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Exploring Perceived Risk and Risk Reduction Strategies in the Pursuit of Higher Education Abroad : a Case of International Students in Malaysia / Jason M. S. Lam ...

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**Abstract**

While past studies have merely focused on perceived risks that influence how students select the destination of international education best suited to their needs, research on perceived risk regarding post-purchase behavior remains limited. This study attempts to extend and redefine the perceived risk paradigm by uncovering the underlying elements of perceived risk among international students who are studying in Malaysian universities. Furthermore, it seeks to explore how demographic factors and risk reduction strategies can be applied to the perception of risk. Results for a sample group of 515 international students reveal that there are seven dimensions of perceived risk. Of all demographic factors tested, only place of residence (while studying in Malaysia) was found to influence perceived risk. Seeking information from the relevant authorities, proper savings plans, well organized study schedules, and advice from family members or peers are considered important to reduce students'

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perceptions of risk. This implies that perceived risk theory could also be applied to the higher education context in the post-purchase behavior. (HRK / Abstract übernommen)