

Consumers' Online Purchase Intentions: A Systematic Literature Review

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Abstract:

Introduction: The main goal of this paper is to depict the factors that have an impact on consumers' online purchase intentions through an in-depth analysis of the relevant literature. A model has been made consisting of factors influencing online shopping behavior and impact of mediating variable on it.

Methodology: After an extensive literature review, 50 relevant articles are identified published in 1997 to 2017. We reviewed the prior literature of online consumer shopping behavior and analyzed the factors and variables.

Results: The factors influencing consumers' online purchase intentions, which have been examined in these selected articles, are classified according to their similarities, and grouped under relevant categories. They are perceived usefulness, perceived ease of use, trust, shopping enjoyment, impulse purchase, subjective norms and their effects on intention to purchase. The studies also reveal the mediating role of subjective norms on intention to purchase aspect of online shopper.

Conclusion: This paper provides a systematic review of online shopping behavior literature, which not only helps to organize e-tailing based literature, but also investigates significant gaps on this topic, thus facilitating future research

Introduction

Indian e-tailing industry is now in a booming stage as reflected in various research reports. Customers across demography possess various attitudes towards online shopping. Some consumer behavior factors contribute towards a positive attitude towards e-tailing whereas some factors acts as hindrances on its way of online shopping becoming an opportunity rather than a challenge to stay afloat in this fierce battle of competition. Impact of factors like perceived usefulness, ease of use, shopping enjoyment, trust and impulse purchase on intention to purchase is known from various literature review which helps to know the determinants of consumer behavior for online shopping. Simultaneously impact of some mediating variables like online usage habit, e-lifestyle and subjective norms on online shopping behavior is analysed on the basis of literature reviews. We cannot ignore the contribution of tier-1 and tier-2 cities in India which is in a growth mode now regarding which little information is available in the literatures. In this regard contributing factors of online consumer behavior towards e-tailing of selected urban cities of Odisha is researchable through various literature reviews.

Literature review

We review the prior literature of online consumer shopping behavior and analyze the theories and the underpinning factors and variables. We conducted an exhaustive and systematic electronic search for referred international major journal articles (Journal of Business Research, International Journal of Electronic Commerce, Journal of electronic commerce in organization, Business Process Management Journal, European Journal of Marketing, Behaviour & Information Technology, Marketing science, International Business Research, Journal of Computer-Mediated Communication, Advances in Consumer Research, International journal of

science, technology and management, International Journal of Marketing Studies, Management Studies and Economic Systems (MSES), International Journal of Advances in Management and Economics, ICIS 2000 Proceeding, Journal of Technology Management for Growing Economies, St. Theresa Journal of Humanities and Social Sciences, Journal of Retailing, Entrepreneurship Research, International Journal of Accounting & Business Management, Journal of the Academy of Marketing Science, Procedia Economics and Finance, European Journal of Marketing, Journal of Business Research, Journal of the Association for Information Systems, Information Systems Research INFORMS, Psychology & Marketing, Qualitative Market Research, International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering, International Journal of Management Reviews, International Journal of Service Industry Management, Journal of Consumer Behaviour, International Journal of Information Management, Journal of Electronic Commerce Research, Journal of Global Information Management, Journal of marketing, MIS Quarterly, Journal of Interactive Marketing, Indian Journal of Commerce & Management Studies, Journal of Electronic Commerce Research, Journal of Fashion Marketing and Management, Internet Research, Online Information Review, Journal of Indian Business Research, International Journal of Retail & Distribution Management, International Journal of Information Management etc.) in our literature search and analysis. Specially, we choose literature that, make use of models which include not only simple casual relationship by independent variables and dependence variables, but also mediated variables and moderate variables that affect on online shopping behavior. A total of 50 articles in area of online shopping behavior were identified from 1999 to 2017.

Analysis

The result that total 50 articles distinguished by year and author is shown as Table 1.

Table1: Literature analysis results by year and author

Sl. No	Authors	Objective	Constructs	Methodology	Statistical Software Packages Used	Findings
1	Lin and Lekhawipat (2014)	To investigate the effects of online shopping experience and habit in relation to adjusted expectations for enhancing online repurchase intention.	Customer satisfaction, Adjusted expectations	Partial least square (PLS) technique	SmartPLS2.0	Customer satisfaction is a vital driver of adjusted expectations and online repurchase intention
2	Goode and Harris(2007)	To develop and extend existing research into online behavioural intentions of consumers.	perceived online reputation, banner advertising, perceived online security, perceived reliability, appearance and site design, and website presentational consistency	using the calculation method recommended by CASRO, 1982.	using the calculation method recommended by CASRO, 1982.	There was uncovered strong links between a number of hypothesised antecedent and moderating factors and behavioural intentions
3	Overby and Lee (2006)	Examines the relevancy of value dimensions for online shopping and the relationship between value dimensions, preference towards the Internet retailer, and intentions.	Utilitarian value and hedonic value	Structural equation modeling technique	AMOS 4.01	Utilitarian value is more strongly related than hedonic value to preference towards the Internet retailer and intentions

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4	Gefen and Straub (2000)	To find out the impact of perceived usefulness and perceived ease of use on e-commerce adoption	perceived usefulness (PU) and perceived ease of use (PEOU)	PCA factor analysis	Free simulation experimental method (Fromkin and Streufert 1976)	PU is the primary belief affecting intentions to use an IT.
5	Dennis et al (2002)	the authors consider aspects of shopping and shopping styles, comparing e-shopping with bricks and mortar.	Breadth and depth of product, prices favourable, convenient, quality stores, customer service and positive image.	Qualitative study	-----	The young, e-literate Web shoppers had a strong preference for shopping in shopping centres rather than online as more enjoyable and sociable.
6	Rohm and Swaminathan (2004)	This paper develops a typology based upon motivations for shopping online	online convenience, physical store orientation (e.g., immediate possession and social contact), information use in planning and shopping, and variety seeking in the online shopping context	univariate ANOVA and chi-square tests	-----	There are distinct online grocery shopping types. These shopping types are named convenience shoppers, variety seekers, balanced buyers, and store-oriented shoppers
7	Lee and Turban (2001)	A theoretical model was developed for investigating the four main antecedent influences on consumer trust in Internet shopping.	Trustworthiness of Internet Merchant, Trustworthiness of Internet Shopping Medium, Contextual Factors and other factors.	Structural equation modeling technique	LISREL VIII	The construct of individual trust propensity is believed to positively moderate the effect of antecedents on consumer trust.
8	Jayawardhena and Wright. (2009)	Analysing antecedents of online shopper excitement, its consequences for behavioural intentions as expressed by intent to return, and positive WOM communication.	four antecedent factors as determinants of excitement, namely convenience, attributes of the web site, merchandising and involvement.	Structural equation modeling (SEM) techniques	LISREL 8.7.	E-shopper excitement leads to positive word-of-mouth (WOM) and increases the intent to return..
9	Novak et al. (1999)	To find out the factors that make using the Web a compelling experience.	13 constructs taken.	Structural equation modeling (SEM) techniques	EQS structural equation modeling software	A compelling online customer experience is positively correlated with fun, recreational and experiential uses of the Web.
10	Bhatnagar et al. (2000)	To know how risk, convenience and demographics affect internet shopping.	Risk, convenience	Logit analysis	-----	Risk factor decreases the likelihood of online shopping. Convenience depends on touch & feel aspect of online shopping
11	Monuwe et al. (2004)	This paper proposes a framework to increase researchers' understanding of consumers' attitudes toward online	The framework uses the constructs of the Technology Acceptance Model (TAM) as a basis	Literature review based	-----	Attitude toward online shopping and intention to shop online are affected by ease of use, usefulness, and

Sl. No	Authors	Objective	Constructs	Methodology	Statistical Software Packages Used	Findings
		shopping				enjoyment.
12	Rose et al. (2010)	to provide a review of antecedents and consequences of online customer experience (OCE) in the purchase context	Information Processing • Perceived Ease of Use • Perceived Usefulness • Perceived Benefits • Perceived Control • Skill • Trust Propensity • Perceived Risk • Enjoyment	Literature review based	-----	OCE framework identifies two consequences: Customer satisfaction (CS) and repurchase intention (RI).
13	Thompson and TEO (2002)	Attitudes toward various aspects of online shopping	11 factors	Chi-square test	-----	The main deterrents to purchasing online have been customers' preference to examine products, the need to possess a credit card and security concerns.
14	Ahmed and Sathish (2015)	The study explores Utilitarian motivation of young Indian consumers during online shopping.	Utilitarian: price and convenience	Confirmatory factor analysis	LISREL 8.8	young Indian consumers give top most priority to economic value for engaging in online shopping.
15	To and Sung (2014)	The purpose of this study is to investigate hedonic online shopping motivations	traditional hedonic values, consisting of social, role, self-gratification, learning trends, pleasure of bargaining, stimulation, diversion, status, and adventure,	qualitative analysis	-----	Two hedonic motivations unique to Internet shopping, privacy and online shopping achievement, were found.
16	Ha and Perks. (2005)	To analyse direct relationship between brand experience and brand trust. Also indirect relationship via satisfaction or brand familiarity.	Exogenous constructs: Experience Endogenous construct: Familiarity, Satisfaction and Brand trust.	Structural equation modeling technique. (SEM)	AMOS 4.0 (Arbuckle, 1999)	Brand trust is achieved through the dimensions of operating and interrelating as antecedent constructs.
17	Jin and Park (2006)	to propose and test an integrative theoretical model that allows one to determine the relative importance of online store attributes on market response outcomes	Latent variable: Trust, satisfaction, and loyalty.	Structural equation modeling technique. (SEM)	LISREL 8.50	Merchandising was the most important attribute to enhancing both trust and satisfaction, followed by security/privacy and order fulfillment.
18	Ling et al. (2010)	to evaluate the impacts of shopping orientations, online trust and prior online purchase experience on the customer online purchase intention	Impulse purchase orientation, Quality orientation, Brand orientation, Online trust, Prior online purchase experience.	Multiple Regression Analysis	SPSS package	Impulse purchase intention, quality orientation, brand orientation, online trust and prior online purchase experience were positively related to the customer online purchase intention
19	Li et al. (1999)	A model of consumer online buying behavior is given.	Perceived Channel Utilities, Shopping Orientations, and Demographics	Multiple Regression Analysis	SPSS package	Educator, convenience orientation, experience orientation, channel

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						knowledge, perceived distribution utility, and perceived accessibility are robust predictors of online buying status.
20.	Akroush and Al-Debei (2015)	an integrated model of the roles of perceived website reputation, relative advantage, perceived website image, and trust that affect attitudes toward online shopping.	perceived website reputation, relative advantage, perceived website image, and trust	Structural equation modeling technique.	AMOS	perceived website reputation, relative advantage, perceived website image, and trust have directly and indirectly affected consumers' attitudes toward online shopping.
21	Cheung et al. 2005	To provide an integrative model of online consumer behavior.	Intention, adoption and continuance	Through literature analysis.	-----	Model gives the cohesive view of online consumer behavior
22.	Childers et al. (2001)	To develop an attitudinal model and empirically tested integrating constructs from technology acceptance research.	Hedonic constructs are usefulness, end of use, enjoyment. Utilitarian constructs are Navigation, convenience, sub-experience.	SEM	LISREL 8	Navigation, convenience, and the substitutability of the electronic environment to personally examining products were found to be important predictors of online shopping attitudes
23.	Ling et al. (2010)	to evaluate the impacts of shopping orientations, online trust and prior online purchase experience to the customer online purchase intention	Impulse purchase orientation, Quality orientation, Brand orientation, Online trust and Prior online purchase experience.	Multiple Regression Analysis,	SPSS analysis	The findings revealed that impulse purchase intention, quality orientation, brand orientation, online trust and prior online purchase experience were positively related to the customer online purchase intention.
24.	Bakshi and Saraf (2016)	The purpose of this study is to identify the various Demographic factors and variables affecting online shopping behavior of customers in Bhopal City.	Demographic factors such as marital status, age, family size, gender and income of the respondents.	Qualitative and quantitative analysis	Qualitative SPSS	Gender impacts frequency of online shopping positively and Family Size impacts overall spend on online shopping. The overall results prove that the respondents have perceived online shopping in a positive manner
25	Javadi et al. (2012)	To analyze factors affecting on online shopping behavior of consumers that might be one of the most important issues of e-commerce and marketing field	perceived risks, infrastructural variables and return policy	Regression analysis	SPSS	The study identified that financial risks and non-delivery risk negatively affected attitude toward online shopping

Sl. No	Authors	Objective	Constructs	Methodology	Statistical Software Packages Used	Findings
26	Siddiqui and Khan (2017)	The purpose of the study was to explore the impact of demography of online customers on e-satisfaction as well as on the determinants of e-satisfaction operating in e-retailing space in India	Five construct were measured in the study: convenience, merchandising, value, financial security and e-satisfaction.	t-test and ANOVA	SPSS	The results of t-test and ANOVA conclude that most of the determinants are independent of the demography of the online customers.
27.	Sethi and Sethi (2017)	This paper studies the influence of demography on online purchase intention.	Three demographic factors; gender, income and marital status were studied	t-test, one way ANOVA	spss	It emerged that gender and marital status has a significant effect on online purchase intention. Males are more likely to shop online than females and unmarried people are the most likely to shop online
28.	Kim et al. (2000)	To find out the Effects of consumer lifestyles on purchasing behavior on the internet	consumer lifestyles factors in the form of price-oriented, net-oriented, and timeoriented lifestyles.	SEM	AMOS	consumer whose lifestyle is more net-oriented will perceive more benefits and fewer risks to online purchasing.
29	Jain and Jain (2011)	The paper aims at examining the impact of various consumer and product characteristics on adoption of e-commerce among consumers in India	Consumer characteristics and product characteristics	ANOVA and multiple regression analysis.	SPSS	Some of the consumer and product characteristics do influence consumer adoption of e-commerce.
30.	Xavier and Kumar (2015)	to identify and study the factors influencing the demographic characteristics of consumers shopping online in tier I and tier II cities	convenience, Economy, Mall culture, Personalized shopping, Perceived usefulness, Perceived ease of use, Privacy and Security, Attitude towards internet, Knowledge of internet usage, Intention and Actual sales	Kruskal-Wallis Test and Mann-Whitney Test	spss	Some factors affect demographic variables significantly.
31	Atcharyachanvanich and Okada (2007)	This paper examines how consumer lifestyles (e.g., price-oriented, innovative, and net-oriented lifestyles) affect purchasing behavior on the Internet	The research model is a combination of a marketing factor, perceived risk, and a technological innovation factor, compatibility.	SEM	SPSS,AMOS	The findings revealed a contradiction to findings of prior studies purporting that having a high-innovative or high-net-oriented lifestyle does not make Japanese consumers purchase through the Internet.

Sl. No	Authors	Objective	Constructs	Methodology	Statistical Software Packages Used	Findings
32.	Reddy and Srinivas (2015)	To identify the impact of Demographic factors like age, gender, marital status, family size, education, and income on online shopping behaviour of India consumes	Demographic factors	ANOVA	SPSS	gender impacts frequency of on-line shopping positively and Family Size impacts overall spend on on-line shopping.
33	Lim et al. (2015)	to determine the relationship between subjective norm, perceived usefulness and online shopping behavior while mediated by purchase intention.	subjective norm, perceived usefulness, online shopping behavior mediated by purchase intention	SEM	SPSS, AMOS	The conclusion can be depicted that subjective norm and perceived usefulness significant positively influence online purchase intention but subjective norm insignificant influence shopping behavior in a negative way.
34	Venkatesh (2000)	The current work presents and tests an anchoring and adjustment-based theoretical model of the determinants of system-specific perceived ease of use.	Constructs related to control, intrinsic motivation, and emotion are proposed as general anchors for the formation of perceived ease of use regarding a new system	SEM	PLS-Graph, Version 2.91.03.04.	an individual's general beliefs regarding computers were the strongest determinants of system-specific perceived ease of use, even after significant direct experience with the target system.
35	Swinyard and Smith (2003)	This study examines the lifestyle characteristics of online households.	The Online Shopper Segments based on lifestyle are Shopping Lovers, Adventurous Explorers, Suspicious Learners and Business Users. The Online Non-Shopper Segments are Fearful Browsers, Shopping Avoiders, Technology Muddlers and Fun Seekers.	factor analysis, cluster analysis	SPSS	Four online shopper segments are identified, and four online non-shopper segments.
36.	Dennis et al. (2002)	In this paper, the authors consider aspects of shopping and shopping styles, comparing e-shopping with bricks and mortar.	Internet vs the West London shopping centre: comparison factors- Range of products, Prices favourable, convenience, quality stores, customer service and positive image.	Qualitative research	-	Shopping centres may have difficulty competing on: breadth and depth of products; prices; researching products; and convenience. Shopping centres may still have the edge over Internet shopping on customer service, positive image and experiential shopping.
37.	Lynn and O'Brien (2010)	This study explored hedonic and utilitarian motivations in the context of user engagement with online shopping.	six dimensions of hedonic shopping: (1) Adventure (2) Social (3) Gratification (4) Idea (5) Role (6) Value Utilitarian (Achievement and Efficiency) dimensions of motivation.	Factor analysis, Multiple regression analysis.	spss	Results demonstrate the salience of Adventure/Gratification Shopping and Achievement Shopping Motivations to specific variables of user engagement in the e-commerce environment and provide considerations for the inclusion of different types of motivation into models of engaging user

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						experiences.
38	Elliot and Fowell (2000)	to identify the major factors likely to drive or inhibit Internet shopping by taking a snapshot of current purchases and to explore consumers' experiences of Internet shopping.	It examines factors in the three groups discussed earlier: ! Sites: including store size, variety, services provided, promotions and ease of use. ! Products: including product types. ! Consumers: including characteristics, concerns and experiences compared with traditional commerce.	Qualitative analysis	-	The study found that consumers' expectations of convenience, customised service and access to a wider variety of products were realised in 70% of cases. However, consumer concerns about security, ease of use, levels of service and overall cost pose significant constraints on growth
39	Zhou et al. (2007)	In this research, there is conducted an extensive survey of extant related studies and synthesized their findings into a reference model called OSAM (Online Shopping Acceptance Model).	Consumer Factors related to Online Shopping: Demographics, Internet experience, Normative beliefs, Shopping orientation, Shopping motivation, Personal traits, Online experience, Psychological perception and Online Shopping experience	Literature review based	-	The literature survey reveals that a myriad of factors have been examined in the context of online shopping and mixed results on those factors have been reported. The proposed model helps reconcile conflicting findings.
40.	Doolin et al. (2005)	This paper develops a research model of the importance of consumers' perceived risk and the Internet shopping experience in the online purchasing behavior of Internet users.	Constructs: Perceived risk, Internet shopping experience (Perceived benefits, Loss of social interaction), Consumer characteristics and Online purchasing behavior.	Principal component factor analysis	spss	It seems that the perceived negative consequences of Internet shopping, specifically product and privacy risk, and the loss of social interaction, are closely associated with online purchasing behavior. Perceived risk seems to deter Internet users from shopping online frequently and from spending significant amounts of money
41	Homburg et al. (2006)	The goal of this study was to examine the joint effects of cognitive and affective factors on satisfaction judgments in a dynamic setting	The key variables of interest were cognition and affect	The three regression models with the maximum likelihood method are estimated	SAS 8.02	The results of an experimental study based on a real consumption experience indicate that the impact of cognition on the satisfaction evaluation increases and the influence of affect decreases over time
42	Agarwal and Karahanna (2000)	a multidimensional construct labeled cognitive absorption	There are five dimensions of temporal dissociation, focused immersion, heightened enjoyment, control, and curiosity	CFA (SEM)	PLS	Results provide strong support for the posited relationships
43	Punj (2011)	the effect of beliefs on online purchase behavior is moderated by demographic characteristics.	Online shopping beliefs, Demographics, Consumption Values	Logistic regression analysis	Spss	consumer beliefs about online shopping <i>Saves Time and Helps Find Best Product Fit</i> have a direct effect on

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						<i>Online Shopper.</i>
44	Anitha (2016)	The purpose of the study is to examine the influence of life style on consumer decision making process	Fashion Consciousness, Leadership Consciousness, Family Consciousness, Health Consciousness, Enjoyment Consciousness and Food Consciousness	factor analysis	Spss	The results show that fashion consciousness; family consciousness are significant and positively influencing the consumer's preference towards Retail formats.
45	Mutum and Ghazali (2006)	This study is among the few to study whether there is any difference in the internet oriented lifestyles between online Malaysian shoppers and non-shoppers	There are seven factors	Factor Analysis	SPSS	There are differences between online shoppers and online non-shoppers. Most online shoppers are young males who were professionals, managers or had their own businesses. They are less concerned about online security, are competent internet users and shop online because they find it fun, easy and convenient.
46	Bigne et al. (2005)	This study aims to make an approximation of the M-shopper profile and identify the variables influencing purchase behaviour	Socio-demographic factors- Gender, Age Social Class Internet user shopping patterns- Experience as online shopper, Internet exposure.	logistic regression technique	SPSS	The logistic regression analysis on the set of variables analysed has highlighted the fact that age, social class and experience of Internet shopping are the variables which best predict M-commerce behaviour. Gender and frequency of Internet use have not turned out to be determinant factors in the purchase decision.
47.	Xu and Paulins (2005)	To study college students' attitudes toward and behavioral intention of shopping online for apparel products by using the theory of reasoned action	Attributes: price, convenience, merchandise options, security of credit card information, customer service, quality, refund policy, social activities, and fit	ANOVA, GLM(general linear model analysis)	SPSS	ANOVA results showed that the students who intended to shop online for apparel products had more positive attitudes than those who did not have the intention. The GLM results showed that internet usage, employment status, and car access had significant influence on students' attitudes toward online shopping for apparel products.

Sl. No	Authors	Objective	Constructs	Methodology	Statistical Software Packages Used	Findings
48.	Al-Debei et al. (2015)	The purpose of this paper is to examine consumer attitudes toward online shopping in Jordan	The paper introduces an integrated model which includes trust, perceived benefits, perceived web quality, and electronic word of mouth (eWOM) along with their relationships.	SEM	EQS 6.1 software	Trust and perceived benefits are key predictors of consumer attitudes toward online shopping, according to the results
49.	Chiu et al. (2009)	The purpose of this paper is to understand customers' repurchase intentions in online shopping.	This study extends the technology acceptance model (TAM) by introducing e-service quality dimensions, trust and enjoyment in the development of a theoretical model to study customers' repurchase intentions within the context of online shopping.	PLS (partial least squares, PLS-Graph version 3.0) is used to analyse the measurement and structural models.	-	The study shows that trust, perceived ease of use, perceived usefulness and enjoyment are significant positive predictors of customers' repurchase intentions.
50	Thamizhvanan and Xavier (2013)	This paper attempts to identify the determinants of online purchase intention among youth in the Indian context	customer online purchase intention shopping orientation factors such as impulse purchase orientation, brand orientation and quality orientation were considered along with online trust and prior online purchase experience.	one way ANOVA, factor analysis, Multiple regression analysis	SPSS	The research established that impulse purchase orientation, prior online purchase experience and online trust have significant impact on the customer purchase intention. Males are found to have more intention to shop online than females.

Based on the analysis of literature overview between literature related online shopping behavior models, we found stream of titles on online shopping behavior research by year.

As part of our analysis, we identified some main theories that are used by literature. Most research based on Theory of Reasoned Action (TRA) and its family theories including the Technology Acceptance Model (TAM) and the Theory of Planned behavior (TPB). Many researchers attempt to examine factors influencing online shopping adoption using extended TAM.

Overview of the factors that have impact on online shopping behavior

We classify variables and factors of literature relevant online shopping behavior into 7 factor types (perceived usefulness, perceived ease of use, online trust, shopping enjoyment, impulse purchase, intention to purchase, perceived risk).

Overview of the statistical tools used in literatures

After going through various literatures, the statistical tools which are used are SEM, Logit analysis, Multiple regression analysis, Chi-square test, Factor analysis, ANOVA, Cluster analysis, Qualitative research and Literature review based.

Proposed model

After reviewing the relevant literature, we propose a conceptual model that comprehensively link online shopping behaviors and its antecedent factors and moderating variable.

The model identifies six latent constructs which are considered factors influencing online shopping behavior. They are perceived usefulness (construct-1), perceived ease of use (const.-2), trust (const.-3), shopping enjoyment (const.-4), impulse purchase (const.-5), intention to purchase (const-6) and subjective norms (const-7). Also the model tries to find out the mediation effect of subjective norms on intention to purchase.

This model depicts an analytical approach where we study the linkages between unobserved variables or latent variables/constructs and observed variables or manifest/indicator variables which constitute the unobserved variables. In this regard structural equation modelling helps to analyse and examine series of dependent relationships simultaneously. It is particularly useful when one independent variable (e.g. perceived ease of use/perceived usefulness) leads to dependent variable (e.g. purchase intention). Such a set of relationships, each with a dependent and independent variables, is the basis for structural equation modeling.

Conclusions

The various studies in the literature review gives evidence on the factors that determine online shoppers' intention to purchase is an antecedent to consumers' purchase decisions. From a theoretical perspective, the studies contribute to the existing body of knowledge by revealing the sort of cause and effect relationships among perceived usefulness, perceived ease of use, trust, shopping enjoyment, impulse purchase, subjective norms and their effects on intention to purchase. The studies also reveal the mediating role of subjective norms on intention to purchase aspect of online shopper.

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