



PERCEIVED RISK FACTORS AFFECTING CONSUMERS' ONLINE SHOPPING BEHAVIOR

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ABSTRACT

The primary purpose of the study was to determine the perceived risk factors affecting consumers' online shopping behavior in the Philippines. Specifically, it aimed to find out the profile of the respondents in terms of sex, monthly income, occupation, and frequency of online shopping. The study also sought to determine if there is a significant difference in the assessed perceived risk factors when respondents are grouped according to their profile. The study made use of descriptive method and quantitative design. After the treatment of the data, the following findings are concluded, that most of the respondents are female online shoppers with a monthly income of between 20, 962, and 41,924 who are employed as blue-collar. They frequently shop online once a month. The respondents were all often manifested when it comes to financial risk, product risk, convenience risk, non-delivery risk, and return policy risk. The profile of the respondents' sex, monthly income, occupation, and frequency of online shopping have no significant difference in perceived risk factors. Based on the findings, it is recommended to assess the right pricing, appropriate product description, proper communication, choosing of a responsible and well-known courier, and indication of rules to follow in the description to lessen the risk factors of online shoppers.

Keywords: risk factors, online shopping, consumer behavior