

Factors and Impact of the Intention to Adopt Online Purchases in Africa: The Moderating Effect of Culture

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Abstract : This study examines the factors determining the adoption of online purchases among customers and the influence of cultural variables in an African context. The research is based on a combination of the technology acceptance model (IS/IT). The hypotheses are tested using the structural equation method (PLS) on a sample of 446 individuals. The findings show that: (1) rational perception variables are influential factors affecting users' intentions to adopt online purchases; (2) it is established that cultural factors have an impact on online purchases in the context of the study. Customers who value physical interaction are more likely to make purchases online, although mostly for hedonic reasons. Additionally, the relationship between utilitarian expectations and purchase intention depends on the level of conformity to the group. Implications and limitations of the research are formulated.

Keywords : Africa, cultural variables, online purchases, rational perception

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