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## Business-to-business e-markets in textile industry: An empirical perspective

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BUSINESS-TO-BUSINESS E-MARKETS IN TEXTILE  
INDUSTRY: AN EMPIRICAL PERSPECTIVE

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A Thesis  
Presented to the  
Faculty of  
California State University,  
San Bernardino

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In Partial Fulfillment  
of the Requirements for the Degree  
Master of Arts  
in  
Interdisciplinary Studies

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by  
Kazim Akalin  
March 2005

BUSINESS-TO-BUSINESS E-MARKETS IN TEXTILE  
INDUSTRY: AN EMPIRICAL PERSPECTIVE

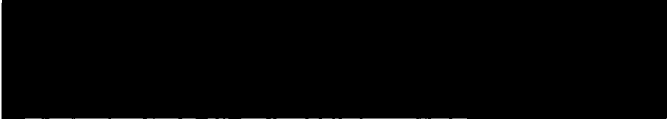
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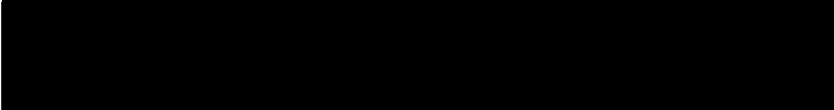
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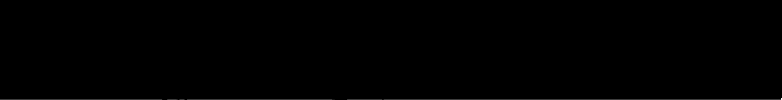
by  
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## ABSTRACT

The purpose of this research is to discover what TextileCapital.com must do to establish trust on the website so that, in turn, it may increase the import and export volume of its trading members, receive more traffic, and generate income from the website. The study began by formulating a basic understanding of the nature of trust in Business-to-Business (B2B) E-Markets. This initial understanding was based on secondary sources, including a large portion which is listed in the bibliography. It was also based on an online study, which was completed in order to understand the nature of trust in B2B E-Markets. In the primary research process, members of TextileCapital.com had to complete a survey in order to take advantage of the privileges provided on the website. Although TextileCapital.com receives approximately 325 visitors a day, only 78 of those visitors responded to the online survey. The respond rate was 24%. In the third step, the results of the secondary and primary research projects were compared, and recommendations were made depending on the major findings from those comparisons.

## ACKNOWLEDGMENTS

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- Kazim Akalin

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## CHAPTER ONE

### INTRODUCTION

For business partners, the need for trust has been an ongoing issue. Financial services and credit-rating firms have provided services to check credit, hold monies in escrow or determine the long-term financial viability of businesses for many years (Violino, 2002). In this traditional method of trade, establishing trust between buyer and seller is not a problem. However, when buyers and sellers conduct business on the Internet, trust becomes a greater challenge.

Over the years, with the tremendous impact of the Internet on e-commerce, online trust has become one of the most important issues in both business to business (B2B) and business to consumer (B2C) markets (Shankar, Sultan, and Glen, 2002). A Forrester research completed in the year 2000 revealed that 51% of companies would not trade with parties they do not trust over the Web. Lack of trust is one of the greatest barriers inhibiting online trade between buyers and sellers who are unfamiliar with one another (Jupiter Consumer Survey Report: Retail, 2001). A major concern is the question of if you can tell that you are dealing with a legitimate business that will act

responsibly and pay its bills, especially given that online transactions are performed with little human intervention. Another concern is if the electronic transactions made are secure and that the trading partners at the other end are who they say they are.

Some companies are so concerned about trust, that they do not reap the benefits produced through online business to business trade. While not getting quality products delivered from a licensed vendor in the right quantity, at the right time and at the right prices is concern for online buyers, sellers worry about whether they will get paid on time or at all (Violino, 2002)

The importance of online trust has also increased over recent years as customers now have more options and information on the Web, making it critical for firms to earn and retain the trust of their current or potential customers. Therefore, understanding how online trust is created and maintained can lead to improved Web sites, increased sales revenues, and increased profitability.

Trust on E-trade has started to evolve from the security and privacy issues on the web. First, users of the E-Markets were more concerned about if they can use their credit cards on the websites safely, which also brings the issue of their privacy. Today, trust has become

much bigger than security and privacy on the Web. It is a multidimensional, complex construct that has important antecedents and consequences (Shakar, Sultan, & Urban, 2002).

### Research Objectives

The research will seek answers to the questions below:

1. What are the perceptions of the members toward trust in E-Markets?
2. What is the level of trust among the members and visitors?
3. How reliable is TextileCapital.com from a visitors' perspective?
4. What are the desired trust services at TextileCapital.com that members want from manufactures and other suppliers?

### Statement of the Problem

TextileCapital.com is a developing B2B E-Marketplace headquartered in Riverside, California, that allows its members to access any information they need regarding the textile industry. Its main purpose is to unite all textile organizations- which are scattered on the Internet - within one center; thus, improving the effectiveness of

information flows among the members of the textile society (TextileCapital.com, 2004).

A recent marketing research conducted in cooperation with the website shows that online trust is one of the most important issues that must be improved in the website. The majority of the members who took the survey rated "trust" quite important, or very important. Also, all of the trading companies who gross over \$1.000.000 want to see trust authentication and verification services (Razzouk, Seitz, & Wu, 2004). Furthermore, leading E-Markets use trust services to generate income, such as Alibaba.com, who has trust authentication verification services. Alibaba.com partners with financial companies so they are able to check its members' authentications and credibility (Alibaba.com, 2004).

The purpose of this research is to find out what TextileCapital.com must do to establish trust on the website in order to increase the import/export volume of the trading members, receive more traffic, and generate income out of the website.

#### Scope and Limitations

The scope of this study will be limited to daily visitors of TextileCapital.com. However, this may not mean

all Textilecapital.com members because some members visit the website very occasionally or do not visit at all. Another important fact is that not all visitors are members of the E-Market. Since the whole project will be finished at the end of the winter quarter, 2004, the scope of time is limited to a few weeks.

### Sampling Plans

The population for this survey can be defined as all members and visitors of TextileCapital.com. The study will involve completing a census survey of all daily visitors of TextileCapital.com. The website receives approximately 200-450 visitors daily and they are assumed to be the representatives of our target segment.

### Methods and Procedures

The project consists of two phases: primary data research and secondary data research. The study began by formulating a basic understanding of the nature of trust in B2B as well as electronic marketplaces. This initial understanding was based on secondary sources including large part of material listed in the bibliography as well as website study for understanding the nature of electronic marketplaces in this specific industry. In the secondary research, information related to the subject

will be collected from libraries, online databases, and the Internet. The procedure of the research has two steps: In the first phase, the research used in-depth interviews with a representative of an E-Market service provider (TextileCapital.com), and members who participate in this E-Market and also questionnaires used by other private and government E-Markets have been analyzed and their trust related parts were used to develop the new questionnaire. After the survey instrument was designed, the researcher used computer-administered surveys to gather the firsthand knowledge of the research objectives in the second phase.

Leading E-Marketplaces, which have highest website traffic, will be analyzed and their trust services will be assessed. The survey will appear in the members' screens whenever they log in to use members-only section. This will enable us to receive a large number of responses. Every member will be allowed to take the survey once.

#### Definitions of Terms

Below are definitions of terms used in the project

B2B - Business to Business

The website - Website of TextileCapital.com



Trust towards E-Markets - Trustworthiness of an E-Market that potential members and members consider before they participate in the E-Market or conduct business with each other.

Reliability - Reliability of a member that your company considers before conducting business with them.

Potential trade partner - A company whose information is published in the E-Market can be reached by others.

Internet Fraud - Any type of fraud encountered when using Internet. i.e. credit card fraud, business fraud, etc.

Trust-Logo - A small banner provided by a third party credit-checking or an internet security provider company that indicates the E-Market is an actual company or/and system used by E-Market is hacker free.

A member company - A company that is registered in an E-Market, like TextileCapital.com by one of the company representatives.

Sufficient Information - Detailed company, product, and contact information

Authentication and Verification Services - Services provided usually by a third party that provides company credit information reports and used by

E-Markets to show that a member company is legally registered and company contact person is a verified company representative.

Bank Info - A member company's bank information that includes its bank and branch name, and sometimes account number.

Credit Check - Credit information of a company provided by a third party credit organization.

Country Risk - Economic and political risk of a country that a member company is located.

## Thesis Hypotheses

### Objective 1

Perceptions of Users towards trust in E-Markets?

1. Whether an E-Market will be in the business for a long time is a big trust barrier for all E-Market users.
2. Since member companies will publish their company information and avail them to everyone who visits the E-Market, they are highly concerned about privacy issues and sharing their confidential data.
3. Whether an E-Market provides a dispute resolution mechanism or not is not a crucial

item that is sought by potential members in terms of trust.

### Objective 2

Level of trust among the TextileCapital.com users

1. Sellers who have proven authentic company information will provide buyers with more trustworthiness and have more than those who do not have product pictures.
2. Sufficient published company information is an essential factor for both sellers and buyers.
3. The quicker the feedback, the more likely companies trust each other

### Objective 3

Reliability of TextileCapital.com from a members' perspectives

1. TextileCapital.com has very detailed and adequate company information
2. First time visitors tend to know whether TextileCapital.com has adequate number of qualified members while others are more concerned about quality of the services.
3. TextileCapital.com does respond very quickly to buyer concerns and questions.

4. Security and safety of TextileCapital.com website are excellent.
5. Terms & Conditions and privacy policy are clearly stated

#### Objective 4

Desired trust Services at TextileCapital.com

1. First-time visitors and mid-size and large companies seek more information about TextileCapital.com.
2. Those who have more than a million dollars annual sales have more concerns about safety and security issues, thus seeking third party trust-logos.
3. Economical and political risk of a country that a potential trade partner is located is an essential trust factor and are sought by those who would like trade on the Internet.
4. Whether TextileCapital.com recommends a company to the other members does not increase the trade volume of recommended company.
5. Before they conduct business with a company, member companies would like to see feedback from former trade partners.

6. Bank information of a company is an essential factor that creates trust among the members.
7. Authenticity of member company information is the number one buyer concern that they would like to know how authentic the sellers' company information is before they conduct business.

#### Method of Analysis

The collected data were coded and entered into SPSS 10.0 in order to extract the information that address the research problem and could be used in attaining the research objectives. Frequency tables and related statistics were used to analyze the data. Cross tabulations were done where applicable in order to test for the relationship among variables.

## CHAPTER TWO

### LITERATURE RESEARCH

#### Definition of Trust and Traditional Business to Business Approach

Trust can be defined as the belief by one party about another party that the other party will behave in predictable manner (Luhman, 1979). Reagle (1996) defined it as "Confidence in the ability and intention of a buyer to pay at a future time for goods supplied without present payment".

Without trust, the bedrock of all business, commerce comes to a screeching halt (Bartholomew, 2000). The need to trust business partners is nothing new (Violino, 2002). For many years, financial services and credit-rating firms have provided services to check credit, hold monies in escrow or determine the long-term financial viability of businesses (Violino, 2002).

Mahadevan and Venkatesh (2000) listed various factors that have helped the trading partners to develop some instincts on the relative trustworthiness of the partners. Trust in traditional B2B can be built by;

- face-to face meetings
- information exchange
- obtaining references

- reputations of various parties from customers and partners
- negotiation of contracts.

Moreover, legislative framework also helped in developing an agreeable level of risk. The transaction is completed often by the simple act of handshaking, which signals trust (Mahadevan & Venkatesh, 2000).

#### Business to Business E-Commerce

The United Kingdom government has proposed the following definition: "Electronic commerce is the exchange of information across electronic networks at any stage in the supply chain, whether within an organization, between businesses, between business and consumers, or between the public and private sectors, whether paid or unpaid" (www.e-envoy.co.uk, 2003). Its potential to improve effectiveness within the trading process through the use of sophisticated IT is the main advantage of electronic commerce over traditional commerce (Child & Linketscher, 2001).

B2B e-commerce is commerce not only conducted between businesses over an intranet, extranet, or internet, but may be conducted between a business and its supply chain, between a business and other business end-customers as

well (Skinner, 1999). B2B e-commerce may be conducted directly between buyer and seller or through a third party (Skinner, 1999). The importance of B2B e-commerce lies in the fact that there are potentially larger profits and cost savings to be made compared to traditional B2B (Sculley & Woods, 1999). Furthermore, some estimates claim that by far the largest proportion (about 78%) of e-commerce takes place between businesses rather than businesses and consumer (Shaw, 2000).

B2B e-commerce is growing rapidly and will continue to grow (Skinner, 1999). Research conducted by Skinner (1999) forecasts conservative growth rate in the Euro 15 from \$76 billion in 2000 to \$159 billion in 2001, \$366 billion in 2002, \$766 billion in 2003, and \$1,272 trillion in 2004

#### Business to Business E-Marketplace

An E-Marketplace has several characteristics:

1. Price is an important issue for an E-Market (Child, & Linketscher, 2001). In one center, multiple seller/buyer companies can buy or sell from each other at a dynamic price. This dynamic price is determined according to the rules of the E-Market (Sculley & Woods, 1999). For



example, Chemconnect.com, a Houston, Texas based E-Market, offer dynamic price indices based on the completed transaction between members in order to help manage their risk (e-chemmerce.com, 2002).

2. The quality of the service is another characteristic of an E-Market (Child, & Linketscher, 2001). The kind of services available (i.e. aggregation of a number of integrated services) is enabled and delivered via the Internet (Child, & Linketscher, 2001).
3. The relationship between suppliers and buyers is tightened and to an increasing extent, automated (Child, & Linketscher, 2001). In the age of e-services, the vision is to establish electronic marketplaces in which contracts can be automatically negotiated and E-services can be dynamically composed (Durante, Bell, Goldstein, Gustafson, & Kuno, 2000). Although many large companies have been automating direct goods procurement via EDI for more than 10 years (Weller, 2000), the recent development in internet technologies ease the extent of

automation in procurement process (Child, & Linketscher, 2001).

#### Trust in Business to Business E-Markets and the Challenge

The Internet has created online marketplaces where thousands of buyers/sellers can meet and buy/sell goods or services from each other. These goods/services are worth millions of dollars (Mahadevan & Venkatesh, 2000).

E-Markets provide buyers and sellers with many business opportunities, but without trust, these opportunities are useless.

Violino (2002) stressed the importance of these two questions below in terms of trust.

- "How do you know you're dealing with a legitimate business that will pay its bills, especially given that online transactions are performed with little human intervention?"
- "And how do you know that an electronic transaction is secure and that the trading partners at the other end are who they say they are?"

When buyers and sellers conduct business over the Internet, building trust is a much more difficult issue. The problem is that traditional approaches are not

suitable in such cases (Bridges, 2001). Even in traditional B2B, 95% of purchases are made between buyers and sellers who already know each other and Jupiter Research Organization predicts that these established business relations will generate 85% B2B Internet transactions (Enos, 2001).

Research in 2001 revealed that 51% of companies do not tend to trade with parties they do not know (Bridges, 2001). A Jupiter study revealed that 45% of B2B buyers do not go online because they do not trust suppliers (Pastore, 2003). In addition, Bridges found that 44% are afraid that their company sensitive information might be reached by the competitors.

Despite the benefits of B2B E-Markets, corporate purchasing agents say that they plan to make only 20 percent of their purchases online in the next year (Enos, 2001).

#### Evolution of Trust in E-Markets

Shakar, Sultan, & Urban (2002) found that companies' approaches towards online trust have evolved through the years. Creators of first websites consider online trust website security. The only problem was whether a user would feel safe to use his/her credit card and other

financial data on the website (Shakar, Sultan & Urban, 2002). Many people think security is a synonym for trust. I trust if the website has an excellent security system (Bridges, 2001). In a recent study, Bridges (2001) found that 95% of UK buyers/seller who do not have any E-Market experiences because they believe transactions between parties might not be secure. Subsequently, online privacy has become an issue of online trust (Shakar, Sultan, & Urban, 2002). This issue includes how comfortable is user when providing his/her company information (Shakar, Sultan, & Urban, 2002).

Today, trust has become much larger than security and privacy on the Web. (Shakar, Sultan, & Urban, 2002). It can be only achieved by delivering a great deal more than a secure website (Bridges, 2001) and it is a multidimensional, complex construct (Shakar, Sultan, & Urban, 2002) that has following issues.

#### Issues of Trust in Business to Business

1. Marketplace Assessment: A potential user of an E-Market will ask first "Are they a serious player that is going to be around in the future" (Bridges, 2001). Alibaba.com has developed strong funding support from SOFTBANK, Fidelity

Capital, Venture TDF, Pte Ltd, and Investors AB and was named "best of the web" by Forbes Magazine (Alibaba.com, 2004). All this information about the company provides Alibaba.com users with trust they need for Marketplace Assessment (Alibaba.com, 2004).

2. Identification and Authentication: Companies would like to know whom they are trading with and whether they can trust the other parties (Bridges, 2001) E-Market and internet technology providers offer a variety of solutions on this matter. Through the bundling of web methods technology with VeriSign B2B trust services, companies and their trading partners are able to exchange digital credentials for real-time authentication of identity and privileges (Boulton, 2000). There are two ways a trading community can be controlled: 1. Members are adopted and verified by the E-Market. 2. A third party identification & authentication service can be used (Bridges, 2001). One of the leading E-Markets, Alibaba.com (2001), is working with Asian Company Profiles Ltd, Huaxia Credit and Duns & Bradstreet to provide A&V service. A&V

allows Alibaba members with TrustPass to establish and demonstrate that 1.) the member's company is a legal entity and (Alibaba.com, 2001), 2.) the member is a representative of the company (Alibaba.com, 2001).

3. Business Information: "Is the potential business partner financially healthy?" is another question that is asked by the E-Market participants (Bridges, 2001). Hoovers.com (2004) provides these services for buyers or sellers so that they can be assured their potential partner has the potential to be a long-term one.
4. Product Information and Quality: Bridges (2001) mentions two major concerns in terms of product information and quality: 1. Will you receive the goods you ordered in the required quality? 2. Whether correct product is shipped? The third party organizations such as SGS.com provide buyer services like supplier rating, and offers suppliers "to become certified by SGS as being competent in certain business and internet transactions" (SGS.com, 2004). Another third party, Bureauveritas.com, provides the service

of checking quality of goods (bureauveritas.com; 2004).

5. Creditworthiness: Since B2B transactions deal with complex transactions and operations (Mahadevan & Venkatesh, 2000), another question that can be asked by trading companies is "How do I ensure that I get paid for the goods?" which is a major concern for any trading company on the web (Bridges, 2001). Letter of credit is a secure way for exporters (Bizhelp24.com, 2004) but is very slow. Other payment option, such as escrow, is faster but not suitable for larger purchases (Bridges). For example, escrow.com has a \$5000 limit for premium services (escrow.com). In addition, Coface offers both E-Markets and their members secure transactions by providing their members creditworthiness in realtime (Cofacerating.com, 2004).
6. Performance Rating: There are two ways to measure performance: 1. A third party that tells the trading partner is safe to trade with. Openratings.com offers an accurate prediction of actual supplier performance (Openratings.com, 2004). 2. Another company that works in the same

## CHAPTER THREE

### MAJOR FINDINGS

#### Organization Profile

##### Question 1:

How long have you been a member of TextileCapital.com?

This question is an open-ended question. In order to add its results to the analysis, results of this question is divided into three major categories depending on the answers received from respondents. The first group consists of the members who have been participating in TextileCapital.com for two weeks or less. This group can also be described as new users. The second category comprises those members who have been participating in the website for one to two months. The last group consists of the members who have been using the website for more than two months. The last group is also can be described as experienced users.

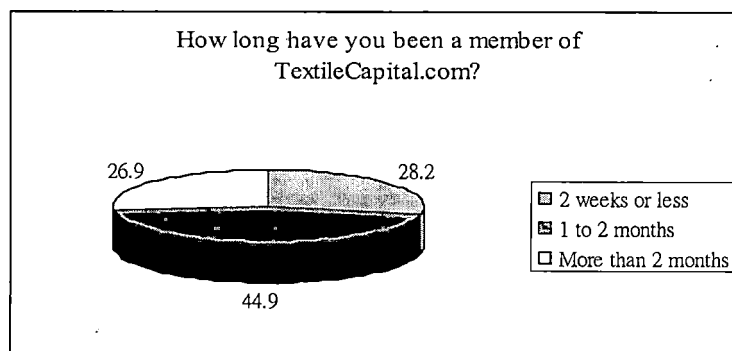


Figure 1. Length of Membership



22 out of 78 respondents answered this question weeks or less 35 out of total respondents responded to two months. Finally, 21 out of 78 company representatives said they have been participating in TextileCapital.com for more than two months.

### Question 2-3

Have you conducted business on the Internet? How did you find your trade partner?

The study revealed that 29 out of 78 respondents experienced E-trade on the Internet, which shows that almost 1 out of 3 companies who have been participating E-Markets have conducted business online.

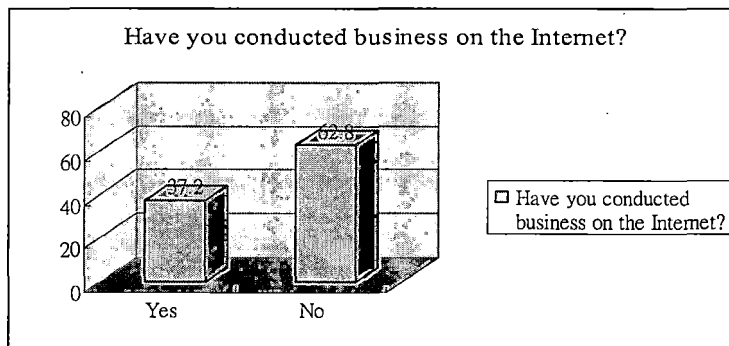


Figure 2. Have you Conducted Business on The Internet?

When the respondents are asked how they found their trade partners, they answered differently.

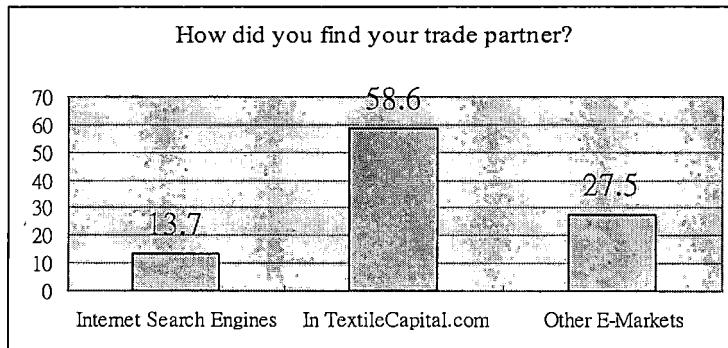


Figure 3. Media Used to Find Trade Partners

4 out of 29 respondents answered that they found their trade partners by using search engines. 17 respondents said they conducted business via TextileCapital.com and finally, the last group of respondents that consists of 8 company representatives, said they conducted business in an E-Marketplace other than TextileCapital.com. Table 6 in Chapter 4 shows the entire list of E-Markets in which some of TextileCapital.com members also participate.

The results above show that companies actually start to use the Internet to conduct business, regardless of their company sizes. As mentioned in the secondary research part of this project big scale companies have already been using the EDI technology for years.

There are so many trade boards on the Internet that can be used to publish companies that buy or sell leads. For example, BC Trade Inc. is going to buy 10,000 pieces

of men t-shirts Although most of these trade boards are free and visited by hundreds of company representatives everyday, none of the company representative who took our survey mentioned that his/her company participates in one of these online boards. As Razzouk, Seitz, and Wu (2004) state, there is no trust among the company representatives, and there are no services to encourage online trade, beside publishing buy/sell messages.

Names of the other E-Markets participated by TextileCapital.com members, and their services that encourage online trade and provide their members with trust, will be mentioned in Chapter 4.

#### Question 4

Have you experienced any types of internet fraud?

Only 5 out of 78 respondents (6.4%) have experienced some type of internet fraud.

#### Question 5

Do you participate in other E-Markets other than TextileCapital.com?

43.6 percent of company representatives who took our online survey responded that they participate in E-Markets other than TextileCapital.com. The results indicate that almost half of the companies participate in more than one E-Market.

Question 11

Please check the business type that matches your business?

TextileCapital.com members can be divided into three groups: buyers, sellers, and buyers & sellers. 25 out of 78 Company representatives who took the survey mentioned that they are buyers. 15 respondents said they are both buyers and sellers. Majority of the respondents said they are sellers.

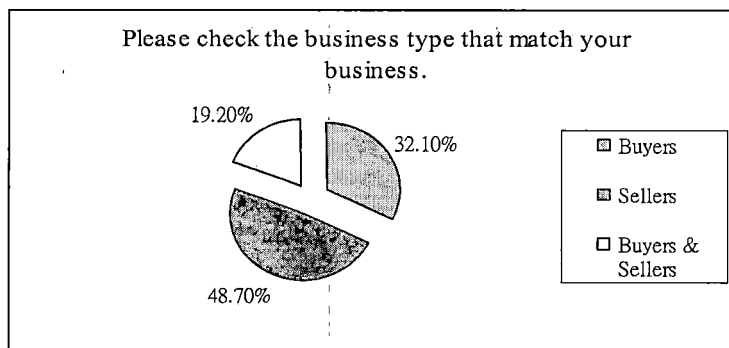


Figure 4. Members Business Types

Question 12

What is your main product or service category?

Members of TextileCapital.com can be categorized into ten main categories in terms of their products and services: Apparel & clothing, accessories, home textiles, raw materials, fabrics, yarns, fibers & threads, technical & healthcare textiles, textile machinery, equipment & software, other textiles, and shipping.

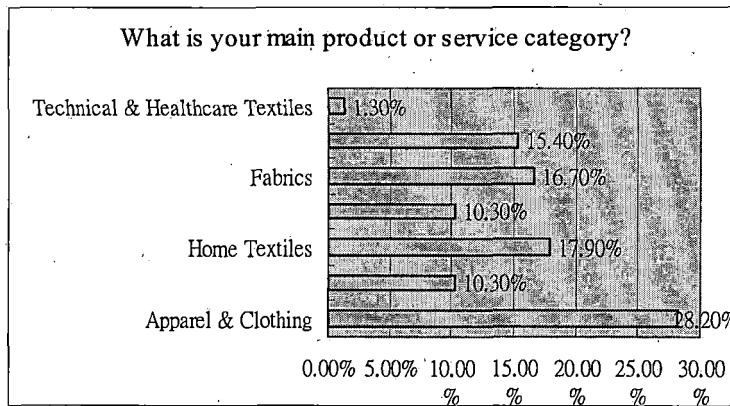


Figure 5. Members Products and Services Categories

None of the textile machinery, equipment & software, other textiles, and shipping company representatives took the online survey.

### Frequency Analyses

#### Objective 1

What are the perceptions of the users toward trust in E-Markets?

Table 1. Perceptions of the Users Towards Trust in E-Markets

	Mean	Not at all Important (1)	Slightly Important (2)	Important (3)	Quiet Important (4)	Very Important (5)
Whether the E-Market will be in the business for a long time?	4.17	1.3%	6.4%	12.8%	33.3%	46.2%
Quality of the service provided	4.59			1.3%	38.5%	60.3%
Confidentiality of sensitive data	3.36		23.1%	28.2%	38.5%	10.3%
Settlement of disputes	2.86	6.4%	37.2%	28.2%	20.5%	7.7%
Security of information and communication	3.73	1.3%	6.4%	25.6%	51.3%	15.4%
Security of online payments	4.04		5.1%	10.3%	60.3%	24.4%
How clear information on terms & condition is	3.26	5.1%	15.4%	39.7%	28.2%	11.5%

Table 1 summarizes respondents concerns regarding issues related to trust on the Internet.

The survey revealed that quality of the services provided by E-Markets is the most important issue in terms of trust. All of the respondents answered quality is at least important or more important. As a matter of fact, 60.3 percent of the respondents said it is very important.

The second most important trust issue is whether the E-Market will be in the business for a long time.

Turkticaret.net, a Turkey based E-Market, was established by very strong and well known IT companies and also partnered with the one of the most famous finance

corporations to develop funding support. Members of Turkticaret.net are very confident that the E-Market will be in business for a long time. Therefore, they seek their trade partners online in a reliable atmosphere. Also, Alibaba.com has strong financial support from SOFTBANK, Goldman Sachs, and Fidelity Capital, who have invested a combined \$25 million in Alibaba.com, which makes Alibaba trustworthy E-Market toward its members.

Security of information, communication, and online payments are the third most important issues in terms of trust in E-Markets. 84.7 percent of the respondents answered that security of online payments are at least important. 66.9 percent of the responded that security of the information and communication is at least quite important. The research indicates that in spite of all the precautions taken by E-Markets and high technology, making payments online is still critical. Although most of the E-Markets provide its members with business opportunities, they cannot provide them with online purchasing and selling services. Since the quantity of the goods and amount of the money is large, member companies prefer more complex and secure traditional methods, like a letter of credit, which guarantees that the buyer will make the payment and seller will send the goods in an agreed

quantity and date. Therefore, most of the companies trying to find a trade partner do not agree on the fact that E-Markets should provide dispute solutions mechanism. 43.6 percent of the respondents said settlement of disputes is not at all important and slightly important.

Member companies prefer to publish their company and product information in the E-Market and avail them to all other members. Table1 shows that confidentiality of the member companies' information is not very crucial for the companies. In fact, members use this information to promote their companies. If a company publishes its information, the company is more likely to conduct business with them, instead of conducting business with a company whose information is not published. Even though companies are willing to publish their information, they tend to withhold price information. Instead, they contact others who are interested and give their price during one-on- one communication.

#### Objective 2

What is the level of trust among the members and visitors in TextileCapital.com?



Table 2. Level of Trust Among the Members and Visitors of TextileCapital.com

	Mean	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I wouldn't conduct business with a company that						
Have Insufficient Company Information	4.23		1.3%	12.8%	47.4%	38.5%
Does not have authenticity of its Information	4.44		2.6%	5.1%	38.5%	53.8%
Provides Only word description of products, no visual presentation	2.62	9.0%	37.2%	38.5%	14.1%	1.3%
Have no reputation	2.38	14.1%	46.2%	28.2%	10.3%	1.3%
Does not have a website	2.10	26.9%	46.2%	19.2%	5.1%	2.6%
Does not provide quick feedback		3.15%	16.7%	55.1%	24.4%	3.8%

42 out of 78 respondents agreed on the fact that authenticity of member company information is very important. 92.3 percent of total respondents agreed on authenticity being quite important or more important. Although it is crucial and the number one concern for the member companies, TextileCapital.com does not have authenticity services. Companies would like to know whether other member companies are who they say they are and their company information is correct. Since there is no services provided to overcome this problem, trade volume among the members is relatively low.

Insufficient company information is another important obstacle for online trade in TextileCapital.com. Burak

Seydioglu, co-founder of TextileCapital.com, said the website has approximately 3150 members and only 30% of these companies have sufficient information including detailed company, product, and contact information (TextileCapital.com, 2004). Table 2 indicates that the vast majority of the members don't tend to conduct business with the companies who have insufficient company information. It is essential for most of the members to reach the potential trade partner's detailed company information.

Table 2 also shows that most of the companies contact others, regardless of if potential trade partner does not have any product pictures published in TextileCapital.com, does not have a website, or has no reputation.

### Objective 3

How reliable is TextileCapital.com from visitor's perspective?

Table 3. Reliability of TextileCapital.com from Visitors' Perspectives

	Mean	Poor 1	2	3	4	Excellent 5
Company Information of TextileCapital.com	3.33	1.3%	19.2%	30.8%	42.3%	6.4%
Immediate Feed Back	3.62		6.4%	37.2%	44.9%	11.5%
Provided business opportunities	3.88		2.6%	24.4%	55.1%	17.9%
Quality of services provided	3.71		1.3%	30.8%	62.8%	5.1%
Number of qualified members	3.71		3.8%	28.2%	61.5%	6.4%
Information accuracy	3.94			24.4%	57.7%	17.9%
Members' Privacy	3.95		3.8%	20.5%	52.6%	23.1%
Safety & Security of the website	3.40		5.1%	51.3%	42.3%	1.3%
Overall trustworthiness of TextileCapital.com	3.74		2.6%	24.4%	69.2%	3.8%

Table 3 indicates all of the TextileCapital.com was rated mostly three or four by the majority of the members. It may sound like it is good news but it is definitely not.

Alexa.com is a subsidiary of Amazon.com and rates and lists websites according to the number of visitors they receive. There are more than two hundred E-Markets solely focusing on textile industry listed in Alexa.com, and many new E-Markets are launched every year. Competition is extremely high among these E-Markets and most of them provide their members with almost the same services. In addition, if a member company representative starts to use

one specific E-Market, he/she will be more likely to use that E-Market all the time rather than using others.

In order to attract more members, increase their loyalty, and remain in the market for a long time, TextileCapital.com has to provide better services.

Objective 4

What are the desired trust services at TextileCapital.com?

Table 4. Trust Services Desired by E-Market Members  
(Part 1)

	Mean	Not at all important	Slightly Important	Important	Quiet Important	Very Important
More Detailed TextileCapital company information	3.64		9.0%	35.9%	37.2%	17.9%
TextileCapital.com information published in the media	2.71	10.3%	32.1%	34.6%	23.1%	
Third Party logos that show TextileCapital.com provides safe and secure B2B E-trade solutions	3.71		9.0%	25.6%	51.3%	14.6%

Table 4 shows that TextileCapital has to improve its company information. 55.1 percent of the respondents said they would like to learn more about TextileCapital.com as a company rather than a website. Also, 51 out of 78 total respondents said third party logos that show TextileCapital.com provides safe and secure B2B E-trade

solutions. Scan Alert has been providing E-Markets with a logo that informs visitors that the E-Market is hacker-safe. The company claims this logo increases visitors confidence by 26 % (Scanalert.com, 2004).

Table 5. Trust Services Desired by E-Market Members (Part 2)

	Mean	Not at all Important	Slightly Important	Important	Quiet Important	Very Important
Bank Information of member companies	2.96		24.4%	55.1%	20.5%	
Third party services that shows member company does exist and its information is authentic	4.18	1.3%	3.8%	10.3%	44.9%	39.7%
Creditworthiness of member companies	3.00	2.6%	21.8%	50.0%	24.4%	1.3%
Information regarding how risky is the country that a potential trade partner located in	4.00	1.3%	7.7%	14.1%	43.6%	33.3%
Trade Performance of members at TextileCapital.com	3.04	1.3%	25.6%	42.3%	29.5%	1.3%
Recommendations of TextileCapital.com	3.95		1.3%	23.1%	55.1%	20.5%
Feedbacks of Previous trade partners	4.13		2.6%	17.9%	43.6%	35.9%

66 out of 78 respondents mentioned that third party authentication services are at least quite important

The second most desired service is feedback of previous trade partners. Before starting to trade with a particular company, members would like to read feedback

that was left by other members who have conducted business with that company. Feedback is often considered objective. If the feedback is not positive, most of the companies would not be willing to conduct business with the company or vice versa.

In addition, the majority of the members would like to learn about the political and economical risk of the countries where potential trade partners run their businesses. If the economy is going bad or there is economical instability in the country of a potential trade partner, most of the companies would not be willing to conduct business with that company.

More than half of the members (55.1%) mentioned that recommendations of TextileCapital.com are quite important. If TextileCapital.com says that a company is reliable, most of the members would like to conduct business with them.

#### Cross Tabulations

##### Gross Sales - Third Party Authentication Services

This cross tabulation shows respondents who have larger gross sales are more likely to look for trade partners whose published information is authentic than those who have smaller gross sales.

A vast majority of the companies who have more than \$1,000,000 or more gross sales rated third party authentication services quite important or very important. These companies comprise 92% of total respondents who have larger incomes.

In addition, 96 percent of them also mentioned that they do not tend to conduct business with the companies whose information is not authentic. In fact, 68 percent of them strongly agreed on the fact that they would not contact a member who does not have authentic information. To summarize, companies who have larger gross sales seek reliable buyers/sellers to prevent themselves from business fraud. Third party authentication services can be used to overcome this problem. As it is mentioned earlier, many successful B2B E-Markets use this system to provide trust and generate income.

#### Gross Sales - Third Party Logos

Companies who have \$1,000,000 or more annual gross sales can be described as "big players." In an E-Market it is crucial that big players are satisfied because the more big players there are in the E-Markets, the more members the E-Market will probably attract in the future. Big players play a critical role to increase the number of member companies in an E-Market. This cross tabulations

indicates that big players would like to see third party logos that show the website is safe and secure. In fact, 80 percent of the big players rated these logos quite important or very important. The result reveals that big players would like to know more about the E-Markets they are participating with and they would like to know how safe the website is. Because it is provided by a third party, this information is even more reliable than the company information published by TextileCapital.com.

In order to attract more members, TextileCapital.com has to have these logos from a well-known company, like VeriSign.

#### Company Type - Third Party Authentication

84% of buyers rated third party authentication service importance with the response of either agree or strongly agree. Buyers are more concerned about the authentication of potential trade partners than sellers are.

A recent survey from Alibaba.com (2001) also revealed that authenticity is the number one concern for buyers. Buyers would like to know who the sellers are, whether they really exist, and whether the contact person is an actual representative of the company.



For buyers, the most important question is to know whether the seller will send the goods in the agreed quantity and quality and deliver them on the agreed date.

In order to provide buyers with confidence, a third party credit agency, who uses established investigation practices and secure global infrastructure, can authenticate and verify all participating sellers in TextileCapital.com, thus removing the most critical question from the buyers minds.

CHAPTER FOUR

E-MARKETS PARTICIPATED BY TEXTILECAPITAL.COM

MEMBERS AND THEIR TRUST SERVICES

34 out of 78 respondents answered that they participate in other E-Market(s) other than TextileCapital.com. Below is a list of E-Markets participated by the member companies.

Table 6. Other E-Markets Members also Participate

1	Ecrobot.com	Ec21.com	Indiamart.com
2	Chinatextilenet.com		
3	Egytex.com	Trade-india.com	
4	Globaltexnet.com		
5	21garment.com		
6	Alibaba.com		
7	Bizeurope.com	Italianmoda.com	
8	Texwatch.com	Alibaba.com	Ebay.com
9	Texindex.com		
10	8848b2b.net		
11	Bgtextiles.org		
12	Ec21.com		
13	Eximturk.com		
14	Fibre2fashion.com	Turkticaret.net	Ec21.com
15	Tpage.com		
16	Ecplaza.net	Romtextiles.com	
17	Exporter.com.sg	Fibre2fashion.com	
18	Worldtradeaa.com		
19	Exporterindia.com		
20	Indiamart.com	Turkticaret.net	
21	Fibre2fashion.com		
22	Alibaba.com		
23	Wotol.com		
24	Yarnsandfibers.com		
25	Ec21.com	Alibaba.com	Turkticaret.net
26	Turkticaret.net	e-trader.com	
27	Arab.net	Fibre2fashion.com	
28	Texweb.com		
29	Textileguide.com		
30	Bharattextile.com		
31	Trade-india.com		
32	Nudeal.com		
33	Indiamart.com	Alibaba.com	
34	Globaltexnet.com		

Table 6 indicates 34 out of 78 respondents participate in other E-Markets other than TextileCapital.com. EC21.com, Alibaba.com, and Turkticaret.net are the mostly participated E-Markets by the respondents.

EC21.com: EC21.com is a Korea based B2B E-Market and focuses on more than 10 industries. Most of its members are from Korea and Asian countries. The E-Market has a special membership package that shows the membership information is correct. Korean members would like to benefit from this membership are verified by the E-Market have to pay an annual cost (EC21.com).

Alibaba.com: The E-Market is one of the most well-known E-Markets on the E-Market. It is ranked in the top hundred website on the web by Alexa.com. The members of Alibaba.com are usually from China and Asian countries. Members can reach very detailed company information, executive profiles and pictures, CEO interview video, and press releases about the company. There are two membership package that the E-Markets offers for its China based members and members based outside China. For members from China, Alibaba.com has a very special membership package called "gold suppliers". Not only does the E-Market promote its gold suppliers but it also provides buyers

with the confidence that they need for the online trade. Alibaba guarantees buyers that its China suppliers are trustworthy and reliable. For members from outside China, E-Market offers trust authentication & verification service partnering with Duns and Bradstreet and Asian Credit. These third party organizations check the member companies' authenticity and verify the contact person's authority (Alibaba.com).

Turkticaret.net: The E-Market is headquartered in Turkey and grew rapidly in a few years. The majority of its members are from Turkey. Turkticaret.net partnered with one of the highly respected banks, and IT organizations in Turkey to provide the best services. A visitor can reach all the company information including its partnerships and most recent press releases (Turkticaret.net).

## CHAPTER FIVE

### SUMMARY, RECOMMENDATION AND CONCLUSION

All three E-Markets offer their members almost same services. For instance, trade board, company directory, and product catalogues services are provided by all of them. In fact, these three main services and many other services are provided by hundreds of E-Markets. Although there are so many E-Markets on the web, only a few of them are really successful. The main factor that makes an E-Market successful and long-lasting depends on how much the members of the E-Markets trust each other. Therefore, all of the services that establish trust in the E-Markets are crucial.

1. E-Market Company Information: E-Market company information covers about us section, press releases, third party information and the strategic partnerships of the E-Markets.
  - About Us Section: Almost all the E-Markets have this section that they publish their company information. However, not all of them contain sufficient information about the company behind the website. Users of the E-Markets would like to see all the information about the company

with the details. This section provides them with the confidence that E-Market will be in the business for a long time. In addition, a valid phone and fax number can be helpful in case the members face with a problem, and executive profiles should also be published in the E-Market.

- **Press Releases:** Press releases are very essential documents that inform the users about the E-Market news. They are beneficial for the members as well as E-Market. Not only will the members can learn about the new services and sections launched and use them efficiently but the media representatives can reach the E-Market company information and publish them in their newspapers, or magazines.
- **Third Party Information:** The importance of this information lies in the objectiveness of the third party. The third party could be a media organization that talks about the E-Market or an IT organization focusing on safety & security issues. These IT companies also offer logos that inform the members about how secure the website is. For example, VeriSign and Scan Alert provide

E-Markets with the similar services. Scan Alert even provides trust logos that say the website is "Hacker Safe". They even claim that these logos increase the visitors' confidence.

- **Partnerships:** It is essential for an E-Market to publish its strategic partnerships on their website. These partnerships provide members with a considerable degree of confidence especially if the partner companies are globally known. As it is mentioned earlier, Alibaba has developed a strong financial support from SOFTBANK, Fidelity Capital, Investor AB, and Goldman Sachs. These companies have invested a combined \$25 million in Alibaba. Also, Turkticaret.net built partnership with Yapi Kredi, one of the major banks in Turkey. Turkticaret.net has become one of the fastest growing companies in Turkey. Partnerships are the one of the most important ways to build credibility in E-Markets.

2. **Third Party Authentication Services:** This survey revealed that member companies would like to learn more about their trade partners. Sellers would like to know if the buyers will make the payment and buyers would like to know if the sellers will send

the goods. Since both sellers and buyers would like to protect themselves any types of internet fraud that will harm their businesses, the E-Markets play a critical role to provide trust services that show how reliable the potential trade partner is. 84.6% of the respondents said trust authentication services are "quiet important" and "very important". Majority of the members tend to conduct business with a potential trade partner whose information is authentic, especially if the authenticity is checked by a reliable and experienced third party, like Duns and Bradstreet, Coface Rating, GeoTrust, or Huaxia Credit

3. Recommendations and Feedback: The survey also shows that member companies tend to consider recommendations from the E-Markets as well as feed backs from former trade partners. 75.6 percent of the respondents said recommendations of TextileCapital.com are "quiet important" or more important. Also, 79.5 percent of the respondents said feedbacks of former trade partners are "quiet important" or more important. The results shows members consider E-Markets as an authority and would like to trade with the companies recommended by them. In addition, before members contact with a trade



partner, they tend to read what its former trade partners say about the company.

In order to survive, E-Markets have to adopt all these services that build trust or improve them, if they are already offering. Today, most of the E-Markets run by website designing companies which may not even have any business knowledge. They are mostly attracted by the ease of launching a website. That is the main reason why most of the E-Markets are unsuccessful or fail in a short time.

This project reveals that E-Markets must ensure that their members feel that E-Market will be in the business for a long time. This is possible by providing members with very detailed company information including its partnerships, third party information, press releases, and executive profiles as well as valid contact information.

Second, third party authenticity checking is another service that must be provided by E-Markets. Although it does not ensure that buyer or seller companies are in great financial situation, it shows that they are serious buyers or seller in the E-Markets. Also, it removes one of the biggest concerns from other members' heads: "Is the published company information correct?"

Finally, E-Markets must make recommendations to members regarding which potential trade partner to conduct

business with and publish the feedbacks of former trade partners of the members.

APPENDIX A

MEAN, MEDIAN, MODE OF THE QUESTIONS 6, 7, 8, AND 9

Q.6. Following are different types of information related trust that you might consider before participating in an E-Market. On a scale 1 to 5, 1 being not at all important, 5 being very important, how important to you is each type of information.

Mean	Median	Mode	
4.17	4.00	5	Whether the E-Market will be in the business for a long time
4.59	5.00	5	Quality of the services provided
3.36	3.00	4	Confidentiality of your company's sensitive data
2.86	3.00	2	Settlement of Disputes
3.73	4.00	4	Security of Information and Communication
4.04	4.00	4	Security of online payments
3.26	3.00	3	Terms and conditions

Q.7. For each of the statement below as pertaining to trustworthiness of the members of TextileCapital.com, please indicate the level of agreement or disagreement by clicking on the letter(s) that best characterize your response. (SA="Strongly Agree", A="Agree", N="Neutral", D="Disagree", and SD="Strongly Disagree").

Mean	Median	Mode	
			I wouldn't conduct business in TextileCapital.com with another company that
4.23	4.00	4	Have insufficient company information
4.44	5.00	5	Does not have authenticity of its information
2.62	3.00	3	Provides only word description, no visual presentation
2.38	2.00	2	Have no reputation
2.10	2.00	2	Does not have a website
3.15	3.00	3	Does not provide quick feedback

Q.8. On a scale of 1 to 5, 1 being poor to 5 being excellent, how would you rate each of the following of your relationship with TextileCapital.com

Mean	Median	Mode	
3.33	3.00	4	TextileCapital.com company information
3.62	4.00	4	Immediate response
3.88	4.00	4	Provided business opportunities
3.71	4.00	4	Quality of services provided
3.71	4.00	4	Number of qualified members
3.94	4.00	4	Information Accuracy
3.95	4.00	4	Member's Privacy
3.40	3.00	3	Safety and security of the website
3.74	4.00	4	Overall trustworthiness of TextileCapital.com

Q.9. Following are some potential services or information related to trust that you might want to see in TextileCapital.com. On a scale 1 to 5, 1 being not at all important, 5 being very important, how would you rate the importance of each of the following potential information or service.

Mean	Median	Mode	
3.64	4.00	4	More detailed TextileCapital.com company information
2.71	3.00	3	TextileCapital.com information published in the media
3.71	4.00	4	Third party logos that shows TextileCapital.com provides safe and secure B2B E-trade solutions
2.96	3.00	3	Bank information of other member companies
4.18	4.00	4	Third party services that shows member company does exist and its information is authentic
3.00	3.00	3	Creditworthiness of member companies
4.00	4.00	4	Information regarding how risky is the country that a potential trade partner runs its business
3.04	3.00	3	Trade performance of members at TextileCapital.com
3.95	4.00	4	Recommendations of TextileCapital.com
4.13	4.00	4	Feedbacks of former trade partners

APPENDIX B  
DATA COLLECTION INSTRUMENTS



## DATA COLLECTION INSTRUMENTS

This research is being conducted by Kazim Akalin from California State University, San Bernardino on behalf of TextileCapital.com. The purpose of the research is to assess the attitudes and perceptions of the E-Market members like yourself towards the E-Markets and specifically TextileCapital.com. It is easy and takes a few minutes of your time. Thanks for participating in this survey.

1. How long have you been a member of TextileCapital.com?

2. Have you conducted business on the Internet?

Yes  No

3. If you answered "yes" to previous question, please indicate how you found your trade partner. If you answered "No" please skip to the next question.

Internet search engines

Online trade boards

in TextileCapital.com

in other E-Market(s)

4. Have you experienced any types of internet fraud?

Yes  No

5. Do you participate in other E-Markets other than TextileCapital.com?

Yes, Please name: a)  b)  c)

No

6. Following are different types of information related trust that you might consider before participating in an E-Market. On a scale 1 to 5, 1 being not at all important, 5 being very important, how important to you is each type of information.

Services	Not at all important	Slightly Important	Important	Quite Important	Very Important
a. Whether the E-Market will be in the business for a long time?	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
b. Quality of the service provided	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
c. Confidentiality of your company's sensitive data	<input checked="" type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
d. Settlement of disputes	<input checked="" type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
e. Security of information and communication	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
f. Security of Online payments	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
g. Usage or membership fees even to get in contact with already known customers	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

h. How clearly terms & conditions of the website is stated  1  2  3  4  5

7. For each of the statement below as pertaining to trustworthiness of the members of TextileCapital.com, please indicate the level of agreement or disagreement by clicking on the letter(s) that best characterize your response. (SA=“Strongly Agree,” A=“Agree,” N=“Neutral,” D=“Disagree,” and SD=“Strongly Disagree”).

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I wouldn't conduct business in TextileCapital.com with another company that					
a. Have Insufficient Company Information	SD <input type="radio"/>	D <input type="radio"/>	N <input type="radio"/>	A <input type="radio"/>	SA <input type="radio"/>
b. Does not have authenticity of its Information	SD <input type="radio"/>	D <input type="radio"/>	N <input type="radio"/>	A <input type="radio"/>	SA <input type="radio"/>
c. Provides Only word description of products, no visual presentation	SD <input type="radio"/>	D <input type="radio"/>	N <input type="radio"/>	A <input type="radio"/>	SA <input type="radio"/>
d. Have no reputation	SD <input type="radio"/>	D <input type="radio"/>	N <input type="radio"/>	A <input type="radio"/>	SA <input type="radio"/>
e. Does not have a website	SD <input type="radio"/>	D <input type="radio"/>	N <input type="radio"/>	A <input type="radio"/>	SA <input type="radio"/>
f. Does not provide quick feedback	SD <input type="radio"/>	D <input type="radio"/>	N <input type="radio"/>	A <input type="radio"/>	SA <input type="radio"/>

8. On a scale of 1 to 5, 1 being poor to 5 being excellent, how would you rate each of the following of your relationship with TextileCapital.com

	Poor				Excellent
	1	2	3	4	5
a. TextileCapital.com company information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Immediate Response	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Provided business opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
d. Quality of services provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
e. Number of qualified members	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
f. Information accuracy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
g. Members' Privacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
h. Safety & Security of the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
i. Overall trustworthiness of TextileCapital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Following are some potential services or information related to trust that you might want to see in TextileCapital.com. On a scale 1 to 5, 1 being not at all important, 5 being very important, how would you rate the importance of each of the following potential information or service?

	Not at all important	Slightly Important	Important	Quite Important	Very Important
<b>9. A. Services or Information related TextileCapital.com</b>					
a. More Detailed TextileCapital company information	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
b. TextileCapital.com information published in the media	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
c. Third Party logos that shows TextileCapital.com provides safe and secure B2B E-trade solutions	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
<b>9. B. Services that might facilitates trade among all the members.</b>					
a. Bank Information of other member companies	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
b. Third party services that shows member company does exist and its information is authentic	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
c. Creditworthiness of member companies	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
d. Information regarding how risky is the country that a potential trade partner located in	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
e. Trade Performance of members at TextileCapital.com	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
f. Recommendations of TextileCapital.com	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5
g. Feedbacks of Previous trade partners	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3	<input type="radio"/> 4	<input type="radio"/> 5

*We are already at the end of the questionnaire, just a few more questions about your company?*

10. What is your company name? \_\_\_\_\_

11. Please check the business type(s) that match your business?

buyer    seller    buyer & seller

12. What are your products or services?

Apparel & Clothing    Accessories    Home Textiles    Raw Materials    Fabrics  
 Yarns, Threads & Fibers    Technical & Healthcare Textiles  
 Textile Machinery, Equipment & Software    Other Textiles    Shipping

13. What is your job title? \_\_\_\_\_

14. What is your company's gross sales?    Less than \$10,000    \$10,000-\$100,000  
 \$100,000-\$1,000,000    \$1,000,000 and more

**Thank you for your participation!**

APPENDIX C  
FREQUENCIES

## Frequency Table

How long have you been a member of TextileCapital.com?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Weeks or Less	22	28.2	28.2	28.2
	1 to 2 Months	35	44.9	44.9	73.1
	More than 2 Months	21	26.9	26.9	100.0
	Total	78	100.0	100.0	

Have you conducted business on the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	37.2	37.2	37.2
	No	49	62.8	62.8	100.0
	Total	78	100.0	100.0	

How did you find your trade partner?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No Answer	49	62.8	62.8	62.8
	Internet Search Engines	4	5.1	5.1	67.9
	In TextileCapital.com	17	21.8	21.8	89.7
	In Other E-Market(s)	8	10.3	10.3	100.0
	Total	78	100.0	100.0	

Have you experienced any types of internet fraud?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	6.4	6.4	6.4
	No	73	93.6	93.6	100.0
	Total	78	100.0	100.0	

Do you participate other E-Markets other than  
TextileCapital.com?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	34	43.6	43.6	43.6
No	44	56.4	56.4	100.0
Total	78	100.0	100.0	

Whether the E-Market will be in the business for a long time

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all Important	1	1.3	1.3	1.3
Slightly Important	5	6.4	6.4	7.7
Important	10	12.8	12.8	20.5
Quiet Important	26	33.3	33.3	53.8
Very Important	36	46.2	46.2	100.0
Total	78	100.0	100.0	

Quality of the service provided

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Important	1	1.3	1.3	1.3
Quiet Important	30	38.5	38.5	39.7
Very Important	47	60.3	60.3	100.0
Total	78	100.0	100.0	

Confidentiality of your company's sensitive data

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Slightly Important	18	23.1	23.1	23.1
Important	22	28.2	28.2	51.3
Quiet Important	30	38.5	38.5	89.7
Very Important	8	10.3	10.3	100.0
Total	78	100.0	100.0	

Settlement of disputes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all Important	5	6.4	6.4	6.4
	Slightly Important	29	37.2	37.2	43.6
	Important	22	28.2	28.2	71.8
	Quiet Important	16	20.5	20.5	92.3
	Very Important	6	7.7	7.7	100.0
	Total	78	100.0	100.0	

Security of information and communication

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all Important	1	1.3	1.3	1.3
	Slightly Important	5	6.4	6.4	7.7
	Important	20	25.6	25.6	33.3
	Quiet Important	40	51.3	51.3	84.6
	Very Important	12	15.4	15.4	100.0
	Total	78	100.0	100.0	

Security of Online payments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	4	5.1	5.1	5.1
	Important	8	10.3	10.3	15.4
	Quiet Important	47	60.3	60.3	75.6
	Very Important	19	24.4	24.4	100.0
	Total	78	100.0	100.0	

How clearly terms & conditions of the website is stated

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all Important	4	5.1	5.1	5.1
	Slightly Important	12	15.4	15.4	20.5
	Important	31	39.7	39.7	60.3
	Quiet Important	22	28.2	28.2	88.5
	Very Important	9	11.5	11.5	100.0
	Total	78	100.0	100.0	

Have Insufficient Company Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagre	1	1.3	1.3	1.3
	Neutral	10	12.8	12.8	14.1
	Agree	37	47.4	47.4	61.5
	Strongly Agree	30	38.5	38.5	100.0
	Total	78	100.0	100.0	

Does not have authenticity of its Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagre	2	2.6	2.6	2.6
	Neutral	4	5.1	5.1	7.7
	Agree	30	38.5	38.5	46.2
	Strongly Agree	42	53.8	53.8	100.0
	Total	78	100.0	100.0	

Provides only word description of products, no visual presentation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	7	9.0	9.0	9.0
	Disagre	29	37.2	37.2	46.2
	Neutral	30	38.5	38.5	84.6
	Agree	11	14.1	14.1	98.7
	Strongly Agree	1	1.3	1.3	100.0
	Total	78	100.0	100.0	

Have no reputation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	14.1	14.1	14.1
	Disagre	36	46.2	46.2	60.3
	Neutral	22	28.2	28.2	88.5
	Agree	8	10.3	10.3	98.7
	Strongly Agree	1	1.3	1.3	100.0
	Total	78	100.0	100.0	



Does not have a website

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	21	26.9	26.9	26.9
Disagre	36	46.2	46.2	73.1
Neutral	15	19.2	19.2	92.3
Agree	4	5.1	5.1	97.4
Strongly Agree	2	2.6	2.6	100.0
Total	78	100.0	100.0	

Does not provide quick feedback

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagre	13	16.7	16.7	16.7
Neutral	43	55.1	55.1	71.8
Agree	19	24.4	24.4	96.2
Strongly Agree	3	3.8	3.8	100.0
Total	78	100.0	100.0	

TextileCapital.com company information

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Poor	1	1.3	1.3	1.3
2	15	19.2	19.2	20.5
3	24	30.8	30.8	51.3
4	33	42.3	42.3	93.6
Excellent	5	6.4	6.4	100.0
Total	78	100.0	100.0	

Immediate Response

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	5	6.4	6.4	6.4
3	29	37.2	37.2	43.6
4	35	44.9	44.9	88.5
Excellent	9	11.5	11.5	100.0
Total	78	100.0	100.0	

Provided business opportunities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.6	2.6	2.6
	3	19	24.4	24.4	26.9
	4	43	55.1	55.1	82.1
	Excellent	14	17.9	17.9	100.0
	Total	78	100.0	100.0	

Quality of services provided

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	1.3	1.3	1.3
	3	24	30.8	30.8	32.1
	4	49	62.8	62.8	94.9
	Excellent	4	5.1	5.1	100.0
	Total	78	100.0	100.0	

Number of qualified members

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.8	3.8	3.8
	3	22	28.2	28.2	32.1
	4	48	61.5	61.5	93.6
	Excellent	5	6.4	6.4	100.0
	Total	78	100.0	100.0	

Information accuracy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	19	24.4	24.4	24.4
	4	45	57.7	57.7	82.1
	Excellent	14	17.9	17.9	100.0
	Total	78	100.0	100.0	

Members' Privacy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	3.8	3.8	3.8
	3	16	20.5	20.5	24.4
	4	41	52.6	52.6	76.9
	Excellent	18	23.1	23.1	100.0
	Total	78	100.0	100.0	

Safety & Security of the website?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	4	5.1	5.1	5.1
	3	40	51.3	51.3	56.4
	4	33	42.3	42.3	98.7
	Excellent	1	1.3	1.3	100.0
	Total	78	100.0	100.0	

Overall trustworthiness of TextileCapital

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	2.6	2.6	2.6
	3	19	24.4	24.4	26.9
	4	54	69.2	69.2	96.2
	Excellent	3	3.8	3.8	100.0
	Total	78	100.0	100.0	

More Detailed TextileCapital company information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	7	9.0	9.0	9.0
	Important	28	35.9	35.9	44.9
	Quiet Important	29	37.2	37.2	82.1
	Very Important	14	17.9	17.9	100.0
	Total	78	100.0	100.0	

TextileCapital.com information published in the media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all Important	8	10.3	10.3	10.3
	Slightly Important	25	32.1	32.1	42.3
	Important	27	34.6	34.6	76.9
	Quiet Important	18	23.1	23.1	100.0
	Total	78	100.0	100.0	

Third Party logos that shows TextileCapital.com provides safe and secure B2B E-trade solutions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	7	9.0	9.0	9.0
	Important	20	25.6	25.6	34.6
	Quiet Important	40	51.3	51.3	85.9
	Very Important	11	14.1	14.1	100.0
	Total	78	100.0	100.0	

Bank Information of other member companies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly Important	19	24.4	24.4	24.4
	Important	43	55.1	55.1	79.5
	Quiet Important	16	20.5	20.5	100.0
	Total	78	100.0	100.0	

Third party services that shows member company does exist and its information is authentic

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all Important	1	1.3	1.3	1.3
	Slightly Important	3	3.8	3.8	5.1
	Important	8	10.3	10.3	15.4
	Quiet Important	35	44.9	44.9	60.3
	Very Important	31	39.7	39.7	100.0
	Total	78	100.0	100.0	

Creditworthiness of member companies

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all Important	2	2.6	2.6	2.6
Slightly Important	17	21.8	21.8	24.4
Important	39	50.0	50.0	74.4
Quiet Important	19	24.4	24.4	98.7
Very Important	1	1.3	1.3	100.0
Total	78	100.0	100.0	

Information regarding how risky is the country that a potential trade partner runs its business

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all Important	1	1.3	1.3	1.3
Slightly Important	6	7.7	7.7	9.0
Important	11	14.1	14.1	23.1
Quiet Important	34	43.6	43.6	66.7
Very Important	26	33.3	33.3	100.0
Total	78	100.0	100.0	

Trade Performance of members at TextileCapital.com

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not at all Important	1	1.3	1.3	1.3
Slightly Important	20	25.6	25.6	26.9
Important	33	42.3	42.3	69.2
Quiet Important	23	29.5	29.5	98.7
Very Important	1	1.3	1.3	100.0
Total	78	100.0	100.0	

Recommendations of TextileCapital.com

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Slightly Important	1	1.3	1.3	1.3
Important	18	23.1	23.1	24.4
Quiet Important	43	55.1	55.1	79.5
Very Important	16	20.5	20.5	100.0
Total	78	100.0	100.0	

Feedbacks of Previous trade partners

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Slightly Important	2	2.6	2.6	2.6
Important	14	17.9	17.9	20.5
Quiet Important	34	43.6	43.6	64.1
Very Important	28	35.9	35.9	100.0
Total	78	100.0	100.0	

Please check the business type that match your business?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Buyer	25	32.1	32.1	32.1
Seller	38	48.7	48.7	80.8
Buyer & Seller	15	19.2	19.2	100.0
Total	78	100.0	100.0	

What are your products and services?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Apparel & Clothing	22	28.2	28.2	28.2
Accessories	8	10.3	10.3	38.5
Home Textiles	14	17.9	17.9	56.4
Raw Materials	8	10.3	10.3	66.7
Fabrics	13	16.7	16.7	83.3
Yarns, Threads & Fibers	12	15.4	15.4	98.7
Technical & Healthcare Textiles	1	1.3	1.3	100.0
Total	78	100.0	100.0	

What is your company's gross sales?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than \$10,000	2	2.6	2.6	2.6
\$10,000-\$100,000	9	11.5	11.5	14.1
\$100,000-\$1,000,000	42	53.8	53.8	67.9
\$1,000,000 and more	25	32.1	32.1	100.0
Total	78	100.0	100.0	

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