

Title: Factors Affecting Price Sensitivity in Online Shopping, Emphasizing the Advanced Technology Acceptance Model (TAM) and the Theory of Diffusion of Innovations (DOI) (Digikala's Customer Store)

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Abstract Today, with the increasing number of online users, want to buy online and use online store also has faced growing welcomed.. Meanwhile, price sensitivity is a topic that can be important for many businesses in this area. Regarding this, the present study aims to investigate the factors affecting the price sensitivity of online shopping with emphasis on the TAM and the theory of innovation publishing (DOI) among customers of digi kala.the method of this research is descriptive and is considered as a practical purpose. The statistical population of this study consisted of customers of digi kala online store and the sampling method was chosen as unpredictable. The data gathering method in this research is field survey of this questionnaire. The content validity method was used for validity and the reliability was determined using Cronbach's alpha coefficient. Finally, for analyzing the data and testing the research hypotheses, structural equation modeling was used with smart pls 2 software. The results of the analysis of collected data showed that the intention to use, perceived usefulness, ease of use, enjoyment, Personal Innovativeness, perceived satisfaction and risk affect the price sensitivity. These variables also account for 53.2% of the sensitivity variable.

Keywords : Keyword: Technology Acceptance Model (TAM), Diffusion of Innovations (DOI), Price sensitivity

