Abstract

Online shopping is a form of e-commerce which allows the consumers to directly purchase products and services from the sellers through the Internet by using Internet Browser. Online shopping can be done by either directly visiting the website of the retailer to buy the products and services, or search for alternative vendors through shopping search engines which can provide different products availability with different prices on different e-retailers.

The activity of online shopping has become very popular throughout the years because of its convenience and the fact that it makes the shopping for the customers to become easier since they can do it from their home or office if they are in the middle of work. The most apparent advantage about shopping online is that the customers do not need to wait in queue line and they can get whatever goods they want regardless the time and place. On the contrary, the most apparent disadvantage about online shopping would be the time required for the purchased goods to come, especially if the customers are buying from overseas. This also means the actual price that must be paid also changes depending on the currency rate.

The success of online shopping is determined by the satisfaction from the customers since it can determine their loyalty intentions towards the vendor. This study involves the Technology Acceptance Model (TAM), considering that the customers are willing to accept and use the necessary technology for shopping online as well as trust and fairness to identify the motivations behind customers' loyalty intentions towards online shopping.

Keywords: Distributive Fairness, Procedural Fairness, Interactional Fairness, Trust, Customer Satisfaction, Perceived Usefulness, Perceived Ease of Use, Loyalty Intention.