The Effect of Culture on Consumers’ Attitude Towards Online Shopping

Atefeh Yazdanparast

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010

Recommended Citation
https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010/52

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2010 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.
Abstract

Consumers’ attitude towards online shopping is the key to survival and profitability of online retailers in today's competitive market. The purpose of this exploratory research is to provide a deeper understanding of the role of culture on the adoption of online shopping. To this end, the Technology Acceptance Model (TAM) is adopted and then extended by examining the effect of trust and perceived e-vendors’ reputation on consumers' attitude toward online shopping using US and non-US samples. The results indicate that culture plays a moderating role in the relations among antecedents and consequences of attitude toward online shopping. It can be concluded that the influential factors on attitude toward online shopping differ for consumers from collectivist cultures and individualist cultures.

Keywords

Online shopping, Attitude, Culture.