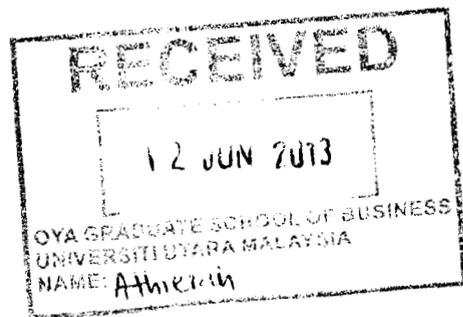


**FACTORS INFLUENCING ONLINE SHOPPING
BEHAVIOR AMONG JORDANIAN ACADEMICIANS**

MOHAMMED ABDAL RAZAQ AL-JABARI



**DOCTOR OF PHILOSOPHY
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**FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOR AMONG
JORDANIAN ACADEMICIANS**

By

MOHAMMED ABDAL RAZAQ AL-JABARI

**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
in Fulfillment of the Requirement for the Degree of Doctor of Philosophy**



Kolej Perniagaan
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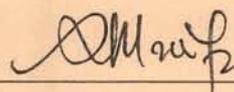
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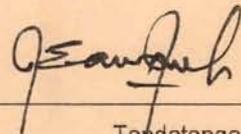
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ABSTRACT

Although online shopping had been widely adopted in developed countries, there was still low percentage of online shopping in developing countries like Jordan. The aims of this quantitative research were to empirically determine the significant predictors of online shopping behaviors (actual, intention and trust), examine the mediating effect of trust and intention on the relationship between predictors and actual online shopping behavior, and investigate the applicability of Theory of Planned Behavior (TPB) in explaining online shopping behavior in Jordan. A survey was conducted among 317 academic staff in ten universities located in three areas (North, Middle and South) in Jordan. Data were analyzed using Structural Equation Modeling (SEM). Out of 15 hypotheses of online shopping behaviors, nine had significant direct effects (intention, trust and subjective norm to actual behavior; trust, uncertainty avoidance, subjective norm and perceived behavior control to intention; uncertainty avoidance and subjective norm to trust). The study also found that intention was a full mediator of the relationship between uncertainty avoidance and perceived behavioral control with actual online shopping behavior. It was found to be a partial mediator of the relationship between trust and subjective norm with actual online shopping behavior. Trust was also found as a full mediator of the relationship between uncertainty avoidance and attitude with actual online shopping behavior. Finally, trust and intention fully mediated the relationship of uncertainty avoidance and attitude with actual online shopping behavior. The present study also highlighted implications of the study, future research work as well as its study limitations.

Keywords: Actual Online Shopping Behavior, Uncertainty Avoidance, Jordan, Structural Equation Modeling (SEM), Theory of Planned Behavior (TPB)

ABSTRAK

Walaupun aktiviti membeli-belah di atas talian telah diamalkan di negara-negara maju, namun aktiviti ini masih rendah di negara-negara membangun seperti Jordan. Matlamat kajian kuantitatif ini untuk menentukan secara empirikal peramal gelagat membeli-belah atas talian yang signifikan (gelagat sebenar, niat, kepercayaan), mengkaji kesan perantara di antara kepercayaan dan niat ke atas hubungan di antara prediktor dan gelagat membeli-belah di atas talian dan mengkaji kegunaan Teori Gelagat Terancang (TPB) dalam menjelaskan gelagat membeli-belah atas talian di Jordan. Satu tinjauan telah dijalankan ke atas 317 orang staf akademik di 10 buah universiti yang terletak di tiga kawasan (Utara, Tengah dan Selatan) di Jordan. Data dianalisis menggunakan Permodelan Persamaan Berstruktur (SEM). Daripada limabelas hipotesis gelagat membeli-belah atas talian, sembilan daripadanya mempunyai kesan langsung yang signifikan (niat, kepercayaan dan norma subjektif dengan gelagat sebenar; kepercayaan, pengelakan ketidakpastian, norma subjektif, kawalan gelagat tertanggung dengan niat; pengelakan ketidakpastian dan norma subjektif dengan kepercayaan). Kajian ini juga mendapati niat merupakan perantara penuh bagi hubungan di antara pengelakan ketidakpastian dan kawalan gelagat tertanggung dengan gelagat sebenar membeli-belah atas talian. Dapatan juga menunjukkan niat merupakan perantara sebahagian ke atas hubungan di antara kepercayaan dan norma subjektif dengan gelagat sebenar membeli-belah atas talian. Kepercayaan juga merupakan perantara penuh ke atas hubungan di antara pengelakan ketidakpastian dan sikap dengan gelagat sebenar membeli-belah atas talian. Akhir sekali, kepercayaan dan niat menjadi perantara penuh kepada hubungan di antara pengelakan ketidakpastian dan sikap dengan gelagat sebenar membeli-belah atas talian. Kajian ini juga menyerlahkan implikasi kajian, kajian pada masa hadapan serta kekangan kajian.

Kata kunci: Gelagat Sebenar Membeli-belah atas Talian, Pengelakan Ketidakpastian, Jordan, Permodelan Persamaan Berstruktur (*Structural Equation Modelling* [SEM]), Teori Gelagat Terancang (*Theory of Planned Behavior* [TPB])

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DEDICATION

إلى والديَّ الكريمين....
"ربي ارحمهما كما ربياني صغيراً"
إلى زوجتي الغالية.... ملاك الروح
وإلى زينة الحياة الدنيا.... رياحين
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نكدي ***

بتول ***

يحيى ***

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LIST OF ABBREVIATIONS

ACB	Actual Online Shopping Behavior
AGFI	Adjusted Goodness-of-Fit Index
AMOS	Analysis of Moment Structures
ATT	Attitude
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Critical Ratio
Cr	Composite reliability
DOS	Department of Statistics
EFA	Exploratory Factor Analysis
GFI	Goodness-of-Fit Index
GM	Generated Model
GOF	Goodness-of-Fit
IFI	Incremental Fit Index
IS	Information System
IT	Information Technology
MHE	Ministry of Higher Education & Scientific Research in Jordan
MPD	Ministry of Political Development
ML	Maximum Likelihood
NFI	Normed Fit Index
PBC	Perceived Behavior Control
RMSEA	Root Mean Square Error of Approximation
SEM	Structural Equation Modeling
SMC	Squared Multiple Correlation
SN	Subjective Norm
SPSS	Statistical Package for Social Science
TAM	Technology Acceptance Model
TLI	Tucker-Lewis Index
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UA	Uncertainty Avoidance

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Chapter one discusses issues surrounding actual online shopping behavior of Jordanian customers. It starts with the background of the study, problem statement, research questions, research objectives, justification of research, and scope of the study. At the end of this chapter, the contribution to knowledge and the outline of the chapter are covered.

1.2 Background of the Study

The main aim of the present study is to understand customer's online shopping behavior through investigation of its key predictors in Jordan using Theory of Planned Behavior (TPB). The importance of such studies comes with the expansion of Internet usage in the world. Internet technology has changed every aspect of our lives. In real life, Internet has made some significant changes over how business operated in the past few years, which led to the inception of e-commerce through information technology. Due to the popularity of the Internet, businesses have a new medium through which they could sell their products and services while at the same time effectively and efficiently interact with customers and partners. For companies, these technologies represent both opportunities and threats. Most business analysts overestimated these technologies at their inception

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