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Technological acceptance model (TAM) developed by Fred Davis in 1986. TAM is an information system theory that launch users acceptance towards the particular system (Leyiario, 2015).

Online shopping is a modern technology and in this research are going to study the factors that will influence consumer's behaviors to online shopping. So, TAM is one of the most successful measurements for computer usage effectively among practitioners and academics and is commonly used theory while studying consumer's attitudes towards online shopping (Leyiario, 2015 and Sultan & Uddin, 2011). One of the important factors in TAM is it can trace the impact of external factors on internal beliefs, attitudes, and intention. The main purpose of TAM is to explain how a user accepts a specific technology according to external factors that influence users to make a decision (Sultan & Uddin, 2011). TAM had two specific beliefs, which are Perceived Usefulness (PU) and Perceived Ease of Use (PEOU).

Perceived Usefulness (PU) is the level that a person believes using a particular system can enhance their performance (Sultan & Uddin, 2011). Perceived Usefulness also can define as an expectative user's subjective probability that using a specific application system to increase their job performance within an organizational context (Leyiario, 2015). While, Perceived Ease of Use (PEOU) is the level to which the expectative user expects the target system to be free of effort and which the person believes that using a specific system would be free from the effort (Leyiario, L., 2015 and Sultan, 2011). Perceived Ease of Use has a direct effect on Perceived Usefulness and technology usage (Leyiario, 2015). TAM is tried to predict and provide an explanation to help

practitioners and researchers to identify a particular system may be unacceptable and pursue appropriate step.

New technology such as computer and smartphone, are complex and the element of uncertainty exists in the minds of consumers with respects to the successful adoption of them, people form beliefs, attitudes and intention towards are trying to learn to use new technology evolve (Davis, Bagozzi, & Warshaw, 1989 and Leyiario, 2015). So, actual usage may be not a direct consequence of attitudes, beliefs, and intention. So, in this research, TAM are using to help us understand how consumers from attitudes towards online shopping by the applicability of TAM