

Finally, although this study has produced some interesting results, it may still have some limitations. First, approximately 65% of the respondents are male in this empirical study. Much research has shown that gender difference could cause discrepancies in the effects of attitude, perceived behavioral control, and subjective norm on user's behavioral intention [17]. Although gender does not produce statistical significance on systematic non-response bias in the sample respondents, the empirical findings may be little biased for not reflecting the population distribution of gender. Next, there are approximately 95% of consumers in adopting on-line shopping in this study. Obviously, the on-line shopping is already at the mature stage of adoption. Definitely, this research is also greatly necessary for us to gain more insight on further promoting its widespread usage. But, the few consumers still concern the other limitation reason including the privacy information and system safety. However, the same respondents are randomly selected from the sample frame and thus, in a position to be well representative of the population. As a result, the empirical findings should be free for the population problem and can be widely generalized for its practical use.

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9. References

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