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APPLYING TAM TO STUDY THE ADOPTION OF INTERNET SHOPPING AMONG THE COLLEGE STUDENTS

Vilasini Jadhav^a, Monica Khanna^b

^{ab}K. J. Somaiya Institute of Management Studies & Research, Mumbai, India

Corresponding Email: Vilasini@somaiya.edu

Abstract

Internet penetration is rapidly increasing in India; however, the increase in the usage of internet as a shopping medium is relatively low. The review of extant literature on consumer usage of internet as a shopping medium from technology acceptance perspective revealed little research in an Indian context and even fewer studies targeting the college students. Hence, the purpose of this research paper is to empirically examine the application of technology acceptance model (TAM) in adoption of internet shopping among the college students. The convenience survey data of 368 college students was analysed by using SPSS and AMOS. Exploratory factor analysis followed by confirmatory factor analysis using structural equation modeling was performed to test the TAM constructs. Perceived usefulness of the internet shopping was high compared to perceived ease of use among the college students. This study supports the constructs of TAM in context to adoption of internet shopping among the college students. The findings of this study will be useful to the internet retailers in formulating their online marketing strategies in order to increase their internet sales. From a theoretical perspective, this study contributes to the existing little research in the area of college students' technological acceptance of internet shopping adoption.

Keywords: Internet Shopping, TAM, College Students.
