

Accepted Manuscript

An extended online purchase intention model for middle-aged online users

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PII: S1567-4223(16)30060-6

DOI: <http://dx.doi.org/10.1016/j.elerap.2016.10.005>

Reference: ELERAP 690

To appear in: *Electronic Commerce Research and Applications*

Received Date: 14 March 2015

Revised Date: 15 October 2016

Accepted Date: 15 October 2016



Please cite this article as: M. Law, R. Kwok, M. Ng, An extended online purchase intention model for middle-aged online users, *Electronic Commerce Research and Applications* (2016), doi: <http://dx.doi.org/10.1016/j.elerap.2016.10.005>

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**AN EXTENDED ONLINE PURCHASE INTENTION MODEL
FOR MIDDLE-AGED ONLINE USERS**

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Last revised: October 15, 2016

Highlights:

- This study provides an extended online purchase intention model based on the literature of consumer online behavior and by integrating the TAM.
- We conducted this study with middle-aged online users because they are affluent targets to marketers and have strong purchasing power.
- The findings not only enrich the prior online purchase models and the TAM, but also illustrate the impact of online habitual usage.
- This study may be the first one to examine the mediation effects of attitude and online habitual usage in one model.

ABSTRACT

This article focuses on examining the determinants and mediators of the purchase intention of non-online purchasers between ages 31 and 60 who mostly have strong purchasing power. It propose anew online purchase intention model by integrating the *technology acceptance model* with additional determinants and adding habitual online usage as a new mediator. Based on a sample of more than 300 middle-aged non-online purchasers, beyond some situationally-specific predictor variables, online purchasing attitude and habitual online usage are key mediators. Personal awareness of security only affects habitual online usage, t indicating a concern of middle-aged users. Habitual online usage is a

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