

The Study of Consumer ' s Intention toward Online shopping : By the Perspective of Risk-reduction Strategies

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ABSTRACT

Ever since the Internet become the indispensable world connection channel for human beings, many vendors have sensed the gigantic business opportunities lying in cyberspace and started to sell products through the Internet. Hence, online shopping soon become a fad. Even though online shopping provide convenience and time saving advantages to consumers, still consumers consider the shopping risk is higher for online shopping compared to traditional store shopping. Thus, this paper focus on the online shopping risk acknowledgements from consumers, along with the possible strategies to decrease online shopping risk, and conducted online survey by targeting consumers with past online shopping experiences. This paper collects a total of 305 effective samples and uses regression analysis to test the hypothesis. This paper found out Performance Expectancy, Effort Expectancy, Social Influence, The strategy for reducing risk of Social influence has significant influence on Intention for online shopping. Facilitating Conditions, The strategy for reducing risk of facilitating conditions has significant influence on Online Shopping Behaviors while The strategy for reducing risk of Performance Expectancy and The strategy for reducing risk of Effort Expectancy do not exert significant influence on Intention for online shopping.

Keywords : Online shop、Reducing risk、Unified Theory of Acceptance and Use of Technology(UTAUT)

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