

The predictive impact of socio-demographic and behavioural factors on professionals' e-commerce attitudes

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Abstract

This paper first reviews the e-commerce issues in general and then gives a detailed report of the findings of a survey concerning how sociodemographic (gender and income) and behavioural (computer experience and average daily use of the Internet) factors influence e-commerce attitude of professionals. The survey was conducted among professionals from the government and private sectors. The results indicated that income is significantly related to the usage of e-commerce. Additionally, computer experience and average daily use of the internet were found to be significant in explaining usage reason for e-commerce users whereas the variable income was found to be significant in explaining nonusage reason for e-commerce nonusers.