The study of relationship between source and consequences for B2C e-commerce consumers' perceived risk.

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ABSTRACT

According to 「2005 Taiwan network use investigation」, compared passes in for half year in Taiwan once on-line shopping number of times, still had the major part to access the net the race group not to expend in the network, was because the consumer compared to in the ordinary entity store, shopping in the network has more perceived risk, therefore, if the enterprise wanted to develop their on-line the retail trade, had to discover consumer's perceived risk, arrived the risk in view of its cognition, discover should to method.

The result of this research above two parts: First, the this construction surface in origin of consumer perceived risk which feels regarding on-line shopping intensity is biggest than others by "perceived product risk", and the construction surface perceived risk result take "perceived privacy risk" intensity as biggest. Second, "perceived seller risk" and "perceived finance risk", "perceived achievements risk" and "perceived privacy risk" has the remarkable correlation; "perceived product risk" and "perceived finance risk", "perceived achievements risk", "perceived psychology risk" and "perceived time risk" all has the remarkable correlation. Puts the findings as proposal in view of this result, provides the B2C electronic commerce retail merchant as discuss.

Keywords : Business to Customer Electronic Commerce ; Perceived risk ; Analytic Hierarchy Process

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