Consumer Online Brand Trust and Determinants in Qatar

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Abstract--The paper theorizes and examines consumer online brand trust (COBT) and its salient determinants in Qatar in the Gulf Cooperation Council (GCC) region. Results from a sample of 178 respondents in Qatar indicate consumer online brand familiarity, consumer satisfaction with the online brand and website, word-of-mouth communications between online consumers and information on the online brand are positively related to COBT, whilst web design of the brand's website and is not. The theoretical and practical implications are discussed.

Keyword – Online brand trust, antecedents to online brand trust, GCC region

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