

# 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

## Table of Contents

內容目錄 中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
ix 第一章 緒論	1	第一節 研究背景	1
1 第二節 研究動機	2	第三節 研究目的	2
4 第四節 研究流程	5	第二章 文獻探討	5
6 第一節 認知風險定義	6	第二節 認知風險來源	6
7 第三節 認知風險結果	10	第三章 研究方法	10
15 第一節 研究架構	15	第二節 研究假設	15
16 第三節 操作行定義	18	第四節 研究設計	18
19 第五節 統計分析方法	23	第四章 研究結果	23
34 第一節 樣本特性分析	34	第二節 信度分析	34
39 第三節 AHP資料分析	39	第四節 相關分析	39
41 第五章 結論與建議	41	第一節 結論	41
43 第二節 研究限制	43	第二節 研究建議	43
47 參考文獻	47	第三節 研究建議	47
55 附錄 研究問卷	55		

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