

The Influence of Customer Perceived Risk on Online Purchasing Intention, Moderating Effect of Electronic Word of Mouth: with Reference to Fast Fashion Retail Industry in Sri Lanka

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ABSTRACT

Consumers' lifestyles and behavioral habits have differed considerably due to the origin of digital marketing platforms, which has a big influence on consumption. More significantly, despite the fact that internet buying has many benefits, some consumers are little more skeptical about it. The literature underscores various constraints impacting consumers' inclination toward online retail fashion consumption, with nations such as Sri Lanka exhibiting a less robust inclination for online transactions or shopping. Furthermore, this study delves into the moderating influence of electronic word of mouth, recognized as a versatile factor within the realm of online purchasing culture. Central to this research are the behavioral shopping intentions of online consumers. The findings reveal that time risk does not wield significant influence on online purchases. In contrast, delivery risk and information security risk emerge as the foremost determinants among the pivotal elements. Additionally, the study identifies electronic word of mouth as a moderator, attenuating the correlation between perceived risk and online purchases. Consequently, by alleviating perceived risks, this research serves as a guide for enlightening all merchants on the art of enticing customers to their online platforms.

Key words: - online purchasing intention, Perceived Risks, Electronic Word of Mouth, Fast Fashion Industry

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1. Introduction

Due to technological advancements, conducting business has become more convenient, and online shopping has evolved into a more user-friendly experience, eliminating the need for people to leave their homes. In today's complex world, individuals often need to juggle multiple professions (Madhusika and Dilshani, 2020), underscoring the paramount importance of time-saving. People can now simply use internet-connected mobile phones to fulfill their needs through online purchases. This underscores the significance of "online purchasing," which pertains to consumers' readiness to buy products and seek information online (Pavlou, 2003). Nonetheless, challenges like a lack of computer literacy, inadequate infrastructure, and weak consumer protection laws significantly affect people's willingness to engage in online shopping (Pavlou, 2003).

As Almousa (2011) highlights, online shopping is fraught with risks in the e-marketplace. Internet users engaging in online shopping must be concerned about payment security, data protection, the validity of electronic contracts, product quality, and the enforcement of their rights. They encounter new issues and hurdles compared to traditional transactions, such as concerns about product delivery and the security of payments made with credit and debit cards (Ariffin, Mohan, & Goh, 2018). These perceived risks encompass a wide range of concerns. Online consumers face even greater risks in the digital realm compared to traditional offline consumers, as they deal with unfamiliar sellers and vendors. However, Sri Lankan legislation, including the Electronic Transactions Act and studies in the literature, does not address specific issues faced by online consumers (Ariyaratne, 2018).

Being a developing country, Sri Lanka urgently needs to identify the obstacles faced in online shopping. While numerous global studies have explored the perceived risks associated with online shopping intention, it is evident that the cross-cultural applicability of these findings is questionable due to variations in economic development, Internet infrastructure, computer literacy, consumer behavior, technology adoption, and cultural differences. Therefore, there is a need for studies that investigate the risks perceived by online shoppers in different contexts. Consequently, this study was conducted to examine the impact of customers' perceived risk on their intention to purchase fast fashion items online. Moreover, the existing literature in Sri

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Lanka has not extensively delved into this particular area. Additionally, studies in the literature emphasize that whatever obstacles may arise, electronic word of mouth can significantly influence consumers' buying behavior. Hence, this study also attempts to understand the moderating role of eWOM in the online purchasing market. The Objectives of this research can be summarized as below

1. To identify the Impact of different risk factors on online purchasing intention
2. To evaluate whether Electronic word of mouth moderates the relationship between perceived risk and online purchase
3. To develop a comprehensive framework which demonstrates the online purchasing of customers.

2. Literature Review

Risk is a major factor in consumer behavior and helps to explain why people seek out information and make purchases (Barnes et al., 2007). Higher amounts of anticipated losses have an impact on customers' perceptions of risk (Ariffin, Mohan, & Goh, 2018). The definition of perceived risk when making an online purchase is the potential for financial loss while pursuing a desired outcome; it mixes ambiguity with the likelihood of a serious consequence (Ko, et. al., 2010). Researchers have identified a number of perceived risks associated with online purchasing plans. Perceived risk by customers refers to the personal evaluation individuals undertake concerning potential negative outcomes or uncertainties associated with making a purchase decision. This concept is crucial for comprehending consumer behavior and decision-making processes, encompassing diverse aspects like financial risk, performance risk, social risk, psychological risk, and time risk. These facets illuminate the intricate nature of customer apprehensions when considering a purchase. Extensive research in consumer behavior has delved into the notion of perceived risk, with early contributors such as Jacoby and Kaplan (1972) being instrumental in categorizing various types of perceived risks. They presented a framework that included elements like performance risk, financial risk, and social risk. Over time, this framework has been expanded and refined by researchers like Bauer (1960) and Peter and Ryan

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(1976), contributing to a comprehensive understanding of the complexities inherent in perceived risk dynamics.

Moreover, research by Cox (1967) underscored the subjective aspect of perceived risk, emphasizing those individual dissimilarities, cultural influences, and personal experiences contribute to the variation in perceived risk among consumers. This highlights the need to consider diverse factors when examining and managing perceived risk within the realm of consumer decision-making. Recognizing customer perceived risk is imperative for businesses as it directly impacts purchasing intentions and behaviors. Addressing and mitigating these perceived risks can empower companies to bolster customer trust, satisfaction, and loyalty (Mitchell, 1999). The evolution of e-commerce and online transactions has introduced new dimensions to perceived risk, such as privacy and security concerns, further emphasizing the relevance of this concept in contemporary consumer behavior studies (Featherman and Pavlou, 2003). Accordingly, customer perceived risk is a pivotal factor shaping consumer decisions.

Sri Lankan Fast Fashion Industry and Online Purchasing

Regarding the fast fashion industry in Sri Lanka, it has garnered a robust global reputation for ethically producing high-quality clothing from brands like Victoria's Secret, GAP, Liz Claiborne, Next, Jones New York, Nike, Tommy Hilfiger, Pink, Triumph, Ann Taylor, Marks & Spencer, Boss, etc. (EDB -Sri Lanka, 2019). Additionally, local fashion chains such as Nolimit and Odel have introduced their own brands like "NLM" and "Embark," along with other local brands such as Kelly Felder and G flock (Bandara, 2021). These companies adopt unique business strategies, positioning their products in the upmarket segment. Furthermore, these entities prioritize providing clothing that aligns with local conditions to cater to the Sri Lankan market. In the highly competitive fashion industry, they actively engage in advertising campaigns on social media to capture the attention of potential consumers. Social media has become a crucial battleground for Sri Lankan fashion retailers, each vying to attract consumers to their respective brands. Gerald's research reveals that a significant portion, 71%, of social media users are inclined to make purchases based on content from social media accounts. He also notes that millennials, who predominantly spend their time online, are influenced by social media in 47% of their purchasing decisions (Gerald, 2019). Emphasizing those online platforms

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serves as an effective platform for executing successful marketing campaigns, Gerald underscores its pivotal role in the contemporary landscape.

2.1 Financial Risk

This can be defined as the potential loss of money in the event that purchases are made online, financial risk is one of the most reliable indicators of consumers' desire to make a purchase. According to Featherman & Pavlou (2003), financial risk is the possibility of losing money when a consumer pays a price that is too high in comparison to the value of the product, which could be the result of fraudulent activity. Also, it is suggested that there is a connection between financial risk and the burden of prospective maintenance cost risk for the purchased item. Popli & Mishra (2015) also emphasized that the financial risk includes prospective costs for product repair as well as unstated maintenance costs that could be levied to the consumer. This is in addition to the financial risk associated with the initial purchase of the goods. According to Pi & Sangruang (2011), this financial risk is the difference between the actual cost of online purchases and the budgeted amount. According to Hong & Cha (2013), many internet shoppers continue to believe there is a significant financial risk. Customers were hesitant to buy things online as a result since they would suffer financial loss. According to Tham et al. (2019), financial risk is a significant factor in how consumers decide whether to follow through on their purchase intentions.

Hypothesis 1: There is a negative impact of financial risk on online consumer purchasing intention

2.2 Product Risk

Pi & Sangruang (2011) emphasized the product risk as the potential risk that a product would fall short of customer expectations. In other words, Tham et al. (2019) defined the product risk as the falling of product's performance of what was anticipated. Accordingly, The difference between the risk that really occurs and the danger that was anticipated can be defined as the product risk. Consumers are aware that there is a risk involved with online shopping because they are unable to physically inspect the product (Saprikis et. al, 2010). According to Dai et al., one of the most common factors when selecting whether or not to make an online purchase is product risk. Due

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to the nature of online shopping, it negatively affects their decision to buy because they can't see the thing in person and must rely only on the information given (Bhatnagar, 2000). This resulted from the inability to personally inspect the product, which increased the uncertainty surrounding whether or not to purchase. In light of the reasons stated above, the following hypothesis was developed.

Hypothesis 2: There is a negative impact of Product risk on online consumer purchasing intention

2.3 Informational Security Risk

Security risk is one type of risk that frequently influences consumers' desire to buy. According to Arshad et al. (2015), a security risk is a scenario in which a firm might misuse a customer's personal information. This can make it harder for customers to want to buy from that business. Youn (2009) stated that the lack of clarity surrounding how internet businesses handle customer information and who has access to it has an impact on information security and privacy. According to Hong & Cha (2013), numerous researchers have found that security-related concerns have emerged when making online purchases. Furthermore, this study claimed that internet criminals, scammers, and even marketers might intercept, gather, and abuse their credit card information. According to Masoud (2013), if there are no security mechanisms in place, consumers' purchase intentions will suffer even though they can understand the information about the advantages and value of the product, grasp the product, and use all the platform features that could make online shopping more convenient. Accordingly, the third hypothesis can be built up as follows.

Hypothesis 3: There is a negative impact of Informational security risk on online consumer purchasing intention.

2.4 Time Risk

According to Pi & Sangruang (2011), time risk refers to the time invested in making a product purchase as well as the time lost if a product or service is selected. The study focused on two time-related dimensions: the length of the purchasing procedure and the time required to fix or

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return a product in the event of a problem after purchase. The time spent looking for an appropriate vendor, appropriate products, and executing the purchase is the first step in the purchasing process. According to Forsythe et al. (2006), time risk includes unsatisfactory online transaction experiences that are typically caused by time-related issues and delays in product delivery. Hence, time risk includes the period of time required for the product to arrive at consumer front door. Second, time risk covers situations where products don't live up to customers' expectations and they have to send them back for a new one (Ariff et al., 2014). If a purchased item needs to be fixed or replaced, time, accessibility, or effort may be wasted.

When a customer attempts to find information on a suitable vendor or product, it is a case of time-wasting activity. The details often include a product display image, a description and specifications, reviews, and debates. customers may occasionally abandon a website without making a purchase because they can't find the right things there or have trouble navigating to the right vendors or products in the website or application. According to Ariffin et al. (2018), buyers may be less likely to shop online if they spend more time looking up information about unfamiliar products and waiting for high-pixel photos to download.

Hypothesis 4: There is a negative impact of Time risk on Online consumer purchasing intention

2.6 Psychological Risk

Consumers who shop online must wait for their orders to be delivered to their homes. A shipping or logistics company, for example, must go through the delivery process for the purchased item. Delivery risk was defined by Dan et al. (2007) as possible losses due to product loss, quality losses due to damaged items during delivery, and destination issues due to delivery to the incorrect address after shopping. A third-party company often handles the shipping process. According to Hong & Cha (2013), if the delivery provider lacks business expertise, the cargo containing the ordered product may be lost or delivered to the incorrect address. Delivery risk was explained by Popli & Mishra (2015). encompasses the anxiety that online consumers experience regarding delivery delays, damage sustained during transit, and the possibility of inadequate packaging and poor management.

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Hypothesis 5: There is a negative impact of psychological risk on online consumer purchasing intention

2.5 Delivery Risk

. Delivery risk was defined by Dan et al. (2007) as possible losses due to product loss, quality losses due to damaged items during delivery, and destination issues due to delivery to the incorrect address after shopping. A third-party company often handles the shipping process. According to Hong & Cha (2013), if the delivery provider lacks business expertise, the cargo containing the ordered product may be lost or delivered to the incorrect address. Delivery risk was explained by Popli & Mishra (2015) concerns online consumers' worries about delivery delays, damage during transit, and the possibility of inadequate packaging and poor administration.

Hypothesis 6: There is a negative impact of Delivery risk on online consumer purchasing intention

2.6 Moderating effect of electronic word of Mouth

The availability of a broad range of fast fashion products and brands has led towards a complex evaluation process before the final purchase of the product (Putri and Wandebori, 2016). In order to make the best decision without getting disappointed with unsuitable products, consumers tend to seek opinion of other consumers of the same product category to make up their mind that they purchase the right product. When consumers are having positive influence through eWOM communication, their attitudes are enhanced accordingly. Conversely, comments that are more negative can discount the effect from eWOM communication and this leads purchasing barriers

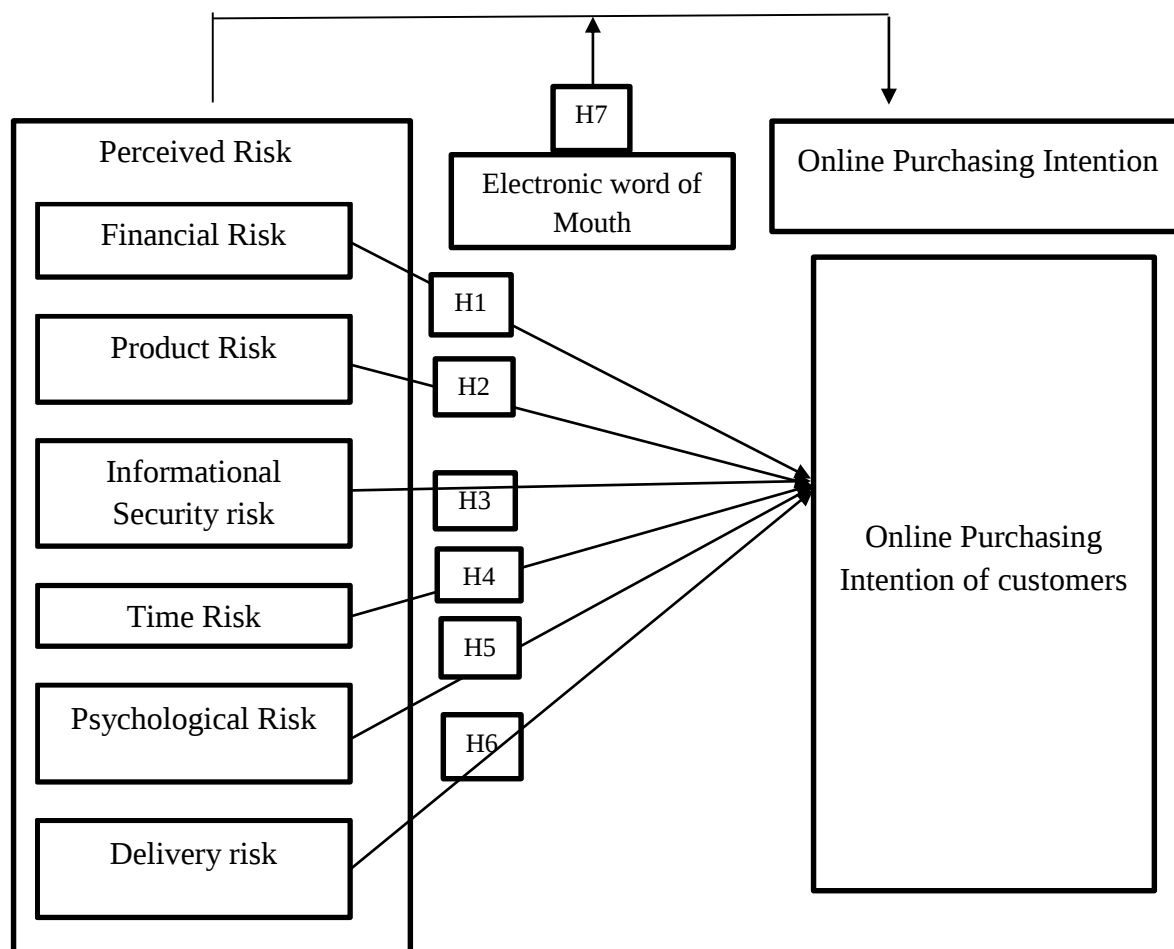
It was identified that e-WOM can influence the attitude towards certain products as well as the purchase intention of customers (Doh and Hwang, 2009; Akyuz, 2013 ,Bataineh, 2015). Even though, a consumer has a favorable attitude in using fashionable item, he may not be intending to buy the product for himself. However, it was clarified that recommendation given by someone else has the possibility to drive the intention of buying the product. Weerasiri and Hennayake (2016) also suggested that there can be various contextual factors which can have interaction and

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thus many studies related to consumer behavior, purchase and repurchase intention has been used the eWOM as a moderator (weerasinghe & Jayawardhana,2020;.Ulpapar,2021).However. The literature is very nasty to provide how the eWOM work as a moderator between perceived risk and purchase intention. Accordingly, based on the above evidences following hypothesis is developed.

H7:- WOM will moderate the relationship between perceived risk and online purchase intention

Figure 1: Conceptual Framework of the Study



Source: compiled by the Author

The above conceptual Model was developed by the author based on the studies in the literature. The proposed model is a combination of many studies.

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3. Methodology

The current study focused on identifying the key variables that affect customers' intentions to buy fast fashion online. This study can identify precise correlations, which allows the researcher to formulate directional research hypotheses. Based on the nature of the aim of positivism and the deductive approach are the research philosophies that were chosen. The researcher has used quantitative methods to assess reality using reliable instruments used by earlier researchers. The study used convenience sampling technique to select the samples because consumers may be present throughout the country and it is difficult to obtain a clear list of online consumers. Priyanath (2023) states that when it is harder to find a clear list of sampling frame, nonprobability sampling methods can be utilized as a sampling method. The major goal of this study is to acquire primary information from customers using a structured questionnaire. The sample sizes were chosen using the sample determining formula developed by Kerjic & Morgan (1970). Accordingly, structured questionnaire was distributed using social media platforms and the sample size was 400. The focus of the current study was on identifying the many categories of perceived risks that affect customers' online shopping intentions for fast fashion industry in Sri Lanka. The population of the research study was those individual consumers who have internet access and made purchase online. Online shoppers or consumers who made purchase online were selected as population because this study aims to determine the impact of perceived risk on online purchase intention of consumers buying fast fashion retail items. A structural questionnaire was developed to collect data. The questionnaire was prepared based on the past literature. The questionnaire consists with four parts. Part A consist with demographical characteristics and part B consists with six dimensions of perceived risk and every dimension was measured using 3 indicators and Part "C" was comprised with four indicators to measure electronic word of Mouth and the Part D was comprised with four indicators to measure online purchasing intention. Accordingly, 400 questionnaires were sent and it was able to receive only 315 responses. However, 250 questionnaires were suitable for analyzing, The collected data was analyzed using *SPSS (version 25)* software.

3.1 Respondents

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250 respondents are grouped into 6 clusters as shown in Table 1, which including gender, ethnic, age group, program, level of study, length of study. In this research, total of 250 questionnaires were gathered from relevant group of consumers purchasing online in Sri Lanka. The detail of the respondents are given in the below table

Table 1: Respondents' Profile

Demographic		Frequency	Percent	Valid Percent	Cumulative Percent
Age	21 to 30 years old	28	10.8	10.6	10.6
	31 to 40 years old	111	44.8	44.8	55.7
	41 to 50 years old	84	34.3	34.4	89.6
	Above 50 years old	12	4.4	4.5	94.3
	Below 21 years old	15	5.8	5.8	100.0
	Total	250	100.0	100.0	
Gender	Female	158	63.4	63.4	63.4
	Male	92	36.6	36.6	100.0
	Total	243	100.0	100.0	
Marital Status	Divorced /	5	1.6	1.6	1.6
	Widowed				
	Married	183	74.1	74.1	75.7
	Single	62	24.3	24.3	100.0
	Total	250	100.0	100.0	
Ethnicity	Sinhalese	210	85.6	85.6	85.6
	Muslims	17	6.2	6.2	91.8
	Tamils	146	5.8	5.8	97.5
	Others	7	2.5	2.5	100.0
	Total	250	100.0	100.0	
Level of Education					

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Bachelor Degree	98	39.9	39.9	39.9
Master Degree	31	11.9	11.9	51.8
Diploma Level	69	28.0	28.0	79.8
Certificate	21	7.8	7.8	87.7
others	31	12.3	12.3	100.00
Total	250	100.0	100.0	
Income				
< RM 30,000	18	7.4	7.4	7.4
30,000 to Rs50,000	62	25.5	25.5	32.9
50,001 to Rs70,000	43	17.7	17.7	50.6
> 70,000	92	37.9	37.9	88.5
Unemployed	28	11.5	11.5	100.0
Total	243	100.0	100.0	
Online Shopping				
Often	112	45.3	45.3	45.3
Once a while	28	11.7	10.7	56.0
Very often	110	43.0	44.0	100.0
Total	250	100.0	100.0	

Source: compiled by the Author

Table 1 displays the survey respondents' qualities, and the participants in this study are split into three major categories. These are clients who buy fast fashion things or engage in purchasing activities on a regular, frequent, and infrequent basis. 43% of respondents engage in online shopping extremely frequently, followed by 45.3% who use it "often," and 11.7% who use it "once in a while." This means that 89.3% of respondents frequently engage in online shopping to gain access to fast fashion websites.

4. Results

4.1 Normality Test

Table 2: Normality Test

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	Skewness	kurtosis
Financial Risk	-.406	.295
Product Risk	.407	.310
Information risk	.489	.732
Time risk	-.238	-.467
Psychological risk	-.502	.011
Delivery risk	-.326	.299
Electronic word of mouth	-.163	-.034
Online Purchase Intention	-.091	.216

Source: compiled by the Author

The normality of the data is assessed in this study by combining the tests of skewness and kurtosis, and the statistical significance of skewness and kurtosis are two critical indicators to measure data normality (Liang, Tang, & Zhao, 2019). Hair et al. (2012) contended that data is considered normal if the skewness is between -1 and +1 and the kurtosis is between -2 and +2. Based on 250 responses, the normality test of this study returned an average of skewness values ranging from -0.502 to 0.489 and kurtosis values ranging from -0.467 to 0.732, indicating that the data collected are normally distributed because the Skewness and Kurtosis values are within acceptable limits (Hair et al., 2012).

4.2 Multi- collinearity Analysis

Table 3: Multi-collinearity Analysis

	Collinearity Statistics Tolerance	Statistics VIF
Financial Risk	0.148	6.745
Product Risk	0.436	2.295
Information risk	0.128	7.784
Time risk	0.689	1.451
Psychological risk	0.448	3.745

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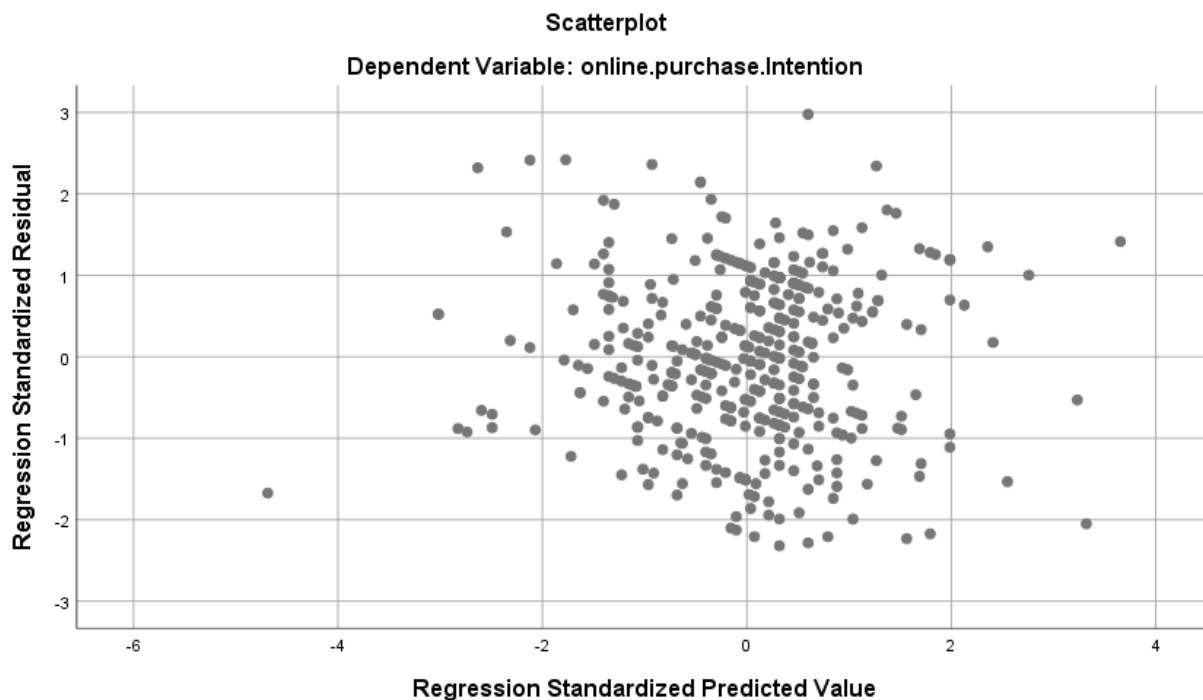
Delivery risk	0.356	4.295
Electronic word of mouth	0.228	8.784
Online Purchase Intention	0.789	5.451

Source: compiled by the Author

Weisberg and Britt claim that anything less than 0.20 tolerances and greater than 10 of VIF value indicates substantial multi-collinearity in a model. D. Weisburd and C. Britt (2013) Here, Financial risk and information risk indicate a value less than 0.20, all other independent variables surpass the 0.20 tolerance level, and all VIF values presented are less than 10, implying that the requirements are virtually met.

4.3 Homoscedasticity

Figure 2: Homoscedasticity Test



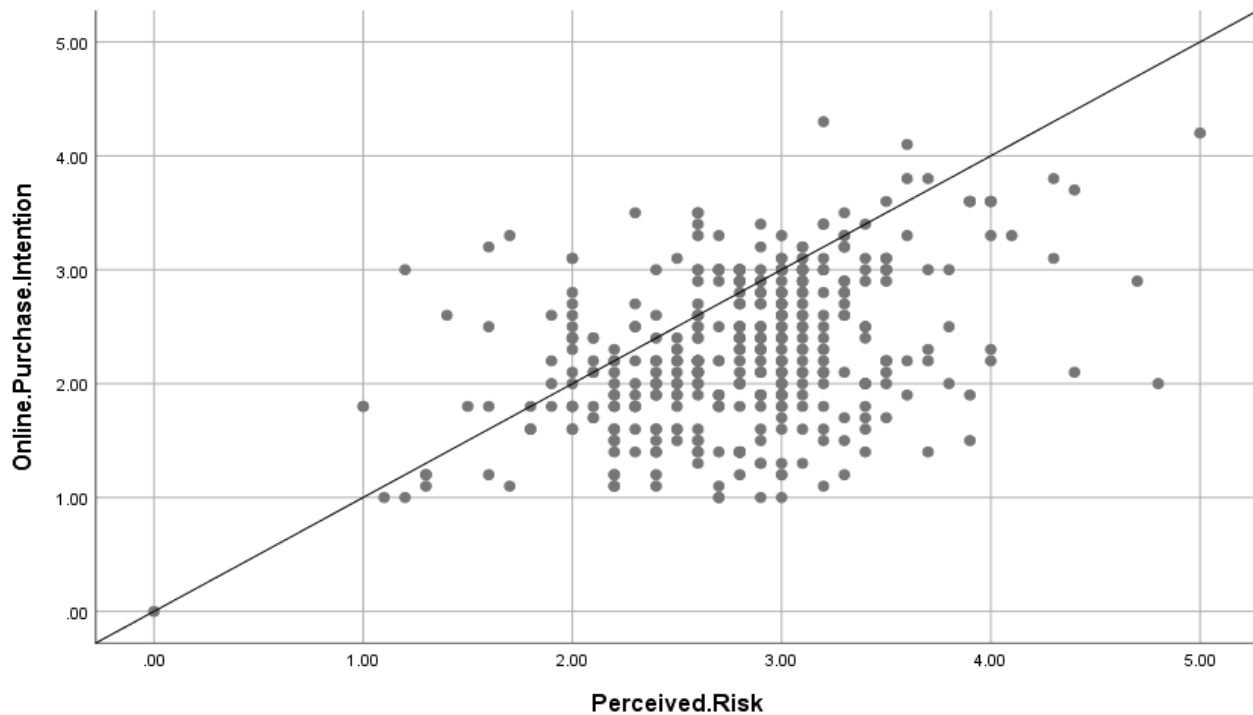
Source: compiled by the Author

The Figure 2 depicts that there is no pattern in the scatter. The width of the scatter is roughly the same across predicted values, so the assumption has been met.

4.4 Linearity

Figure 3: Linearity Graph

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Source: compiled by the Author

According to the values derived from the linearity graphs in figure 3, the bulk of the dots lay along the linear line, implying that there is a linear relationship between the independent variables and the dependent variable

4.4 Test of Validity

Validity shows that the ideas and items used to measure the variable are more accurate. The most crucial element of a test's quality might be named as validity. Thus, assessing validity is crucial and necessary before performing the following analytical tests (Table 4)

Table 4: Test of Validity

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Variable	Chi-square Value	Significance0.05>	KMO	Composite Reliability	Average Variance Extracted	Discriminant Validity							
						Financial Risk	Product Risk	Information Security risk	Time Risk	Psychological Risk	Delivery Risk	Electronic Word Mouth	Online Purchasing intention
Financial Risk	208.913	0.000	0.760	0.702	0.548	0.740							
Product Risk	323.649	0.000	0.698	0.721	0.592	0.466	0.769						
Information Security Risk	287.353	0.000	0.716	0.890	0.729	0.328	0.678	0.853					
Time Risk	692.259	0.000	0.873	0.809	0.675	0.518	0.538	0.337	0.821				
Psychological risk	341.659	0.000	0.728	0.704	0.602	0.579	0.521	0.327	0.570	0.775			
Delivery risk	441.576	0.000	0.821	0.775	0.615	0.595	0.505	0.447	0.599	0.598	0.784		
Electronic word of	441.576	0.000	0.741	0.753	0.645	0.511	0.636	0.421	0.532	0.541	0.678	0.715	

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Online Purchasing	875. 632	0.000	0.75 5	.843	0.664	0.595	0.553	0.385	0.598	0.599	0.61 2	0.615	0.678
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Source: compiled by the Author

The sample adequacy for all the variables was met, the coefficients are larger than zero ($P > 0.05$), and convergent validity was utilized to assess the validity. Because ($CR > AVE$) and the shared variance values are lower than the average variance extracted (AVE), discriminant validity was also guaranteed. The criteria used were the Fornell-Larcker criteria. Hair et al. (2014) explained that the square root value of AVE must be greater than the correlation value between variables. The above table shows the results of discriminant validity

4.5 Reliability Test

Reliability was measured by using Cronbach's Alpha and the results are depicted in table 6

Table 6: Reliability Test

Variable	Cronbach's Alpha	Comment
Financial Risk	0.766	Accepted.
Product Risk	0.769	Accepted.
Information Security Risk	0.815	Accepted.
Time Risk	0.849	Accepted.
Psychological Risk	0.754	Accepted
Delivery Risk	0.768	Accepted
Electronic Word of Mouth	0.715	Accepted
Online Purchasing intention	0.816	Accepted.

Source: compiled by the Author

The reliability was ensured since the Cronbach Alpha (α) value of each and every variable was higher than 0.7. Thus, it fulfilled the need of having the internal consistency of the measurement

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4.6 Correlation Analysis

Table 7: Correlation analysis

		Financial Risk	Product Risk	Information Security Risk	Time Risk	Psychological Risk	Delivery risk	Online Purchasing intention
Financial risk	Pearson Correlation	1	.652**	.539**	.525**	.478**	.846**	-.690**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	250	250	250	250	250	250	250
Product Risk	Pearson Correlation	.652**	1	.550**	.489**	.505**	.575**	-.366**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	250	250	250	250	250	250	250
Information Security risk	Pearson Correlation	.539**	.550**	1	.463**	.512**	.424**	-.161**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.001
	N	250	250	250	250	250	250	250
Time Risk	Pearson Correlation	.525**	.489**	.463**	1	.549**	.433**	-.215**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	250	250	250	250	250	250	250
Psychological risk	Pearson Correlation	.478**	.505**	.512**	.549**	1	.407**	-.316**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	250	250	250	250	250	250	250
Delivery risk	Pearson Correlation	.846**	.575**	.424**	.433**	.407**	1	-.372**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	250	250	250	250	250	250	250
Purchasing intention	Pearson Correlation	-.690**	-.366**	-.161**	-.215**	-.316**	-.372**	1
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	
	N	250	250	250	250	250	250	250

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****.** Correlation is significant at the 0.01 level (2-tailed).

Source: compiled by the Author

According to the details in table, all independent factors have a negative relationship with online purchasing intention of online retail fast fashion. Where the product risk has the highest negative correlation with online purchasing intention (value of Pearson correlation is (-0.690))

4.7 Multiple Regression Analysis

Multiple linear regression analysis was used to test the research hypothesis.

Table: 8. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788 ^a	.772	.774	.36750
a. Predictors: (Constant), Financial Risk, Product Risk, Information Risk, Time Risk, Perceived Risk, online Purchasing intention .				

Source: compiled by the Author

Table (8) shows the summary of regression analysis. The explanatory power (R²) illustrates the degree to which extent the variance of the dependent variable is explained by the independent variables. Looking at adjusted R², it can be concluded that 78% of the dependent variable, online purchasing intention is explained by independent variables.

Table 10: Coefficient Table of the multiple linear Regression

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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.046	.152		-6.481	.000
	Financial Risk	-.274	.059	-.270	-2.957	.015
	Product Risk	-.352	.058	-.350	-2.613	.029
	Information security risk	-.469	.060	-.437	-4.486	.000
	Time Risk	-.516	.050	-.541	-8.402	.567
	Psychological risk	-.316	.050	-.341	-8.402	.000
	Delivery risk	-.616	.050	-.642	-8.402	.040

Source:
compiled by the Author

compiled by the Author

Multiple regression analysis was conducted to test how all these factors influences for purchasing intention of online retail fast fashion when they are taking as a whole. The multiple models can be mentioned as $Y = 1.046 + (-0.274) (X1) + (-0.352) (X2) + (-0.469) (X3) + (-0.316) (X5) + (-0.616) (x6)$ where it revealed Financial risk, Product Risk, Information Security risk, psychological risk and delivery risk has a negative impact towards online purchasing intention retail fast fashion and only Time risk was not significant since the P value of time risk is greater than 0.05 and which is 0.567. Accordingly H_1 , H_2 , H_3 , H^5 , H^6 are accepted, and H_4 is rejected.

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Table 11: Model summary

R	R-sq	MSE	F	df1	df2	p
.8148	.6640	.1508	274.6562	3.0000	417.0000	.0000

Source: compiled by the Author

The model summary stresses that 66% of the dependent variable is explained by the independent variable, Perceived risk.

Table12: Coefficient Table e-WOM

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	Coefficients	se	t	p	LLCI	ULCI
constant	.7622	.1675	4.5515	.0000	.4330	1.0913
P-Risk	.1305	.0606	2.1531	.0319	.0114	.2496
e-WOM	.5922	.0776	7.6278	.0000	.4396	.7447
Int_1	-.474	.0258	-.2861	.0049	-.0580	.0433

Source: Compiled by the Author

This discloses that the presence of e-WOM communication weakens the relationship between perceived risk and online purchase intention. Hence, the study has a significant evidence to reject the null hypotheses and claim that e-WOM will moderate the Perceived risk and online purchase intention since the interaction term has the alpha value of 0.004 which is well below the 0.05. Accordingly, negative value of the interaction term implies that moderator electronic word of accordingly, 7th alternative hypothesis is accepted.

Summary of the Hypotheses Testing					
Hypotheses		Hypotheses	P value	Accept or Reject	Effect Negative or Positive
Financial Risk	→ Online Purchase	H1	0.015	Accept	Negative
Product Risk	→ Online Purchase	H2	0.029	Accept	Negative
Information Security Risk	→ Online Purchase	H3	0.000	Accept	Negative
Time Risk	→ Online Purchase	H4	0.567	Reject	-
Psychological Risk	→ Online purchase	H5	0.000	Accept	Negative
Delivery Risk	→ Online Purchase	H6	0.040	Accept	Negative
Electronic word of Mouth (Moderator)		H7	0.000	Accept	Positive

Source: compiled by the Author

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5. Discussion

The first hypothesis states that financial risk has a negative effect on purchasing intention. The standardized beta coefficient value is negative at -0.270, and the p-value is 0.015 (less than 0.05) and it proves that financial risk is significant at the P value of 0.015. Accordingly, findings of Ariffin et al. (2014) and Masoud (2013) supports this conclusion. More importantly it can be concluded that corporation must continue to pay attention to financial risk because it still deters customers from buying from online merchants, even though its impact on purchase intention was very minor compared to other risks. This finding indicates that concern over unforeseen costs and hidden maintenance expenses may still be an issue. The second hypothesis emphasized that the product risk has a negative impact on purchase intention, is supported by empirical data. This is implied by the fact that the standardized coefficient value is negative (-0.350) and the p-value is 0.029 (less than 0.05). Accordingly, the findings of this research is supported by the past studies of Masoud (2013), Tham et al. (2019), and Ariffin et al. (2014). Even though it has a relatively moderate impact on purchase intention compared to other concerns, product risk continues to be considerable risk factor that has a considerable impact on customers' inclination to purchase from online sellers. The relationship is likewise converse: the higher the product risk, the lower the purchasing intention.

The third hypothesis concludes that the informational security risk has a significant impact on online purchasing intention of online retail fast fashion. Although the beta coefficient value of -0.437 indicates a negative outcome and the p-value is 0.000 (lower than 0.05). The findings of our study is proved by the similar findings of (Tham et al,2019), According to the statistical findings, there is a moderate correlation between security risk and purchase intent, making it important for the organization to concentrate on. This may also mean that the business has need to concern more about their information security since customers are highly concerned about the security matters.

The fourth hypothesis stating that the time risk has a negative impact on purchase intention and this hypothesis is not significant since the P vale is greater than 0.05. Although the result indicated by the beta-0.541 (greater than 0.05).

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This finding is supported by the study of & Said (2017) and Masoud (2013) which came up with the similar result. Based on the statistical result, the relationship between time risk and purchase intention is very weak and not significant for the company to focus on. Accordingly this hypothesis is rejected.

The fifth hypothesis indicates that the psychological risk has a negative effect on purchase intention, according to the sixth hypothesis, which is validated. The standardized beta coefficient value is negative at -0.341, and the p-value is 0.000 (less than 0.05), The conclusion is confirmed by two studies that reached a similar conclusion: by Ariffin et al. (2018) and Hong & Cha (2013). According to the statistical findings, Psychological risk has a moderate negative impact on purchasing intention. Since this component also has the negative moderate impact on consumers' desire to buy from foreign vendors, the corporation must pay close attention to this risk dimension. The problem with psychological risk is that it is individualized. The fear and anxiety of possible disaster might be quelled through expertise and trust. To lessen this issue, the organization should offer a more thorough and up-to-date delivery status update. The business might also offer a system that would allow for seller and product comparisons so that customers wouldn't have to worry about being overrun by options and the hassle of having to gather information.

More importantly, Delivery risk has a negative impact on purchase intention and the beta coefficient value is negative at -0.642, and the p-value is 0.040 (less than 0.05), this conclusion is confirmed by research by Masoud (2013) and Ashoer & Said (2017), which also reached a similar conclusion. According to the statistical outcome, among the other risk dimensions, the impact of delivery risk on purchase intention was the second greatest. Since this component is the second-highest in blocking consumers' readiness to buy from online retail garment vendors, the corporation must pay close attention to this risk dimension.

This study proves that the electronic word of mouth works as a moderator between perceived risk and online purchase intention and further elaborates the relationship between two variables are weakened by the moderator. Its interaction term is -0.474 and it further clarifies relationship between independent and dependent is moderated negatively by the moderator, electronic word of mouth. Many research studies related to consumer behavior and purchase intention reveals

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that eWOM is versatile moderator and which is similar with our study (weerasinghe & Jayawardhana, 2020; .Ulpapar, 2021). Accordingly, this finding is very important since this research highly concerned about the online culture.

6. Managerial and Practical Implications

This research study is very much vital for all the retail garment vendors to identify customer online purchasing behavior patterns. Accordingly, this provides a valuable information for online retail garment marketers about the various types of risks and customers perception towards different risk factors. The study will enable them to focus on different risk factors and minimize different risks as much as possible. Accordingly, this study highly strengthens the knowledge pertaining to different risk and facilitates the online marketers to eliminate the different barriers which impact or online purchasing. Customer's awareness about the different risk factors cannot be similar zed to the findings of different cultures since the digital infrastructures are different in various nations.

7. Limitations and Future Research Suggestions

It is important to take into account the study's limitations. First, it is obvious from the study's time limitations that not all factors that could be connected to perceived risk based on online activity were explored; rather, more focused variables were integrated into a single variable. Consumer perceived risks (financial risk, product risk, information security risk, time risk, delivery risk, and psychological risk) were merely covered in this study by the researcher. Future researchers are encouraged to take in to account the risks such as communication risk, return policy risk, quality risk, after-sale risk, performance risk, social risk, and numerous additional expansions of each component. Moreover, credibility in both the platform and the organization can be studied in future studies. More importantly, there are a number of moderating factors related to the sort of goods purchased or involved, platform trust, and customer attitude online other than the electronic word of Mouth. .Third, more research is required to give a more thorough analysis, comparison, and empirical explanation, enabling a better understanding of the factors contributing to the results' singularity. Additionally, this study highlights the need for further research to examine the effects of respondents' individual characteristics, including

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gender, type of product involvement, and experience, on the composition of perceived risk dimensions and examine their various effects on online consumers' purchasing intention, particularly in the case of cross-border eCommerce.

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