

Discussion on the Behavior Intention Model of Consumer Online Shopping

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The objective of this study was to test the sufficiency of the Theory of Planned Behavior (TPB) and extended TPB models by looking at the added variables of past experience and channel knowledge in predicting consumer online shopping. Data was collected by questionnaire from employed students in junior college and university (n=334), and by web-based survey from Internet users (n=92). Using Multi-regression analysis, the results of the study demonstrate that the TPB is applicable to measuring behavioral intentions in online shopping. Furthermore, adding past experience and channel knowledge to the TPB model improves the prediction of online shopping behavior.

People's shopping habits have changed. According to the forecasting of Forrester Research, by 2010, online sales will reach \$331 billion in America. The growing number of online shopping households combined with retailer innovations and website improvements will drive e-commerce to account for 13% of total retail sales in 2010, up from 7% in 2004. Between 2004 and 2010, online sales will grow at a 15% compound annual growth rate (Johnson, 2004). In addition, MIC of the Institute for Information Industry estimated online shopping in 2003 was \$0.6 billion (NT\$20.4 billion), and would grow by 30% to \$0.81 billion (NT\$26.6 billion), and increase by 88% in 2005 to \$1.52 billion (NT\$50.1 billion) in Taiwan. Currently, online shoppers in Taiwan only represented 20% of the Internet population. Compared with America in which B2C e-business accounted for 1.5% of total retailing sales, B2C in Taiwan (0.39% of total retailing sales) still had a large growth space (Wu, 2004). As the