

# Shopping in Cyberspace: Adolescent Technology Acceptance Attitude with Decision-Making Styles

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## ABSTRACT

Researchers have explored adolescents' online buying habits as the internet has developed and teenagers' incomes have increased. In this study, that tries to understand adolescent buying behavior, and adolescent decision-making styles as input variable and online shopping behavior as output variable. The Technology Acceptance Model (TAM) is included as a moderating variable. A total of 1,614 adolescents aged 16 to 30 in Taiwan were participants. Correlation, regression, and covariance analyses were used. Results show a positive correlation between adolescents' consumer decision-making styles and purchasing behavior (including planned and unplanned purchases). In addition, compulsive purchases under unplanned purchases showed a positive moderating effect. Recognition of ease of use in TAM had a positive moderating effect on compulsive purchases categorized under unplanned purchases. This research examined the moderating effect of variables in TAM, verifying their effects.

Keywords: Adolescents, Buying Behavior, Consumer Decision-making Styles, Online Shopping, Technology Acceptance Model (TAM)

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## 1. INTRODUCTION

The Internet Population Survey of Taiwan's Institute for Information Industry showed that Internet users who constantly access the Internet had reached 10.67 million by December of 2009 (Institute for Information Industry, 2009). The innovation and development of information technology has driven rapid shifts in consumption patterns. A survey conducted by InsightXplorer Market Research Consultants (2009) indicated that 20.7% of the respondents using online shopping would increase their use in the future. However, 64.2% of the respondents said they would not change the extent of

their use of online shopping under the current economic conditions. Clearly, the public no longer considers online shopping something strange and new.

As the Internet becomes more popular, many shopping websites are aggressively expanding their business. The Institute for Information Industry in its Industry Intelligence Survey (2009) indicated that there was an increase of 30.4% in the online shopping market in Taiwan. It is projected that the market scale might reach NTD 311.6 billion 2010. The survey of "Internet Usage in Taiwan in December 2009" showed that Internet users aged 15-19 topped the list, followed by the 25-29 age group.

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