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Dimension of Consumers' Attitudes Towards Online Shopping / Tüketicilerin Online Alışverişe Yönelik Tutumlarının

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ABSTRACT

The intensification of the use of the Internet, changing into a part of individuals' daily lives, has also changed consumer perceptions of shopping. There are a number of social, economic, and demographic factors that drive consumers to shopping on the Internet. Factors that affect consumers' online shopping behaviors are important in maintaining their presence in a competitive environment, which is also in terms of businesses operating on the internet. The purpose of this study is to investigate consumers' attitudes towards online shopping. For this purpose, Explanatory Factor Analysis (EFA) was applied to the data obtained from the questionnaire applied on 189 consumers over internet. Comparisons analyzes (such as t test, ANOVA) were made with respect to some demographic characteristics according to the 3 factors obtained from EFA. According to comparison analyzes differences in online shopping attitudes were determined for sex, educational status and shopping frequency.

KEYWORDS Consumers' Attitudes; Online Shopping; Explanatory Factor Analysis

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