



<Duniya Store>

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Abstract

Online shopping is among the most popular activities of the internet, yet the reasons why consumers buy online are still unclear. Although it is implied that consumer acceptance of online shopping is affected by different products not many studies have adopted this view. This study attempts to examine consumers' attitude when making online purchases in the context of different product types. A theoretical framework is proposed based on the determinants of consumer behavior and user acceptance of online shopping, as well as online product classification. The factors that were selected to be tested are Personal Innovativeness of Information Technology (PIIT), Self-efficacy, Perceived security, Privacy, Product involvement and how they affect consumer attitude towards online shopping. Correlation analysis, at first, to determine the relationships among the variables and regression analysis afterwards to verify the extent of the variable interaction were used to test the hypotheses.