

Internet shopping acceptance: Examining the influence of intrinsic versus extrinsic motivations

Abstract

Purpose – The purpose of this paper is to examine the relationship between perceived ease of use, cognitive absorption (CA), perceived usefulness (PU) and fashion involvement (FI) with students' buying intentions. **Design/methodology/approach** – The paper is based on questionnaires distributed to a sample of Master of Business Administration students with a response rate of 84.2 percent. The data were analyzed with statistical tools such as descriptive analysis, factor analysis, reliability analysis and multiple regressions. **Findings** – The survey showed that PU, product search, search process, CA, FI, and online experience have a significant impact on online shopping, while the other two variables (i.e. CA and FI) do not have an impact on online shopping. **Research limitations/implications** – Future researchers are encouraged to include new variables and mediating variables in the research model and applying multivariate statistical data analysis such as structural equation modelling technique for interpreting results. **Practical implications** – Data about consumer acceptance of internet shopping are invaluable to e-retailers. It was suggested that e-retailers need to advertise and promote their latest products and update their web site regularly by stressing issues on the ease of use, the usefulness and the reliability of online shopping. **Originality/value** – This research provides additional perspectives on internet shopping among Malaysian consumers. **Keywords** Internet shopping, Consumer behaviour, Students, Motivation (psychology), Malaysia Paper type Research paper