

Full Length Research Paper

Measuring e-shopping intention: An Iranian perspective

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This paper drew a conceptual model and tried to test the model by using path analysis. Path analysis showed that perceived e-benefit had positive effect on e-attitude ($\beta = 0.275$, $P < 0.05$). Perceived e-ease of use had positive effect on e-attitude ($\beta = 0.453$, $P < 0.05$) and e-shopping intention ($\beta = 0.465$, $P < 0.05$). Results revealed that e-attitude had positive effect on e-shopping intention ($\beta = 0.396$, $P < 0.05$). Analysis showed that perceived e-risk had no effect on the e-attitude and e-shopping intention. Findings also showed that perceived e-ease of use had the biggest direct, indirect, and total effects on the e-shopping intention.

Key words: e-Benefit, e-ease of use, e-risk, e-attitude, e-shopping intention.

INTRODUCTION

The Internet has revolutionized many aspects of our lives. We use the Internet for communication (chat and e-mail), news, scientific research, ticket booking, and even marriage. One of the most activities that have changed in the light of the Internet is shopping. Every day, we purchase many products and call for some services, which the Internet can substantially change. Internet shopping grows increasingly worldwide. Online shopping is developing rapidly on the Internet today, but the amount of money involved remains very low (Cases, 2002). The total sales figures of Internet shopping represent only a small percentage of at-home shopping sales. For example, comScore Networks indicated Internet spending for 2005, which gained 22% increase over 2004 spending (Clickz.com, 2006). E-marketer said the average annual purchase per online buyer grew 15.9% from \$769.06 in 2000 to \$832.29 in 2001 and \$891.18 in 2002 (Shop.org, 2006). Before doing any activity, humans should have an intention, so, e-shopping proceeds user's intention to shop online. E-tailers try to transform users to shoppers, because they seek and do not only search for information, but also profit and sales. The Internet is becoming a means for both firms and consumers to conduct business (Wigand, 1997). The rise

of PC ownership and the improvement of access to the Internet have led to a widespread use of the Internet, thereby allowing economic actors to transact their business in a virtual market (Quelch and Klein, 1996; Borenstein and Saloner, 2001). Iran, as a developing country, still lacks proper infrastructure for e-shopping. There is even very contradictory statistics about Iranian Internet users (Itna.ir, 2005). The existence of different statistics regarding the Internet users is not a new phenomenon and it can be viewed with recourse to many other subjects, such as unemployment, population, SMEs, etc. The total Iranian Internet penetration rate is between 8 to 12% or 6 to 9 million users. Although Iran has no the proper infrastructure for e-shopping, there are successful e-tailings, such as www.namabazar.com, www.pakchin.com, or e-malls, such as www.foorooshgah.com. The most important barriers to e-shopping in Iran are the low number of the Internet users, improper e-banking and payment, lack of awareness about e-shopping, unfamiliarity of Iranians with the English language and knowledge of the Internet. Yang and Lester (2004) stated that the fundamental concern for marketers is not only who the users of the Internet are, but also who the Internet shoppers are. However, this cannot be true, for e-shoppers are not initially e-shoppers; they have, at first, be the users and then become e-shoppers. Another argument regarding that claim is that they only focus on shopping online, yet many users use the Internet for searching and then shop from

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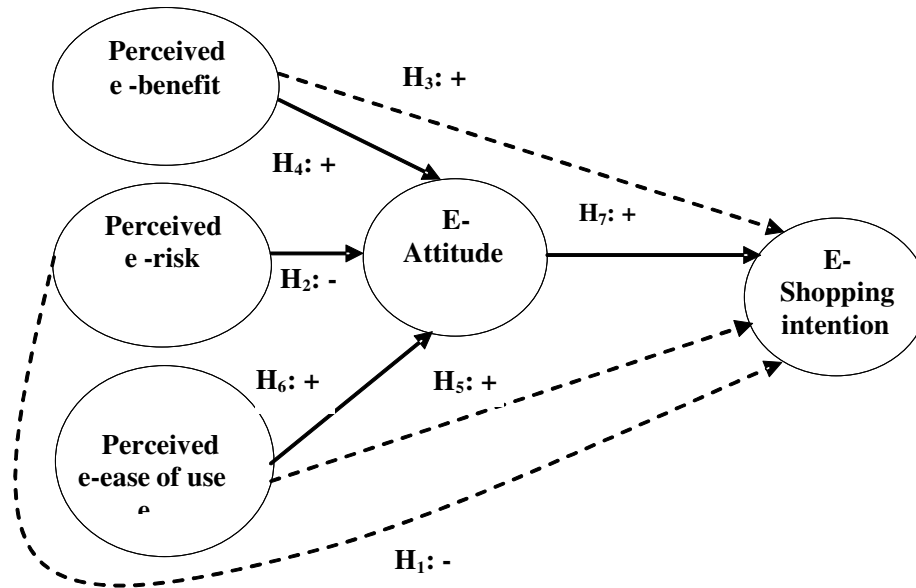


Figure 1. Research model.

brick and mortar.

Behavioral intention measures how hard an individual is willing to try, or the strength of the intended effort to perform a behavior (Ajzen, 1991). Behavioral intention does not perfectly correlate with the actual behavior. An individual may be engaged in a less intended choice due to the presence of some constraints (behavioral control factors). In addition, of course, stated intentions often differ from true intentions due to social desirability bias (the tendency to provide the response that is socially expected) or consistency bias (the need to appear consistent to the analyst, which can result in the stated intentions that are consonant with the previously-expressed attitudes, whereas in reality one's actual behavior will be dissonant from those attitudes). Generally, however, behavioral intention tends to have a positive association with the actual choice of that behavior. That is, the stronger an individual's behavioral intention, the more likely he/she is to perform the behavior. e-Shopping intention can measure an individual's conative beliefs with respect to adopting or using e-shopping (e.g. Belanger et al., 2002), as well as with respect to planning to abort an online transaction before checkout (Cho, 2004). Previous studies have adopted various scales to measure respondents' e-Shopping Intention: a two-point scale and multi-point qualitative scales. Among the latter, five-point scales and seven-point scales have been commonly used. Further, e-Shopping Intention has been constructed in different ways. In some studies, a single question has been used to ask respondents to report their e-shopping intentions (Chen and Tan, 2004; Goldsmith, 2002; Koufaris, 2002). In most studies, however, e-shopping intention has been evaluated by a latent construct. That is, several

dimensions related to e-shopping intention have been individually measured in the survey and then integrated into a scalar intention, generally through factor analysis. In some studies, e-shopping intention has also been assessed by an integration of near-term and long-term intentions (Choi and Geistfeld, 2004; Van der Heijden et al., 2003; Van der Heijden and Verhagen, 2004).

RESEARCH HYPOTHESES

There are different models for measuring the e-shopping intention. Two general theories can be found common in these researches: First, the theory of planned behavior (TPB) and, second, the technology acceptance model (TAM). The roots of the TPB stem from Fishbein and Ajzen (1975). In TPB, behavioral intention is influenced by attitude towards the behavior, subjective norms, and the perceived behavioral control. Davis (1989) studied the perceived usefulness and perceived ease of use on user acceptance of IT. Davis theory is another version of TPB. Our research model (Figure 1) is mainly designed based on Davis's work. We substitute perceived usefulness for perceived e-shopping benefits. This model shows that when a person believes that he/she can complete e-shopping successfully and believes that e-shopping creates value for him/her (benefits minus risks) he/she is more likely to shop online (Figure 2).

Perceived e-shopping risk, e-shopping intention and attitude toward e-shopping

One of the most important factors in the adoption of the

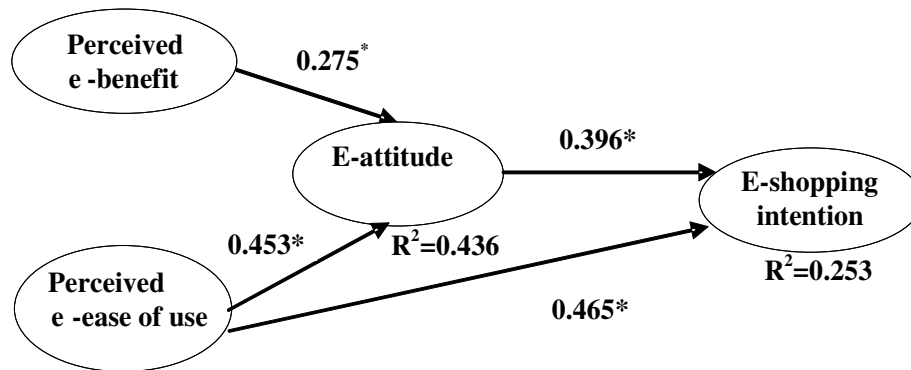


Figure 2. Final model (* $P < 0.05$ for all paths).

new technology is perceived risk. Perceived risk has been the subject of many shopping studies over the last decades (Bauer, 1960; Mitchell, 1999). Perceived risk is the risk a customer believes to be existent in the purchase of goods or services from a specific retailer, whether or not a risk actually exists (about.com, 2006). Dowling and Staelin (1994) define perceived risk as the consumer's perception of the uncertainty and concomitant adverse consequences of buying a product or service. Perceived risk refers to the nature and amount of risk perceived by a consumer in contemplating a particular purchase decision (Cox and Rich, 1964). Ueltschy et al. (2004) have investigated perceived risk in multicultural context. Many marketing practitioners and researchers are still interested in perceived risk, because it is more powerful in explaining consumer's behavior. Furthermore, theory has intuitive appeal and broad application (Mitchell, 1999). Bhatnagar et al. (2000) argued that the likelihood of purchasing on the Internet decreases with increases in product risk. Park and Jun (2002) in a comparative study found that American users show lower perceived risk on privacy and security as well as perceived risk on product than Korean users. Lu et al. (2005) found negative relationship between perceived risk and e-shopping intention (-0.266) and attitude (-0.293). So, we expect that there is negative relationship between perceived risk and e-shopping intention. Perceived risk in the context of online shopping can be divided into privacy and security. Privacy is concerned with non-financial information, such as e-mail address, address, phone number, etc., while security is about financial information, such as credit card number, account number, and so on.

Hypothesis 1: Perceived risk has a negative impact on e-shopping intention among Iranian users.

We should note that perceived risk can play a major role in attitude formation. Attitude is not an absolute concept and does not take shape in the vacuum. Attitude stems from contextual variables. As Lavidge and Steiner (1961)

said attitudes are determined by salient beliefs about the benefits and costs of performing the behavior. Perceived risk, perceived benefit and perceived ease of use are among the most antecedents of attitude. When a person perceives e-shopping as a risky activity, he/she tends to harbor a negative attitude. In a research, Shim et al. (2001) supposed that attitude is independent of factors, such as e-shopping purchase, subjective norms, etc. So, we expect a negative relation between perceived risk and attitude toward e-shopping.

Hypothesis 2: Perceived risk has a negative impact on attitude toward e-shopping among Iranian users.

Perceived e-shopping benefits, e-shopping intention and attitude toward e-shopping

There is no obvious literature for supporting the relationship between perceived benefit and e-shopping intention. But, there is a concept that has a close meaning to perceived benefit. Perceived usefulness (PU) is a construct that appeared in Technology Acceptance literature. Perceived usefulness is defined here as the degree to which a person believes that using a particular system would enhance his or her job performance (Davis, 1989). This definition follows the definition of the word useful: Capable of being used advantageously. Gefen and Straub (2000) proposed that PU directly affects the intention to use and ignored the influence of the mediating variable, attitude toward using. Henderson and Divett (2003) tested direct links from PU to actual use of e-shopping. Some studies found perceived usefulness of extensively positive influence on consumers' e-shopping intention and actual use (Chen et al., 2002; Childers et al., 2001). Taylor and Todd (1995) found that perceived usefulness was a better predictor of intention. So, we expect that there would be a positive relationship between perceived usefulness and e-shopping intention. Perceived benefit can be defined as the degree to which a potential shopper believes shopping via internet creates.

Better searching

Searching in order to find the proper products and services, customers explore market and different merchants. In the physical world searching is hard, time consuming, costly and conducive to biased information. Search cost is an important element of transaction cost theory (Williamson, 1975). Searching cost includes cost of gathering information to identify and evaluate the potential seller. Searching via the Internet is fast and cheap (Rutter and Southerton, 2000).

Low price

e-Shopping decreases the cost for manufacturer and the price for the customer. Manufacturer, by use of e-procurement, can find the best supplier and get a low price. Price transparency and information overload decrease the manufacturer's power to charge higher price. Because of the low switching cost, customer switches to another seller. On the other hand, the competition in e-shopping is a price-based competition. Customer, by doing a fast and inexpensive search, can find lower prices via sites, such as lowprice.com, pricescan.com, and so on.

Rich information

e-Shoppers face big volume of information. e-Shoppers can now get detailed information about the products and services they want. They can compare this information and even use free consulting services. They become smarter than the physical shoppers. Customers can write a product review and tell about their experience with that product. Chatting online provides opportunity for e-shoppers to get rich information.

More choice

The Internet provides far more choices for the e-shoppers. In the traditional shopping, there are time and location limitations, whereas, in e-shopping, there are no time or location limitations. Every manufacturer and seller, regardless of the size and experience, can sell online. e-Shop is open 365/7/24 and is closed only in the time of technical errors.

Time saving

Time saving for the e-shoppers can come about in many ways. The time spent for getting information about a product or a service is a hidden cost. e-Shoppers can get a lot of information by clicking in a few seconds. This activity is very time consuming in the physical shopping. If e-shoppers purchase a digital product or service, such

as movie, e-card, journal, music, software, e-book and medical or financial services, such an item can be delivered at a high speed, especially by using an ADSL line. e-Shoppers by communicating with the manufacturer via e-mail and chat can get information about repairing, installation and other after-sale services. So, we expect that there is a positive relationship between perceived benefits and e-shopping intention:

Hypothesis 3: Perceived benefits have a positive impact on e-shopping intention among the Iranian users.

As previously cited, attitude is not an absolute concept and does not take form in the vacuum. Attitude stems from contextual variables. One of them is perceived risk; the other is perceived benefit. When a person perceives e-shopping as a beneficiary activity, he/she tends to have a positive attitude. So, we expect a negative relation between perceived risk and attitude toward e-shopping.

Hypothesis 4: Perceived benefits have positive impact on attitude toward e-shopping among Iranian users.

Perceived ease of use and e-shopping intention

Ease of use and usefulness are two factors that are used in technology acceptance model (TAM). Perceived ease of use, in contrast, refers to the degree to which a person believes that using a particular system would be free of effort. This follows from the definition of "ease", "freedom from difficulty or great effort" (Davis, 1989). Davis believes that else being equal, an application perceived to be easier to use than another is more likely to be accepted by users. Perceived ease of use has a very close relationship with the concept of self-efficacy. The first writer who wrote about self-efficacy was Bandura (1977). Bandura (1986) defined self-efficacy as "people's judgments of their capabilities to organize and execute courses of action required to attain designated types of performances. It is concerned not with the skills one has, but with judgments of what one can do with whatever skills one possesses" (p. 391). Self-efficacy tries to measure individual perceptions about performing a specific task. On the other hand, self-efficacy deals with virtual and subjective world, not the physical or the real world. Self-efficacy is a measure of person's ability to do a specific task before he /she really does it. Beliefs about ease of use and usefulness were posited directly to intention (Venkatesh and Davis, 1996). Some studies have found a positive relationship between perceived ease of use and the consumer's e-shopping intention and actual use (Chen et al., 2002; Childers et al., 2001). Complexity and low perceived ease of use have a negative relationship with the e-shopping intention (Verhoef and Langerak, 2001). So, we expect that there is a positive relationship between perceived ease of use

and the e-shopping intention:

Hypothesis 5: Perceived ease of use has a positive relationship with the e-shopping intention among the Iranian users.

Another variable perceived as making attitude is ease of use. When a person perceives e-shopping as an easy activity, he/she tends to have a positive attitude, since he/she can complete e-shopping easily. So, we expect a positive relation between perceived ease of use and attitude toward e-shopping.

Hypothesis 6: Perceived ease of use has a positive impact on attitude toward e-shopping among the Iranian users.

Attitude and e-shopping intention

Attitude is a key concept in social psychology. In the academic psychology parlance, attitudes are positive or negative views of an "attitude object": A person, behavior, or event. Research has shown that people can also be "ambivalent" towards a target, meaning that they simultaneously possess a positive and a negative attitude towards it (Wikipedia.org, 2006). Attitudes toward a behavior constitute an individual's evaluation of the behavior. They are determined by his/her salient beliefs about the benefits and costs of performing the behavior. Attitude is an antecedent to behavior (Lavidge and Steiner, 1961). Fishbein and Ajzen (1975) define attitude toward a behavior as a person's evaluation of a specified behavior involving an object or an outcome. They found that attitude toward behavior is related more strongly to a specified behavior than does attitude toward an object or an outcome (Ajzen and Fishbein, 1980). Attitude is a learned predisposition to respond to an object, person, or idea in a favorable or an unfavorable way (Pocster, 1987). Pocster (1987) holds that attitude consists of three major components: Cognitive (awareness and knowledge), affective (interest, liking, and affective affiliation), and conative (action, conviction, intention to buy, trial, and adoption). Rokeach (1967; 1968) defines attitude as a set of interrelated predispositions to action organized around an object or a situation. Social attitudes are assumed to be residues of past experiences that guide the future behavior (Campbell, 1963). The major problem in testing the relationship between attitude and behavior is the selection of attitudinal constructs that are relevant to behavior (Sun and Hunter, 1993). Sun and Hunter, (1993) used meta-analysis methodology and found that there is a strong relationship between attitude and behavior ($r = 0.79$). The intention to buy online and attitude have correlation at 0.227 and intention with real shopping at 0.394 (George, 2002). There is a strong association between attitude and intention (Van der Heijden et al., 2001).

Hypothesis 7: Attitude has a positive impact on e-shopping intention among the Iranian users.

RESEARCH METHODOLOGY

Sampling procedure and data collection

The sample was drawn from 120 people living in Tehran. The sampling method was disproportionate stratified sampling. Tehran city was divided into four strata: North, south, west and east, and people were chosen randomly from the coffee nets in these strata. 30 questionnaires were assigned to each stratum. We chose those people who were using the Internet in coffee nets. For data collection, 18 questions were included in a questionnaire: 14 questions were used for testing hypotheses and the rest for demographic variables. The questionnaire was pre-tested, using 15 persons to modify, refine and ensure the readability of questions and answers. Data were collected via self-reporting and paper-based questionnaire. The response rate was nearly 0.88% (106 people). Reliability of the questionnaire was acceptable ($\alpha = 0.737$).

Measures

e-Shopping intention

The probability of shopping online was assessed on the 5-point Likert Scale (5 = completely agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = completely disagree) through one question. There was no general agreement on the quantity and content of questions for measuring intention. In this paper, we designed one question to measure e-shopping intention. We asked the respondents to determine the likelihood of online shopping.

Perceived risk

To measure the perceived risk, we made use of the 5-point Likert Scale (5 = completely agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = completely disagree). There were two questions for detecting the Internet user's perceived risk. One question was concerned with privacy and the other with security.

Perceived e-shopping benefits

Respondents were asked to indicate their agreement with five questions on the 5-point Likert Scale. These five questions were designed for measuring perceived e-shopping benefits. These five were rich information, low price, more choice, time saving and better searching.

Perceived ease of use

Respondents were asked to indicate their agreement with three questions on the 5-point Likert Scale. These questions were about easiness of learning e-shopping, acquiring the needed skills for e-shopping, and finding the needed product in e-shops.

Attitude

We asked the respondents to indicate their agreement with two questions on the 5-point Likert Scale. We asked them how much they thought about e-shopping as an interesting idea and how

Table 1. Respondents' demographic data.

Variable	Answers	Frequency	Valid percent
Sex	Women	45	42.5
	Man	61	57.5
Age	<20	19	17.9
	21-25	57	53.8
	30-26	8	7.5
	35-31	11	10.4
	40-36	5	4.7
	45-41	3	2.8
	>45	3	2.8
Marital status	Married	28	26.4
	Single	78	73.6
Education	Diploma	34	32
	Bachelor	60	56
	Master	12	18

much they liked to experience shopping online.

RESULTS

From the total of 106 respondents, there were 42.5% women and 57.5% men. 17.9% were below 20 years, 53.8% were 21 to 25 years, 7.5% were 26 to 30 years, 10.4% were 31 to 35 years, 4.7% were 36 to 40 years, 2.8% were 41 to 45 years and 2.8% were above 45 years. It is obvious that majority of respondents have ages between 21 to 25 years and are young. 32% of the respondents held diploma, 56% bachelors, and 18% masters. We can see that the majority of the respondents enjoy an academic education. Based on marital status, 26.4% were married and 73.6% single. Income data showed that 2% of the respondents have less than 200,000 tomans per month (nearly 200\$), 20.8% have 200 to 400, 27.7% have 400 to 600, 24.8% have 600 to 800, and 24.8% have more than 800,000 tomans (90 tomans equal 1 U.S. Dollar). The complete demographic data are showed in Table 1.

For measuring the reliability of instrument, we used Cronbach's alpha. The result showed that alpha equaled 0.746, hence the reliability of questionnaire was accepted. Correlation analysis indicated that there was a positive relationship between e-ease of use with e-attitude ($r = 0.592$, $P < 0.01$) and e-shopping intention ($r = 0.480$, $P < 0.01$). e-Benefit had a positive relationship with e-ease of use ($r = 0.405$, $P < 0.01$), e-attitude ($r = 0.471$, $P < 0.01$), and e-shopping intention ($r = 0.260$, $P < 0.01$). Results also showed a positive relationship between e-attitude and e-shopping intention ($r = 0.396$, $P < 0.01$) and a negative relationship between e-attitude

and e-risk ($r = -0.247$, $P < 0.05$) (Table 2).

Path analysis is a good medium to depict casual relationships. To test the conceptual model, path analysis was employed. The hypotheses test results are shown in Table 3.

For implementing path analysis, we used multiple regression two times. F statistics in ANOVA showed that there was a linear relationship between perceived e-benefit, perceived e-risk, and perceived e-ease of use as independent variables for the e-attitude ($F = 25.98$, $P < 0.01$), and between perceived e-benefit, perceived e-risk, perceived e-ease of use, and e-attitude as independent variables for the e-shopping intention ($F = 8.40$, $P < 0.01$). Path analysis showed that perceived E-Risk had no effect on the e-attitude ($\beta = -0.139$, Sig. = 0.071) and the e-shopping intention ($\beta = 0.043$, Sig. = 0.631). Results indicated that perceived e-benefit had positive effect on the e-attitude ($\beta = 0.275$, Sig. = 0.01) and had no effect on the e-shopping intention ($\beta = 0.057$, Sig. = 0.561). Results also revealed that perceived e-ease of Use had positive effect on the e-attitude ($\beta = 0.453$, Sig. = 0.01) and the e-shopping intention ($\beta = 0.465$, sig. = 0.01). Analysis showed that e-attitude had positive effect on the e-shopping intention ($\beta = 0.396$, Sig. = 0.01). Thereby, H_4 , H_5 , H_6 , and H_7 were confirmed and H_1 , H_2 , and H_3 were not confirmed (Figure 3).

Now we can calculate direct, indirect, and total effects for variables. Total effects equal the sum of multiplying indirect effects of a variable by its direct effects. These effects are shown in Table 4.

Table 4 shows that e-ease of use had the biggest direct, indirect and total effects on the e-shopping intention. This figure pointed out the importance of e-ease of use.

DISCUSSION AND CONCLUSION

Results indicated that, in contrast with some previous research such as Gefen and Straub (2000), Henderson and Divett (2003), Chen et al. (2002), and Childers et al. (2001), perceived e-benefits did not directly affect the e-shopping intention, but through using mediating variable (e-attitude), this came to happen. One possible reason for that relates to the lack of adequate growth of e-shopping in Iran. One way for strengthening perceived e-benefits for those who have not experienced e-shopping is relying on the Substitute experience (experiences of one's close people such as relatives, coworkers, etc.). Lack of adequate growth of e-shopping in Iran results in the low substitute experience. The other possible reason relates to the lack of adequate informing about the e-shopping benefits in Iranian press and publications. Consistent with researches, including Venkatesh and Davis (1996), Chen et al. (2002), Childers et al. (2001), Huang (2000), and Verhoef and Langerak (2001), this research found positive direct and indirect effects of perceived e-ease of use on e-shopping intention. In other

Table 2. Correlation, mean and standard deviation of research variables.

Variable	e-Benefit	e-Ease of use	e-Attitude	e-Risk	e-Shopping intention	Mean	S.D
e-Benefit	---	0.405**	0.471**	-0.045	0.260**	3.48	0.71
e-Ease of use	---	---	0.592**	-0.209*	0.480**	3.6	1.04
e-Attitude	---	---	---	-0.247*	0.396**	3.9	1.03
e-Risk	---	---	---	---	-0.066	3	0.99
e-Shopping intention	---	---	---	---	---	3.5	1.08

**P < 0.01; *P < 0.05.

Table 3. Hypotheses test results.

Hypothesis	Relationship	β	Sig.	Result	R _{ad} ²
H ₂	Perceived E-risk --> E-attitude	-0.139	0.071	Rejected	0.436
H ₄	Perceived E-benefit --> E-attitude	0.275	0.01	Accepted	0.436
H ₆	Perceived E-ease of use-->E-attitude	0.453	0.01	Accepted	0.436
H ₁	Perceived E-risk --> E-shopping intention	0.043	0.631	Rejected	0.253
H ₃	Perceived E-benefit --> E-shopping intention	0.057	0.561	Rejected	0.253
H ₅	Perceived E-ease of use --> E-shopping intention	0.465	0.01	Accepted	0.253
H ₇	E-attitude-->E-shopping intention	0.396	0.01	Accepted	0.253

Table 4. Direct, indirect and total effects.

Variable	Direct effects (D.E)	Indirect effects(I.E)	Total effects=D.E+I.E
e-Benefit	0.275	0.275 × 0.396=0.11	0.385
e- Ease of use	0.465	0.453 × 0.396=0.18	0.645
e-Attitude	0.396	---	0.396

words, the higher the perceived e-ease of use of Iranian users, the higher their e-shopping intention, because they possess the adequate knowledge for using websites and know how to shop electronically. As George (2002) and Van der Heijden et al. (2001) have pointed out, this paper also showed the positive impact of attitude toward e-shopping on the e-shopping intention. Analysis depicted that, in contrast with researchers such as Bhatnagar et al. (2000), Park and Jun (2002), and Lu et al. (2005), e-risks did not affect the e-shopping intention neither directly nor indirectly. This finding is not surprising. Because of their low experience in e-shopping and e-payment, Iranian users have not confronted risky situations that much. Also Iranian media do not address financial violation and fraud cases because of security reasons. The other possible reason may relate to the method of payment and product delivery to the e-shoppers in Iran, since payment is usually done in cash, after the product is received through post service and its quality and features are checked. Findings showed the critical role of perceived ease of use in strengthening the e-shopping intention. If specific programs and initiatives are designed and implemented in media in order to educate e-shopping among the Iranian Internet users, an increase in e-

shopping will be resulted. The major limitation of this research was the low number of the Internet users in Iran. The majority of Iranian Internet users are students or employees who are connected to the Internet in their respective organizations. The other limitation of this research was the lack of a centered data source to access internet users' e-mails in order to engage more people in the research.

Future research

This research investigated e-shopping intention among Iranian users generally. It seems that examining the presented model in different product categories (standard and customized, expensive and cheap, digital and physical) would create more precise results. Because of the high context culture in Iran and the important role friends, family, and acquaintances play in forming people's attitudes, it is recommended to investigate the impact of subjective norms variable on attitude toward e-shopping intention. With regard to the very low internet speed in Iran, even compared to the other developing countries, download speed of trade websites can play a

major role in visiting the websites and e-shopping. Hence it is recommended for the future research that the download speed of websites be taken into consideration.

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