

## Consumers' behavioral intention to use internet shopping: an integrated model of TAM and TRA

Mei-Ying Wu\*

Shu-Chen Liao

*Department of Information Management*

*Chung Hua University*

*No. 707, Sec.2, Wufu Rd.*

*Hsinchu*

*Taiwan 300, R.O.C.*

---

### Abstract

The rapid development of the Internet has increased consumers' intention to use the Internet and accelerated the growth of online stores which provide much convenience of Internet shopping to consumers. More and more people are thus trying this new shopping method. Based on Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA), this paper constructs a research model and hypotheses using factors affecting consumers' intention to use Internet shopping. Three external factors including privacy, security, and self-efficacy are also added into the model. A questionnaire is developed and administered to consumers with experience of Internet shopping. The collected responses are then analyzed using Structural Equation Modeling (SEM) to find the correlations between research constructs and consumers' behavioral intentions regarding Internet shopping.

Findings indicate that online store operators should endeavor to enhance the "perceived usefulness" and "privacy" of their stores and consumers' "self-efficacy" for using their stores, so as to increase consumers' intention to use Internet shopping. Finally, we expect that our research findings can be a reference for online store operators.

---

*Keywords:* Internet shopping, Technology acceptance model, Theory of reasoned action, Structural equation modeling

### 1. Introduction

The prevalent use of Internet technology has toppled traditional management models and also altered the consumption patterns that we have been used to in daily life. According to Rayport and Sviokla [22], the appearance of the Internet has moved corporate competitions from

---

\*E-mail: meiying@chu.edu.tw