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A Study of Factors Affecting Internet users to Shop Online

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Abstract

World is undergoing a rapid transformation with people getting richer with more disposable Income. Indian Consumers have started online shopping/trading for products that meet aspiration needs. This paper 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 parts of India. The research is exploratory in nature. Non-profitability judgmental sampling was adopted to collect the data from two cities located in central India. The cities chosen for the purpose are Indore and Bhopal. A Self-developed and administered scale was used to collect the primary data. Principal component factor analysis was used to analyze the 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 making their portals successful.

Keywords

E-Business, Internet, Online Shopping, Technology Acceptance, Web Portals.