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# On-line Shopping Behavior: Cross-Country Empirical Research

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## Abstract

Electronic commerce is a worldwide phenomenon. Many Internet users browse the Web for information. Until now, research has focused on the factors that influence online shopping behavior. This study examines the cross-country differences in online shopping behavior. The study uses a structural equation model (SEM) to examine the factors that influence online shopping behavior. The study finds that online shopping behavior is influenced by a number of factors, including the ease of use of the online shopping interface, the perceived risk of online shopping, and the perceived benefits of online shopping. The study also finds that online shopping behavior is influenced by a number of factors, including the ease of use of the online shopping interface, the perceived risk of online shopping, and the perceived benefits of online shopping.

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