**Literature Review**

***The Effect of Perceived Risk on Online Shopping in Jordan***

Online shopping may have perceived risks, such as consumers are not able to ensure the quality of the product directly and the security of payment through online (Salo and Karjaluoto, 2007; Zhou et al., 2008). Consumers have to rely and trust on the product information and image shown online to examine the quality of product (Jarvenpaa and Tractinsky, 1999). Time risks during purchasing online including slow delivery time and difficulty on placing orders (Forsythe et al., 2006). Consumers have to worry that the goods will be damaged during delivery due to improper packaging or handling of goods (Claudia, 2012). Consumers are concern about the security risk of using credits cards and revealing personal information online (Pallab, 1996). Consumers will avoid websites that require them to provide personal information for registration (Kayworth and Whitten, 2010).

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