

RISK PERCEPTION IN THE CHOICE OF HOTEL SERVICES THROUGH THE ONLINE ENVIRONMENT

Consumers' attitude towards risk relievers usage

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The construct Perceived Risk was introduced in the marketing literature in 1960 and since then has been the object of interest of researchers. Along with this theme, research on risk reduction strategies - RRSs were aimed at understanding how individuals react when faced with a situation of risk. This article was based on the work of Roselius, 1971, in which the author sought to identify the Average Percentage of Preference or "Net Favorable Percentage - NFP" of certain individuals by RRSs. A scenario of online sales of hotel services was used in order to account for the score obtained for each of the eleven strategies used in the original study namely endorsements, brand loyalty, major brand image, private testing, store image, free sample, money-back guarantee, government testing, shopping, expensive models and word-of-mouth. The research was characterized by being quantitative and descriptive and it was performed on a single cross-section with a non-probabilistic sample. Data collection was performed with the use of a Likert scale of five points, the subjects being selected by the technique of half-ball snow. The results indicate that individuals are in favor of use of strategies to reduce the risks they perceive, but they vary in determining the degree of preference assigned to them.

KEY WORDS: risk reduction strategies, hotel services, on line shopping.