

HETEROGENEITY OF SUBJECTIVE NORM, PERCEIVED USEFULNESS, ONLINE SHOPPING BEHAVIOR, AND PURCHASE INTENTION AS ONLINE SHOPPING FACTORS

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Abstract:

While there has been huge and regular online shopping research in developed countries the situation is not so in Sub-Saharan Africa. In this paper, we explore the connective relationships between subjective norm, perceived usefulness, online shopping behavior, and purchase intention, how they influence online shopping in Sub-Saharan Africa. Using a random sample of 400 university online shoppers in Ghana through SEM approach, we build solid theoretical and managerial framework that relates the factors to generational cohort, gender and marital status. We find that online shopping behavior ← purchase intention had the strongest relationship, greater in males, generationX, and in singles.

Keywords: Ghana, subjective norm; perceived usefulness; purchase intention; online shopping behavior