



## ARTICLE

# Online Shopping: Antecedents of Attitude, Intention and Use

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### ARTICLE INFO

#### Article history

Received: 25 November 2020

Accepted: 15 December 2020

Published Online: 30 December 2020

#### Keywords:

E-commerce

Online shopping

Consumer behavior

Attitude

Intention

### ABSTRACT

Consumer behavior in electronic commerce has been the theme of hundreds of studies conducted by researchers of many nationalities in the past twenty years. The purpose of this study was to review and classify the concepts used in papers published between 2003 and 2014 to explain the consumer behavior in electronic commerce. A systematic search of the literature in nine databases was performed and 136 papers published in double-blind peer reviewed journals were selected. Reference models were prepared based on a classification of the concepts found. This article reports only the concepts that displayed statistical significance in the studies analyzed. Finally, we suggest new studies that can be conducted.

## 1. Introduction

The Information Revolution has led to a profound change in development of commerce<sup>[1]</sup>. Exchanges came to be made using information technology, through personal computers and a global communications network. This technology allowed the development of a form of commerce that mentally eliminated geographic distance and gives the impression that there is only a single market<sup>[1]</sup>. This new form of commerce is usually called electronic commerce (or e-commerce). Various definitions of this concept are found in the literature, including those offered by<sup>[2-5]</sup>. All these definitions have points in common but are also complementary in certain ways. Thus, electronic commerce (e-commerce) is understood to be any activity or delivery of goods, which has an

immediate, prior, or posterior commercial purpose, totally or partially conducted through electronic devices connected to the Internet. It can involve individuals, companies, governments, non-business organizations and all the possible relationships between them, even among themselves.

Since the appearance of e-commerce, dozens of studies have been conducted to understand the behavior of consumers in this market, as can be seen in the work of<sup>[6]</sup>, which combines the results of 45 studies conducted from 1990 to 2003. Considering the technological development that has taken place since the latter date and the use of more recent theories to predict behavior, such as the Unified Theory of Acceptance and Use of Technology (UTAUT) - conceived in 2003<sup>[7]</sup> - in studies by<sup>[8]</sup> and<sup>[9]</sup>, it is believed that research about electronic commerce has evolved in relation to the use of concepts to explain consumer behavior in

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this new market.

Nevertheless, despite the use of new models and theories, the constructs attitude, intention and use - coming from the Theory of Reasoned Action (TRA) and which have influenced the Theory of Planned Behavior (TPB), the Technology Acceptance Model and UTAUT - are still central to the most recent studies. Of the 166 articles published from 2003 to 2014, 81.93% (136) incorporate at least one of these three constructs in the models tested. It should be highlighted that in all the 136 works the influence of the constructs tested was statistically significant in the consumer behavior.

On this basis, this study proposes to conduct a literature review about the antecedents of attitude, intention and use in a more recent time period than that used in the study by <sup>[10]</sup>. The summarized objectives of this article are:

(1) To classify the antecedents of use, intention, and attitude in the context of online shopping, confirmed in the studies published from 2003 to 2014 in scientific journals that use double-blind peer review;

(2) Based on the classification of the antecedents, to construct reference models for each one of the three constructs mentioned, as well as a general model, representing the relationships confirmed between all the groups and constructs.

The following section presents the details of the study's methodological procedures.

## 2. Method

To meet its objectives, this study conducted document research and uses secondary data, collected in documents published by scientific journals. To identify the material, a systematic search of the literature was conducted based on the literature review method proposed by <sup>[11]</sup>. The study included articles published between 2003 and 2014 in Portuguese and English, and was conducted in the following scientific data bases: ACM, EBSCO, Emerald, Academic One File (Gale), Scielo, Science Direct, Springer, Web Of Science and Wiley. The search terms used to locate the material were the same as those used by <sup>[10]</sup>, who conducted a similar study, but for the period from 1990 to 2003. These search terms are: <"online shopping">, <"online" AND "shopping">, <"internet shopping">, <"internet" AND "shopping">, <"online buying">, <"online purchase">, <"electronic commerce">, and <"online" AND "consumer behavior">. The references located were imported to the reference manager software EndNote X7<sup>®</sup>. The initial search resulted in 9,938 non-duplicated references. Only their titles were read, and only the references whose titles made some reference to online shopping were maintained. Of these, 1,652 displayed adherences to the

study, of which 1,519 permitted access to the complete document. The next step was to read the keywords and abstracts, a step in which were maintained only the empiric articles that analyzed consumer behavior in online shopping. A total of 341 articles adhered to the research objectives. Then, in February 2015, the Internet page of the 123 scientific journals that published these articles was accessed to identify the evaluation system adopted. Of these, 59 affirmed on their page that they use double blind peer review, and these journals accounted for a total of 166 of the published articles selected. It should be emphasized that this study only considered articles published in periodicals with a double-blind peer review evaluation system. To determine the quality of the systematic search of the literature, of the 59 journals identified, the ten with the most articles published about the research theme were selected. These ten journals accounted for 51.8% of the articles published in journals with a double blind peer review evaluation system, and are: *International Journal of Retail & Distribution Management*, *Internet Research, Behaviour & Information Technology*, *Online Information Review*, *European Journal of Marketing*, *Journal of Electronic Commerce Research*, *International Journal of Electronic Commerce*, *Journal of Fashion Marketing and Management*, *MIS Quarterly* and *Social Behavior and Personality*. The Internet site of each one was accessed and the titles of all the articles published by each journal between January 2003 and December 2014 were analyzed to identify if all the articles that adhered to the theme of this study had been located in the initial search. No new document was found. Then, the hypotheses tested in each of the articles were analyzed, and only those that tested antecedents of use, intention or attitude in an online shopping context were considered. After this filter, 136 documents remained.

Of the 136 articles that adhere to the objectives of this study, all the confirmed antecedents of use, intention and attitude in an online shopping context were surveyed. These antecedents were organized on the Excel<sup>®</sup> software and were then classified based on their definition. The results of this classification are presented in the following tables. Based on this classification, the reference models were prepared, and are presented in the format of a figure.

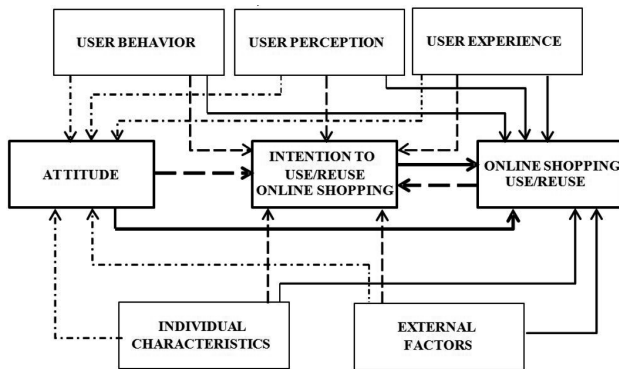
The next section presents the concepts, which have now been classified, used in the literature to explain consumer behavior in the context of online shopping and the reference models constructed based on this classification.

## 3. Results

This section presents the antecedents of attitude, intention and use in the context of online shopping, with their

respective classifications, and the reference models constructed based on this classification.

Figure 1 presents the general reference model, encompassing the antecedents of the three constructs that are the focus of this study (attitude, intention, and use). As can be seen, these three constructs are affected by the variables of all the other five, located at the upper and lower extremes. Among the constructs attitude, intention, and use, only the first is not influenced by the others, according to the data collected in the literature.



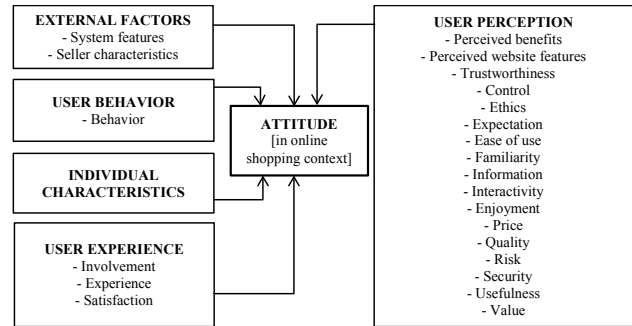
**Figure 1.** Reference model for attitude, intention, and use in online shopping context

Source: Prepared by the authors, 2020.

With a greater level of depth, the next section specifically addresses the antecedents of attitude in the online shopping context.

### 3.1 Antecedents of Attitude in the Context of Online Shopping

As can be seen, Figure 2 presents the groups and subgroups that affect attitude in the context of online shopping. The variables (or concepts) that compose each one of these groups/subgroups are presented in Table 1, together with the indication of the source and of the direction of influence on attitude. Variables accompanied by a plus sign (+) positively influence attitude, while variables accompanied by a minus sign (-) negatively influence attitude. Variables without either sign can be nominal variables, or the literature consulted did not analyze the direction of its influence. It should be remembered that all the variables in Table 1 exercise direct and statistically significant influence (to the level of at least 0.05) on attitude.



**Figure 2.** Reference model of antecedents for attitude in online shopping context

Source: prepared by the authors, 2020.

**Table 1.** Antecedents of attitude in online shopping context

INDEPENDENT VARIABLE	REFERENCE
<b>Individual characteristics</b>	
Computer anxiety (-)	[12]
Cognitive absorption (+)	[12]
Self-enhancement (+)	[13]
Consumer demographics	[14]
Conservation (-)	[13]
Need for sensory interaction (-)	[15]
Need for social interaction (-)	[15]
Innovativeness (+)	[12, 16]
<b>User behavior</b>	
<i>Behavior</i>	
Internet exposure level (+)	[12]
<b>User experience</b>	
<i>Involvement</i>	
Involvement (+)	[17]
Website involvement (+)	[18]
<i>Experience</i>	
Internet experience (-)	[19]
Internet experience using customized site features (+)	[20]
Online shopping experience (+)	[12,21-23]
Online shopping frequency	[14]
<i>Satisfaction</i>	
Satisfaction (+)	[14,24-26]
<b>External factors</b>	
<i>System features</i>	
Purchasing decision aids using customized site features (+)	[20]
Avatar-mediated communication (+)	[27]
Download delay (-)	[28]

Layout design of website (+)	[29]
Site effectiveness (+)	[18]
Human-human interactions (+)	[30]
Human-message interactions (+)	[30]
<i>Seller characteristics</i>	
Merchandising (+)	[31]
<b>User perception</b>	
<i>Perceived Benefits</i>	
Perceived benefits of online shopping	[23]
Perceived benefits	[14]
Perception of social benefits (+)	[32]
Relative advantages (+)	[17]
<i>Perceived website features</i>	
Attractiveness of website (+)	[33]
Complexity (+)	[17]
Website reliability (+)	[33]
Perceptions of web design aspects (+)	[32]
Interface and protection (+)	[31]
Social telepresence experienced by customer (+)	[34]
<i>Trustworthiness</i>	
Trustworthiness (+)	[24,26,35-38]
Potential customer's trusting beliefs (+)	[39]
Trust in getting information (+)	[28]
Trust	[40]
Trust on seller (+)	[28,41,42]
Trust in website (+)	[42,43]
Trust in group members (+)	[42]
<i>Control</i>	
Computer self-efficacy (+)	[12]
Perceived compatibility (+)	[17]
<i>Ethics</i>	
Ethics of online retailer's websites (+)	[43]
<i>Expectation</i>	
Adjusted expectation (+)	[24]
<i>Ease of use</i>	
Perceived ease of use of online shopping (+)	[16,28,44-46]
Perceived ease of use of website (+)	[33]
Perceived ease of use on information seeking (+)	[28]
<i>Familiarity</i>	
Perceived familiarity with online shopping (+)	[15]
<i>Information</i>	

Alternative information (+)	[20]
<i>Interactivity</i>	
Interactivity (+)	[25]
Perceived machine interactivity (+)	[34]
<i>Enjoyment</i>	
Site entertainment (+)	[18]
Emotional arousal (+)	[29]
Perceived enjoyment (+)	[38]
Enjoyment on website (+)	[33]
<i>Price</i>	
Perceived price (+)	[47]
<i>Quality</i>	
Information quality (+)	[31]
<i>Risk</i>	
E-commerce transaction perceived risk (-)	[48]
Perceived online risk (-)	[49]
Perceptions of invasion of privacy (-)	[32]
Perceived risk (-)	[12,42]
Perceived risk in e-commerce (-)	[23,50]
<i>Security</i>	
Personal awareness of security	[16]
<i>Usefulness</i>	
Perceived usefulness of blogger's recommendation (+)	[40]
Perceived usefulness (+)	[12,38,45,46,51]
Perceived usefulness of online shopping (+)	[28,44]
<i>Value</i>	
Personal values	[52]
Perceived service of a product (+)	[47]
Product value (+)	[28]

Source: Prepared by the authors, 2020.

Now that the antecedents of attitude in the online shopping context found in the literature have been presented, the next topic presents the antecedents of intention to use or reuse online shopping.

### 3.2 Antecedents of Intention to Use or Reuse Online Shopping

As in the previous section, Figure 3 presents the groups and subgroups that affect intention to use/reuse online shopping. The variables (or concepts) that compose each one of the groups and subgroups are presented in Table 2, together with the indication of the source and the direction of the influence on the intention. Variables accompanied by a plus sign (+) positively influence the intention, while

variables accompanied by a minus signal (-) influence the intention negatively. Variables without any signal can be nominal variables, or that is, the literature consulted did not analyze the direction of the influence. It should be remembered that all the variables presented in Table 2, exercise direct and statistically significant influence on intention.

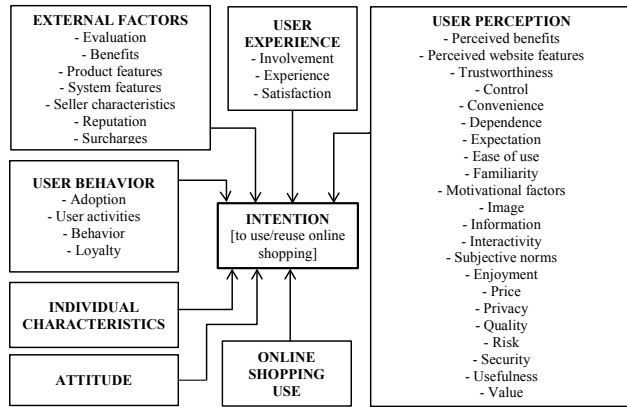


Figure 3. Reference model of antecedents for intention in online shopping context

Source: prepared by the authors, 2020.

Table 2. Antecedents of intention to use/reuse of online shopping

INDEPENDENT VARIABLE	REFERENCE
<b>Attitude</b>	
Attitude (+)	[8,16,17,19,24-26,36,45,46,53]
Potential customer's attitudes toward the store (+)	[39]
Attitude toward instructional video advertising (+)	[30]
Attitudes toward shopping for cultural products on the internet (+)	[31]
Attitude toward online shopping (+)	[13,15,23,34,37,38,40,42,44,47-51]
Attitude toward service (+)	[18]
Attitude toward the seller (+)	[41]
Attitude toward website (+)	[29,43]
<b>Individual characteristics</b>	
CMSI (-)	[54]
Risk aversion (-)	[55]
Demographic motivational factors	[56]
Economic motivational factors	[56]
Personal internet interest (+)	[57]
Number of children (+)	[58]
Impulse purchase orientation (+)	[59]
Technology readiness (+)	[60]

Extraversion (-)	[61]
Married and children status (+)	[62]
Gender	[58,63-65]
Age (-)	[62]
Innovativeness (+)	[16,17]
Innovativeness towards online shopping (+)	[44]
Emotion	[66]
Income (+)	[58, 62]
<b>User behavior</b>	
<i>Adoption</i>	
Web-shopping adoption (+)	[21]
<i>User activities</i>	
Information search using the retailer's online store (+)	[67]
Habit of searching for information (+)	[21]
<i>Behavior</i>	
Web use (+)	[68]
Impulsiveness (+)	[68]
<i>Loyalty</i>	
Inertia (+)	[69]
<b>User experience</b>	
<i>Involvement</i>	
Affective involvement (+)	[70]
Cognitive involvement (+)	[70]
Website involvement (+)	[18]
<i>Experience</i>	
Online shopping experience (+)	[22,23,59,63,64,71-75]
Flow experience (+)	[70,76,77]
Emotional experience (+)	[78]
Functional experience (+)	[78]
<i>Satisfaction</i>	
Satisfaction [general] (+)	[9,24,25,69,79-84]
Satisfaction with online shopping (+)	[61, 85]
Satisfaction with online store (+)	[86,87]
Satisfaction with website (+)	[60,88]
Design satisfaction (+)	[89]
Satisfaction with e-service quality (+)	[90]
Satisfaction within post-purchase stage of the online buying process (+)	[91]
After-delivery satisfaction (+)	[92]
Evaluation-based satisfaction (+)	[93]
Emotion-based satisfaction (+)	[93]

Satisfaction within purchase stage of the online buying process (+)	[91]
Satisfaction with vendor (+)	[94]
<b>External factors</b>	
<i>Evaluation</i>	
Credibility of online consumer reviews (+)	[95]
Infomediary (+)	[96]
Online review manipulation [to positive] (-)	[97]
Online review manipulation [to negative] (+)	[97]
Online review quantity (+)	[98-100]
<i>Benefits</i>	
Promotional offers (+)	[21]
<i>Product features</i>	
Product type	[63]
<i>System features</i>	
Banner advertisements	[101]
Attractiveness of website (+)	[33]
Informativeness (+)	[18]
Website stickiness (+)	[102]
Avatar-mediated communication (+)	[27]
Website reliability (+)	[33,101,103]
Presentational consistency	[101]
Usability (+)	[104]
Product choice variety (+)	[55]
Functionality (+)	[95]
<i>Seller characteristics</i>	
Merchandising (+)	[31]
<i>Reputation</i>	
Store image (+)	[105]
Firm reputation (+)	[95]
<i>Surcharges</i>	
Surcharges (-)	[106]
<b>User perception</b>	
<i>Perceived Benefits</i>	
Net benefit (+)	[81]
Time/effort savings	[107]
Incentive programs (+)	[58]
Relative advantages (+)	[108]
Online shopping relative advantages (+)	[54]
<i>Perceived website features</i>	
Result demonstrability of e-commerce (+)	[54]
Perceived playfulness (+)	[109]

<i>Trustworthiness</i>	
Cultural environment of trust (+)	[49]
Trustworthiness (+)	[19,24,34,36,40,46,59,74,80,103,104,110-112]
Trust on the internet (+)	[8,57]
Perceived confidence of internet shopping at the online retailer (+)	[67]
Trust toward online shopping (+)	[40,54,72,113]
Trust on internet shopping mall (+)	[103,114]
Trust on e-tailer (+)	[115,116]
Trust on seller (+)	[81,94,113,117-119]
Trust in website (+)	[43,102,120]
<i>Control</i>	
Compatibility (+)	[54]
Perceived behavioral control (+)	[13,19,28,47,121,122]
Perceived control (+)	[17]
Online proficiency [self-efficacy derived] (+)	[55]
<i>Convenience</i>	
Convenience (+)	[123]
Convenience based pragmatic motivational factors	[56]
<i>Dependence</i>	
Online shopping information dependency (+)	[44]
Internet dependency (+)	[124]
<i>Expectation</i>	
Adjusted expectation (+)	[24,84]
Performance Expectation	[8]
<i>Ease of use</i>	
Perceived ease of use [general] (+)	[16,19,53,95,109,117,118]
Perceived ease of use of online shopping (+)	[16,54]
Perceived ease of use of website (+)	[33,110]
<i>Familiarity</i>	
Familiarity with a web site's brand (+)	[71]
<i>Motivational factors</i>	
Service excellence motivational factors	[56]
Situational motivational factors	[56]
Attributes of product based motivational factors	[56]
Search and information based pragmatic motivational factors	[56]
Time and efforts based pragmatic motivational factors	[56]
Hedonic shopping motivation	[65]
<i>Image</i>	

Reputable retailer brand (+)	[96]
Perceived online reputation (+)	[101]
Online reputation of an online supplier	[101]
Perceived company size (+)	[104]
<i>Information</i>	
Information overload (-)	[125]
Perceived amount of information (+)	[126]
<i>Interactivity</i>	
Interactivity (+)	[25]
Social presence (+)	[74]
<i>Subjective norms</i>	
Perceived social norm (+)	[13]
Subjective norms (+)	[17,34,47,121,122,127,128]
<i>Enjoyment</i>	
Arousal (+)	[126]
Emotional arousal (+)	[29]
Enjoyment (+)	[118,123,126-128]
Online shopping enjoyment	[107]
Enjoyment on website (+)	[33]
<i>Price</i>	
Price attractiveness	[107]
Perception of favorable price (+)	[92]
Perceived price (-)	[123]
<i>Privacy</i>	
Perceived privacy control (+)	[57]
Information privacy concerns (-)	[57,116]
Perceived privacy (+)	[95]
<i>Quality</i>	
Online review quality (+)	[98, 100]
Information quality (+)	[79]
Website information quality (+)	[129]
Interface quality (+)	[101]
Quality of argument in online reviews (+)	[99]
Product quality (+)	[130]
Service quality [general] (+)	[79,129]
Service quality of online store (+)	[86]
Perceived service quality of e-commerce website (+)	[129]
E-service quality (+)	[90]
System quality (+)	[79,129]
Site quality (+)	[94]
<i>Risk</i>	

Product risk (-)	[75]
Product quality risk (-)	[131]
Transaction risk (-)	[131,132]
Financial risk (-)	[75]
Perceived risk (-)	[107,110-112, 125]
Perceived risk in e-commerce (-)	[73]
Social risk (+)	[132]
<i>Security</i>	
Personal awareness of security (+)	[16]
Safety perception (+)	[53]
Security (+)	[101]
<i>Usefulness</i>	
Perceived usefulness of instructional video advertising (+)	[30]
Perceived usefulness (+)	[16, 19, 46, 62, 95, 109, 117, 118, 127, 128]
Perceived usefulness of online shopping (+)	[44,73,82,91]
Perceived usefulness of website (+)	[61,110]
<i>Value</i>	
Product value (+)	[77]
Perceived value (+)	[95,105,123]
<i>Use</i>	
Greater use of the internet to purchase search products (+)	[108]
Greater use of the internet to purchase experience products (+)	[108]

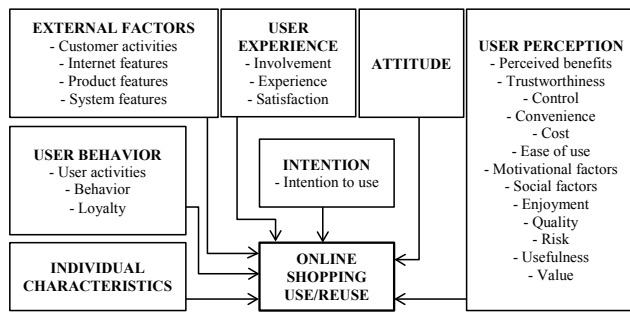
Source: prepared by the authors, 2020.

Now that the antecedents of intention to use/reuse online shopping found in the literature have been presented, the next section presents the antecedents of use or reuse of online shopping.

### 3.3 Antecedents of Use or Reuse of Online Shopping

As in the previous section, Figure 4 presents the groups and subgroups that affect the use (or reuse) of online shopping. The variables (or concepts) that compose each one of these groups/subgroups are presented in Table 3, together with the indication of the source and the direction of influence on the use of online shopping. Variables accompanied by a plus sign (+) positively influence use, while variables accompanied by a minus sign (-) negatively influence use. Variables without a sign can be nominal variables, or the literature consulted did not analyze the direction of influence. It should be remembered that all the variables presented in Table 3 have direct and statisti-

cally significant influence on the use of online shopping.



**Figure 4.** Reference model of antecedents for use/reuse in online shopping context

Source: Prepared by the authors, 2020.

**Table 3.** Antecedents of use/reuse in online shopping context

INDEPENDENT VARIABLE	REFERENCE
<b>Attitude</b>	
Attitude toward online shopping (+)	[35,52]
<b>Individual characteristics</b>	
Self-enhancement (+)	[133]
Gender	[134,135]
Innovativeness (+)	[136]
Education level (+)	[135]
Income (+)	[134]
Economic condition (+)	[137]
<b>User behavior</b>	
<i>User activities</i>	
Information seeking (+)	[135]
Getting product information from a vendor's website (+)	[28]
Product search on web (+)	[138]
Search process on web (+)	[138]
Use of other direct marketing channels to shop (+)	[134]
<i>Behavior</i>	
Internet exposure level (+)	[135]
<i>Loyalty</i>	
Website commitment (+)	[139]
Website loyalty (+)	[140]
<b>User experience</b>	
<i>Involvement</i>	
Involvement of Internet usage (+)	[133]
<i>Experience</i>	
Online shopping experience (+)	[141]

Total number of years consumers have been Internet users (+)	[135]
E-mail activity (+)	[135]
Telephone purchasing activity (+)	[135]
Internet experience (+)	[134]
Habit	[142]
<i>Satisfaction</i>	
Satisfaction with online store (+)	[87]
<b>External factors</b>	
<i>Customer activities</i>	
Do the bulk of shopping for a household (+)	[135]
<i>Internet features</i>	
Variety of Internet activities (+)	[135]
<i>Product features</i>	
Product features (+)	[141]
Search-goods categories (+)	[21]
<i>System features</i>	
Website reliability	[143]
Website design	[143]
<b>Intention</b>	
<i>Intention to use</i>	
Intention to use e-commerce (+)	[37-39,46,55, 68,79,110]
<b>User perception</b>	
<i>Perceived Benefits</i>	
Perceived benefits of online shopping (+)	[134]
Perceived benefits (+)	[135]
Perception of time saving (+)	[141]
Relative advantages (+)	[108]
<i>Trustworthiness</i>	
Trust toward online shopping (+)	[32,46,137]
<i>Control</i>	
Perceived behavioral control (+)	[35]
Perceived behavioral control in e-commerce (+)	[28]
Online proficiency [self-efficacy derived] (+)	[55]
<i>Convenience</i>	
Online Shopping inconvenience perception (-)	[133]
<i>Cost</i>	
Perceived cost (-)	[135]
<i>Ease of use</i>	
Difficulty in selecting items (-)	[144]
Perceived ease of use of website (+)	[141]
<i>Motivational factors</i>	



Affect for traditional “bricks and mortar” purchasing (-)	[135]
<i>Social factors</i>	
Importance placed on the loss of social interaction in internet shopping (-)	[134]
<i>Enjoyment</i>	
Enjoyment (+)	[108]
<i>Quality</i>	
Product quality (+)	[141]
<i>Risk</i>	
Product risk (-)	[108]
Perceived risk	[145]
Perceived risk in e-commerce (-)	[134]
<i>Usefulness</i>	
Perceived usefulness (+)	[45]
Perceived usefulness of online shopping (+)	[138]
Perceived usefulness of travel e-shopping (+)	[136]
<i>Value</i>	
Hedonic shopping value	[142]
Utilitarian shopping value	[142]

Source: Prepared by the authors, 2020.

Now that the antecedents of attitude, intention and use in the online shopping context have been presented, the next section presents the conclusions.

#### 4. Conclusions

As mentioned in the introduction, the purpose of this article was to review the literature about online shopping to identify the confirmed antecedents of attitude, intention and use in the works published from 2003 to 2014. As supposed, the works published in this period in fact used new concepts and new theories to explain consumer behavior in online shopping, which can be found by comparing the results of this study with those reached by<sup>[6]</sup>.

Due to the variety of concepts found in the literature, the work of classification required a detailed analysis of their definitions, mainly of the concepts not derived from theories. In the opinion of the authors, the analysis of the definitions is what can guarantee greater trustworthiness of classification in relation to what the authors of the works consulted proposed to analyze.

Even though the online shopping market has already reached a certain degree of maturity, it is believed that new studies will always raise new concepts to explain consumer behavior in this market. This is because the use of new concepts does not depend on a maturing of the online shopping market, but much more on the development of new theories, mainly in the field of psychology.

As can be seen, the major focus of the studies falls on psychological variables. In this scope, greater attention has been given to the variables related to user perception. Dozens of studies have invested in the analysis of perception of quite specific variables, escaping the command of the dominant theories. And as seen, these studies have obtained success in concentrating on these variables, given that many of them have seen their influence statistically confirmed.

Many studies have also focused their efforts on analyzing the influence that a previous experience has on the online shopping context. One particular concern has been the influence of satisfaction. But, in addition, a strong concern among researchers for external factors was also found, variables that are not under the control of the individual at the time of the transaction. Various external variables have been tested and have seen their influence in the online shopping context confirmed. Among the groups presented in this article, it is believed that the external factors group has greater space to still be developed, mainly in questions related to the system (software), given that this is the form of entrance to any virtual store.

Considering the limits of this study to scientific periodicals with double blind peer review evaluation systems, sixty-four scientific periodicals with articles published about consumer behavior in online shopping were not analyzed. Thus, as a recommendation for future studies, the analysis of the works published in these journals is proposed. Another research recommendation is to analyze variables not confirmed in the articles referenced in this study.

#### Acknowledgment

During the development of this study, the main author received financial support as a master’s degree scholarship from Fundação de Amparo à Pesquisa e Inovação do Estado de Santa Catarina (FAPESC)

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