



THE EFFECTS OF PERCEIVED AMOUNT OF INFORMATION ON PERCEIVED RISKS AND PURCHASE INTENTIONS IN TELEVISION SHOPPING

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The purpose of this study was to examine the effects of perceived amount of information on perceived risks and purchase intentions in the context of television apparel shopping. In an experimental format, women aged over 35 (N = 128) viewed a six-minute television shopping segment selling a top and pant outfit. They assessed perceived risk related to purchase of the outfit, perceived amount of information available in the segment, and purchase intentions. Respondents answered open-ended questions about previous in-home shopping practices and provided demographic information.

Simple regressions revealed that perceived amount of information was a significant predictor of degree of perceived risk and purchase intentions in television apparel shopping. The greater the amount of information viewers perceived from the shopping segment, the lower the perceived risk and the greater the purchase intentions in television apparel shopping. The results from open-ended questions suggest that consumers want to know (1) certain product information such as fiber content, fabric quality, care instructions, size, construction quality, and price and (2) customer service information such as return policies. The findings from this study suggest that television retailers may wish to present more thorough information, which consumers need to make television apparel purchase decisions in order to reduce their perceived risk.