

## **Consumers' Choice between the Company's Self-Owned and Third-Party Platform Online Stores**

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### **ABSTRACT**

In the e-commerce world, many companies have stores in third-party online platforms (TOS) and a self-owned online store (SOS) on their own websites. Although SOS and TOS are operated by the same company, consumers' perception of them is different. At present, not many articles studied the factors which affect consumers' choice between a SOS and a TOS. In light of this, this paper examines the influence of platform reputation, risk attitude, four dimensions of perceived risk and trust tendency on consumers' store choice between a SOS and a TOS. The results showed that platform reputation and risk attitude had a significant effect on product performance risk and social risk, which significantly affected consumers' trust tendency and their choice between SOS and TOS. Overall, this paper revealed some of the key factors affecting consumers' platform selection behavior, providing a useful reference for companies and third-party platforms to develop a fitting marketing strategy.

**Keywords:** Platform reputation; Risk attitude; Perceived risk; Trust