

Table of Contents

	Page
Abstract.....	(1)
Acknowledgement.....	(4)
Table of Contents.....	(5)
List of Tables.....	(7)
List of Figures.....	(11)
Chapter	
1. Introduction.....	1
The Origin of the Dissertation.....	1
Research Problems and Questions.....	2
Objectives of the Dissertation.....	4
Contributions of the Dissertation.....	5
Research Methodology.....	6
Outline of the Dissertation.....	7
Conclusion.....	8
2. Literature Review.....	10
Introduction.....	10
Conceptual Definition of Trust.....	10
Dimensions of Trust.....	14
Antecedents of Trust.....	23
Consequences of Trust.....	27
Conclusion.....	29
3. Conceptual Model and Hypotheses Development.....	30
Introduction.....	30
Conceptual Research Model.....	30
Hypotheses Development.....	31
Conclusion.....	36
4. Research Methodology.....	37
Introduction.....	37
Research Design.....	37
Sampling Plan.....	39
Survey Questionnaire.....	41
Data Collection.....	44
Data Analysis Approach.....	45
Conclusion.....	46

5. Item Generation.....	48
Introduction.....	48
Generating Sample of Items.....	48
Pre-testing of the Proposed Items.....	57
Items Refinement.....	60
Conclusion.....	69
6. Scale Development.....	70
Introduction.....	70
Data Preparation.....	70
Exploratory Factor Analysis.....	75
Confirmatory Factor Analysis.....	101
Assessment of Scale's Reliability.....	115
Assessment of Scale's Validity.....	121
Conclusion.....	128
7. Scale Evaluation.....	130
Introduction.....	130
Structural Equation Model.....	130
Hypotheses Testing.....	145
Nomological Validity Testing.....	148
Conclusion.....	150
8. Conclusions, Implications, Limitations, and Directions for Future Research.....	151
Introduction.....	151
Conclusions about Research Issues and Hypotheses.....	151
Conclusions about Research Findings.....	154
Implications.....	162
Limitations.....	173
Directions for Further Research.....	174
Conclusion.....	180
Bibliography.....	182
Appendix.....	196
A. Questionnaire Administration.....	197
B. English Survey Questionnaire.....	198
C. Thai Survey Questionnaire.....	206
D. Correlation Matrix.....	216
E. Curriculum Vitae.....	220