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A RESEARCH ON FACTORS THAT AFFECT PERCEIVED BENEFIT, PERCEIVED RISK AND PURCHASE INTENTION IN ONLINE SHOPPING

Abstract:

Consumers are the initiator of exchange process in the online shopping which takes place within the electronic marketing. This situation engenders radical changes in traditional marketing approach. Therefore, understanding the attitudes and perceptions of consumers in online shopping becomes an important issue for marketers. The purpose of this study is to investigate the factors that affect perceived benefit, perceived risk and purchase intention in online shopping. For this purpose, a structured questionnaire is conducted on 438 young consumers who have an online shopping experience. The sample is selected by convenience sampling method from the students of Bulent Ecevit University Faculty of Economics and Administrative Sciences. Data is analyzed via exploratory factor analysis and multiple regression analysis. According to the results of the study, online shopping awareness, reliable third-party system, information quality of site and consumer confidence tendency have positive effects on perceived benefit. On the other hand, information quality of site and perceived privacy have negative effects on perceived risk. In addition, online shopping awareness, consumer confidence tendency and perceived benefit have positive effects and perceived risk has a negative effect on online purchase intention. These results may provide some implications intended for theory and practice.

Keywords:

Online Shopping, Perceived Benefit, Perceived Risk, Purchase Intention

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