework for measuring the dimensions of consumer trust in e-commerce.
- Measures the three main dimensions of trust: competence, integrity, and benevolence.
- Consumers with high overall trust demonstrate a higher intention to e-commerce.

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