Chapter VI

Factors Affecting Behavioral Intentions to Adopt Electronic Shopping on the World Wide Web: A Structural Equation Modeling Approach

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Searching for and purchasing personal goods and services on the Internet, termed hereafter as “Web shopping,” has seen tremendous growth over the past 2-3 years. With the advent of the Internet and accompanying technologies such as broader bandwidth modems, more robust browsers and multimedia, growth for Web shopping should explode, sustained only by consumers’ perceptions of this new market channel and their subsequent adoption behavior based on these perceptions. Surprisingly, little research has empirically tested an adoption model to this technology to determine critical factors that may influence adoption decisions at the consumer level.

The technology acceptance model (TAM) enjoys a rich base of academic acceptance. This paper uses TAM, while adding technology-specific constructs, developed and validated from prior research. Structural Equation modeling and confirmatory factor analysis were employed to test reliability, validity, and relationships of the constructs. Where prior research exists, comparisons of findings were made.

The results showed that an augmented TAM as described produced measurement and structural models with adequate fits. High construct validities were observed. Three distinct aspects of Internet shopping (browsing, ordering, paying) all revealed good model fits (all superior to TAM alone). In addition, the attitudinal factors of perceived usefulness, intrinsic motivation and perceived information privacy played a significant role in the model. Interestingly, perceived ease of use, system quality and social pressure showed only indirect effects toward usage. Computer experience, age and education showed no effects.

INTRODUCTION

Never before have consumers had more choices in market channels. Today’s consumers, in addition to shopping “traditionally” at department or specialty stores, can now shop via phone, fax, catalog, TV, and, of course, the Internet. Of all the shopping mediums mentioned, few have captured the interest of the public more than shopping over the Internet via the World Wide Web (Web shopping).

Much research (both marketing and MIS) has been directed at determining both the motivation for and impact of this new marketing channel. While such studies continue, little empirical research has been done to determine factors that influence the adoption of this shopping medium. This research builds upon prior studies in information technology adoption models to empirically test the influence of certain factors on the adoption of Web shopping systems.

Two unique constructs that may exist, and are proposed, are intrinsic motivation and perceived information privacy. Web shopping is a predominantly voluntary technology. There are few situations, contrary to institutional settings, where a user will feel forced into using the technology. The motivation, therefore, will tend to be more intrinsic than extrinsic. Additionally, the act of shopping involves the exchange of personal information. As such, perceptions of privacy and privacy protection will be more important than uses of technology in institutional settings. This research will introduce a construct to measure the user’s perception of information privacy as well as its impact on adoption.
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