
The aim of this study is to investigate the effect of Perceived risk on the process of online buying electrical products by Jordanian consumers in Amman – the capital of Jordan. The questionnaire was distributed among Jordanian citizens residing in the governorate of Amman, who use internet.

In this regard, the two researchers selected a random sample composed (500) customers of the Jordanian communications companies and distributed the sample amongst them. (389) questionnaires were recovered, which indicates that the percentage of responses was (77.8%). The researchers applied necessary statistical description methods, such as statistical description that includes frequencies, percentages, arithmetic means and standard deviation for the questionnaire's items. They also used the One Sample T-Test, multiple regression test, simple regression, t-test for independent sample ANOVA test on the responses of the subjects of the sample to the questions of the said questionnaire.

The most important result, which the researchers reached, revealed that Perceived risk affects the process of online buying electrical products by Jordanian consumers.