

# The impact of e-commerce factors on online shopping intent (Case Study: DJ's Customers)

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The main purpose of the present research is to investigate the effect of e-commerce factors on online shopping inquiries (Case Study: DJI's Customers). The sample size is calculated based on the Cochran formula for an unlimited society. The research data were collected 400 customers of DJ's stores using a questionnaire. To test the hypotheses, structural equation modeling has been used. A questionnaire containing 30 questions was used to collect information in a field. Also, PLS software was used to test the research hypotheses. Research findings show that electronic innovation and innovation methods have a significant effect on online shopping intent; perceived security and quality of information has a significant effect on trust; trust in online shopping intention has no significant effect. Trusting on perceived value has no significant effect, saving time and save time on perceived value has a significant effect. Perceived value has a significant effect on online shopping intent.

**Keywords :** Keywords: Online Shopping, Customer Trust, Purchase Intent, Website

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