

MASTER'S THESIS

Toward an understanding of behavioral intention to purchase through Internet: a study of online shopping in China

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Toward an Understanding of Behavioral Intention to
Purchase through Internet:
A Study of Online Shopping in China

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ABSTRACT

The business-to-consumer facet of electronic commerce (EC) is the most noticeable business use of the World Wide Web. The augmentation in the use of the Internet as a distribution channel of products and services put forward by a variety of commerce has been extraordinary. A most important focal point of this study is to explore how potential users' beliefs of online shopping manipulate their intentions to purchase via the Internet. Seeing that the usage of Internet in marketing continues to grow, an understanding of the factors that accelerate online shopping is deemed to be significant. The Technology Acceptance Model (TAM) was previously developed to give explanations on technology acceptance and has since been considered fruitfully applicable to a number of technologies. Its appropriateness for modelling online shopping use is examined here.

This research endeavored to offer both theoretical and empirical analyses to elucidate consumers' intentions of using an online store, together with its antecedents. An attitudinal model is built up and empirically tested, mixing constructs from technology acceptance research and constructs from models of Web behaviors. The data from focus groups and from a survey of online consumers were used empirically to test the proposed research model. Reliability test and confirmatory factor analysis were carried out to study the reliability and validity of the measurement model. Factor analysis and multiple regression were employed to examine data gathered from 363 questionnaires. In general, results of the data analysis supported the model and the majority of the hypotheses. Specifically, perceived ease of use, perceived usefulness, enjoyment, compatibility, perceived Web security and consumer innovativeness were found to have a significant influence on behavioral intentions to purchase via the Internet, which, in turn, were discovered to be key factors in encouraging positive attitudes toward accepting online shopping.

This study presents a more concrete vision of the online consumer and is a noteworthy step towards a better understanding of consumers' Web behaviors. The contribution of this study lies in the fact that (1) it is found that attitudes toward online shopping acted as a partial mediator between the relationships of various predictors and behavioral intentions to purchase via the Internet; (2) it sheds light on the antecedents of attitudes toward online shopping; (3) it discovers that demographic factors impact much on online shopping behaviors; (4) businesses can apply this proposition to anticipate consumers' eagerness to accept and to use their stores, to examine the reasons for low recognition of existing stores, and to build up remedial procedures.

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