Objectives

- To analyzes the factors that influence attitude towards online shopping.
- To understand consumers attitude towards online shopping.
- To explore the differences between four potential groups of web users
  - the current non-web user
  - the user who only visits web stores with no intention to buy
  - the Internet browser who has an intention to purchase online but has never done so
  - the person who has made an online purchase
- To understand the differences among the four groups in terms of demographics, current technology use and access, and current attitudes towards making a online purchase