

# An Integrated Model of the TPB with Shopping Addiction Construct for Predicting Intention to Purchase in Internet Shopping

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## ABSTRACT

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 tenew promotion activities similar th that of the marketing strategies of a department store. This research integrator the theory of planned behavior (TPB), technology acceptance model (TAM) and shopping addiction construct as a model for predicting intention to predicting in intertion shopping centers. Data were collected through questionnaires. The research of LISREL analysis is follow: 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

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