Antecedents of continuance intentions towards e-shopping the case of Saudi Arabia

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Purpose – The purpose of this study is to clarify the theoretical problem and identify factors that could explain the level of continuance intentions towards e-shopping. It aims to propose a revised technology acceptance model that integrates expectation confirmation theory to measure age differences with regard to continuance intentions towards e-shopping in Saudi Arabia.

Design/methodology/approach – The sample (n=465) consists of 68.8 per cent women and 31.4 per cent men, 348 younger than 35 years old and 117 older than 35. A structural equation model confirms model fit. The model explains 65 per cent of the intention to continue shopping online.

Findings – Perceived usefulness, enjoyment, and subjective norms are determinants of online shopping continuance. The structural weights are mostly equivalent between the young and old groups, but the regression path from subjective norms to perceived usefulness is not invariant, with that relationship being stronger for the younger respondents.

Research limitations/implications – The research findings imply that usefulness and subjective norm contribute to continuance intentions to some extent, but it is enjoyment that leads to a higher level of continuance intentions. Online strategies cannot ignore either the direct or the indirect effects on continuance intentions in Saudi Arabia.

Originality/value – The paper adds to the understudied area of online shopping continuance intentions in the Arab World in general, and Saudi Arabia in particular, by examining the effects of usefulness, enjoyment, and subjective norms on continuance intentions.

Key words: Electronic commerce, Individual behaviour, Internet shopping, Saudi Arabia