

Abstract

E-Shopping (or called Internet shopping) has generated a great deal of research interest in recent years. Past studies had proposed a set of predictors and determinants on e-shopping, but no single study has tried to integrate these pieces of information to explore the whole picture. The current study aimed at integrating the current findings in e-shopping by using a classic theory in social psychology, Theory of Reasoned Action (TRA), as a conceptual framework. Structural Equation Modeling (SEM) technique was employed for testing the hypothetical model and guiding the model modifications. A total of eleven latent variables were included in the hypothetical model. They were: intention for future e-shopping, attitudes toward e-shopping, perceived social norm, e-shopping experience, social economic status (SES), Internet usage, time economic motivation, money economic motivation, trust, perceived control, and channel appropriateness. The final model suggested that trust and the motive variables successfully predicted attitudes toward e-shopping, and attitudes toward e-shopping were found to be the most important predictor of future e-shopping intention. The current results also revealed Hong Kong Internet users' attitudes toward e-shopping. The critical factors for them to decide from which online commerce provider to purchase were also explored. The theoretical and practical implications of findings were discussed.