

Factor Driving Consumer Intention in Online Shopping

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Abstract : The objectives of this research paper was to study the influencing factors that contributed the willingness of consumers to purchase products online included quality of website, perceived ease of use, perceived usefulness, trust on online purchases, attitude towards online shopping and intentions to online purchases. The research was conducted in both quantitative and qualitative methods, by utilizing both questionnaire and in-depth interview. A questionnaire was used to collect data from 350 consumers who had online shopping experiences in Bangkok, Thailand. Statistics utilized in this research included descriptive statistics and path analysis. The findings revealed that the factors concerning with quality of website, perceived ease of use and perceived usefulness played an influence on trust in online shopping. Trust also played an influence on attitude towards online purchase, whereas trust and attitude towards online purchase manipulated the intention of online purchase.

Keywords : e-commerce, intention, online shopping, TAM, technological acceptance model

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