

PERCEIVED RISK ON ONLINE PURCHASE
INTENTION ON APPARELS

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LIST OF ABBREVIATIONS

AVP	Average for Product Risk
AVF	Average for Financial Risk
AVS	Average for Security Risk
AVT	Average for Time Risk
AVD	Average for Delivery Risk
AVD	Average for Physical Risk
AVO	Average for Online Purchase Intention
AVPR	Average for Perceived Risk
SPSS	Statistical Package for the Social Sciences
UPM	Universiti Putra Malaysia
UKM	Universiti Kebangsaan Malaysia
UM	Universiti Malaya
UTM	Universiti Teknologi Malaysia
USM	Universiti Sains Malaysia
UMS	Universiti Malaysia Sabah
UNIMAS	Universiti Malaysia Sarawak
UNIMAP	Universiti Malaysia Perlis
UMK	Universiti Malaysia Kelantan
UTHM	Universiti Tun Hussein Onn Malaysia
UTeM	Universiti Teknikal Melaka
UMT	Universiti Malaysia Terengganu
UTAR	Universiti Tunku Abdul Rahman
NU	Nilai University
OUM	Open University Malaysia
MMU	Multimedia University
ANOVA	Analysis of Variance

INTI	INTI International University
TAM	Technology of Acceptance Model
TPB	Theory of Planned Behavior

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PREFACE

Online purchase is becoming more popular with the advancement of technology and introduction of web-based social networks such as e-bay, Groupon and Lazada. Furthermore, companies today are seeking new and attractive marketing plan to market their goods and services to customers. With all sort of theories and research being introduced by authors and researchers, perceived risk has become increasingly significant for marketers to determine the online purchase intention of their customers.

The Technology Acceptance Model (TAM) and Theory of Planned Behaviour (TPB) has been widely accepted and used by researchers to test the online user's purchase intention towards online shopping. This study being conducted uses the TAM to identify the acceptance towards the use of online shopping with perceived risk. The study narrows down to the undergraduate students that are still studying in university Malaysia either in public or private university. TPB is uses to explain conditions how individuals such as online shopper behave to purchase intention and react to perceived risk.

ABSTRACT

Online shopping is currently trending in the society and it will continue to grow as it brings a lot of advantages for businesses and also consumers. The main purpose of this study is to identify how perceived risk will influence on the purchase intention of online customers. Furthermore, the study also highlighted reasons demographic factors such as age, gender and ethnicity will perceive differently on the risk.

This study is to determine the negative relationship between six variables which are product risk, financial risk, security risk, time risk, delivery risk and physical risk towards online purchase intention. A sample of 300 has been selected randomly by distributing self-administered questionnaires to all the public and private university students in Malaysia.

