

Title: Unveiling the determinants of online shopping: Insights from a developing nation

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Abstract: This study examined the factors influencing online purchases among consumers in Bangladesh, employing a modified version of the Technology Acceptance Model (TAM). Data from 353 individuals in Bangladesh revealed that perceived ease of use, social influence, security, convenience, trust, emotional experience, and functional experience significantly positively affect the intention to purchase online. Additionally, results show that the intention to purchase online significantly positively affects actual online purchases. Findings further highlighted that intention to make online purchases mediated the influence of perceived ease of use, social influence, security, convenience, trust, emotional experience, and functional experience over online purchases. The study provides significant practical recommendations to help businesses and consumers support online purchasing with diverse advantages.

Keywords: cashless transactions; behavioural intention; technology acceptance model; partial least squares

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