

# Northumbria Research Link

Citation: Lee, Kun-Chang, Sungwook, Chae and Li, Honglei (2011) 3D avatar seller's effect on online consumer's purchasing behavior: a trust transference perspective. In: International Conference on Information Systems 2011 (SIGHCI 2011), 4 December 2011, Shanghai, China.

URL: <http://aisel.aisnet.org/sighci2011/18/> <<http://aisel.aisnet.org/sighci2011/18/>>

This version was downloaded from Northumbria Research Link: <http://nrl.northumbria.ac.uk/6746/>

Northumbria University has developed Northumbria Research Link (NRL) to enable users to access the University's research output. Copyright © and moral rights for items on NRL are retained by the individual author(s) and/or other copyright owners. Single copies of full items can be reproduced, displayed or performed, and given to third parties in any format or medium for personal research or study, educational, or not-for-profit purposes without prior permission or charge, provided the authors, title and full bibliographic details are given, as well as a hyperlink and/or URL to the original metadata page. The content must not be changed in any way. Full items must not be sold commercially in any format or medium without formal permission of the copyright holder. The full policy is available online: <http://nrl.northumbria.ac.uk/policies.html>

This document may differ from the final, published version of the research and has been made available online in accordance with publisher policies. To read and/or cite from the published version of the research, please visit the publisher's website (a subscription may be required.)



**Northumbria  
University**  
NEWCASTLE



**UniversityLibrary**

1-1-2011

# 3D Avatar Seller's Effect on Online Consumer's Purchasing Behavior: A Trust Transference Perspective

Kun-Chang Lee

*Sungkyunkwan University*, [kunchanglee@gmail.com](mailto:kunchanglee@gmail.com)

Sungwook Chae

*Sungkyunkwan University*

Honglei Li

*Swansea University*, [HongleiLi@gmail.com](mailto:HongleiLi@gmail.com)

---

## Recommended Citation

Lee, Kun-Chang; Chae, Sungwook; and Li, Honglei, "3D Avatar Seller's Effect on Online Consumer's Purchasing Behavior: A Trust Transference Perspective" (2011). *SIGHCI 2011 Proceedings*. Paper 18.

<http://aisel.aisnet.org/sighci2011/18>

This material is brought to you by the Special Interest Group on Human-Computer Interaction at AIS Electronic Library (AISEL). It has been accepted for inclusion in SIGHCI 2011 Proceedings by an authorized administrator of AIS Electronic Library (AISEL). For more information, please contact [elibrary@aisnet.org](mailto:elibrary@aisnet.org).

# 3D Avatar Seller's Effect on Online Consumer's Purchasing Behavior: A Trust Transference Perspective

**Kun Chang Lee**  
Sungkyunkwan University  
kunchanglee@gmail.com

**Sungwook Chae**  
Sungkyunkwan University

**Honglei Li**  
Swansea University  
HongleiLi@gmail.com

## ABSTRACT

The emerging 3D virtual worlds attract more and more people to participate in the virtual environment, creating a new market for business to sell their products. In 3D virtual worlds, members mainly interact with each other through avatars. The selling process is fulfilled through the shop avatars. How businesses sell their products successfully to the potential customers and eventually persuade the customer to purchase the product is an essential question. Trust played a key role in the selling process. In the general selling process, trust was established through the sales person. In the virtual world environment, could the trust be established between the sales avatars and customer avatars?

This paper aims at answering this question by examining the trust transference process in the 3D virtual world environment. An experiment was conducted to categorize the avatars into attractive and expert ones. The research result first suggest that trust formed in a 3D avatar seller could be transferred to a selling company and a product but for an expert 3D avatar seller, trust transferred to the company and product results in intent to purchase. Trust in a 3D avatar seller is transferred to trust in a product and a company and furthermore, an expert avatar can affect a consumer's intent to purchase. In the case of an attractive 3D avatar, although trust is transferred, it is only to the point of intent to purchase.