

International Journal of Electronic Commerce >

Volume 9, 2004 - [Issue 1](#)

762 | 103 | 3
Views | CrossRef citations to date | Altmetric

Original Article

On-line Shopping Behavior: Cross-Country Empirical Research

M. Adam Mahmood, Kallol Bagchi & Timothy C. Ford

Pages 9-30 | Published online: 08 Dec 2014

🗨️ Cite this article 🔗 <https://doi.org/10.1080/10864415.2004.11044321>

Sample our
Economics, Finance,
Business & Industry Journals
>> **Sign in here** to start your access
to the latest two volumes for 14 days

🗨️ Citations

📊 Metrics

🖨️ Reprints & Permissions

Read this article

🔗 Share

Abstract

Electronic commerce is a worldwide phenomenon. Many Internet users browse the Web for information on products and services, but very few actually make purchases on-line. Until now, research on the factors that promote on-line shopping behavior has treated them independently and at the national level. The present study, in contrast, uses cross-country data from 26 nations and analyzes constructs with a structural equation model (SEM). The study finds that the factors of trust and economic conditions, but not educational level and technological savvy, make a significant positive contribution to online shopping behavior. In fact they explain more than 80 percent of the variability in online shopping behavior. Empirical guidelines are provided to help managers select one or more macro-level predictors to explain on-line shopping behavior. Future research opportunities are delineated.

Keywords:

[← Previous article](#)[View issue table of contents](#)[Next article >](#)

Related research

[People also read](#)[Recommended articles](#)[Cited by
103](#)[International and Cross-Cultural Influences on Online Shopping Behavior >](#)

Thomas F. Stafford et al.

Journal of Global Information Technology Management

Published online: 9 Sep 2014

[Global Differences in Online Shopping Behavior: Understanding Factors Leading to Trust >](#)

Eric K. Clemons et al.

Journal of Management Information Systems

Published online: 10 Feb 2017

Information for

[Authors](#)

[R&D professionals](#)

[Editors](#)

[Librarians](#)

[Societies](#)

Opportunities

[Reprints and e-prints](#)

[Advertising solutions](#)

[Accelerated publication](#)

[Corporate access solutions](#)

Open access

[Overview](#)

[Open journals](#)

[Open Select](#)

[Dove Medical Press](#)

[F1000Research](#)

Help and information

[Help and contact](#)

[Newsroom](#)

[All journals](#)

[Books](#)

Keep up to date

Register to receive personalised research and resources by email



Sign me up



Copyright © 2026 Informa UK Limited [Privacy policy](#)

[Cookies](#) [Terms & conditions](#) [Accessibility](#)

Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG



Taylor & Francis
by informa