# Factors Influencing Consumers Intention to Purchase Clothing Online



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# FACTORS INFLUENCING CONSUMERS INTENTION TO PURCHASE CLOTHING ONLINE



Grin Verlag. Paperback. Condition: New. 66 pages. Dimensions: 8.1in. x 5.6in. x 0.2in.Masters Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1. 0, Thames Valley University, London, language: English, abstract: This dissertation is a study in the area of e-commerce. The aim of this study was to examine the adoption of online shopping and online shopping for clothing in particular and factors influencing the intention to purchase clothing online. A quantitative research method was used and a questionnaire designed on the website www. surveymonkey. com and then distributed by sending out the link leading to the survey via facebook and emails. 94 useful questionnaires were gathered from female and male UK students. SPSS 17 was used to analyse the collected data by conducting chi-square tests and Spearmans rho correlation tests to examine the relation between different variables. The constructs of the technology acceptance model (TAM) were used as a framework and basis for this research and were extended by further constructs. Therefore, the impact of perceived usefulness, perceived ease of use, prior online shopping experience, perceived risk and product involvement on the intention to purchase clothing online. Perceived risk had a negative effect on the intention to purchase clothing online. These findings supported the hypotheses. Other than hypothesised, clothing product involvement did not have a significant positive effect on the intention to purchase clothing online. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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