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Online Shopping Adoption and Influencing Factors:
A Study in Karnataka

Dr. Adil Rasool
Asst. Professor, Dept. of Mgmt Studies, SPMR, College of Commerce, Jammu (India)
rasool.adil@gmail.com

Mr Vinod Gupta
Asst. Professor, Dept. of Mgmt Studies, SPMR, College of Commerce, Jammu (India)
Vinodgupta44@gmail.com

Ms. Bharti Slathia
Head- Dept. of Mgmt Studies, SPMR, College of Commerce, Jammu (India)
Bharti_slathia@yahoo.com

Dr. Goldy Mahajan
Asst. Professor, Dept. of Mgmt Studies, SPMR, College of Commerce, Jammu (India)
Goltymahajan26@gmail.com

Abstract: *Buying through Internet is an innovative shopping pattern emerging and gaining acceptance in Indian market. The present work tried to find out association between customer attitude and their intention to shop online, through the use of Extended Technology Acceptance Model. For this purpose survey was conducted and data were collected from 210 respondents in the state of Karnataka to test hypothesis through the statistical tools such as multiple regression and chi-square methods. The result of the study reveals that the factor Perceived credibility, Perceived usefulness, Perceived ease of use and Computer self efficacy are significantly dependent on customer attitude. More specifically, computer self efficacy is found to be having significant superior effect on Perceived attitude. Further, the result of the present study shows that customer attitude is highly related with Intention to shop online among the customers. Future research options and implication were also discussed while concluding the present study.*

1. INTRODUCTION

Today as the online shopping grows in popularity more people are turning to online shopping for all their needs. Clothes, shoes, products, even groceries can now are purchased via the internet. A lot of pros have come from this; no waiting in lines or in traffic, customer can shop from the convenience of their home, easier to do comparison shopping, discounts and customer can shop at any time without restrictions. Online stores are increasing in popularity, and will continue to increase as the internet grows. Many people are choosing to skip the trip and purchase their sofas and other home furnishing from the comfort of their home.

Customers can search for exactly what they're looking for quicker. There are many online stores who specialize in a certain type of products that customer may be looking for and a quick Google search will bring you to that site. If one love knowing the newest styles, or having unique pieces then online