

The Perception on Online Shopping Risks of Different Genders

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ABSTRACT

Based on the convenience and benefits brought by these online shopping sites, the number of people shopping online has also increased. But at the same time, online shopping also has certain risks. If people cannot perceive these risks in time, it will bring losses. There are gender differences in the perception of these online shopping risks. Therefore, this study explored the perception of different genders on different online shopping risks. After conducting a questionnaire survey through the sampling strategies of convenience sampling and snowball sampling, the author does the sensitivity analysis on the collected data. The results show that different genders have different levels of perceptions on online shopping risks, and there are also certain differences in the perception of six different types of online shopping risks, and these perceptions of risk will affect consumers' purchase intentions. These findings are of practical significance to online buyers to guide them to strengthen their perception of the weaker online shopping risks, so as to avoid online shopping risks and reduce losses. In addition, these findings can also help online shopping sellers to optimize their sales system to provide buyers with a better shopping experience.

Keywords: Gender difference, Risk perception, E-Commerce, Internet risk

1. INTRODUCTION

1.1. Background of the research

Shopping through online stores and online auction sites has become more and more common due to the popularity of the internet. The consumption habits of the masses have changed by the trend of online group purchase and encouragement on social networks, and they have shifted their attention to the development of e-commerce. According to a survey report by Morgan, it is estimated that from 2011 to 2013, the global e-commerce output value had grown by more than 17% for three consecutive years, which clearly shows the importance of e-commerce development[1]. However, Previous studies have indicated that consumers still perceive higher risk in online shopping than physical stores [2]. Consequently, according to Garbarino, although the gender gap in terms of the numbers of individuals online has vanished, in terms of several internet-related attitudes and activities, there still exist the gender differences[3]. Therefore, it is reasonable to speculate that there are gender differences in the perception of

online shopping risks. This research aims to resolve the gap between online shopping risk perception and gender differences, and discusses the impact of different types of risks on perceived different online shopping risks of different genders, so as to provide constructive suggestions for online sellers to increase sales, and help online shopping consumers to avoid risks. After consulting the literature, the author found that there is a knowledge gap in this area.

1.2. The scope of the study

The main focus of this study is the difference in perceptions of online shopping risk by different genders. The research objectives are as follows: The differences between different genders in their perception of online shopping risks.

The effect caused by different types of online shopping risks between different genders among the perception of online shopping risks.

The effect caused by different genders' different perception of online shopping risks. This research uses a

questionnaire survey method to survey college students from 20 universities in 10 provinces in China.

2. LITERATURE REVIEW

2.1. Gender difference and perception of online shopping risks

2.1.1. Defining concept

Gender role is a perspective commonly used to discuss gender ideology. The gender role theory describes how individuals are socialized into gender roles, prescribing different conduct, attitudes, and values for women and men [4]. The perception of risk is firstly conceptualized by Bauer, and it has been frequently used to address various issues in consumer behavior [5]. And since it was introduced in marketing literature and consumer behavior, diverse perspectives have been used to analyze the perceived risk concept [6]. Shopping has been regarded as a risk taking activity as consumers may be uncertain of a purchase decision and the consequences of poor decisions [7]. According to their research, different genders show differences in many aspects.

2.2. Different types of risk and perception of online shopping risks

2.2.1. Defining concept

The risks associated with online shopping are mainly identified as six categories. They are performance, financial, time, safety, social and psychological risks [8]. Financial risk is defined as the likelihood that an internet shopper would lose money on a purchase when the product performs poorly or the price is not worth paying [9]. Security risks are defined as online consumers' concerns about the disclosure of personal information and personal privacy. Product risk is defined as the probability that the item's initially expected performance requirements are not met.

2.2.2. Relationship between variables

People will react differently to different types of risks, and there also exist gender difference in these different level of risk perception. Axel found that consumers' perception of privacy risks has a greater impact on their willingness to shop on the internet than product risks [10].

According to Park & Stoel, due to the limitation of online consumers' physical access to products and sales

personnel, the level of perceived risk may be magnified in the online shopping setting [11]. Thus, a high level of perceived risk may hinder consumers from adopting the internet as a shopping channel [3]. Forsythe and Shi found that male perceived less financial risk associated with online shopping than female [12]. Therefore, we can infer that people have different levels of perception of different types of online shopping risks, and there are gender differences, that is, for the same type of online shopping risk, there are male and female differences.

Therefore, we hypothesize that: Gender difference leads to different level of perception of different types of risks.

2.3. Perception of online shopping risks and online shopping behavior

2.3.1. Defining concept

The differences in online shopping behavior are mainly reflected in the differences in shopping intentions and the differences in the types of shopping products. For instance, Dai stated that women show a higher desire to buy non-digital products such as clothing, personal care products and home fashion, while men have a higher purchase intentions for digital products such as consumer electronics, computers and peripherals, and software [7].

2.3.2. Relationship between variables

Consumers' perception toward risk is significant in determining their appraisal and purchasing behaviors [14]. Consumers' belief in results changes derives from online shopping trades. Perceived risk plays an considerable role in determining consumer purchase intentions. This also applies to online shopping. Due to the various uncertainties in the online shopping process, consumers who shop online face a higher risk than buying in physical stores. This risk perception will affect consumers' purchasing intentions and further affect consumers' online purchasing behavior. According to Ariffin, consumers are more likely not to purchase apparel online when they perceive the risk to be high [9]. Past results indicate that perceived risk is negatively related to online purchase intentions. When the perceived risk is greater, it will weaken consumers' willingness to buy and vice versa. Therefore, we assume that: different perceptions of online shopping risks lead to different online shopping behavior.

2.4. Theoretical Framework

2.4.1. Theoretical Framework

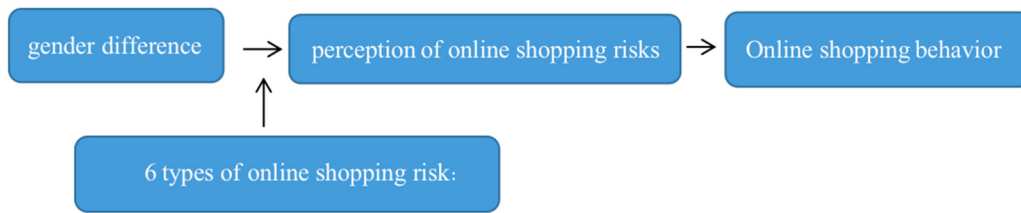


Figure 1. Theoretical Framework (developed by the researcher)

2.4.2. Variables

Independent variable: gender difference.

Dependent Variable: online shopping behaviors.

Online shopping behaviors of different genders will be affected by their perceived risks of shopping online. For example, for women, a lower risk perception of a certain product will lead to positive buying behavior, while men may show higher risk perception on this product, which will have a negative impact on purchasing behavior. Therefore, online shopping behavior is an dependent variable.

Mediating variable: perception of online shopping risks.

The perception of online shopping risks is affected by gender differences. Different genders have different perceptions of online shopping risks, and this difference in perception will lead to different online shopping behaviors. Therefore, the mediating variable in this research is the perception of online shopping risks.

Moderating variable: types of online shopping risk.

Different types of online shopping risks will lead to different degrees of risk perception. For example, financial risk is more perceivable than privacy risk.

Therefore, different types of online shopping risk is the moderating variable.

3. RESULTS

3.1. Sample characteristics

Descriptive analysis in SPSS 27.0 was used to analyze the demographic

characteristics of the sample in term of frequencies. Examined demographic characteristic is the gender and the region of the sample. The survey participants are undergraduates from various universities in China. From the survey invitations sent out, 201 valid and complete responses were received. Among the 201 respondents, 58.7% were female students and 41.3% were male students. Participants are from Hunan, Zhejiang, Guangzhou, Beijing and other regions.

Figure 2 lists the detailed demographic characteristics of all respondents.

Characteristics	Frequency	Percent
Gender		
Male	83	41.3%
Female	118	58.7%
Region (province)		
Hunan	80	35.09% (continue)
Zhejiang	55	24.12%
Guangzhou	15	6.58%
Beijing	10	4.39%
Other	41	29.82%

Figure 2. Demographic characteristics of all respondents (n = 201)

3.2 Perform KMO analysis: as shown in Figure 3: Checking for validity and reliability

it is effective when $0.899 > 0.6$. The value of Sig. Should be less than 0.05. Therefore, it is also effective when $0.000 < 0.05$. Thus, the sample is adequate for analysis.

The frequency of the Kaiser-Meyer-Olkin sampling adequacy measure should be greater than 0.6. Therefore,

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.899
Bartlett's Test of Sphericity	Approx. Chi-Square	4242.132
	df	630
	Sig.	.000

Figure 3. KMO and Bartlett's Test

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Q9_financial	.820					
Q9_social	.816					
Q9_product	.812					
Q9_delivery	.767					
Q9_time	.745					
Q9_information	.715					
information2		.807				
information3		.783				
information4		.750				
information5		.713				
information1		.692				
products5			.838			
products3			.819			
products2			.816			
products4			.790			
social4				.849		
social2				.848		
social3				.779		
time1					.842	
time2					.734	
time3					.685	
time4					.540	
financial4						.803
financial5						.702

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Figure 4. Rotated Component Matrix

Factor	Statements	Factor loadings	Reliability	Variance explained
Shopping behavior			0.902	17.411%
Financial	Financial risk	.820		
Social	Social risk	.816		
Product	Product risk	.812		
Delivery	Delivery risk	.767		
Time	Time risk	.745		
Information	Information security	.715		
Information security			0.868	13.894%
Information2	I have security on this website	.807		
Information3	This site make me feel comfortable	.783		
Information4	This website provides me with complete information	.750		
Information5	I trust this website for purchasing products	.713		
Information1	This website will protect my private information	.692		
Products risk			0.872	12.842%
Products5	I can't try on clothing online	.838		
Products3	I can't to touch and examine the actual product	.819		
Products2	It is hard to judge the quality of product over Internet	.816		
Products4	Size may be a problem with clothes	.790		
Social risks			0.852	10.632%
Social4	Online shopping may make others reduce my evaluation	.849		
Social2	Online shopping may affect the image of people around me	.848		

Social3	Online products may not be recognized by relatives or friends	.779		
Time risks			0.805	10.107%
Time1	Buying a product online can involve a waste of time	.842		
Time2	Difficult to find appropriate websites	.734		
Time3	Finding right product online is difficult	.685		
Time4	If I shop online I cannot wait till the product arrives	.540		
Financial risks			0.595	5.859%
Financial4	Shopping online can involve a waste of money	.803		
Financial5	I feel that my credit card number may not be secure	.702		
			Overall reliability=0.911	Overall Variance=70.745%

Figure 5. Constructs, scale items, factor loadings, and scale reliability

All questions measuring these factors loaded separately. Twelve questions which were found to possess validity issues were removed (i.e., “I might not get what I ordered through online shopping” , “product purchased may result in disapproval by family”, “Too complicated to place order” , “Communicating with the seller may require a lot of time”, “Shopping online can involve a waste of money”, “I feel that my credit card number may not be secure” and “I might get overcharged if I shop online”, “I might not receive the product ordered online”, “Delivery may be sent to the wrong place”, “Sellers may not be timely delivery”, “It is not easy to cancel orders when shop online”, “The goods returned may be waiting a long time”). The total variance explained by Shopping behavior is 17.411% and reliability of this factor is found to be adequate as reliability co-efficient is 0.902. The total variance explained by Information security is 13.894% and reliability of this factor is found to be adequate as reliability co-efficient is 0.868. The total variance

explained by product risks is 12.842% and reliability of this factor is found to be adequate as reliability co-efficient is 0.872. The total variance explained by social risks is 10.632% and reliability of this factor is found to be adequate as reliability co-efficient is 0.852. The total variance explained by time riskse is 10.107% and reliability of this factor is found to be adequate as reliability co-efficient is 0.805. The total variance explained by financial risks is 5.859% and reliability of this factor is found to be adequate as reliability co-efficient is 0.595. Overall reliability of data is adequate at 0.911 and total variance explained by our factor solution is 70.745% which is reasonable as well.

3.3. Checking for normality

As shown above, all Skewnesses are in the range of -2 to +2, all Kurtosis are between -7 to +7, the data is considered to be normal.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
products2	201	1	5	3.70	.995	-.724	.172	.294	.341
products3	201	1	5	3.81	1.002	-.907	.172	.716	.341
products4	201	1	5	3.81	.926	-.787	.172	.713	.341
products5	201	1	5	3.93	.987	-1.024	.172	1.007	.341
information1	201	1	5	3.08	.918	-.159	.172	-.241	.341
information2	201	1	5	3.04	.956	.049	.172	-.305	.341
information3	201	1	5	3.22	.886	-.194	.172	.563	.341
information4	201	1	5	3.26	.886	-.587	.172	.447	.341
information5	201	1	5	3.35	.818	-.293	.172	.867	.341
Q9_financial	201	1	7	4.17	1.533	-.498	.172	-.429	.341
Q9_product	201	1	7	4.19	1.472	-.368	.172	-.431	.341
Q9_time	201	1	7	4.45	1.374	-.367	.172	.038	.341
Q9_delivery	201	1	7	4.38	1.363	-.386	.172	-.062	.341
Q9_social	201	1	7	4.40	1.368	-.512	.172	.138	.341
Q9_information	201	1	7	4.20	1.635	-.353	.172	-.572	.341
social2	201	1	5	2.71	1.075	.402	.172	-.343	.341
social3	201	1	5	2.90	.956	-.032	.172	-.291	.341
social4	201	1	5	2.69	1.088	.310	.172	-.575	.341
time1	201	1	5	3.11	1.021	-.232	.172	-.535	.341
time2	201	1	5	3.10	.997	.002	.172	-.377	.341
time3	201	1	5	3.23	1.028	-.305	.172	-.395	.341
time4	201	1	5	3.05	1.011	-.228	.172	-.581	.341
financial4	201	1	5	3.34	.993	-.548	.172	-.077	.341
financial5	201	1	5	2.74	.914	.151	.172	.075	.341
Valid N (listwise)	201								

Figure 6. Normality distribution

3.4. Hypotheses testing

between males and females with respect to their perception of the existence of online shopping risks.

Hypothesis 1: There are significant differences

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
risks	Male	83	.4217	.23584	.02589
	Female	118	.4390	.22073	.02032

Figure 7. Group Statistics of perception of the existence of online shopping risks

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
risks	Equal variances assumed	.011	.915	-.532	199	.596	-.01730	.03253	-.08145	.04685
	Equal variances not assumed			-.526	169.169	.600	-.01730	.03291	-.08226	.04767

Figure 8. t test of gender and perception of the existence of online shopping risks

Interpretation: The hypothesis is rejected. As shown in the table 5. The mean of males is .4217 and for females it is .4390. In our scale 0 stands for no and 1 stands for yes. The p value is .600 as shown in table 6, which is higher than the stipulated level of 0.05. Therefore, we reject the hypothesis that there are significant differences between males and females with respect to their perception of the existence of online shopping risks.

The mean value shows that both males and females have similar orientation towards online shopping risks implying thereby that they somewhat have a certain perception of online shopping risks. The reason could be that due to the popularization of online shopping and the dissemination of information, people have become aware of various online shopping risks.

Hypothesis 2: Gender difference lead to different level of perception of different types of risks.

Correlations

		gender	financialrisk	productrisk	timerisk	socialrisk	informations ecurity
gender	Pearson Correlation	1	-.059	.115	.158*	-.139*	.016
	Sig. (2-tailed)		.409	.105	.025	.049	.820
	N	201	201	201	201	201	201
financialrisk	Pearson Correlation	-.059	1	.377**	.460**	.321**	.327**
	Sig. (2-tailed)	.409		.000	.000	.000	.000
	N	201	201	201	201	201	201
productrisk	Pearson Correlation	.115	.377**	1	.431**	.166*	.342**
	Sig. (2-tailed)	.105	.000		.000	.019	.000
	N	201	201	201	201	201	201
timerisk	Pearson Correlation	.158*	.460**	.431**	1	.477**	.285**
	Sig. (2-tailed)	.025	.000	.000		.000	.000
	N	201	201	201	201	201	201
socialrisk	Pearson Correlation	-.139*	.321**	.166*	.477**	1	.172*
	Sig. (2-tailed)	.049	.000	.019	.000		.015
	N	201	201	201	201	201	201
informationsecurity	Pearson Correlation	.016	.327**	.342**	.285**	.172*	1
	Sig. (2-tailed)	.820	.000	.000	.000	.015	
	N	201	201	201	201	201	201

*. Correlation is significant at the 0.05 level (2-tailed).
 **. Correlation is significant at the 0.01 level (2-tailed).

Figure 9. Correlations between gender and their level of risk perception.

The hypothesis is not rejected. In our scale, 1 stands for strongly disagree and 5 stands for strongly agree. As shown in the table 7, the Sig. value between gender and financial risk is .409, thus indicating that there is no correlation between gender and level of financial risk perception. The Sig. value between gender and product risk is .105, thus indicating that there is no correlation between gender and level of product risk perception. The Sig. value between gender and time risk is .025, thus indicating that there is a significant positive correlation between gender and level of time risk perception. The Sig. value between gender and social risk is .049, thus indicating that there is a significant negative correlation

between gender and level of social risk perception. The Sig. value between gender and information security is .820, thus indicating that there is no correlation between gender and level of information security perception.

Overall, for different genders: the sample does not show significant differences in the perception levels of financial risk, product risk and information security, the sample shows significant differences in the perception level of time risk and social risk.

Hypothesis 3: Different perceptions of online shopping risks strengthen online shopping behavior.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 ^a	.253	.234	.83802

a. Predictors: (Constant), informationsecurity, socialrisk, productrisk, financialrisk, timerisk

Figure 10. Perception of risks and shopping behavior model summary

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.671	.350		1.918	.057
	financialrisk	.178	.115	.113	1.541	.125
	productrisk	.109	.102	.077	1.066	.288
	timerisk	.183	.135	.109	1.358	.176
	socialrisk	.194	.089	.154	2.166	.032
	informationsecurity	.002	.001	.275	4.052	.000

a. Dependent Variable: shoppingbehavior

Figure 11. Perception of risks and shopping behavior coefficients

The hypothesis is not rejected. The model summary table 8 shows that R square value is 0.253 which implies that 25.3% variation in DV is explained by financial risk, time risk, social risk, product risk and information security. It is shown in the table 9. that the p value of financial risk, product risk and time risk are greater than .05, but the p value of social risk and information security are less than .05. Besides, for social risk and information security, the standardized coefficient beta value is 2.166 and 4.052. This shows that relationships are positive. So there is no significant relationship between financial risk, product risk and time risk and shopping behavior, but there is a significant positive relationship between social risk and information security and shopping behavior.

4. DISCUSSION

The problem of this research is the perception on online shopping risks of different genders. Through a series of analysis, the main findings can be divided into the following three parts. First, there are no significant gender differences with respect to their perception of the existence of online shopping risks. Second, gender difference lead to different level of perception of different types of risks. Third, Different perceptions of online shopping risks strengthen online shopping behavior.

For the first finding, there are no significant gender differences with respect to their perception of the existence of online shopping risks. It means that men and women have no obvious difference in the perception of the existence of financial risk, product risk, time risk, social risk, time risk and information security, which rejects the previous hypothesis. This shows that both men and women have a relatively complete understanding of online shopping risks, and can perceive potential risks when shopping online. Considering the reasons for this kind of research results, in addition to the popularity of online shopping mentioned earlier, it may also be because the selected samples are not very different, and the composition of the respondents is undergraduate students from various universities. As students with similar ages and similar experiences may not show greater differences

The second finding is that the gender difference lead to different level of perception of different types of risks, it means that the gender difference between men and women causes men and women to have different perceptions of the same risk. The findings in this study are men and women. There are obvious differences in the perception of time risk and social risk. Among them, women's perception of time risk is higher than that of men. In other words, women are more sensitive to time risk than men. As for social risk, men's perception is higher than women's. In other words, men are more sensitive to social risk than women. This difference in the

perception of risk between men and women has also been mentioned in previous studies, men and women may exhibit different concerns with online shopping, and they found that male perceived less financial risk associate with online shopping than female[12]. As for the reasons why the differences in the perception of financial risk between male and female were not found in this research, it may be due to differences in regions. The above theory is based on surveys conducted in other countries, and the results may not be applicable to China. Therefore, in this research, males and females only have different perceptions of social risk and time risk.

Thirdly, different perceptions of online shopping risks strengthen online shopping behavior. According to the results, there is no obvious relationship between the online shopping behavior of the sample for financial risk, product risk and time risk, but there is a significant positive relationship between social risk and information security and shopping behavior. This link between online shopping behavior and risk perception has also been involved in previous studies. For example, According to Zhao, consumers are more likely not to purchase apparel online when they perceive the risk to be high[14]. This study has also obtained similar results. When the sample's perception of risk is strengthened, consumers are more likely not to purchase apparel online. But this situation is only reflected in the perception of social risk and information security. The reason may be that people think that other types of risks will not pose too much potential threats and will not cause greater losses to them. Therefore, when facing these types of online shopping risks, people's willingness to shop will not be an big impact. As for social risk and information security, people may think that these two risks will cause greater losses, so when they perceive social risk and information security, people's online shopping behavior will be significantly affected.

In addition, the conduct of this research is of great significance for analyzing people's online shopping behavior. First of all, this research is very consistent with the current shopping trends in Chinese society. From the perspective of the seller, it can also help the seller improve accordingly, increase credibility, and gain more profits. In addition, from an academic point of view, this research is novel, involving a variety of different online shopping risks, and the classification analysis from the special perspective of gender fills the knowledge gap in the corresponding field.

5. CONCLUSIONS

First, in order to study what are the gender difference in their perception of online shopping risks, the study mainly involves the perceptions of the existence of online shopping risks. The study found that men and women have no perception of the existence of online shopping risks. The difference means that both men and

women can perceive the six risks of financial risk, product risk, time risk, social risk, time risk and information security. Then, in order to find out what effect will be caused for different types of online shopping risks among the perception of online shopping risks, the author further studied whether men and women have different perceptions of online shopping risks, and found that among men and women, there are obvious differences in the perception of time risk and social risk. Men are more sensitive to social risk, and women are more sensitive to time risk. There are no obvious differences in other online shopping risks. Finally, in order to study what effect will be caused by different genders' different perception of online shopping risks, this research mainly focuses on changes in online shopping behavior. Based on people's different levels of perception of different types of risks, it can be inferred that this different level of perception may lead to changes in online shopping behavior. Therefore, when studying the influence of each online shopping risk on purchase intention, it is found that when the two online shopping risks, social risk and information security, are perceived, people's online purchase intention will change significantly. For financial risk, product risk, time risk and time risk, it will not have a significant impact on people's online shopping intentions.

6. IMPLICATIONS

6.1. Theoretical implications

The other research similar to this research is from B Dai. In his research, he involved gender differences. The risk perception and shopping intentions of various categories of products. The perception of risk involves three kinds of risks, namely product risk, financial risk and privacy risk. And this research involves the perception of different genders for more types of risks differences, among which the types of risks involved are: financial risk, time risk, product risk, social risk, delivery risk and information security. This will make the gender differences in risk perception more specific. In addition, this research also involves the impact of the above-mentioned online shopping risks on people's shopping intentions, which has not been studied before in this field.

6.2. Managerial implications

The results of this research are helpful to online shopping store operators. Based on the results of this research, the operators of online shopping stores can better understand which aspects of the risks that customers are more sensitive to, and the consequences of these risks. E-marketers may take various actions to make shopping online a less risky practice for more consumers. For example, in this study, it is found that when information security is perceived, it will have a greater impact on online consumers' purchasing

intentions. Then e-marketers will take corresponding measures for information security to ensure information security. This can provide customers with a better shopping experience and win the trust of customers. Also, the reputation of online shopping stores can be better built, so as to win the trust of online buyers and make more profits.

7. LIMITATIONS

These findings must be interpreted with caution, particularly when drawing managerial implications for several reasons. First, because of the fact to prevent the questionnaire from being too long, the risk of online shopping is not specifically classified into the product category in the questionnaire. Therefore, if future research involves product classification, the research results will be more accurate and reliable. Besides, the scale of this study is also limited, because in terms of age, geographic location, income and educational background changes, they may not be representative of the number of online shoppers, therefore, for the entire online shopping, it is not appropriate to generalize by groups of people. But considering that college students are active online consumers in China, so this sample was deemed appropriate. If future research can expand the scope of data collection, it will increase the credibility of the research results.

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