Abstract

Purpose – The purpose of this study is to identify the various factors that determine consumers’ perception towards online shopping. As increasing number of consumers are turning to webstores to make their purchases. Yet, many webstore are going out of business or retrenching. Hence, to retain, attract and satisfy online consumers, e-retailers need to know the various evaluative criteria’s consumers use while selecting a particular webstore. In this back drop, the study aims to propose a revised Technology Acceptance Model (TAM) by integrating e-shopping determinants (web design, perceived safety and perceived benefits) and e-shopping outcomes (e-trust, e-satisfaction and behavioural intention to repurchase) to conceptualize and empirically measure the influence of e-shopping determinants and TAM determinants on e-shopping outcomes. Specifically, the study examines direct and indirect effect of web design, perceived safety, and perceived benefits on e-trust and behavioural intention to repurchase through intermediate variables i.e. perceived usefulness and perceived ease of use.

Design/methodology/approach – A structured questionnaire was developed to carry survey on online shoppers. Data has been collected from 660 e-shoppers via both online and offline mode. The target population includes consumers with some online shopping experience from Jammu and Kashmir. Non-probability sampling has been adopted for data collection because of non-availability of sampling frame. Structural Equation Modelling (SEM) has been adopted to confirm model fit and determine the various causal relationships. Moreover, Z-test, analysis of variance (ANOVA) and Post Hoc (HSD) has been carried out to check mean difference across various demographic variables.

Findings – The study has found that web interface and web information are the two significant dimensions of web design; security, privacy and reliability are the significant dimensions of perceived safety; and convenience, enjoyment and interactivity and the significant dimensions of perceived benefits. Further, results reveal that web design, perceived safety, perceived benefits and perceived ease of use have significantly positive impact on perceived usefulness. Consequently, perceived usefulness and perceived ease of use have significant impact on e-trust and e-satisfaction which in turn influence behavioural intention to repurchase. Furthermore, direct and indirect effect of perceived usefulness, perceived ease of use and e-trust were revealed on the outcome variables.
**Abstract**

**Research limitations** – The present study has relied on quantitative methodology for data collection with restrictive set of questions in the questionnaire. More qualitative methodology should have been adopted for data collection to get wider and holistic picture of the given subject such as case study or content analysis. Further, it was observed that the study has derived cause and effect inferences on the basis of cross-sectional data collected from respondents. Future, studies can adopt a longitudinal approach for the data collected, which can provide a dynamic perspective on how e-trust and repurchase intention can be built.

**Practical implications** – In context to the consumers perception towards online shopping and its subsequent impact on trust and repurchase intention in this study. E-tail managers should properly allocate resources in developing and maintaining their web stores to cultivate and sustain trust and positive attitude towards online shopping. The positive attitude and favourable experience might be created through customer engagement and customer co-creation. Thus, e-tail managers should try to appeal the senses and emotions of consumers, and should facilitate two way communications between customers and e-retailers. It has further been suggested that online store managers should emphasize on establishing reliable and trustworthy website by encouraging consumers to perceive websites privacy and security features. To make web stores more trustworthy the online retail managers need to adopt sophisticated online security techniques and strictly prohibit their employees from leaking customers’ information.

**Social implications** – One of the important social implications of the study being that it will serve as a blueprint for new and emerging e-entrepreneurs who are aspiring to set up new start-ups in this segment of business. The reason being that cost of running an e-business is relatively lesser as compared to regular business. E-entrepreneurs do not need a large initial investment as both operational and infrastructural costs are quiet low. Therefore, this segment of business is easily manageable and can streamline the socioeconomic dichotomy of the Jammu and Kashmir.

**Originality/value** – The present study contributes towards the understanding of online shopping as a function of web design, technological innovations, perceived benefits and perceived safety. The study emphasized on both utilitarian and hedonic
aspects of online shopping, as well as consumer perceptions and attitudes towards online shopping. Further, the study not only combines these aspects but integrates them in a comprehensive sustainable model by linking different theories (TAM) to evaluate online repurchase behaviour of a consumer. The results obtained, after validating the model, provides clear insights on the areas in which e-shoppers believe their expectations are unmet.

**Keywords** – Web design, perceived safety, perceived benefits, perceived ease of use, perceived usefulness, e-trust, e-satisfaction, behavioural intention to repurchase.