Abstract

Objectives - the objective of this thesis is to extend existing research into online behavioral intention of consumers’ by testing a model of the antecedents of behavioral intentions that assess how switching costs and inducements moderate the behavioral intentions of online shoppers.

Method - questionnaire will be posted through online survey targeted to 200 respondents. The data collection methods and variable measures were discussed. Zero-order correlation and regression analysis were conducted to evaluate whether the antecedents and moderator have relation with the online behavioral intention.

Results - analyses will find support for the theoretical framework and uncovered strong links between a number of hypothesized antecedent (including perceived online reputation, banner advertising, perceived online security, perceived reliability, appearance and site design, and website presentational consistency) and moderating factors (including switching costs and switching inducements) and behavioral intentions.

Key words – online consumer behavior, online retailer, Internet, online shopping, switching costs, switching inducements.