

## **Factors Influencing E-tailing and Online Shopping Behavior: Literature Review**

**Manoj Kumar Behera**, Research Scholar, Dept. of Business Administration, Sambalpur University, India-768019, Mail ID: mhmkb@cet.edu.in

**Monalisha Pattnaik\***, Reader & Head, Dept. of Statistics, Sambalpur University, India-768019, Mail ID: monalisha\_1977@yahoo.

### **Abstract:**

**Introduction:** The purpose of this paper is to classify and organize the accumulated knowledge about online shopping behavior as revealed in the present literature. A model has been made consisting of factors influencing online shopping behavior and impact of mediating variable on it.

**Methodology:** We conducted an exhaustive and systematic electronic search for referred international major journal articles and collected 50 peer-reviewed articles, published between 1997 to 2017 around the world and arranged them by date wise from old to new. We reviewed the prior literature of online consumer shopping behavior and analyze the theories and the underpinning factors and variables.

**Results:** 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.

**Conclusion:** As far as the author knows, this paper provides 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.

### **A Collection of Prior Literature**

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, .000International JO mournal 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.

### **Review of Literature**

A total of 50 articles in area of online shopping behavior were identified from 1999 to 2017.

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).

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.

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 researcher attempts to examine factors influencing online shopping adoption using extended TAM. The reviews of literatures are given below.

**Peterson, Balasubramanian and Bronnenberg (1997):** Exploring the Implications of the Internet for Consumer Marketing

The objective of this article is to provide a framework for understanding possible impacts of the internet on marketing to consumers. This is done by analyzing channel intermediary functions that can be performed on the Internet, suggesting classification schemes that clarify the potential impact of the Internet across different products and services, positioning the Internet against conventional retailing channels, and identifying similarities and differences that exist between them. The article concludes with a series of questions designed to stimulate the development of theory and strategy in the context of internet-based marketing.

**Novak et al. (1999):** Measuring the Customer Experience in Online Environments: A Structural Modeling Approach

The study explores the factors that make using the Web a compelling experience for its users, and of the key consumer behavior outcomes of this compelling experience. In a quantitative modeling framework, a structural model is developed that embodies the components of what makes for a compelling online experience. Data is collected from a large sample Web-based consumer survey to measure these constructs, and fit a series of structural equation models that test related prior theory. The various constructs taken here are Web usage, arousal, challenge, control, exploratory behavior, flow, focused attention, Interactivity(speed), involvement(importance), playfulness, positive affect, skill, telepresence, time distortion. It is found that a compelling online customer experience is positively correlated with fun, recreational and experiential uses of the Web, expected use of the Web in the future, and the amount of time consumers spend online, but negatively associated with using the Web for work-related activities

**.Li et al. (1999): The Impact of Perceived Channel Utilities, Shopping Orientations, and Demographics on the Consumer's Online Buying Behavior**

This study proposed and tested a model of consumer online buying behavior. The model shows that consumer online buying behavior is affected by demographics, channel knowledge, perceived channel utilities, and shopping orientations. Data were collected by a research company using an online survey of 999 U.S. Internet users, and were cross-validated with other similar national surveys before being used to test the model. Multiple regression is used for analysis. Findings of the study indicated that education, convenience orientation, experience orientation, channel knowledge, perceived distribution utility, and perceived accessibility are robust predictors of online buying status (frequent online buyer, occasional online buyer, or non-online buyer) of Internet users.

**Kim et al. (2000): Effects of consumer lifestyles on purchasing behavior on the internet: A conceptual framework and empirical validation.**

The purpose of this research is (1) to develop a theoretical model for consumer purchasing behavior on the Internet and (2) to test the effects of consumer lifestyles in the form of price-oriented, net-oriented, and time oriented lifestyles, and perceived benefit and perceived risk on purchasing behavior. Structural equation modeling is applied to test a hypothesized research model using Graphics Visualization and Usability Center (GVUC) online survey data. Results show that a consumer whose lifestyle is more net-oriented will perceive more benefits and fewer risks to online purchasing. Consumers who are more time-oriented will perceive more benefits to buying goods online than less time-oriented ones. Consumers who have more disposable income are also more prone to purchase online.

**Gefen and Straub (2000): The Relative Importance of Perceived Ease of Use in IS Adoption: A Study of E-Commerce Adoption**

The basic proposition of this study is that this varying importance of PEOU may be related to the nature of the task. PEOU relates to assessments of the intrinsic characteristics of IT, such as the ease of use, ease of learning, flexibility, and clarity of its interface. PU, on the other hand, is a response to user assessment of its extrinsic, i.e., task-oriented, outcomes: how IT helps users achieve task-related objectives, such as task efficiency and effectiveness. The data were first analyzed using a PCA factor analysis to establish convergent and discriminate validity. The result shows that both PEOU and PU significantly affected intended use for inquiry but that only PU affected intended use for purchase. It also shows that PEOU significantly affects PU. There was no significant effect of PEOU on intended use for purchase.

**Viswanath Venkatesh (2000): Determinants of Perceived Ease of Use: Integrating Control, Intrinsic Motivation, and Emotion into the Technology Acceptance Model**

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 is proposed as general anchors for the formation of perceived ease of use regarding a new system. The structural equation modeling technique of Partial Least Squares (PLS) was used to analyze the data. The result shows that 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.

**Elliot and Fowell (2000): Expectations versus reality: A snapshot of consumer experiences with Internet retailing**

The purpose of the study is 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. The qualitative 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.

**Agarwal and Karahanna (2000): Time flies when you're having fun: cognitive absorption and beliefs about information technology usage**

In this paper, we describe a multidimensional construct labeled cognitive absorption and defined as a state of deep involvement with software. There are five dimensions of temporal dissociation, focused immersion, heightened enjoyment, control, and curiosity, is posited to be a proximal antecedent of two important beliefs about technology use. Perceived usefulness and perceived ease of use. In addition, it is proposed that the individual traits of playfulness and personal innovativeness are important determinants of cognitive absorption. When CFA (SEM) undertaken, the result provide strong support for the posited relationships, as well as for a direct relationship between CA and behavioral intention to use. CA's highly significant relationships with crucial beliefs driving technology acceptance behavior affirm the value of this construct in extending our understanding of technology users.

**Matthew and Efraim (2001): A Trust Model for Consumer Internet Shopping**

This paper describes a theoretical model for investigating the four main antecedent influences on consumer trust in Internet shopping, a major form of business-to-consumer e-commerce. The antecedents of the model are Trustworthiness of Internet Merchant, Trustworthiness of Internet Shopping Medium, Contextual Factors and other factors taken here. By using structural equation modeling technique, the result shows that the construct of individual trust propensity is believed to positively moderate the effect of these antecedents on consumer trust.

**Childers et al. (2001): Hedonic and utilitarian motivations for online retail shopping behavior**

The objective of the study is to develop an attitudinal model and empirically tested integrating constructs from technology acceptance research and constructs derived from models of web behavior. The hedonic motivations constructs are usefulness, ease of use, enjoyment and utilitarian motivation constructs are navigation, convenience, sub-experience. To assess the hypothesized results in the proprietary online shopping study, we follow the same method of first examining the fit of the overall model through SEM as estimated in LISREL 8 and then we further examine the individual parameters and their relation to the set of hypotheses proposed in this research. The results show that navigation, convenience, and the substitutability of the

electronic environment to personally examining products were found to be important predictors of online shopping attitudes.

**Teo (2002): Attitudes toward online shopping and the Internet**

This study examines attitude towards various aspects of online shopping and provides a better understanding of the potential of electronic commerce for both researchers and practitioners. Specially, this research examines: Internet usage patterns, external search efforts for online shopping, perceived benefits of search, interest in e-commerce, overall deal evaluation for online shopping, perceived risk of online shopping, willingness to buy online, key concerns in Internet usage, information source for online shopping, reasons for or against online shopping and online shopping patterns. The result shows that the main deterrents to purchasing online have been customers' preference to examine products, the need to possess a credit card and security concerns.

**Dennis, Harris and Sandhu (2002): From bricks to clicks: understanding the e-consumer**

In this paper, the authors consider aspects of shopping and shopping styles, comparing e-shopping with bricks and mortar. The comparison factors on which basis comparison made between Internet and the West London shopping centre are- Range of products, Prices favourable, convenience, quality stores, customer service and positive image. Qualitative research findings show that 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.

**Swinyard and Smith (2003): Why People (Don't) Shop Online: A Lifestyle Study of the Internet Consumer**

This study examines the lifestyle characteristics of online households. It is hypothesized and shown that, compared with online non-shoppers, online shoppers are younger, wealthier, better educated, have higher computer literacy, spend more time on their computer, spend more time on the Internet, find online shopping to be easier and more entertaining, and are less fearful of financial loss from online shopping. The study further hypothesizes that online shoppers, and online non-shoppers, are heterogeneous groups comprised of particular market segments having unique Internet-related lifestyles. The analysis procedure began with factor analysis and a breakdown of means. For this, principal components analysis with varimax rotation was used. The cluster analysis was conducted based on factor scores for each respondent, using the SPSS k means cluster procedure. One analysis was done among the online shoppers, and a second among the online non-shoppers. Four online shopper segments are identified, and four online non-shopper segments. The Online Shopper Segments based on lifestyle are Shopping Lovers, Adventuresome Explorers, Suspicious Learners and Business Users. The Online Non-Shopper Segments are Fearful Browsers, Shopping Avoiders, Technology Muddlers and Fun Seekers.

**Rohm and Swaminathan (2004): A typology of online shoppers based on shopping motivations**

This paper develops a typology based upon motivations for shopping online. An analysis of these motives, including 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, suggests the existence of four shopping types. These four types are labeled convenience shoppers, variety seekers, balanced buyers, and store-oriented shoppers. The convenience shopper is more motivated by convenience. The variety seeker is substantially more motivated by variety seeking across retail alternatives and product types and brands than any other shopping type. Balanced buyers are moderately motivated by convenience and variety seeking. The store-oriented shoppers are more motivated by physical store orientation (e.g., the



desire for immediate possession of goods and social interaction). Shopping types are profiled in terms of background variables and the propensity to shop online. The results are contrasted with a matched sample of off-line shoppers. Implications of this typology for theory and practice are discussed.

Based upon the set of measurement items, factor analysis, and resulting scale scores, subsequent cluster analysis identified a four-group typology of online grocery shopping types. Univariate ANOVA and chi-square tests revealed no differences in age, income, and household size across the four online shopping type.

**Monsuwe, Dellaert and Ruyter (2004): What drives consumers to shop online? A literature review**

This paper therefore proposes a framework to increase researchers' understanding of consumers' attitudes toward online shopping and their intention to shop on the Internet. The framework uses the constructs of the Technology Acceptance Model (TAM) as a basis, extended by exogenous factors and applies it to the online shopping context. Constructs of TAM are Usefulness, ease of use and enjoyment. The review shows that attitudes toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

**Cheung et al. (2005): A critical review of online consumer behavior: Empirical research**

The purpose of the study is to conduct a thorough analysis of the literature in the area of online consumer behavior. This study provides an integrative model of online consumer behavior. Intention, adoption and continuance are the key building blocks of this model of online consumer behavior. The Model gives the cohesive view of online consumer behavior.

**Ha and Perks (2005): Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust**

The focus of the paper lies in addressing the issue of whether there is a direct relationship between brand experience and brand trust or whether there is an indirect relationship via satisfaction or brand familiarity. The results of an empirical study of e-consumer behaviour show that brand trust is achieved through the following dimensions operating and interrelating as antecedent constructs firstly, various brand experiences and the search for information, secondly, a high level of brand familiarity, and thirdly, customer satisfaction based on cognitive and emotional factors. The hypothesised structural model was tested using AMOS 4.0 (Arbuckle, 1999). CFA is used as a statistical tool. The findings show that a variety of brand experiences increase familiarity with the brand. The findings also show that brand experience significantly affects customer satisfaction. Brand experience significantly affects brand trust.

**Doolin, Dillon, Thompson and Corner (2005): Perceived Risk, the Internet Shopping Experience and Online Purchasing Behavior: A New Zealand Perspective**

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. The Constructs are Perceived risk, Internet shopping experience (Perceived benefits, Loss of social interaction), Consumer characteristics and Online purchasing behavior. Principal component factor analysis reveals 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.

**Bigne, Ruiz and Sanz (2005): The impact of internet user shopping patterns and demographics on consumer mobile buying behavior**

This study aims to make an approximation of the M-shopper profile and identify the variables influencing purchase behavior. The factors are Socio-demographic factors-Gender, Age, Social Class and Internet user shopping patterns-Experience as online shopper, Internet exposure. 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

**Xu and Paulins (2005): College students' attitudes toward shopping online for apparel products**

The purpose of the study is to study college students' attitudes toward and behavioral intention of shopping online for apparel products by using the theory of reasoned action. Attributes taken are price, convenience, merchandise options, security of credit card information, customer service, quality, refund policy, social activities, and fit. 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.

**Hansen (2005): Consumer adoption of online grocery buying: a discriminant analysis**

This paper attempts to empirically investigate whether consumers who have adopted online grocery buying perceive this way of shopping differently from other online consumers. The constructs are perceived social norm, Perceived complexity, Perceived compatibility, Perceived relative advantage and Perceived internet grocery risk. Multiple discriminant analysis, CFA (SEM) is applied. Multiple discriminant results suggest that online grocery shopping adopters attach higher compatibility, higher relative advantage, more positive social norms, and lower complexity to internet grocery shopping both compared with consumers who have never bought anything on the internet yet and also compared with consumers who have purchased goods/services on the internet but not groceries.

**Jin and Park (2006): The Moderating Effect of Online Purchase Experience on the Evaluation of Online Store Attributes and the Subsequent Impact on Market Response Outcomes.**

The purpose of this study was to propose and test an integrative model that determines the relative importance of online store attributes on market-response outcomes (i.e., trust, satisfaction, and loyalty), and to examine the moderating effect of online purchase experience on the impact of online attributes on trust and satisfaction. SEM is used for analysis where to provide an assessment of the overall validity of the measures, a confirmatory factor analysis (CFA) of online store attributes and market response outcomes was undertaken. The findings revealed that Merchandising was the most important attribute in enhancing both trust and satisfaction, followed by Security/Privacy and Order Fulfillment.

**Overby and Lee (2006): The effects of utilitarian and hedonic online shopping value on consumer preference and intentions**

This paper examines the relevancy of value dimensions for online shopping and the relationship between value dimensions, preference towards the Internet retailer, and intentions. Utilitarian value is given by purchase deliberation (i.e., considering the product, service, and price features before actual purchase and hedonic value is given by overall assessment (i.e., judgment) of experiential benefits and sacrifices, such as entertainment and escapism.

The hypotheses were tested with AMOS 4.01, using CFA method in SEM. The study found that consumers indeed perceive utilitarian value and hedonic value to be important in their preference

for online retailers and future intentions, though utilitarian value was a stronger predictor than hedonic value. It appears that online consumer shoppers turn to the Internet primarily for utilitarian reasons, such as price savings and convenience and shopping frequency can play a moderating role.

**Homburg, Koschate and Hoyer (2006): The Role of Cognition and Affect in the Formation of Customer Satisfaction: A Dynamic Perspective**

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. 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.

**Mutum and Ghazali (2006): Online shoppers vs non-shoppers: a lifestyle study of Malaysian internet users**

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. The factors are: Factor 1: Vigilant of financial loss Factor 2: Satisfaction with the Internet Factor 3: Internet shopping is easy, fun and convenient Factor 4: Incompetence with Internet usage Factor 5: Internet for Product Information Search Factor 6: Shopping in Stores is a Hassle Factor 7: Internet Shopping is a Hassle. Factor analysis is applied here which finds that 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.

**Atchariyachanvanich and Okada (2007): How Consumer Lifestyles Affect Purchasing Behavior: Evidence from Internet Shopping in Japan**

This paper examines how consumer lifestyles (e.g., price-oriented, innovative, and net-oriented lifestyles) affect purchasing behavior on the Internet. The research model of this study consists of two theoretical constructs: perceived risk and compatibility, and three consumer lifestyle constructs: net-oriented, innovative, and price-oriented lifestyles. The data analysis employed a two-step approach using SPSS and a covariance-based program, AMOS. In the first step, the measurement model was examined for construct validity and refinement by using confirmatory factor analysis (CFA). The second step involved confirming the relationships and testing the hypotheses of the research model by using the structural equation modeling (SEM) technique. The result shows that a consumer whose lifestyle is more price-oriented will perceive fewer risks to Internet shopping. Consumers who are more net-oriented will perceive more compatibility in purchasing through Internet shopping than less net-oriented ones. 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.

**Goode and Harris (2007): Online behavioural intentions: an empirical investigation of antecedents and moderators.**

The current study aims to develop and extend existing research into online behavioural intentions of consumers' by proposing, operationalising, and testing a model of the antecedents of behavioural intentions that models and evaluates how switching costs and inducements moderate the behavioural intentions of online shoppers.



There are six antecedent factors (perceived online reputation, banner advertising, perceived online security, perceived reliability, appearance and site design, and website presentational consistency) moderated by the effects of switching costs and switching inducements.

Confirmatory factor analysis (CFA) was used to assess the reliability of the scales. Analyses found support for the theoretical framework and uncovered strong links between a number of hypothesized antecedent and moderating factors and behavioural intentions.

**Zhou, Dai and Zhang (2007): Online shopping acceptance model — a critical survey of consumer factors in online shopping**

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) to explain consumer acceptance of online shopping. There are 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. The Literature review based study 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.

**Chiu, Chang, Cheng and Fang (2008): Determinants of customer repurchase intention in online shopping**

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. SEM result shows that trust, perceived ease of use, perceived usefulness and enjoyment are significant positive predictors of customers' repurchase intentions.

**Jayawardhena and Wright (2009): An empirical investigation into e-shopping excitement: antecedents and effects**

This paper seeks to examine the antecedents of online shopper excitement, its consequences for behavioural intentions as expressed by intent to return, and positive word-of-mouth communication. A conceptual model is developed based on the literature. Instrument item scales to measure all constructs in the model were as informed by the literature and adapted from prior studies. An online structured questionnaire survey was sent by e-mail to a UK consumer panel (n ¼626). The results were analysed using LISREL 8.7. The finding shows that Convenience, involvement, attributes of the web site and merchandising all collectively impudence shopper excitement. The attributes of the website and merchandising directly influence intent to return. E-shopper excitement leads to positive word-of-mouth (WOM) and increases the intent to return.

**Ling et al. (2010): The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention**

The aim of this research is to evaluate the impacts of shopping orientations, online trust and prior online purchase experience on the customer online purchase intention. The constructs used are Impulse purchase orientation, Quality orientation, Brand orientation, Online trust, Prior online purchase experience. Multiple regression analysis when administered 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

**Rose, Hair and Clark (2010): Online Customer Experience:A Review of the Business-to-Consumer Online Purchase Context**

The purpose of this paper is to provide a review of the online consumer literature in order to inform understanding of the antecedents and consequences of online customer experience (OCE) in the purchase context. The antecedents are given by Information Processing, Perceived Ease of Use, Perceived Usefulness, Perceived Benefits, Perceived Control, Skill, Trust Propensity, Perceived Risk and Enjoyment and consequences of OCE are given by Customer Satisfaction and Re-purchase Intention. The proposed framework suggests that the outcomes of a positive OCE in online purchase context are CS and, ultimately, intention to re-purchase from a website.

**O'Brien (2010): The influence of hedonic and utilitarian motivations on user engagement: The case of online shopping experiences**

This study explored hedonic and utilitarian motivations in the context of user engagement with online shopping. There are six dimensions of hedonic shopping: (1) Adventure(2) Social(3) Gratification (4) Idea (5) Role (6) Value and two dimensions of Utilitarian dimensions of motivation: Achievement and Efficiency. The statistical tools used are Factor analysis and multiple regression analysis. 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 experiences.

**Jain and Jain (2011): Exploring Impact of Consumer and Product Characteristics on E-Commerce Adoption: A Study of Consumers in India.**

The paper aims at examining the impact of various consumer and product characteristics on adoption of e-commerce among consumers in India. A structured non-disguised questionnaire has been employed for collecting the information from the respondents about their demographics, shopping orientations, security and privacy concerns, technological familiarity, past online shopping experiences and intentions to buy various types of products through internet in future, past online shopping satisfaction, recreational shopping orientation, education and income emerge as significant factors affecting consumer past online purchases. In respect of future online shopping intentions, only three consumer related factors viz., past online shopping satisfaction, past online shopping frequency and education, are found as significant predictors. ANOVA analysis was performed in order to assess the impact of demographic factors on e-commerce adoption. Consumer-related antecedents have been examined by multiple regression analysis in respect of consumer past online shopping frequency. Amongst product characteristics, product expensiveness is found to be negatively related to consumer future online purchase intentions. While consumers appear quite willing to buy services online that are high in their intangible value proposition, they appear somewhat ambivalent in their intentions to buy online the 'frequently purchased products'. Some of the consumer and product characteristics do influence consumer adoption of e-commerce.

**Girish Punj (2011): Effect of Consumer Beliefs on Online Purchase Behavior: The Influence of Demographic Characteristics and Consumption Values**

The premise of the article is that the effect of beliefs on online purchase behavior is moderated by demographic characteristics such as income, education, and generational age, and by consumption values such as the inclination to consider many alternatives before making a choice, the enjoyment of shopping, and the tendency to research products prior to making a purchase. Logistic regression analysis was used to test the hypothesized relationships by adopting procedures for testing moderating effects that have been discussed in the literature. The empirical findings show that the consumer beliefs about online shopping Saves Time and Helps Find Best Product Fit have a direct effect on Online Shopper, as well as an indirect effect when considered

in combination with consumer characteristics and consumption values, while the consumer belief Saves Money only has a direct effect.

**Javadi et al. (2012): An Analysis of Factors Affecting on Online Shopping Behavior of Consumers**

The purpose of this study is 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. A model is used examining the impact of perceived risks, infrastructural variables and return policy on attitude toward online shopping behavior and subjective norms, perceived behavioral control, domain specific innovativeness and attitude on online shopping behavior as the hypotheses of study. Regression analysis was used on data in order to test hypothesizes of study. The study identified that financial risks and non-delivery risk negatively affected attitude toward online shopping. Results also indicated that domain specific innovativeness and subjective norms positively affect online shopping behavior. Furthermore, attitude toward online shopping positively affected online shopping behavior of consumers.

**Gehrt, Rajan, Shainesh, Czerwinski and O'Brien (2012): Emergence of online shopping in India: shopping orientation segments**

This study aims to explore Indian online shopping via the concept of shopping orientations. Shopping orientation factors are price, quality with convenience, recreational, and reputation with convenience orientations. Factor analysis and Cluster analysis are used. Three segments were identified: value singularity, quality at any price, and reputation/recreation.

**Thamizhvanan and Xavier (2013): Determinants of customers' online purchase intention: an empirical study in India**

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 is used in data analysis. 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.

**Hong and Cha (2013): The mediating role Of consumer trust in an online merchant in predicting purchase intention**

This research aims at investigating the mediating role of consumer trust in an online merchant in the relationship between components of perceived risk and purchase intention. Perceived risk factors are Performance risk, Psychological risk, Social risk, Financial risk, Online payment risk and Delivery risk. SEM revealed that performance, psychological, financial and online payment risks have a significant negative influence on purchase intention.

**To and Sung (2014): Hedonic Motivations for Online Shopping**

The purpose of this study is to investigate hedonic online shopping motivations. A qualitative analysis was conducted to explore the factors influencing online hedonic shopping motivations. The results of the study indicate that traditional hedonic values, consisting of social, role, self-gratification, learning trends, pleasure of bargaining, stimulation, diversion, status, and adventure, and dimensions of flow theory, consisting of control, curiosity, enjoyment, and telepresence exist in the online shopping environment.

**Mamoun and Mutaz (2015): An integrated model of factors affecting consumer attitudes towards online shopping.**

The purpose of this paper is to examine an integrated model of factors affecting attitudes toward online shopping in Jordan. The paper introduces an integrated model of the roles of perceived

website reputation, relative advantage, perceived website image, and trust that affect attitudes toward online shopping. A structured and self-administered online survey was employed targeting online shoppers of a reputable online retailer in Jordan; Marka VIP. A sample of 273 of online shoppers was involved in the online survey. A series of exploratory and confirmatory factor analyses were used to assess the research constructs, unidimensionality, validity and composite reliability (CR). Structural path model analysis was also used to test the proposed research model and hypotheses. The empirical findings of this study indicate that perceived website reputation, relative advantage, perceived website image, and trust have directly and indirectly affected consumers' attitudes toward online shopping. Online consumers' shopping attitudes are mainly affected by perceived relative advantage and trust. Trust is a product of relative advantage and that the later is a function of perceived website reputation. Relative advantage and perceived website reputation are key predictors of perceived website image. Perceived website image was found to be a direct predictor of trust. Also, the authors found that 26 percent of variation in online shopping attitudes was directly caused by relative advantage, trust, and perceived website image.

**Xavier and Kumar (2015): Factors Influencing the Demographic Characters of Consumers Shopping Online in Tier I and Tier II Cities of South India**

This paper intends to identify and study the factors influencing the demographic characteristics of consumers shopping online in tier I and tier II cities. The factors taken are 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 was administered in this analysis. The finding shows that the 35-44 age groups is influenced by all the factors. The single (bachelors and spinsters) is influenced by mall culture, intention to use and actual sales. The post graduate group is influenced by perceived usefulness, perceived ease of use, knowledge of internet usage and online shopping and actual sales. The students are influenced by most of the factors. The (E) 100001-125000 income group is influenced by privacy and security, attitude towards use of internet and knowledge of internet usage and online shopping. Male consumers are highly influenced by convenience, personalized shopping, perceived usefulness, perceived ease of use, attitude towards using internet, knowledge of internet usage and online shopping, intention to use and actual sales, whereas the female consumers are influenced by mall culture, privacy and security.

**Reddy and Srinivas (2015): Impact of Demographic Factors of Indian Consumers on Online Shopping Behaviour**

This paper tries to identify the impact of Demographic factors like age, gender, marital status, family size, education, and income on online shopping behaviour of India consumers with special emphasis on Satisfaction with online shopping, future purchase intention, frequency of purchase, number of items purchased, and overall expend on online shopping. To meet the research objectives and to test projected hypotheses, the data analysis technique used in this study was ANOVA. The ANOVA results for consumers' response across different demographics factors shows that gender impacts frequency of on-line shopping positively and Family Size impacts overall spend on on-line shopping.

**Lim, Osman, Salahuddin, Romle and Abdullah (2015): Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention**

This study was to determine the relationship between subjective norm, perceived usefulness and online shopping behavior while mediated by purchase intention. Collected data were then analyzed using SPSS version 18.0 and AMOS version 16.0. Structural Equation Modeling to

examine the model fits and hypothesis testing. 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. It is interesting to note that perceived usefulness also insignificantly influence online shopping behavior. Finding also revealed that purchase intention significant positively influence online shopping behavior.

**Ahmed and Sathish (2015): Unleashing the Utilitarian Motivations of Online Shopping among Indian Youth**

The study explores Utilitarian motivation of young Indian consumers during online shopping. The utilitarian dimensions are Convenience, availability of information, Socio Demographic Factors and Economic Value. Confirmatory factor analysis has been done using LISREL 8.8. From results it is concluded that young Indian consumers gives top most priority to economic value for engaging in online shopping. Good price, Assortment, Availability of information, anonymity, and Convenience are the top five most important concerns for young Indian consumers. So e- retailer must make sure that they make products available for them 24/7.

**Al-Debei, Akroush and Ashouri (2015): Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality**

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 in order to examine their effects on consumer attitudes toward online shopping. A series of exploratory and confirmatory factor analyses were used to assess the research constructs, unidimensionality, validity, and composite reliability. Structural path model analysis was also used to test the hypothesized relationships of the research model. EQS 6.1 software is used. The result shows that trust and perceived benefits are key predictors of consumer attitudes toward online shopping, according to the results.

**Bakshi and Saraf (2016): A Study of demographic factors of customers in online shopping (special reference to Bhopal city, Madhya Pradesh, India)**

The purpose of this study is to identify the various Demographic factors and variables affecting online shopping behavior of customers in Bhopal City. The broad objective of the research is to study and analyze the role of Demographic factors in online shopping in Bhopal City. The relation of various factors i.e. Gender, Marital status with different categories i.e. Satisfaction with online shopping, Future purchase, High Frequency of purchase, High Number of items and High Spend on online is analysed. The results of this research indicates that online shopping market in India is affected by several Demographic factors such as marital status, age, family size, gender and income of the respondents

**Anitha (2016): Influence of lifestyle on consumer decision making with special reference to organized retail formats in Chennai**

The purpose of the study is to examine the influence of life style on consumer decision making process. The factors affecting lifestyles of consumers: Fashion Consciousness, Leadership Consciousness, Family Consciousness, Health Consciousness, Enjoyment Consciousness and Food Consciousness. When applied factor analysis, the results show that fashion consciousness; family consciousness are significant and positively influencing the consumer's preference towards Retail formats, while leadership consciousness and food consciousness, health consciousness and Food Consciousness are highly significant and positively influencing the consumer's preference towards retail formats at five cent level of significance and 83 percent of consumer decision making is influenced by the independent variables.



**Siddiqui and Khan (2017): An Exploratory Study on Effect of Demographic Factors on Consumer Satisfaction and its Determinants in E-Retailing**

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. A theoretical model was derived in accordance with the literature and was tested empirically. First of all a descriptive analysis was done and a demographic profile of the online customers was created. To explore any possible impact of these demographic factors on e-satisfaction and its determinants an exploratory factor analysis was done to consolidate the underlying constructs and ascertain the structure of determinants along with their factor scores. Once the underlying constructs were unearthed, the impact of each demographic was assessed on e-satisfaction and its each if its determinants separately by employing either t-test or ANOVA which was applicable. The results of exploratory factor analysis show that the e-satisfaction and its determinants can be consolidated into six underlying constructs or factors. The results of t-test and ANOVA conclude that most of the determinants are independent of the demography of the online customers. The demographic factors that were found to have significant impact are gender, education, age and income on convenience, e-satisfaction and merchandising, perceived value and financial transactions respectively.

**Sethi and Sethi (2017): Does Demography Influence Online Purchase Intention? Evidence from North-West India**

This paper studies the influence of demography on online purchase intention. Three demographic factors; gender, income and marital status were studied and Independent sample T-test was used to study the effect of gender on online purchase intention while One -Way ANOVA was used to study the effect of income and marital status on online purchase intention. 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.

**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. The model is given in Figure 1.

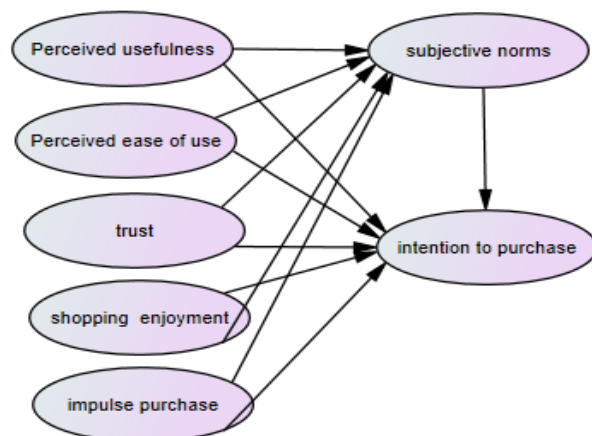


Figure 1: Theoretical Framework of online shopping behavior model

### **Conclusion**

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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