

References

- Agarwal, R., & Prasad, J. (1998a). A conceptual and operational definition of personal innovativeness in the domain of information technology. *Information System Research*, 9(2), 204-215.
- Agarwal, R., & Prasad, J. (1998b). The antecedents and consequents of user perceptions in information technology adoption. *Decision Support Systems*, 22(1), 15-29.
- Agarwal, R., & Karahanna, E. (2000). Time flies when you're having fun: Cognitive absorption and beliefs about information technology usage. *MIS Quarterly*, 24(4), 665-694.
- Alharbi, S., & Drew, S. (2014). Using the Technology Acceptance Model in Understanding Academics' Behavioural Intention to Use Learning Management Systems. *International Journal of Advanced Computer Science and Applications (IJACSA)*, 5(1), 143-155.
- Baranage, S. (2016). Attracting Younger Employees to Industry. *Sri Lanka Print*, 1(4), 4-6.
- Benford, T. L., & Hunton, J. E. (2000). Incorporating information technology considerations into an expanded model of judgment and decision making in accounting. *International Journal of Accounting Information Systems*, 1(1), 54-65.
- Bhatnagar, A., & Ghose, S. (2004a). A Latent Class Segmentation Analysis of E-Shoppers. *Journal of Business Research*, 57, 758-767.
- Bhatnagar, A., & Ghose, S. (2004b). Segmenting Consumers Based on the Benefits and Risks of Internet Shopping. *Journal of Business Research*, 57, 1352-1360.
- Bhatnagar, A., Misra, S., & Rao, H.R. (2000). On risk, convenience, and internet shopping behavior—why some consumers are online shoppers while others are not. *Communications of the ACM*, 43(11), 98–105.
- Blake, B.F., Neuendorf, K.A., & Valdiserri, C.M. (2003). Innovativeness and variety of internet shopping. *Internet Research-Electronic Networking Applications and Policy*, 13(3), 156–169.
- Burroughs, R.E., & Sabherwal, R. (2001). Determinants of retail electronic purchasing: a multi-period investigation. *Journal of Information System Operation Research*, 40(1), 35–56.
- Burroughs, R.E., & Sabherwal, R. (2001). Determinants of retail electronic purchasing: a multi-period investigation. *Journal of Information System Operation Research*, 40(1), 35–56.

- Carswell, L., Thomas, P., Petre, M., Price, B., & Richards, M. (2000). Distance education via the Internet: The student experience. *British Journal of Educational Technology*, 31(1), 29–46.
- Chang, J. (2015). Online Shopping: Advantages over the Offline Alternative.
- Chang, M. K., Cheung, W., & Lai, V. S. (2004). Literature derived reference models for the adoption of online shopping. *Information & Management* 42(2005), 543–559.
- Chau, P., & Hu, P. (2001). Information Technology Acceptance by Individual Professionals: A Model of Comparison Approach. *Decision Sciences*, 32(4), 699-719.
- Chau, P.Y.K. (1996). An empirical assessment of a modified technology acceptance model. *Journal of Management Information Systems*, 13, 185-204.
- Chau, P.Y.K., & Hu, P.J.H. (2002a). Examining a model of information technology acceptance by individual professionals: An exploratory study. *Journal of Management Information Systems*, 18(4), 191-229.
- Cheeseman, N. & Breddin, R. (1995). Food Retailing in Australia. *Agribusiness Marketing Services Information Series Q195012, Queensland Department Primary Industries*.
- Citrin, A.V., Sprott, D.E., Silverman, S.N., & Stem, D.E. (2000). Adoption of internet shopping: the role of consumer innovativeness. *Industrial Management and Data Systems*, 100(7), 294–300.
- D'Ambra, J., Wilson, C., & Akter, S. (2013). Application of the task-technology fit model to structure and evaluate the adoption of E-books by academics. *Journal of the American Society for Information Science and Technology*, 64 (1), 48-64.
- Dange, U., & Kumar, V. (2012). A study of factors affecting online buying behavior: A conceptual model.
- Davies, G. (1995). Bringing Stores to Shoppers - Not Shoppers to Stores. *International Journal of Retail and Distribution Management*, 23(1), 18-23.
- Davis Jr, F. D. (1986). A technology acceptance model for empirically testing new end-user information systems: Theory and results. *Massachusetts Institute of Technology*.
- Davis, F. D. (1986). A technology acceptance model for empirically testing new end-user information systems: Theory and results. *Doctoral dissertation. Cambridge, MA: MIT Sloan School of Management*.

- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319-339.
- Davis, F.D., & Warshaw, P.R. (1992). Extrinsic and Intrinsic Motivation to Use Computers in the Workplace. *Journal of Applied Social Psychology*, 22(14), 1111-1132.
- Davis, F.D., Bagozzi, P. R., & Warshaw, P. (1989). User acceptance of computer technology: A comparison of two theoretical models. *Management Science*, 35, 982-1003.
- DeLone, W.H., & McLean, E.R. (1992), Information systems success: The quest for the dependent variable. *Information Systems Research*, 3(1), 60-95.
- DeLone, W.H., & McLean, E.R. (2003), The DeLone and McLean model of information systems success: A ten-year update. *Journal of Management Information Systems*, 19(4), 9-30.
- DeLone, W.H., & McLean, E.R. (2004). Measuring e-commerce success: applying the DeLone & McLean Information systems success mode. *International Journal of Electronic Commerce*, 9(1), 31-47.
- Dennison, T. (2014). Critical Success Factors of Technological Innovation and Diffusion in Higher Education. *Dissertation, Georgia State University*.
- Dishaw, M. T., & Strong, D. M. (1999). Extending the technology acceptance model with task-technology fit constructs. *Information & Management*, 36(1), 9-21.
- Dishaw, M.T., & Strong, D.M. (1999). Extending the Technology Acceptance Model with Task-Technology Fit Constructs. *Information & Management* 36(1), 9-21.
- Donthu, N., & Garcia, A. (1999). The internet shopper. *Journal of Advertising Research*, 39(3), 52-58.
- Fenton, H. (2010). *Three Critical Success Factors of Print Leaders: Three Critical Success Factors of Print Leaders*
- Fishbein, M. (1963). An investigation of the relationship between beliefs about an object and the attitude toward that object. *Human Relations*, 16, 233-240.
- Fishbein, M. (1967). A behavior theory approach to the relations between beliefs about an object and the attitude toward the object. In M. Fishbein (Ed.), *Readings in attitude theory and measurement*, New York: Wiley, 389-400.
- Fishbein, M. (1973). The prediction of behavior from attitudinal variables. In C.D. Mortensen & K.K. Sereno (Eds.), *Advances in communication research*, 3-31.

- Fogg, B.J. (2016). The blueprint of a successful online ecommerce solution. *Stanford Guidelines for Web Credibility*.
- Foucalt, B.E., & Scheufele, D.A. (2002). Web versus campus store? Why students buy textbook online. *Journal of Consumer Marketing*, 19(5), 409–423.
- Gefen, D. (2002). Reflections on the dimensions of trust and trustworthiness among online customers. *ACM SIGMIS Database*, 33(3), 38–53.
- Goldsmith, R.E. (2002). Explaining and predicting consumer intention to purchase over the internet: an exploratory study. *Journal of Marketing Theory and Practice*, 10(2), 22–28.
- Goldsmith, R.E. (2002). Explaining and predicting consumer intention to purchase over the internet: an exploratory study. *Journal of Marketing Theory and Practice*, 10(2), 22–28.
- Goldsmith, R.E., & Goldsmith, E.B. (2002). Buying apparel over the internet. *Journal of Product and Brand Management*, 11(2), 89–102.
- Goldsmith, R.E., & Goldsmith, E.B. (2002). Buying apparel over the internet. *Journal of Product and Brand Management*, 11(2), 89–102.
- Goodhue, D.L., & Thompson, R.L. (1995). Task-Technology Fit and Individual Performance. *MIS Quarterly* 19(2), 213-236.
- Goodhue, D.L., Klein, B.D., & March, S. T. (2000). User evaluations of IS as surrogates for objective performance. *Information & Management*, 38, 87–101.
- Grazioli, S., & Jarvenpaa, S.L. (2000). Perils of internet fraud: an empirical investigation of deception and trust with experienced internet consumers. *IEEE Transactions on Systems Man and Cybernetics Part A-Systems and Humans*, 30(4), 395–410.
- Heijden, H.V.D., Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: contributions from technology and trust perspectives. *European Journal of Information Systems*, 12(1), 41.
- Hoffman, D., & Novak, T. (1996). A new marketing paradigm for electronic commerce. *The Information Society, special issue on electronic commerce*, 13(January-March), 43-54.
- Hoffman, D., & Novak, T. (1996). Marketing in a hypermedia computer mediated environments: conceptual foundations. *Journal of Marketing*, 60(July), 50-68.
- Jarvenpaa, S.L., & Todd, P.A. (1997). Is there a future for retailing on the internet?. in: R.A. Peterson (Ed.), *Electronic Marketing and the Consumer*, Sage Publications, 139–154.

- Jarvenpaa, S.L., Tractinsky, N., & Vitale, M. (2000). Consumer trust in an internet store. *Information Technology and Management*, 1(1–2), 45–71.
- Jarvenpaa, S.L., Tractinsky, N., Saarinen, L., & Vitale, M. (1999). Consumer Trust in an internet store: a cross-cultural validation. *Journal of Computer-Mediated Communication*, 5(2) (online).
- Javadi, M. H. M., Dolatabadi, H. R., Nourbakhsh, M., Poursaeedi, A., & Asadollahi, A. R. (2012). An analysis of factors affecting on online shopping behavior of consumers. *International Journal of Marketing Studies*, 4(5), 81-98.
- Jeffrey, D. A. (2015). Testing the Technology Acceptance Model 3 (TAM 3) with the Inclusion of Change Fatigue and Overload, in the Context of Faculty from Seventh-day Adventist Universities : A Revised Model. *Dissertations. Paper 1581*.
- Kim, S.S., & Malhotra, N.K. (2005). A longitudinal model of continued IS use: An integrative view of four mechanisms underlying post-adoption phenomena. *Management Sciences*, 51(5), 741–755.
- Kimery, K.M., & McCord, M. (2002). Third-party assurances: mapping the road to trust in e-retailing. *Journal of Information Technology Theory and Application*, 4(2), 63–81.
- Klloppiing, I. M., & McKiinneyy, E. (2004). Extending the Technology Acceptance Model and the Task-Technology Fit Model to Consumer E-Commerce. *Information Technology, Learning, and Performance Journal*, 22(1).
- Kumar, V & Dange, U. (2012). A Study of Factors Affecting Online Buying Behavior: A Conceptual Model. Retrieved from <http://ssrn.com/abstract=2285350>
- Kuo, H. Li, C., & Russell, M.G. (1999). The impact of perceived channel utilities, shopping orientations, and demographics on the consumer's online buying behavior. *Journal of Computer-Mediated Communication*, 5(2), online.
- Lee, M. K. O., Cheung, C. M. K. & Chen, Z. (2005). Acceptance of internet-based learning medium: The role of extrinsic and intrinsic motivation. *Information & Management*, 42, 1095–1104.
- Lee, M.C. (2009). Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit. *Electronic Commerce Research and Applications*, 8(3), 130-141.
- Lee, Y.C. (2006). An empirical investigation into factors influencing the adoption of an e-learning system. *Emerald Group Publishing Limited*, 30(5), 517-541.

- Legris, P., Ingham, J., & Colletette, P. (2003). Why do people use information technology? A critical review of the technology acceptance model. *Information & Management, 40*, 191–204.
- Li, N., & Zhang, P. (2002). Consumer online shopping attitudes and behavior: an assessment of research. *Eighth Americas Conference on Information Systems*, 508–517.
- Liang, T.-P., & Lai, H.-J. (2002). Effect of store design on consumer purchases: van empirical study of online bookstores. *Information and Management, 39*, 431–444.
- Liao, Z., & Cheung, M.T. (2001). Internet-based e-shopping and consumer attitudes: an empirical study. *Information and Management, 38*(5), 299–306.
- Limayem, M., Khalifa, M., & Frini, A. (2000). What makes consumers buy from internet? A longitudinal study of online shopping. *IEEE Transactions on Systems Man and Cybernetics Part A-Systems and Humans, 30*(4), 421–432.
- Lohse, G. L., & Spiller, P. (1998). Electronic shopping. *Communications of ACM 41*(7), 81–87.
- Lohse, G. L., & Spiller, P. (1998). Quantifying the effect of user interface design features on cyberstore traffic and sales: chapter in J. Coutaz and J. Karat (Eds.). *CHI.98 Conference Proceedings, Los Angeles, CA. Los Alamitos, CA: ACM Press*. April, 18–23.
- Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value: conceptualization, measurement and application in the catalog and internet shopping environment. *Journal of Retailing, 77*, 39–56.
- McGill, T.J., Klobas, J.E., & Renzi, S. (2011). LMS use and instructor performance: The Role of Task-technology fit. *International Journal on E-Learning, 10*(1), 43–62.
- McKnight, D.H., Choudhury, V., & Kacmar, C. (2002). The impact of initial consumer trust on intentions to transact with a website: a trust building model. *Journal of Strategic Information Systems, 11*(3–4), 297–323.
- Miyazaki, A.D., & Fernandez, A. (2000). Internet privacy and security: an examination of online retailer disclosures. *Journal of Public Policy and Marketing, 19*(1), 54–61.
- Miyazaki, A.D., & Fernandez, A. (2001). Consumer perceptions of privacy and security risks for online shopping. *The Journal of Consumer Affairs, 35*(1), 27–44.

- Monsuwe, Perea y, T., Dellaert, B., & de Ruyter, K. (2004). What Drives Consumers to Shop Online? A Literature Review. *International Journal of Service Industry Management*, 15(1), 102-122.
- Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a World-Wide-Web context. *Information & Management*, 38, 217–230.
- Moon, J., & Kim, Y. (2001). Extending the TAM for a world-wide-web context. *Information & Management*, 38(4), 217-230.
- Ngai, E.W.T., Poon, J., & Chan, T.H.C. (2007). Empirical examination of the adoption of WebCT using TAM. *Computers & Education*, 48(2), 250–267.
- Oliver, R.L. (1980), A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460-469.
- Oliver, R.L. (1981), Measurement and Evaluation of Satisfaction Processes in retail Settings. *Journal of Retailing*, 57, 25-48.
- Park, S. Y. (2009). An Analysis of the Technology Acceptance Model in Understanding University Students' Behavioral Intention to Use e-Learning. *Educational Technology & Society*, 12(3), 150–162.
- Phau, I., & Poon, S.M. (2000). Factors influencing the types of products and services purchased over the internet. *Internet Research-Electronic Networking Applications and Policy*, 10(2), 102–113.
- Pires, G., Stanton, J. & Eckford, A. (2004). Influences on the Perceived Risk of Purchasing Online. *Journal of Consumer Behaviour*, 4(2), 118-131.
- Raijas, A., & Tuunainen, V.K. (2001). Critical factors in electronic grocery shopping. *International Review of Retail Distribution and Consumer Research*, 11(3), 255–265.
- Ranganathan, C., & Ganapathy, S. (2002). Key dimensions of business-to-consumer websites. *Information and Management*, 39, 457–465.
- Rashid, M. A., & Al-Qirim, N. A. (2001). E-Commerce Technology Adoption Framework by New Zealand Small to Medium Size Enterprises. *Res. Lett. Inf. Math. Sci.*, 2, 63-70.
- Raven, A., Leeds, E., & Park, C.W. (2010). Digital video presentation and student performance: A task technology fit perspective. *International Journal of Information and Communication Technology Education*, 6(1), 17–29.
- Regan, K. (2002, May). Is the best shopping deal really online?. *E-Commerce Times*. [Online] Available from : <http://www.ecommercetimes.com/perl/story/17690.html>

- Rogers, E. M. (1995). *Diffusion of innovations* (4th Ed.). New York, NY: The Free Press.
- Rogers, P. L. (2000). Barriers to adopting emerging technologies in education. *Journal of Educational Computing Research*, 22(4), 455-472.
- Rohm, A. J. & Swaminathan, V. (2004). A Typology of Online Shoppers Based on Shopping Motivations. *Journal of Business Research*, 57(7), 748-758.
- Saadé, R. & Kira, D. (2006). The emotional state of technology acceptance. *Informing Science and Information Technology*, 3.
- Saadé, R. G. (2003). Web-based education information system for enhanced learning, EISL: Student assessment. *Journal of Information Technology Education*, 2, 267-277.
- Saadé, R. G., Nebebe, F., & Tan, W. (2007). Viability of the technology acceptance model in multimedia learning environments: Comparative study. *Interdisciplinary Journal of Knowledge and Learning Objects*, 37, 175-184.
- Sanchez-Franco, M., & Roldan, J. (2005). Web acceptance and usage model: A comparison between goal-directed and experiential web users. *Internet Research*, 15(1), 21-48.
- Sekaran, U. (2003). *Research Methods for Business: A Skill Building Approach* (4th Ed.). New Jersey: John Wiley and Sons.
- Sekaran, U. (2006). *Research Methods for Business: A Skill Building Approach* (4th Ed.). Wiley India Pvt. Limited.
- Sekaran, U., & Bougie, R. (2010). *Research Methods for Business: A Skill Building Approach* (5th Ed.). New Jersey: John Wiley and Sons.
- Shim, S., Eastlick, M.A., Lotz, S.L., & Warrington, P. (2001). An online prepurchase intentions model: the role of intention to search. *Journal of Retailing*, 77, 397-416.
- Sin, L., & Tse, A. (2002). Profiling internet shoppers in Hong Kong: demographic, psychographic, attitudinal and experiential factors. *Journal of Interactive Marketing*, 15(1), 7-29.
- Slyke, C.V. (2002). Gender differences in perceptions of web-based shopping. *Communications of the ACM*, 47(7), 82-86.
- Sun, H., & Zhang, P. (2003). A new perspective to analyze user technology acceptance. *Working Paper, Syracuse University*.

- Surendran, P. (2012). Technology Acceptance Model: A Survey of Literature. 175-178.
- van der Heijden, H. (2000). Using the technology acceptance model to predict website usage: Extensions and Empirical Test. *Serie Research Memoranda*.
- Venkatesh, V. & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, 46(2), 186-204.
- Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. *Decision Sciences*, 39(2), 273-315.
- Venkatesh, V., & Davis, F. D. (1996). A model of the antecedents of perceived ease of use: Development and test. *Decision Sciences*, 27, 451-481.
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal filed studies. *Management Science*, 46, 186-204.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly*, 27, 425-478.
- Venkatesh, V., Morris, M.G., Davis, G.B., & Davis, F.D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425-478.
- Vijayasarathy, L.R. (2002). Product characteristics and internet shopping intentions. *International Research: Electronic Networking Applications and Policy*, 12(5), 411-426.
- Vijayasarathy, L.R., & Jones, J.M. (2000). Print and internet catalog shopping: assessing attitudes and intentions. *Internet Research-Electronic Networking Applications and Policy*, 10(3), 191-202.
- Wenger, J.L., & Carlson, R.A. (1995). Learning and coordination of sequential information. *Journal of Experimental Psychology: Human Perception and Performance*, 21(1), 170-182.
- Yang, B. & Lester, D. (2004). Attitudes Toward Buying Online. *Cyberpsychology & Behavior*, 7(1), 85-92.
- Zigurs, I., Buckland, B. K., Connolly, J. R., & Wilson, E.V. (1999). A test of task-technology fit theory for group support systems. *ACM SIGMIS Database*, 30(3-4), 34-50.

Zhou, L., Chiang, W. Y., & Zhang, D. (2004). Discovering Rules for Predicting Customers' Attitude Toward Internet Retailers. *Journal of Electronic Commerce Research*, 5(4), 228-238.

Zhou, L., Dai, L., & Zhang, D. (2007). Online shopping acceptance model - a critical survey of consumer factors in online shopping. *Journal of Electronic Commerce Research*, 8(1), 41-62.