

An Empirical Analysis of Customer Shopping Attitudes Towards Indian Marketing

DR. ADITI SHARMA

ASSISTANT PROFESSOR, INDRA GANDHI UNIVERSITY, MEERPUR, REWARI

ABSTRACT

With the headway of web innovation, internet shopping pattern is getting generally mainstream. Upper east India, which is dark, and is to some degree cut-off from different pieces of India, is the quickest developing and blasting business sector for e-retailers. Consequently, understanding the variables that impacts the "aim to utilize" web based shopping among the individuals of north-eastern area of India, is significant for hypothetical and administrative point of view. The examination broadens past hypotheses of Technology Acceptance Model (TAM) by presenting another factor of conviction, i.e., "saw accommodation", with two other existing convictions, "saw convenience" and "saw usability". This exploration investigates how different outside variables impact "saw value", "saw usability" and "saw comfort" which further impact "aim to utilize" the web based shopping. Right now, is discovered that outer elements like "Online retailer administrations" gave by the online retailer and "self-adequacy" are unequivocally affecting "saw comfort" and "saw convenience" individually. The consequence of this investigation recommends that apparent accommodation and saw convenience are fundamentally impacting the expectation to utilize web based shopping, while saw value has no noteworthy impact on it. This examination will contribute administrative and hypothetical incentive to the specialists.

Keywords: Online Shopping Intentions, Online Shopping, Customer Characteristics, e-Retailing, e-Commerce

INTRODUCTION

In the ongoing time of web innovation, an internet business use is developing quickly all over India. According to the statistical surveying, internet shopping pattern is relied upon to cross 100 million before the finish of 2017, with e-retail showcase likely hopping to 65% continuously 2018. Indian e-retail is required to contact \$17.52 billion with expected development of 15%

consistently [31]. Web based shopping pattern is fundamentally developing in Northeast piece of India and turning into a blasting business sector for different e-retailers [15]. With an all out populace of 45 million, i.e., 3.76% of all out populace of India [16] and standard per-capita pay [1], the locale has great market potential for e-retailers. Because of the constrained geographic reach and low accessibility of assortment of items, individuals in upper east India are going to web based shopping as an advantageous shopping choice [15]. Beforehand barely any investigations had been led about web based shopping in India [12]; [2]; [24]; [19], however there is as yet noteworthy hole in understanding the web based shopping conduct of upper east piece of India in light of its geologically dark and cut off area, diverse social and monetary circumstance contrasted with different pieces of India [40]. In hypothetical viewpoint, this investigation is significant in light of the fact that not many literary works are accessible that utilizes Technology acknowledgment model (TAM) to comprehend the web based shopping intension in India.

The Technology Acceptance Model created by Davis, 1989 is the most generally applied model of client acknowledgment and utilization [44]. Cap recommends that apparent usability and saw helpfulness are two explicit convictions to decide one's conduct goal to utilize an innovation [13]; [14]; [44]. Right now, new conviction develop, viz., "saw accommodation", is joined in the current TAM system. Comfort can be alluded to as clients' impression of sparing time and exertion utilizing the framework ([38]; [6]). Past scientists found that apparent accommodation influences shopping inspiration [29] and aim to utilize the framework [21]; [25]. Seen comfort was utilized as outer variable in TAM and found that it spurs mentality towards utilizing versatile innovation [8] and e-learning framework [22]. Accommodation is viewed as a valuable property that impacts buyers for internet shopping [35]; [11]. Notwithstanding, there is no writing to help "Saw comfort" as one of the key convictions to impact goal to utilize internet shopping. Thus, there is need to consider apparent accommodation as key conviction build alongside apparent usability and saw handiness in TAM, and comprehend the factor that prompts customers' view of comfort for utilizing web based shopping. This examination further plans to decide how firmly saw comfort influences the apparent usability and goal to utilize.

Inquires about on web based shopping have just distinguished that utilitarian advantages, for example, value advancement, simple exchange, accessibility of significant worth items, and

indulgent advantages, for example, delight, brand, experience looking for [32]; [11] are the inspirations that impact the internet shopping aims. Along these lines, customers' inclinations for experiential worth, for example, design, brand or cost can impact internet shopping exercises. Additionally, nature of administration conveyed by the online retailers prompts fulfillment, and impacts expectation to shop online [35]. Another factor of utilizing any innovation is ease of use; individuals will acknowledge the innovation on the off chance that they realize how to utilize it. Subsequently, "self-viability" can be considered as clients' certainty of utilizing web and internet shopping sites would impact their conviction of saw usability. Considering all the elements that identifies with the helpfulness, usability, comfort and eventually aim to utilize internet shopping, this exploration have utilized three key outside factors in particular "customers' inclinations", "self-viability" and "Online retailer administrations".

RESEARCH OBJECTIVE

Research objective of this examination is three crease. To begin with, to give a basic examination of the components those impacts goal to utilize web based shopping among the individuals of north-eastern district of India. Second, to comprehend the effect of new conviction develop apparent accommodation in the current TAM structure. Third, to give administrative and hypothetical ramifications from the examination and results.

LITERATURE REVIEW

Theoretical background of TAM

In the course of the most recent couple of decades TAM (Technology acknowledgment model) is utilized in data framework setting by numerous researchers to comprehend the acknowledgment of innovation by the client. Cap structure was first evolved by Davis (1989) and recognized that outside factors emphatically sway on convictions, viz., saw convenience and saw helpfulness. These two convictions have critical impact on mentality towards utilizing and impact aim to utilize innovation. Likewise TAM shows that apparent value will be impacted by apparent convenience on the grounds that, the simpler an innovation is to utilize, the more helpful it very well may be (Davis, 1989; Davis et al, 1989; Venkatesh, 2000 and Lagris et al,

(2003), have utilized altered TAM2 structure dispensing with conduct develop 'mentalities towards utilizing' in light of the fact that apparent value straightforwardly impact aim to utilize.

Cap is utilized by numerous researchers and got broad experimental backings in different mechanical acknowledgments. Reason for TAM is to recognize the effect of outside factors on interior convictions, i.e., "saw Usefulness" and "saw usability", perspectives, and expectations. "Conduct goal is anticipated by both demeanor and saw convenience; the last additionally impacts mentality. Seen convenience impacts both mentality and saw helpfulness" [23], [13]; [14].

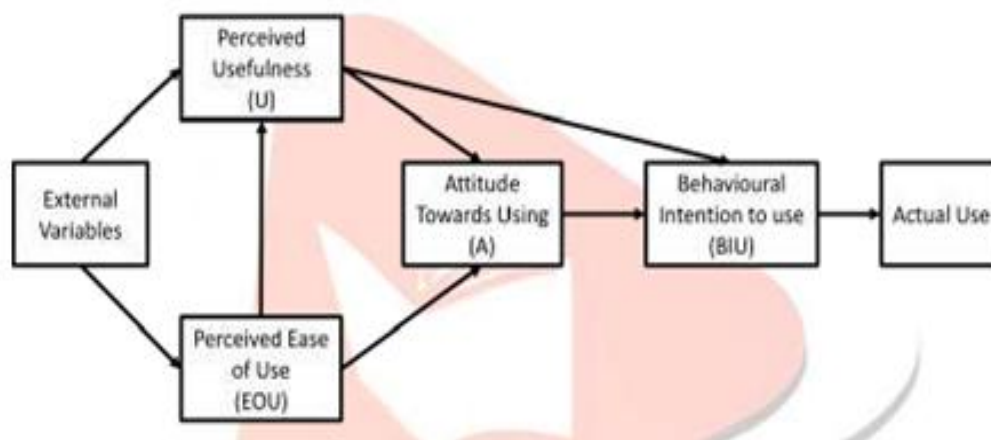


Fig. 1: Original Technology acceptance model (TAM);

Source: (Davis et al, 1989)

Online shopping

Web based shopping permits buyers to straightforwardly purchase merchandise or administrations from a vender over the Internet utilizing an internet browser. Writing on internet shopping recommend that trust, security and protection and PC kind disposition is significant for web based shopping conduct ([35]; [30];[9]). Lee and Lin (2005) have discovered that client view of e-administration quality likewise impact the web based shopping practices. Another research on web based shopping conduct found that relative points of interest over direct shopping, for example, efficient, value focal points, comfort and lower exchange costs are some significant components that impact web based shopping expectations ([9]; [11]). Past writing dependent on internet business, marketing, and retailing literature, that perceives purchasers' shopping inclinations, depend on both utility and fun based inspirations, for example, relational

utility, data chasing, value favorable circumstances, comfort, and amusement for utilizing the web based shopping [33];[4]; [7]; [11].

RESEARCH MODEL AND HYPOTHESIS

External Variables

In TAM, outer factors are considered as key pointers to impact key convictions "saw convenience" and "Saw helpfulness". Outside factors may incorporate individual, hierarchical, and task attributes identified with nature [44];Utilitarian and gluttonous point of view, for example, monetary incentive for the cash, judgment of comfort and efficient, brand, style and satisfaction are a few inspirations for internet shopping expectations [32]; [47]. Subsequently, item accessibility, value focal points, accessibility of marked and in vogue items and accessibility of different adornments can give "purchasers' inclinations" for web based shopping contrasted with ordinary shopping, and can be considered as an outside inspiration to impact apparent value. Another outside factor, "Self-adequacy", is characterized as "individuals' decisions of their abilities to sort out and execute strategies required to accomplish assigned kinds of exhibitions" [5];[37]. Venkatesh,(2000) have demonstrated that self-viability emphatically impact the apparent convenience. Impression of power over the innovation [44], for example, PC or portable invitingness, web neighborliness and web based shopping experience can improve the self-adequacy of the clients which can impact their faith in convenience.

With regards to administration, unwavering quality and responsiveness are the two estimating factors for administration quality [27]; [26]. Online retailer could be consider as dependable in the event that they have capacity to satisfy arranges accurately, convey quickly, and keep individual data secure [34]; [27]. Additionally if the "responsiveness" that can be characterized as how expeditiously an online store offers types of assistance, for example, client requests and data recovery [34]; [26], is esteemed acceptable, at that point it can fulfill the client and impact the goal to utilize [27]. Unwavering quality and responsiveness of online retailer in the administration setting can be named as "Online retailer administrations", which can effect on the client's view of advantageous administrations. Henceforth, the connection between outside factors and convictions can be conjectured as follows:

H1: Consumers' inclinations will have positive impact on apparent value

H2: Self-adequacy will have positive impact on apparent usability

H3: Online retailer administrations will have positive effect on apparent accommodation

Perceived usefulness, perceived ease of use, perceived convenience and intention to use

In TAM, saw convenience and saw usability are the key elements to decide the client aim to utilize innovation. Seen convenience is alluded as "how much an individual accepts that utilizing a specific framework would improve their activity execution." And saw usability is alluded as "how much an individual accepts that utilizing a specific framework would be liberated from exertion" [13]; [14]; [28]. As indicated by the TAM proposed by Davis, saw convenience emphatically influenced apparent handiness; saw value and saw usability decidedly influenced demeanor toward utilizing; and saw helpfulness and mentality toward utilizing emphatically influenced aim to utilize [14]; [44]; [28]. Because of a powerless direct connection between saw helpfulness and disposition, mentality towards utilizing an innovation was excluded from the last model of TAM [14]; [44], which assists with bettering comprehend the impact of apparent usability and saw value on a definitive ward variable of intrigue, "expectation to utilize" [44].

Clients offer inclination to the item or administrations on the off chance that it spares their time and exertion [6]; [22]. Relative preferences of web based shopping contrasted with physical shopping is that, utilizing internet shopping there is no compelling reason to go from one store to the next to purchase the item which spares time and exertion [36]; [39]; [45];[11]. Comfort give constructive outcome on consumers 'intention to do web based shopping [42]. An examination directed by Cheolho and Sanghoon (2007), shows that apparent usability has altogether beneficial outcomes on saw comfort. With regards to web based shopping, clients feel it helpful because of efficient [8], simple exchange and home conveyance of items by the online retailers [11]. Past examination on impact of e-administration quality on internet shopping intension uncovered that clients' view of e-administration quality, for example, brief conveyance of item, brief reactions and security and protection of client character has constructive outcome on consumer loyalty and expectation to utilize [27]; [41]. Thus, buyers' view of web based shopping as time and exertion sparing, protected and responsive can be considered as conviction and will

emphatically impact on aim to utilize internet shopping. In view of the writing, following theories are proposed:

H4: Perceived usability will have positive impact on apparent helpfulness

H5: Perceived comfort will have positive impact on apparent convenience

H6: Perceived helpfulness will have positive impact on goal to utilize

H7: Perceived convenience will have positive impact on aim to utilize

H8: Perceived accommodation will have positive impact on goal to utilize

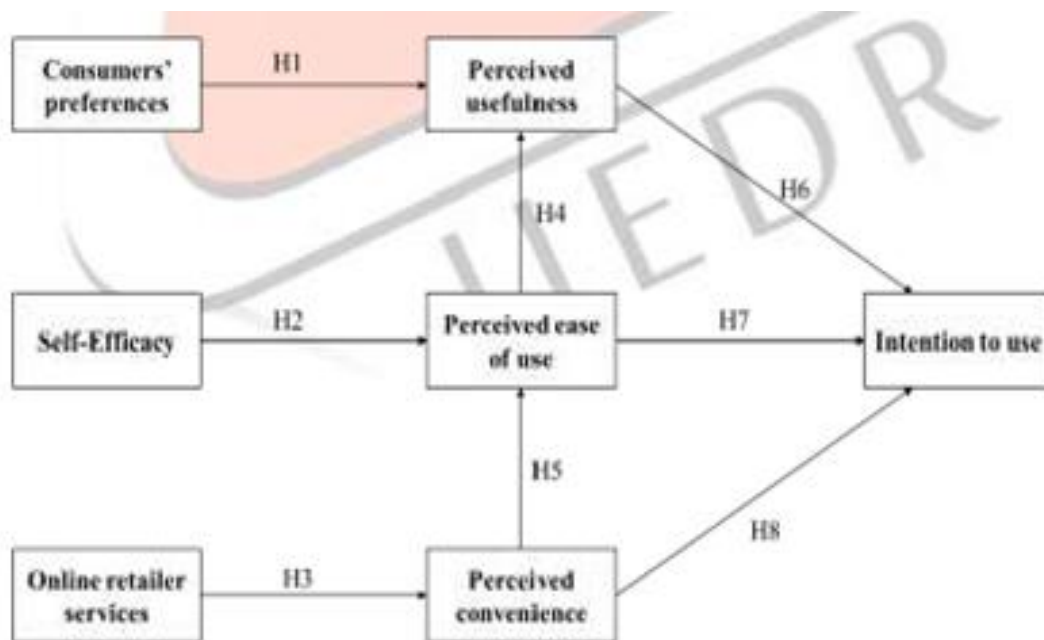


Fig. 2: Research Model

METHODOLOGY

Right now, approach is utilized. A poll with 32 things involving seven measurements: customers' inclinations, self-adequacy, online retailer administrations, saw handiness, saw usability, saw comfort, and goal to utilize, is developed. Things of each construct must depict the idea so as to sum up the discoveries. Accordingly, right now, of things for estimating the develops are embraced and adjusted in the research setting from past researches directed by Davis (1989);

Davis et al. (1989); Venkatesh, (2000); Berry et al (2002); Overby and Lee (2006); Close and Monika (2009); Lee and Lin (2005); and are refined by web based shopping specialists through a pilot study utilizing 25 examples.

In the present examination, information were gathered through poll review. Tests were focused from different gathering of individuals having internet shopping experience that incorporate understudies, representatives, home-creators and self-involved people, so as to sum up the discoveries among different gatherings of individuals. A concise portrayal of the investigation was disclosed in the survey to make it reasonable to the respondent about the research setting. Polls were disseminated and the respondents were told to show their degree of concurrence with the announcements in the thing utilizing a five-point Likert-type scale. Through and through, 120 surveys are gathered, out of which, 90 polls are gotten with substantial reactions.

ANALYSIS AND RESULT

Right now utilized SmartPLS 2.0.M3 for the information and auxiliary way investigation. Fractional least squares (PLS) is an amazing strategy for examination due to the insignificant requests on estimation scales, test size, and leftover conveyances. The writing underpins that the base example size for PLS ought to be bigger than multiple times the biggest number of auxiliary ways coordinated at a specific build in the internal way model [10]; [43]. Right now model, basic ways coordinated at a specific develop in the inward way model is eight, whereby, "expectation to use" with 3 ways has the biggest number of auxiliary ways. Along these lines, test size 90 fulfills the base prerequisites. Examination of information is done in two stages, corroborative factor investigation (CFA) and basic demonstrating. CFA examination speaks to the unwavering quality and legitimacy of the develops. Joined legitimacy can be affirmed by testing thing loadings, composite unwavering quality, and AVE [43]. Composite dependability (CR) of the things ought to be above 0.7 normal fluctuation extricated ought to be above 0.5 [20]; the square foundation of AVE ought to be higher than the between build co-relations [17]; [43]. Singular thing institutionalized stacking ought to be above 0.5 [20] and noteworthy p-benefit of stacking is $P < 0.05$

Right now, all the pre-owned develops have higher than the necessary estimations of factor stacking with noteworthy p-esteem, CR, AVE and square base of AVE, which affirms the united

and discriminant legitimacy. Table 1 shows the unwavering quality and legitimacy of the develops and correlation of builds. Table 2 shows loadings and t-estimation of the things.

Table1: Reliability and validity of constructs

Constructs	CR	AVE	$\sqrt{\text{AVE}}$	Correlations among constructs						
				IU	PC	PEU	PU	SA	SE	RA
IU	0.8791	0.7842	0.885	1	0	0	0	0	0	0
PC	0.8286	0.4933	0.702	0.6442	1	0	0	0	0	0
PEU	0.8548	0.5958	0.772	0.6309	0.7417	1	0	0	0	0
PU	0.801	0.5741	0.758	0.4909	0.5533	0.6034	1	0	0	0
SA	0.8039	0.5801	0.762	0.3169	0.3559	0.3827	0.4264	1	0	0
SE	0.8891	0.6177	0.786	0.3629	0.3407	0.4428	0.3976	0.3434	1	0
RA	0.8123	0.5229	0.723	0.4915	0.5727	0.6333	0.6966	0.3501	0.4121	1

Abbreviations: CR = composite reliability; AVE = average variance extracted (also in parentheses). IU=Intension to use; PC=Perceived convenience; PEU=Perceived ease of use; PU=Perceived usefulness; SA= Service advantages; SE= Self-efficacy; RA= Relative advantages.

Table 2: Loadings and t-values of the items.

Items	Item descriptions	loadings	t-values
PC1	Online shopping is convenient because it helps me to save the desired product information for future purchase.	0.6429	8.2648
PC2	I feel Online shopping is convenient because it delivers products at my home.	0.7226	10.1392
PC3	Online shopping is convenient because it provides different modes of payment.	0.7523	13.8013
PC4	Overall, I feel Online shopping is very convenient for me.	0.7619	12.3599
PC5	Most of the Online shopping facilitates Free delivery.	0.62	7.9703
IU1	Assuming the advantages of online shopping, I will use it.	0.8728	22.0686
IU2	I have high intention to use Online shopping in future.	0.8982	37.1702
PEU1	I can do online shopping without much effort.	0.7973	19.2806
PEU2	I feel online shopping is clear and understandable.	0.7227	9.0715
PEU3	I feel it is easy to search and find desired products using online shopping.	0.7929	19.3972
PEU4	Overall, I feel online shopping is easy to use.	0.7723	15.5201
PU1	Using the online shopping, my shopping quality improves	0.7934	17.7978
PU2	Online shopping gives me opportunity to shop effectively by choosing from a range of items or products.	0.7891	15.5246
PU3	Overall, I feel online shopping is useful for me.	0.6856	6.4748
OS1	The retailer in online shopping delivers on time.	0.851	7.1088
OS2	Transactions with the online shopping are highly secured.	0.6561	3.1076
OS3	I believe the online retailers are always willing to attend customers.	0.7653	7.8556
SE1	I can do online shopping because I am computer friendly.	0.7191	9.5414
SE2	I can do online shopping because I am mobile friendly	0.8324	10.917
SE3	I can do online shopping because I am internet friendly.	0.8269	17.8243
SE4	I believe that I can shop online all by myself.	0.8537	18.4995
SE5	I am confident about shopping online because I have experience in it.	0.6824	7.8495
CP1	I do online shopping to get updated fashion trends.	0.8442	27.7
CP2	Several brands are easily available online.	0.7241	7.2947
CP3	Latest accessories are first introduced in online shopping.	0.6906	7.5294
CP4	Products available online are comparatively cheaper than retail shops.	0.6146	5.7191

Table 3 shows the hypothesis testing results. All the hypotheses, except hypothesis seven (H7), are significant with p-value <0.001, path coefficients are as per the required values suggested by [20], i.e., 0.20 is acceptable, whereas, 0.30 is ideal. Figure 3 shows model testing results.

Table 3: Hypothesis testing results

Hypothesis	Path coefficients	T- Values	P-values	Results
H1: RA → PU	0.525	8.1097	***P<0.01	Significant
H2: SE → PEU	0.2151	3.3331	***P<0.01	Significant
H3: SA → PC	0.3559	3.5407	***P<0.01	Significant
H4: PEU → PU	0.2709	3.2302	***P<0.01	Significant
H5: PC → PEU	0.6685	12.1102	***P<0.01	Significant
H6: PU → IU	0.1126	1.0538	P>0.1	Not Significant
H7: PEU → IU	0.2919	2.4766	***P<0.01	Significant
H8: PC → IU	0.3654	3.0548	***P<0.01	Significant

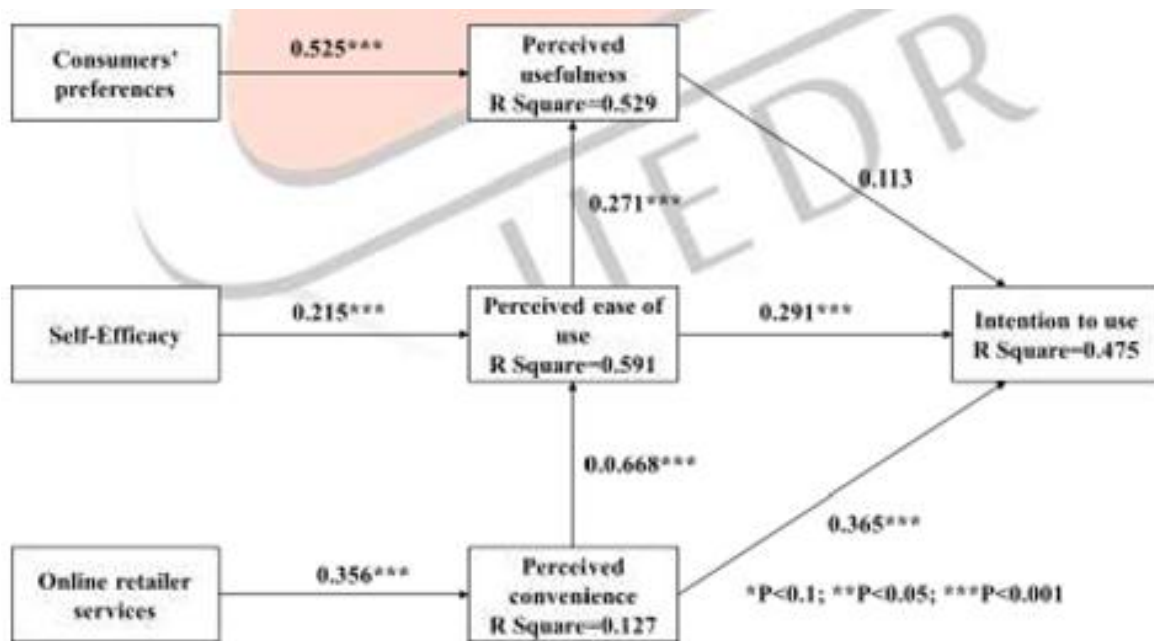


Fig. 3: Model testing results

FINDINGS AND IMPLICATION

Our finding recommends that method of installments (online exchange, money down, EMI), home conveyance, free conveyance and site highlight to spare item data for future references, are

some key markers for saw accommodation. Seen accommodation has solid and positive effect on web based shopping expectation with P-esteem $P < 0.01$. Seen accommodation is impacted by outer variable 'online retailer administrations', for example, on time conveyance, secure exchange and reactions by e-retailer. Seen accommodation likewise sway unequivocally to apparent convenience (t-esteem = 12.11, *** $P < 0.01$). Outer variable affecting apparent usability is 'self-viability'. Seen usability affecting intension to utilize is exceptionally noteworthy (*** $P < 0.01$).

It is required for e-retailer to structure and oversee sites to improve accommodation to the client. Clients feel helpful if there is office of free home conveyance of items, in spite of the fact that there are a few retailers who take additional charges for home conveyance on select items and there are likewise select items that can't be conveyed at some particular territory. Considering the enormous benefit of online retailers and e-business, government strategies ought to empower for development in messenger administrations, transportation and different measurements to upgrade the comfort for the clients [40]. It is seen from the past writing that social advantage with clients is imperative to fabricate a long haul relationship for e-retailers to improve trust and certainty [35]. In this manner, e-retailer should require exertion on improving social advantages by improving item and administration data quality to fulfill their client and improve comfort and usability.

From this systematic perception, it is seen that "apparent helpfulness" is decidedly affected by outside factor "customers' inclinations", like accessible brands, embellishments, value advancement; yet has no huge effect on "goal to utilize". It infers that, numerous individuals think internet shopping is helpful yet doesn't plan to do web based shopping. A few elements may prompt this choice, for example, low trust, absence of good experience without anyone else or peers, absence of information for online exchanges and administrations. E-retailers should manufacture the mindfulness by arranging outer data occasions like promoting and informal correspondence. Likewise, advertisers and government should consolidate together to give improved network access office, and spread mindfulness on the accessibility of new innovations, for example, advanced cell, PC, PC, tablet and different gadgets like tablets.

CONCLUSION

This examination gives hypothetical and administrative point of view of understanding the key factors that impacts apparent helpfulness, saw usability and saw accommodation on expectation to utilize internet shopping in upper east piece of India. Clients who include in web based shopping movement are basically innovation cordial and accommodation situated customers. Clients may feel valuable to utilize web based shopping because of value advancement and accessibility of different scope of items, yet would embrace internet shopping just on the off chance that it is anything but difficult to utilize and helpful. Study is constrained on in general social aim to utilize internet shopping. In future, this research can be completed on similar investigation among age gathering and sexual orientation.

REFERENCES

- [1] A. Prabhudesi, "Per Capita Income of Various Indian States [2016]", <http://trak.in/2012/average-per-capita-income-indian-states/>, 2016.
- [2] Adapa, Sujana. "Adoption of internet shopping: Cultural considerations in India and Australia", *Journal of Internet Banking and Commerce*, vol. 13, pp- 1, 2008.
- [3] Ajzen, Icek, and Martin Fishbein, "Understanding attitudes and predicting social behaviour", Englewood Cliffs, NJ: Prentice-Hall. (1980).
- [4] Arnold, Mark J., and Kristy E. Reynolds, "Hedonic shopping motivations", *Journal of retailing*, vol. 79, pp: 77-95, 2003.
- [5] Bandura, Albert, "The explanatory and predictive scope of self-efficacy theory", *Journal of social and clinical psychology*, vol. 4, pp: 359-373, 1986.
- [6] Berry, Leonard L., Kathleen Seiders, and Dhruv Grewal, "Understanding service convenience", *Journal of marketing*, vol. 66, pp: 1-17, 2002.
- [7] Bridges, Eileen, and Renée Florsheim, "Hedonic and utilitarian shopping goals: The online experience", *Journal of Business research*, vol. 61, pp: 309-314, 2008.
- [8] Chang, Chi-Cheng, Chi-Fang Yan, and Ju-Shih Tseng, "Perceived convenience in an extended technology acceptance model: Mobile technology and English learning for

- college students", *Australasian Journal of Educational Technology*, vol. 28, pp: 809-826, 2012.
- [9] Chang, Man Kit, Waiman Cheung, and Vincent S. Lai, "Literature derived reference models for the adoption of online shopping", *Information & Management*, vol. 42, pp: 543-559, 2005.
- [10] Chin, Wynne W, "Overview of the PLS Method," University of Houston, 1997.
- [11] Close, Angeline G., and Monika Kukar-Kinney, "Beyond buying: Motivations behind consumers' online shopping cartuse", *Journal of Business Research*, vol. 63, pp: 986-992, 2010.
- [12] Dash, Satyabhusan, and K. B. Saji, "The role of consumer self-efficacy and website social-presence in customers' adoption of B2C online shopping: an empirical study in the Indian context", *Journal of International Consumer Marketing*, vol. 20, pp: 33-48, 2008.
- [13] Davis, Fred D, "Perceived usefulness, perceived ease of use, and user acceptance of information technology", *MIS quarterly*, vol. 13, pp: 319-340, 1989.
- [14] Davis, Fred D., Richard P. Bagozzi, and Paul R. Warshaw, "User acceptance of computer technology: a comparison oftwo theoretical models", *Management science*, vol. 35, pp: 982-1003, 1989.
- [15] Debroy, "Top 5 online stores selling Northeast Indian products", <http://www.nelive.in/north-east/business/top-5-online-stores-selling-northeast-indian-products>, 2016.
- [16] Dikshit, K. R., and Jutta K. Dikshit, "Population of the North-Eastern States of India", In *North-East India: Land, People and Economy*, pp. 421-456. Springer Netherlands, 2014.
- [17] Fornell, Claes, and David F. Larcker, "Structural equation models with unobservable variables and measurement error: Algebra and statistics", *Journal of marketing research*, vol.18, pp: 382-388, 1981.
- [18] Gefen, David, and Detmar Straub, "A practical guide to factorial validity using PLS-Graph: Tutorial and annotatedexample", *Communications of the Association for Information systems*, vol. 16, pp: 5, 2005.
- [19] Gehrt, K.C., Rajan, M.N., Shainesh, G., "Czerwinski, D. and O'Brien, M., 2012. Emergence of online shopping in India: shopping orientation segments", *International Journal of Retail & Distribution Management*, vol. 40, pp.742-758, 2012.

- [20] Hair, Joseph F., Rolph E. Anderson, Barry J. Babin, and William C. Black, "Multivariate data analysis: A global perspective", Upper Saddle River, NJ: Pearson, vol. 7, 2010.
- [21] Hossain, Muhammad Muazzem, and Victor R. Prybutok, "Consumer acceptance of RFID technology: An exploratory study", IEEE transactions on engineering management, vol. 55, pp: 316-328, 2008.
- [22] Hsu, Hsiao-hui, and Yu-ying Chang, "Extended TAM model: Impacts of convenience on acceptance and use of Moodle", Online Submission, vol. 3, pp: 211-218, 2013.
- [23] Hu, Paul J., Patrick YK Chau, Olivia R. Liu Sheng, and Kar Yan Tam, "Examining the technology acceptance model using physician acceptance of telemedicine technology", Journal of management information systems, vol.16, pp: 91-112, 1999.
- [24] Khare, Arpita, and Sapna Rakesh, "Antecedents of online shopping behavior in India: An examination", Journal of Internet Commerce, vol. 10, pp- 227-244, 2011.
- [25] Kim, Hee-Woong, Hock Chuan Chan, and Sumeet Gupta, "Value-based adoption of mobile internet: an empirical investigation", Decision support systems, vol. 43, pp: 111-126, 2007.
- [26] Kim, J. and Lee, J., "Critical design factors for successful e-commerce systems. Behaviour & Information Technology", vol. 21, pp.185-199, 2002.
- [27] Lee, Gwo-Guang, and Hsiu-Fen Lin, "Customer perceptions of e-service quality in online shopping", International Journal of Retail & Distribution Management, vol. 33, pp: 161-176, 2005.
- [28] Legris, Paul, John Ingham, and Pierre Collerette, "Why do people use information technology? A critical review of the technology acceptance model", Information & management, vol. 40, pp: 191-204, 2003.
- [29] Lin, Hsiu-Fen, "The impact of website quality dimensions on customer satisfaction in the B2C e-commerce context", Total Quality Management and Business Excellence, vol. 18, pp: 363-378, 2007.
- [30] Miyazaki, Anthony D., and Ana Fernandez, "Consumer perceptions of privacy and security risks for online shopping", Journal of Consumer affairs, vol. 35, pp: 27-44, 2001.