

A Study of Internet Consumer's Perceived Risk and Product Involvement on Repurchase Intention

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ABSTRACT

The main purpose of this study is to explore whether the perceived risk of Internet consumers affects the repeat purchase intention, and the interference of the product involvement enhances the affection above. There are two hypotheses in this study. In order to realize whether the consumers' perceived risk and product involvement affect repurchase intention, factor analysis and regression analysis are adopted for testing the hypotheses. Questionnaires are used for the investigation in this research. Then through statistical analysis, the conclusions are as follow: 1. Online consumer perceived risk would negatively affect repurchase intention. And there are six consumers' perceived risks, including financial risk, psychological risk, performance risk, time risk, physical risk and privacy risk. 2. Product involvement has interference on the negative affection of online consumer perceived risk to repurchase intention. These two hypotheses of Internet consumer behavior differences are the main objective of this study. Finally, after the discussion of the findings, there are recommendations brought up for the future research and Internet marketing strategies.

Keywords : perceived risk、 product involvement、 repurchase intention

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