

The impact of social inclination, perceived satisfaction, and the concern of online shopping to resolve customers to buy online retailers

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Internet and e-business provide numerous opportunities for companies. Through this, companies can sell their products to consumers and customers. To take this opportunity, it is necessary to identify factors influencing behavioural intentions to shop online (BI). Social norms (SN) , perceived playfulness (PPL) , and online shopping anxiety (ANX) are examples of those influential factors. According to above mentioned, present study is to examine factors influencing BI in order to help the companies in their business strategies and future policies. This study attempts to examine the influence of factors such as SN, PPL, ANX, Perceived usefulness (PU), and perceived ease of use of online shopping (PEOU). Concerning knowledge development, this research is of an applied research and it is also a descriptive correlation study. Statistical populations of this research were real Iranian buyers, which had at least one online shopping in online retail. In this study, questionnaire and available random sampling were methods of primary data collection. After collecting 397 acceptable questionnaires and doing statistical analysis on collected events, it was found that all above mentioned factors can influence on BI. Finally, some suggestions were presented based on the results of the study.

Keywords : behavioural intentions to shop online, perceived playfulness, online shopping anxiety, Social norms, Online shopping, online retail

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