

## **Abstract**

This study explores the Iranian behavior towards online shopping. The intention of this paper is to examine online purchase intention of Iranian. The anticipated constructs of alternative models compact with key Online purchase intention and the variables such as education, perceived usefulness, perceived ease of use, information search, accessibility, trust in website, and customer satisfaction which lead to the configuration of online purchase intentions. These variables are formed the theoretical foundation for seven substitute models by which nine hypotheses has been created. To test these nine hypotheses 388 Iranian respondents were surveyed by questionnaires in 2011.

Pearson's Correlation has used to test these hypotheses. The results demonstrate that trust in website has more stiffness that lies in its ability to influence consumer satisfaction. The results also show that the link of education with perceived usefulness, and perceived ease of use with trust in website has impact on online purchase intention indirectly, and in other side accessibility, customer satisfaction, and trust in website directly affect on online purchase intention.

One may observe applications of the findings on Iranian online buyer but not in similar aspect. This study generally focus on Iranian, which are the target of group of this research possibly might not be applicable to other target groups, because other target groups consist with different culture and different way of living.