



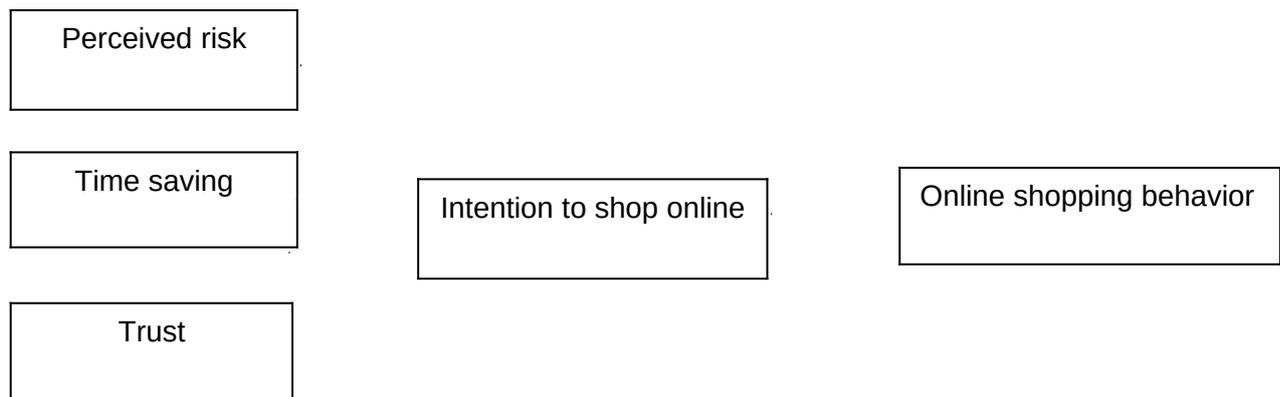
### A STUDY ON FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOR OF CONSUMERS IN TUNISIA

Internet shopping is a phenomena that is growing rapidly nowadays. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. A peep into the exponential growth of the main players in this industry indicates there is still a large reservoir of market potential for e-commerce.

The convenience of online shopping rendering it an emerging trend among consumers. The prevalence of online shopping has raised the interest of the retailers to focus on this area.

The aim of this study is to identify the relationship between perceived risk, time saving, trust and online shopping behavior while mediated by purchase intention.

Tunisian students aged between 19 and 30 that pursuing their studies in University of Tunis were selected as the subject of analysis. 510 out of 600 sets of questionnaires distributed were valid for coding, analyzing and testing the hypothesis. Collected data were then analyzed using SPSS version 20.0 and AMOS version 16.0. Structural Equation Modeling to examine the model fits and hypothesis testing.



**Figure 1. Research model**

Our findings showed that among the three factors selected for this research the most attractive and influencing factor for online shoppers in Tunis is trust, following time saving the second most influencing. Results have also showed that perceived risk is of important concern among online shoppers and purchase intention significant positively influence online shopping behavior.

Online retailers need to ensure that they provide an efficient delivery service to their consumers.

Further research would include sample from working adults and other variables that related to online shopping.