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Abstract
This research attempts to build a consumer trust-perceived risk model in the virtual channel, and study the relationship between the trust, perceived risk, and purchase intention. It is also an interesting issue to how virtual channel types and product categories affect the research model. Hypotheses are analyzed via statistical techniques including : frequency distribution, t-test, reliability analysis, validity analysis, linear structure relationship model.

The result of the study has show that : (1) There is positive relationship between store reputation, security, and trust. And there is negative relationship between store reputation, security, and perceived risk. (2) There is negative relationship between trust and perceived risk. And there is positive relationship between trust and purchase intention. (3) When consumer use different virtual channels or purchase different product, he has different level of perceived risk.
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