Abstract

While the number of people shopping on the Internet has grown rapidly in recent years, there had been limited research into people’s willingness to buy in an Internet environment. The present research was an attempt to fill the gap as it examined some antecedents that may influence people’s willingness to buy from the Internet and how these antecedents influenced one another. Following prior research in traditional marketplaces, the antecedents included were brand image, trust, affect and perceived value. The empirical results suggested that perceived value was positively influenced by affect and brand image. Further, brand image and affect also positively influenced the trust people had in a website. Willingness to buy from the website is influenced by perceived value and trust of the website.