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A STUDY OF FACTORS AFFECTING INTERNET USERS TO SHOP ONLINE.

(1) Alok Bansal, (2) Devendra Jain, (3) Jitendra Patel

1. Professor, Prestige Institute of Management and Research, Indore. E-Mail: [alok\\_bansal@pimrindore.ac.in](mailto:alok_bansal@pimrindore.ac.in)
2. Assistant Professor, Prestige Institute of Management and Research, Indore. E-Mail: [devendra992002@yahoo.co.uk](mailto:devendra992002@yahoo.co.uk)
3. Assistant Professor, Prestige Institute of Management and Research, Indore. E-Mail: [pateljeetendra.patel@gmail.com](mailto:pateljeetendra.patel@gmail.com)

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## Abstract

The world is undergoing a rapid transformation with more and more people getting richer and the consumer as more disposable income. This is being observed in many countries whether in USA, China or India. Indian consumers are started online shopping/trading for products that meet aspiration needs. This research examines previous Technology Acceptance Model (TAM) and related studies in order to provide an expanded model that can further explain new and prevalent factors affecting internet users to shop online in central part of India. The research is exploratory in nature. Non-probability judgmental sampling is used to collect the sample of the study from Indore and Bhopal cities of central India. A self developed and administered scale was used to collect the primary data of the study. A principal component method of factor analysis and other appropriated methods were used to analyze the collected data. Findings of the study have certain implications for the e-business managers and owners of the web portals to build up more beneficial marketing strategies to maximize the profit and make their portals more successful.

## Keywords

Keywords: Internet, Web Portals, Online Shopping, Online Marketing.