

TYPES OF RISK PERCEIVED IN THE PROCESS OF BUYING ONLINE AIRLINE TICKETS

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The Internet has changed the way consumers buy travel products by replacing the conventional agency for websites. However, many customers still perceive risks in shopping over the Internet. Therefore, the aim of this study is to assess whether the perception of different types of risk (financial, social, performance, physical, psychological and loss of time) varies depending on the sales channel used, or along the different stages of purchase. It was conducted an Internet survey, yielding 184 valid questionnaires. The results show that consumers perceive greater financial risk in buying over the Internet and less physical risk and loss of time on that channel when compared with conventional agencies. It was also noted that buyers of airline tickets over the Internet perceive less risk in the early stages of information search and evaluation of alternatives relative to the conventional channel and that this difference does not exist on the stage of the buying decision.

KEY WORDS: *risk perception, online shopping, airline tickets.*