ABSTRACT

With the development of internet, E-Commerce is flourishing. Yahoo and Pchome are well-known portal websites in Taiwan. They each provide a shopping center platform with the advantage of portal website, and periodically launch promotion activities similar to that of the marketing strategies of a department store. This research integrates the theory of planned behavior (TPB), technology acceptance model (TAM) and shopping addiction construct as a model for predicting intention to purchase in internet shopping centers. Data were collected through questionnaires. The research of LISREL analysis is followed: Perceived usefulness are position related flow theory. Perceived ease of use are position related perceived usefulness and attitude toward behavior. Flow theory are position related shopping addiction. Shopping addiction and attitude toward behavior and perceived behavioral control are position related attitude toward using.

Keywords: Technology acceptance model; Theory of Planned Behavior; Shopping Addiction