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If you think you should have access to this content, click to contact our support group. Ashely: Understanding your client's perceived risk. University of Connecticut (1995). (viewed April 22)Ben-your, Winfield: Alleged risk in e-commerce environment. University of Houston-Victoria (2006). (view April 22)Jia, Dyer, Butler: Measures of perceived risk. Chinese University of Hong Kong (1997). (view April 24)Perner: Introduction to Marketing. University of Southern California (1999). (viewed April 23)Perner: Consumer Behavior: Marketer Psychology, USC Marshall. University of Southern California (2010). (see April 23) Yaghob-Nejadi: Study of the impact of the perceived risk of consumers on the intention of buying in E-Shopping, Business Intelligence Journal (2009), (seen April 24), Tverskaya, Kaneman: Court in uncertainty: Heuristic and Prejudice, New Series (2007), camerer/Ec101/JudgementUncertainty.pdf (view April 24)800,000 iMacs sold in the first 193 Apple Store (2008), (see April 23) Nature perceived risk and its relationship with the risk of processing behaviors are being studied. To date, researchers have used different different designs, and it is argued that these structures can be usefully combined to form a single theory of risk perception and processing. Aims to emphasize the use of the theory of perceived risk to understand and influence consumer behavior. Recent data collected from numerous food complaints and product recalls have demonstrated the strength of the perceived risk to consumption patterns. Claims that the perceived risk is so important to consumers, thinking that all managers should at least be aware of its existence. Describes how uncertainty and risk affect consumer decision-making, and provides some indications of how this theory can be used by organizations to better manage their communication mix. Mitchell, V. (1992). Understanding Consumer Behavior: Can a Suspected Risk Theory Help?, Management Decision, St. 30 No 3. download as . RIS : MCB UP Ltd Copyright © 1992. MCB UP Limited Please note you do not have access to training notes You may be able to access the training notes by logging in via Shibboleth, Open Athens or with an emerald account. If you want to contact us about access to the training notes, click and fill out the form. To read the full version of this content, please select one of the options below you may be able to access this content by logging in via Shibboleth, Open Athens or with an emerald account. If you think you should have access to this content, click to contact our support group. Volume 52, issue 3, August 1992, Pages 492-523Watch the full text Perceived risk is the uncertainty of consumers when buying goods, mostly those that are particularly expensive, such as cars, homes and computers. Every time a consumer considers buying a product, he or she has some doubts about the product, especially if the product is in question at a high price. Functional - Perceived risks may include fear and doubt from consumers that the product they are buying will not be able to perform their intended function. The consumer may fear that if they buy a car, the engine or other parts may fail. Social - This type of risk refers to the social status of the consumer. If a person is of high or rich social class, they want to buy products that their friends will also buy. For example, they may decide not to buy a cheap car for fear that their friends will disapprove or that it may affect their social status among their peers. Financial - Every consumer suffers some degree of financial They fear that the purchase may deprive them of their sources of income at a time or in the future. For example, buying a car can leave them with little or no money or loans that will affect their income over the next few months or even years. Physical - a point that can cause bodily harm to a person or his family causes a perceived risk. Buying weapons, for The gun can accidentally fail and lead to an accident. The book, on the other hand, can rarely cause any physical harm. Time - If a product breaks down or breaks down a few days after purchase and needs to be replaced, it is a time risk. You will need to go back to the store and wait in line for it to be replaced or repaired, thus wasting time. Safety/guarantee: The warranty period will determine how uncertain the buyer will be. The warranty makes them more trusting because they know if the product breaks down, they can get a replacement. The order must cover a long period of time to increase the buyer's confidence in the product. Hidden additional costs: If there is a hidden cost of a sale price, there is cause for alarm. These costs may just be a scam to pluck another couple of dollars from the buyer. Reputation/brand: When buying a product like a car, one wants to get the best product available. He or she can ask around or do research on a particular car he or she wants before deciding which manufacturer to go for. So he or she can identify and reduce the risk. Reputation: Someone may have mentioned that your product failed them. The company needs to reassure customers by offering a dry launch/test on its product and stressing on the warranty. Selling style: A good seller has to be charismatic, make a buyer like him or her. If a person likes a seller, persuading him to buy the product will be easy Lack detail/attention: The seller should be attentive to every detail the customer wants. He or she should not ignore or get excited when customers ask too many questions. He or she should reassure them by answering all their questions. You will often see the perceived risk in marketing messages. For example, consider the following messages that are designed to help the consumer overcome the perceived risk. GM/Chrysler - Guarantee for a new car - 10 years / 100,000 miles. Perceived risk is a functional risk. CarMax - Return of any car for any reason within a 5-day period. Perceived risk is a functional risk. McDonald's - 99 billion served - The perceived risk is physical and social. Kroger - Fast Exits - The perceived risk is a time risk. Our job as marketers is to monitor the perceived risk that consumers have when it comes to our products and/or services and address them in our posts. Is there a perceived risk that you might start to tackle today? Today? perceived risk theory consumer behaviour, perceived risk theory pdf, perceived risk theory definition, perceived risk theory wikipedia, perceived risk theory explained, perceived risk theory slideshare, perceived risk theory example, perceived risk theory consumer behavior

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