

# THE HOLISTIC UNDERSTANDING OF THE PROSPECTS OF PSYCHOLOGICAL RISK TO ENHANCE SHOPPER'S TRUST TO SEARCH, RECOMMEND, SPEAK POSITIVE AND FREQUENTLY VISIT AN ONLINE SHOP

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## ABSTRACT

*In this study, ten items (i.e., specific product/service requests denial, psychological uncomfortable, low-class offered product/service, horrible Internet based shopping experience, too much social isolation, unnecessary tension, Imprecise fit to self-image, mental and physical sickness while searching on shopping website, and disappointments from the frustrations of not accomplishing purchase goals) are measured to determine consumers' perceived psychological risks and set up a framework to understand the function of e-trust in vendors as well as how it relates to consumers' perceived psychological risks and e-buying intentions. Based on the responses of 311 Chinese e-consumers, this research reveals that consumers' perceived psychological risk does affect their e-trust in vendors and e-buying intentions. A consumer's e-buying intentions are also affected by their e-trust in vendors. And there exists a mediating function of e-trust in vendors between the relationship of perceived psychological risks and e-buying intentions. These outcomes confirm that e-vendors must reflect on perceived psychological risks of their consumers while developing their trusts and purchase intentions.*

**Keywords:** Perceived Psychological Risk, e-Trust in Vendors, e-Buying Intention, E-Shopping, E-Business.

## INTRODUCTION

The recent century started with the Internet technology attaining global popularity and a subsequent widespread consumer attraction to e-businesses worldwide. The Internet simplified and enhanced communication, mutual payback and some other fundamental prospects for the consumers and marketers (Cristianet al., 2011; Shahjehan et al., 2020; Bashir et al., 2018, 2021a). Harn (2006) & Bashir et al. (2014, 2016) pointed out specifically that the purchasing convenience the Internet provides to consumers is largely responsible for its abrupt popularity and wide acceptance. In some countries, however, the shift in models from offline trade to online trade has produced several concerns, one of them being: Internet fraud and fear of account hacking. For example, the last quarter of 2012 and the first quarter of 2013 in Malaysia saw a combined 2000 cases of Internet fraud charges, while there were only about 700 charges in the whole of 2010 in the United States, although with a population seven times that of Malaysia (PayPal Nielsen report, cited in E27, 2013). In China, lots of cases of telecommunications network fraud occur frequently, causing huge losses to people's property. The dissemination of cyber fraud information is closely related to the influence of

the dissemination subject, the natural growth rate of information and the initial state (Dai, 2020; Jian et al., 2019).

Perceived risks and concerns result in hesitancy in the adoption of e-trading as well as behavioral ambiguity and negative influence on the trust between sellers and purchasers (Pavlou, 2003, Olivero & Lunt, 2004; Bashir et al., 2015a; Liang et al., 2021). For instance, apprehensions that the web-vendors might offer products that could be imprecise fit to self-image of consumers, impairs consumers' trust in online shopping. In essence, it takes a whole lot of assurance measures and inquisitions to ensure the success of a transaction when the consumer already perceives psychological risks. The significant literature, on the other hand, pinpoints that the intent of purchase is a basic indicator of a consumer's trust in a web-vendor (Pavlou, 2003; Hong & Cha, 2013; Bashir et al., 2018). Hence, it can be assumed that the purchase intentions are directly influenced by psychological risks, and mediated by e-trust in vendors.

However, there has not been much relevant and extensive study on the mediating function of e-trust in vendors between perceived psychological risks and e-buying intentions, except for the one from Hong & Cha (2013), which claimed that such mediating function partially exists. Although, their study only considered three items of construct in their measurement of perceived psychological risks: Imprecise fit to self-image, low-class offered product/services and disappointment from the frustrations of not accomplishing purchase goals. Some other studies have measured perceived psychological risk using other variables such as: Specific product/service requests denial (Forsythe & Shi, 2003; Hong & Yi, 2012; Farah et al., 2018; Bashir et al., 2021), horrible Internet based shopping experience (Forsythe & Shi, 2003; Hassan et al., 2006; Bashir et al., 2021), psychological uncomfortable (Hassan et al., 2006; Akram, 2008; Arslan et al., 2013; Kushawaha & Shankar, 2013; Bashir et al., 2021), unnecessary tension (Akram, 2008; Suresh & Shashikala, 2011; Bashir et al., 2021), too much social isolation (Forsythe & Shi, 2003; Akram, 2008; Bashir et al., 2021), and mental and physical sickness while searching on shopping website (Hong & Yi, 2012; Suresh & Shashikala, 2011; Bashir et al., 2021). Thus, there is still the need for more research, detailing e-trust in vendors as a determining factor between consumers' perceived psychological risks and their e-buying intentions, especially for the many environments in those countries where e-purchasing is yet to be fully established. In the next parts of this report, there will be considerations of the literature on the relevance of perceived psychological risks, followed by hypotheses development, research methodology, analysis and discussion of results, and overall conclusion of this study.

## LITERATURE REVIEW

### Perceived Psychological Risk

The dissatisfactions or mental stresses caused to the consumers while making a purchase is principally associated with psychological risks (Jacoby & Kaplan, 1972). In the context online trading, the relevance of psychological risks reflect the consumer's frustrations around completing a transaction (Dabhade, 2008; Bashir et al., 2015b). Such frustrations can occur through transactional setbacks, unclear web orders, and rejection of requests for specific product features, impreciseness to individual's social image, social isolation and unpleasant shopping experiences (Forsythe & Shi, 2003; Fornell & Larcker, 1981; Dabhade, 2008; Hong & Yi, 2012; Gefen, 2020; Suresh & Shashikala, 2012; Hong & Cha, 2013; Bashir et al., 2021a; Yin & Qiu, 2021; Gerbing & Anderson, 1988). Moreover, Jahan et al., (2020) found consumer attitude can be influenced by technology-based marketing.

Unnecessary tension is another feature of perceived psychological risk in e-purchasing (Suresh & Shashikala, 2011). Such risk is more common among consumers who have less experience of Internet usage. Accordingly, these consumers usually find websites complicated to use. These consumers are likely to suffer psychological discomforts (Hassan et al., 2006; Akram, 2008) and frustration over not attaining their buying goal (Hong & Cha, 2013). For example, a consumer, when making an e-trade, may not be able to understand descriptions of a product due to a shortage of experience on the Internet. Such consumers may also neglect the usage of web-vendor's messaging or chat portal. Consequently, the trade practice becomes unpleasant, making the consumer upset or even let down over not attaining his buying goal.

Compared to traditional shopping, some consumers perceive online purchasing as risky due to their physical or mental health (Suresh & Shashikala, 2011; Hong & Yi, 2012; Janan et al., 2020; Grabner-Kraeuter, 2002). For example, a color-blind consumer may not prefer purchasing through Internet. On the other hand, a consumer with a skull injury may not favor e-purchasing due to his physical concern. In terms of intensity, such risk features seem to be low in, as modern communication and information technology includes various safety tools that can protect Internet users from such dangers. Nonetheless, cases similar to electric battery chargers burn-outs' might not be totally overlooked, particularly in the warm weather localities.

The consumers may perceive risk in low grade products offered to them through websites (Hong & Cha, 2013). For example, on eBay, consumers are often offered the identical products at various prices, yet each seller on eBay claims that he offers a genuine brand. In the meantime, the sellers seldom offer a product at a low price nowhere near the manufacturer's actual price list. While claiming their brand's originality, web-vendors practice is to sell low-class products. Consequently, such practices lead to an intense perception of psychological risk in some consumers (Dabhade, 2008; Al-Hussaini et al., 2019). Table 1 summarizes this section by reviewing the factors of e-consumers' perceived psychological risk. It shows that the major scholarly contribution can be found to be the risk of imprecise fit to self-image (Corbitt et al., 2003; Hassan et al., 2006; Forsyth & Shi, 2003; Hong & Cha, 2013; Zeeshan et al., 2019; Bashir et al., 2021). Other major psychological risk factors might include unpleasant purchase experiences and social isolation (Forsyth & Shi, 2003; Hassan et al., 2006; Bashir et al., 2021); whereas some minor contributions can be mental and physical illness (Suresh & Shashikala, 2011; Hong & Yi, 2012; Bashir et al., 2021), specified feature request denials (Forsyth & Shi, 2003; Hong & Yi, 2012; Bashir et al., 2021), and low-grade product offers (Hong & Cha, 2013; Bashir et al., 2021; Nahar et al., 2021; Jacoby & Kaplan, 1972).

We related these factors based on various reasons: First, past studies (e.g., Thaw et al., 2009; Al-Hussaini et al., 2019; Bashir et al., 2021; Nahar et al., 2021; Kenny et al., 2015) have related these factors to the theoretical relation among perceived psychological risks and trust, and suggest that there is a significant negative relation among perceived psychological risks and trust. Second, to investigate the theoretical relation among perceived psychological risks and purchase intentions, several factors have been found to relate in past studies. For instance, Akram (2008) propose that the consumers' perceptions of various risk factors (i.e., social isolation; psychological discomfort; unpleasant purchasing experience) influence their e-buying intentions. Final, to review, in terms of examining the theoretical relation among perceived psychological risks, trust and purchase intentions, there is one factor (i.e. low class offered products) that was not found to be related in the literature. Nevertheless, the researcher found this factor useful to relate in e-business context in terms of his contribution to the body of knowledge.

**Table 1**  
**SUMMARY OF ITEMS OF PERCEIVED PSYCHOLOGICAL RISK**

Author(s)	Self-image fit is imprecise	Specific product/service requests denial	Low class offered products	Horrible experience of e-shopping	Uncomforting psychology in using Internet	Unnecessary tensions	Social isolations are too much while using Internet	Mental sickness while searching on shopping website	Physical sickness while searching on shopping website	Disappointments from the frustrations of not accomplishing purchase goals
Forsythe & Shi (2003)	√	√		√			√			
Corbitt et al. (2003)	√									
Hassan et al. (2006)				√	√	√	√			
Akram (2008)				√	√	√	√			
Suresh & Shashikala (2011)	√									
Yap et al. (2012)			√							
Hong & Yi (2012)		√						√	√	
Hong & Cha (2013)	√		√							√
Kushawaha & Shankar (2013)	√				√					
Arslan et al. (2013)	√				√	√		√	√	
Yang et al. (2015)	√									
Bashir et al. (2021a)	√	√	√	√	√	√	√	√	√	√

## Development of Hypotheses

Among consumers, with a decrease of perceived psychological risks, e-buying intentions can be enhanced. Thaw et al. (2009) observed that the consumers' low perceptions of psychological risks do affect positive e-buying intentions. Besides, Hong & Cha (2013) believes that a consumer could experience psychological discomfort as a result of their low e-buying experience and wrong product/service choice. An experienced consumer, on the other hand, might feel less concerned based on his right product choice and right product return knowledge (if not liked). Thus, consumers' less willingness towards online purchase can generate more perception towards psychological risk. Consequently, we proposed that:

*H<sub>1</sub> Consumers' e-buying intentions will decrease with the increase of their perceived psychological risks.*

Rather than overall perceived risk of the consumers, the influence is more likely appropriate for certain unambiguous uncertainties. For example, if consumers are concerned that the web site operators could act in a deceptive manner (e.g., through selling low class products) or that their personal information could get be hacked on the Internet, then what makes them unable to trust are exclusively a psychological risks. Therefore, for a specific thought of underlying relation among perceived risks and trust, we examined exclusively one type of perceived risk (i.e., psychological) and its effect on trust in the course of an empirical analysis. Consequently, we proposed that:

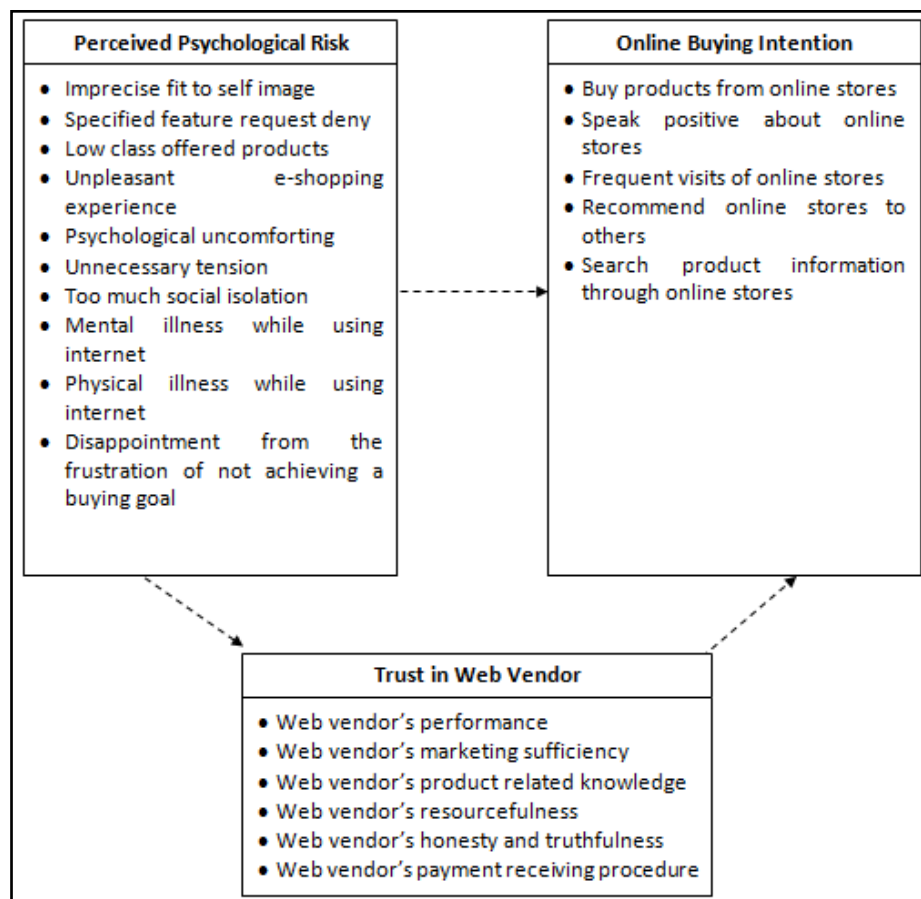
*H<sub>2</sub> Consumers' e-trust in a vendor will decrease with the increase of their perceived psychological risks.*

In e-trade context, understanding trust could involve, first, investigating means of offline trust. Even though certain points of views have been raised relating to how offline and online trade may be fairly dissimilar from one another, one key dissimilarity is the behavioral intentions that could be provoked once e-trust is developed among society (Wang & Henry, 2005). These behavioral intentions measure a person's relative power of intent to carry out an action (Ajzen, 1980). Grounded on that, and in line with the research of Hong & Cha (2013) signifying that consumers' e-trust in vendors is essential to predict their buying intentions, we proposed that:

*H<sub>3</sub> Consumers' e-buying intentions will increase with the increase of their e-trust in a vendor.*

Once an e-consumer begin feeling that he might suffer from a psychological discomfort due his incorrect product choice, his e-trust in vendor will decline first, and then his e-buying intention will decline also (Hong & Cha, 2013). For example, while buying a fashion clothing product, an e-consumer may likely be serious about the visual match between the product and his image. As there is no facility available to confirm the clothing fit on an online store, an intense psychological concern can be perceived by the online consumer, probably resulting not to buy online. Thus, we proposed that:

*H<sub>4</sub> E-trust in a vendor will mediate the negative relations among consumers' perceived psychological risks and their e-buying intentions.*



**FIGURE 1**  
**THE CONCEPTUAL FRAMEWORK**

Figure 1 presents the conceptual framework of this study. The conceptual framework of the current research is presented in Figure 1. For the evaluation purpose, two subdivisions are taken to classify for this framework. In the first subdivision, the formative construct is “*e-buying intentions*” whose indicators are “*perceived psychological risks*” and “*e-trust in vendors*”. On the other hand, in the second subdivision, the formative construct is “*e-trust in vendors*” whose indicator is “*perceived psychological risks*” and outcome is “*e-buying intentions*”. Put simply, e-trust in web-vendors is supposed to mediate the influence of perceived psychological risks on e-buying intentions.

## MATERIALS AND METHODS

In an online survey, Chinese online consumers were used as the country is one of the least involved in e-commerce with an annually projected penetration rate of 5%, whereas the more developed countries like U.S. Malaysia, and Korea, experience penetration rates above 8% (Wong, 2017). To enhance response rates, a WeChat advert was set-up because of the easy accessibility of online shopping interests' information through the WeChat database. A cover letter was sent to participants containing details of the benefits and purpose of study, also assuring them of the privacy of their responses. Structured questionnaires were used for data collection. Respondents were selected using non-probability purposive sampling. The estimation of study's framework was done precisely using Structural Equation Modeling (SEM) technique to determine causality among constructs. SEM on AMOS was used to determine instrument validity, reliability and multifaceted model concurrently. Park and Lee (2009) identified that Confirmatory Factor Analysis is executed for the validity of instrument. Consequently, reliability was determined through Cronbach's alpha values and Composite Reliability. The entire model estimations were done using SEM technique.

Based on the 5-point Likert scale (1=strongly disagree to 5=strongly agree), to measure the three variables of the study (i.e., perceived psychological risks, e-trust in web-vendors, and e-buying intentions), a survey questionnaire was designed. That questionnaire was modified also based on initial reviews collected from business experts' and then pilot tested to validate the scales and further ensure their reliability.

Perceived psychological risks were expressed as the mental stress or dissatisfaction caused to a consumer while making an online purchase. As suggested in Table 1, such mental stress or dissatisfaction can occur due to various reasons such as specific product/service requests denial, psychological uncomfortable, low-class offered product/service, horrible Internet based shopping experience, too much social isolation, unnecessary tension, Imprecise fit to self-image, mental and physical sickness while searching on shopping website, and disappointments from the frustrations of not accomplishing purchase goals (Corbitt et al., 2003; Forsythe & Shi, 2003; Hassan et al., 2006; Yap et al., 2012; Hong & Yi, 2012; Arslan et al., 2013; Hong & Cha, 2013; Kushawaha & Shankar, 2013; Yang et al., 2015; Liang et al., 2021; Bashir et al., 2021a; Kushwaha & Shankar, 2013; Preacher & Hayes, 2004; Qiang, 2008). Therefore, the mentioned psychological risks in table 1 are taken as factors of construct to measure that variable.

E-trust in vendors were expressed as reliance of a person on the performance of the web-vendor, honesty and truthfulness, payment procedures, product-related knowledge, marketing sufficiency, and resourcefulness. For measuring this construct, all factors were taken from a research of Bashir et al. (2018). Other studies (i.e., Gefen, 2000; Grabner-Kraeeter, 2002; Wang & Henry, 2005; Hong & Cha, 2013; Jian et al., 2019; Sheau-Fen et al., 2012) also confirmed these factors as reliable and valid.

Finally, e-buying intentions was expressed as a person's willingness to regularly visit e-stores, to purchase a product/service from e-stores, to search for product information through e-stores, to recommend e-stores to others, and to speak positive about e-stores. For measuring this construct, all factors were taken from a research of Bashir et al. (2018). Other studies (i.e., Koufaris, 2002; Zinkhan et al., 2003; Yu, 2009; Wu et al., 2011; Eid, 2011; Hong & Cha, 2013; Yin and Qiu, 2021) also confirmed these factors as reliable and valid.

## RESULTS

With an overall response rate of 34%, the total numbers of respondents for this study were 311. 53.1% of the respondents were male while 46.9% of the respondents were female. Majority of the respondents had age between 18-24 years (46.3%), around 41 of the respondents had personal monthly income between RMB20001-6000 Yuan.

It was also recorded that 58% of the population use the Internet daily and most of the respondents (49%) actually engaged in some sort of online trade at least once over the previous three months (Table 2).

<b>Items</b>		<b>Frequency</b>	<b>Percentage</b>
Gender	Female	165	53.1%
	Male	146	46.9%
Age	18 – 24	144	46.3%
	25 – 31	96	30.9%
	32 – 38	58	18.6%
	39 – 45	13	4.2%
Personal income (Monthly)	Below RMB2000	114	36.7%
	RM 2001- 6000	127	40.8%
	RM 6001-10000	58	18.6%
	Above RM 10000	12	3.9%
Internet usage frequency	At-least one time in a day	182	58.5%
	At-least one time in 7 days	104	33.4%
	At-least one time in 30 day	23	7.4%
	Less than one time in 30 day	2	0.6%
Internet shopping frequency	Less than one time in every 180 days	78	25.1%
	At-least one time in every 180 days	152	48.9%
	At-least one time in every 90 days	53	17.0%
	At-least one time in every 30 days	18	5.8%
	At-least one time in every day	10	3.2%

The data normality of the factors Perceived Psychological Risks (PPR), e-trust in Vendors (Trust) and e-buying Intentions (OBI) was determined using SPSS in which standard deviation, skewness and kurtosis values had to be determined. As shown in table 3, the standard deviation values emerged to be less than 1, while skewness results were between 1 and -1. Kurtosis outcomes were also in the defined range of 3 and -3. This suggests that data normality is not an issue in the current data analysis.

The validity of the seventeen items of the factors PPR, and OBI were checked and reliability analysis of the sample was conducted through confirmatory factor analysis. Each factor's loadings values, Standardized factors loadings, Cronbach's alpha, Composite reliability and average variance extracted were indicated in table 4. Moreover, the Table 4 shows that the chi-square/df value attained was 1.67 which suggests a good model fit. The acceptable range of chi-square/df value is between 0-3. Furthermore, the GFI and AGFI values were 0.934 and 0.910 respectively which provided strong support for the model. Further model fitness was examined through CFI, NFI and Tucker-Lewis coefficient values, which were 0.982, 0.956 and 0.978 respectively. These all model fit values were in the acceptable ranges. According to Browne, Cudeck, Bollen and Long (1993), the value of RMSEA and RMR must be less than 0.08. In the current study, the values attained of RMSEA and RMR were 0.046 and 0.027 respectively, confirming that the collected data is reliable and valid.

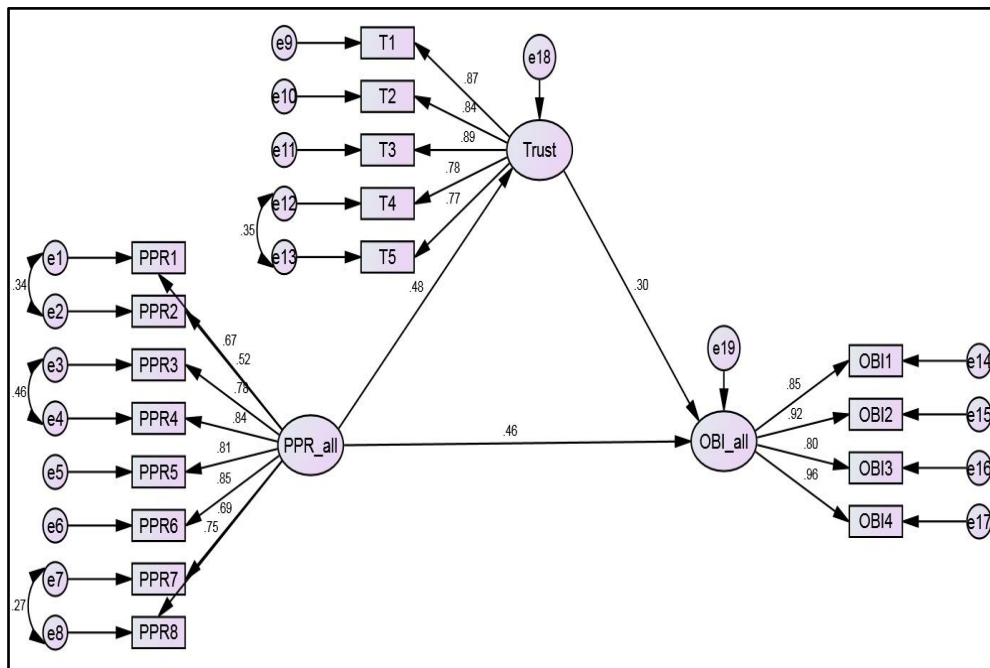
After the determination of model fitness, estimation of the model using regression coefficients was done. Figure 2 shows the structural model which shows the relationship between variables according to the conceptual framework. The path coefficients and regression weights are provided in Table 5. The outcomes indicate that PPR have a positive influence on OBI and Trust as the estimated values ranges are 0.476 and 0.462 respectively. Furthermore, Trust has a positive influence of OBI as the estimated value was 0.264. The hypothesized indirect path results emerged to 0.143 which supported that Trust positively mediates between perceived psychological risk and online buying intentions (Table 5).

Constructs	Mean	SD	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	SE	Statistic	SE
PPR	3.8203	0.60126	-0.814	0.138	2.744	0.276
Trust	3.5814	0.77844	-0.406	0.138	0.318	0.276
OBI	4.0177	0.64359	-0.681	0.138	1.593	0.276

Constructs & Items	$\rho$	$\lambda$	$\alpha$	CR	AVE
<b>Perceived Psychological Risk</b>					
PPR1	0.643	0.663	0.826	0.906	0.552
PPR2	0.463	0.514			
PPR3	0.877	0.777			
PPR4	0.939	0.840			
PPR5	0.820	0.806			
PPR6	0.770	0.847			
PPR7	0.597	0.689			
PPR8	0.742	0.749			



Trust					
T1	0.874	0.872	0.902	0.919	0.695
T2	0.748	0.835			
T3	0.864	0.892			
T4	0.859	0.788			
T5	0.818	0.775			
Online Buying Intention					
OBI1	0.771	0.855	0.835	0.935	0.784
OBI2	0.942	0.923			
OBI3	0.790	0.800			
OBI4	0.984	0.955			
KMO=0.918; Chi - square (df=136)=4102.325, P=0.000					
<b>Measurement model fit statistics: a. Absolute fit indices</b> $\chi^2=187.046$ , $df=112$ , $P=0.000$ , $\chi^2/df=1.670$ , $RMSEA=0.046$ , $GFI=0.934$ , $AGFI=0.910$ , $RMR=0.027$ .					
<b>b. Incremental fit indices</b> $CFI=0.982$ , $NFI=0.956$ , and $TLI=0.978$ .					
<i>Note.</i> $\rho$ =Factor loadings at 0.40 using EFA; $\lambda$ =Standardized factors loadings using CFA; $\alpha$ =Cronbach Alpha; $CR$ =Composite Reliability; $AVE$ =Average variance extracted.					



**FIGURE 2**  
**STRUCTURAL MODEL FITNESS: CHI-SQUARE/DEGREE OF FREEDOM: 1.670,**  
**PROBABILITY LEVEL: 0.000, GFI=0.934, AGFI=0.910, TUCKER-LEWIS**  
**COEFFICIENT: 0.978, CFI=0.982, NFI=0.956, RMSEA=0.046 AND RMR=0.027**

Independent Variables	Model 1	Model 2	Results
	OBI	Trust	
Hypothesized direct effect paths			
H <sub>1</sub> : PPR	0.462		Supported

H <sub>2</sub> : PPR		0.476	Supported
H <sub>3</sub> : Trust	0.301		Supported
Hypothesized indirect effect paths			
H <sub>4</sub> : PPR→Trust	0.143		Supported
R-Square	0.392		
*p<0.05, **p<0.01			

## DISCUSSION

In the study, ten factors were measured to determine consumers' perceived psychological risks and set up a framework to understand the role of e-trust in vendors and how it relates to the consumers' perceived psychological risks and their e-buying intentions. A comprehensiveness that was not observed in all the previous related studies examined.

Path coefficients have been proven to exist between latent variables. And, in agreement with all supporting hypotheses (H<sub>1</sub>- 4), the online consumers' perceived psychological risks very much affects the levels of e-trust vendors, which then influences consumers' intention to purchase online. For the second hypothesis, the result is in-line with the previous related studies (Thaw et al., 2009; Amin & Mahasan, 2014; Wang & Emurian, 2005; Bashir et al., 2021a), although somewhat more unpredictable, because the average perceived psychological risk scores and overall levels of consumers' e-buying intentions were skewed in the direction of the neutral scale, meaning, a number of the consumers in Guilin city, China are uncertain as regards their e-purchasing risks. The fourth hypothesis is partially supported by the results in-line with past, related study of Hong & Cha (2013). Using Chinese subjects, the results emphasize the recent views of Liat & Wuan (2014), which inferred that e-vendors must concentrate on building trust to enhance consumers' e-buying intentions, in the long run.

The psychological concerns of the consumers have been addressed to the detail in the study, although from a theoretical perspective. Also, the study pinpointed how the specific product/service requests denial, psychological uncomfortable, low-class offered product/service, horrible Internet based shopping experience, too much social isolation, unnecessary tension, Imprecise fit to self-image, mental and physical sickness while searching on shopping website, and disappointments from the frustrations of not accomplishing purchase goals, are pertinent factors that mold consumers' e-trust in vendor's honesty, resourcefulness, product/service related knowledge, and payment receiving procedures. In a similar manner, this level of e-trust subsequently dictates the consumer's intentions to search and buy products from or recommend and give good reports about the e-store. Therefore, it is important that related studies in the future look into these indicators for a better comprehension of their capabilities and roles.

To overcome the psychological risks, the descriptive results suggest that focus of Chinese web-vendors in Guilin city must be to identify target consumers and offer products/services that best meet the psychological desires of their consumers. Moreover, it must be kept in the mind that e-trust in vendors could be developed slowly as consumers get psychological comforts through regular transactions (Bashir et al., 2021bc). In this regards, the essential measurement tools for both Internet retailers and e-shoppers are consumer feedback and reviews. Consequently, to reduce psychological risk perceptions, through provisions of incentives, warranties, and guarantees, the consumer feedback and reviews should be used by Internet retailers and marketers. Also, an imperative role has to be played by responsible authorities (e.g., the government) to provide better law enforcement and regulations (e.g., anti-sales fraud act) related to online trading activities.

## Limitations and Future Studies

The psychological risks factors with the potential to influence consumers' trust and online purchase intentions have been highlighted in this study. But, despite the resourcefulness of the effort, it is not without limitations. One of these is the neglecting of the considerations made to the reputation of the online store, which undoubtedly plays a role in the winning of consumers' trust. For instance, a good number of Chinese buyers who are in Guilin would rather shop with the online shopping website, Taobao.com and Jingdong.com than the newer or less popular online shopping websites.

## CONCLUSION

Furthermore, despite that non-response bias tests were conducted during this study, possibilities for biases cannot be completely ruled out. Most of the data collected from population study and respondent's usage were individual reports from the subjects, not experimental reports. Therefore, in subsequent studies caution must be taken when applying these data to all-encompassing populations, more so when drawing inferences and generalizing the results found. These limitations do not mean that the results and judgments from this study are invalid. However, they have been put forth to highlight and guide future attempts at researching the subject and to further encourage studies in this line of investigation.

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