

Investigating the roles of product involvement, perceived risk, and trust expectation in the consumer's online merchant ion process Digi kala online store

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this research identifies and removes the barriers of trust DJ's customers to online shopping as well as examining the types of risks involved (such as identifying how financial risks relate to the transfer of funds, the psychological, social risk, and the risk of sending goods Reduced for customers by DJ's company) is trying to identify these risks effectively to increase customer purchases virtual stores. The path analysis of structural equation in PLS software is used to test the main assumptions and the mediating role of risk variable and performance expectation. The results of the correlation analysis include significant points of how the relationship between the variables of the research. In this study, four hypotheses The impact of these five types of risk and environmental challenge on the expectation of consumer confidence and, ultimately, the impact of the expectation of trust on the consumer's intention to buy, are the impact of the environmental challenge (financial risk, social risk, performance risk, transfer risk, and purchasing risk). In the virtual store has been reviewed. The results show that environmental challenge and perceived risk are two of the motivating factors in responding to buyers the online store. The findings also show that the environmental challenge factor is always perceived with risk factors (financial, Product, function, transmission, psychological, social) has a positive relationship.

Keywords : Key word:Perceived commodity challenge, perceived risk, online shopping intent, e-commerce

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