

Perceived Risks in Cyber Shopping: A Comparison of Apparel E-shoppers and Non-apparel E-shoppers

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Direct marketing or non-store shopping such as catalog, television home shopping, and internet shopping has become a popular retail patronage recently. Especially, the internet shopping has become commercial hot spots as a new type of shopping behavior. The in-store shopping retailing provides a situation in which consumers can evaluate clothing merchandise by feeling, touching, and trying on clothes. However, non-store shopping does not allow consumers to evaluate merchandise as they do in-store shopping. Because of these consumers' inability to evaluate merchandise attributes adequately, non-store shopping involves more perceived risk than store shopping. Empirical evidence on non-store retail patronage found that perceived risk deters shopping from catalogs, television home shopping and other forms of direct marketing. Therefore, it is very important for non-store retailers to understand consumers' risk perceptions via direct marketing including cyber shopping, and find out how to moderate consumers' perceived risks in non-store retailing. The purpose of this research was to profile and investigate possible differences between cyber shoppers of apparel and non-apparel items in terms of perceptions of risks. A questionnaire was designed that measured perceived risks of cyber shopping including social, economic, psychological, functional and physical risks, shopping behavior, and demographic variables. The survey questionnaire was distributed to 200 consumers in the 20s and 30s, who can use Internet. For data analysis, descriptive statistics and t-test were used in this research. As a result, e-shoppers tended to have less perceived risks such as social, economic, psychological, functional and physical risks than non e-shoppers. Also apparel e-shoppers perceived less risks of buying clothing than non-apparel e-shoppers. To reduce the perceived risks from cyber shopping, significant marketing strategies would be suggested.