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**DETERMINANTS OF ONLINE SHOPPING INTENTION AMONG
JORDANIAN'S ACADEMICIANS**

BY

MALEK AHMAD ALSOUD

901595



UUM
Universiti Utara Malaysia

**DOCTOR OF PHILOSOPHY
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**DETERMINANTS OF ONLINE SHOPPING INTENTION
AMONG JORDANIAN'S ACADEMICIANS**



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UUM
Universiti Utara Malaysia

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Abstract

This study examined the factors influencing the online shopping intention of academicians in Jordan. This study examined the effect of website quality, website credibility, security protection, and after-sales service on online shopping intention in the Jordanian consumers market. It has also examined the moderating effect of perceived trust and e-WOM in this relationship. The study used a survey method and questionnaires distributed to a sample of 700 academic staff from four public universities in Jordan. The data were analyzed using a structural equation model. The study found a positive and significant relationship between website credibility, website quality, and security protection and online shopping intention, while after-sales service did not show any effect. Perceived trust also appeared as a moderator in the relationship between website credibility, after-sales service, and online shopping intention. While e-WOM was found to moderate the relationship between website quality, after-sales service, and online shopping intention. The findings of this study, like earlier research findings revealed the importance of perceived trust and e-WOM in influencing shopping intentions of customers. This study showed that understanding those influential factors and effectively managing them would improve business performance in the marketplace. Furthermore, the present study sheds light on the importance of perceived trust and e-WOM as moderators.

Keywords: Online shopping intention, perceived trust, e-WOM, website credibility, website quality, security protection, after-sale service.

Abstrak

Kajian ini menyelidik faktor-faktor yang mempengaruhi niat membeli-belah secara atas talian bagi ahli akademik di Jordan. Kajian meneliti kesan kualiti laman sesawang, kredibiliti laman sesawang, perlindungan keselamatan, dan perkhidmatan selepas jualan terhadap niat membeli-belah secara atas talian dalam pasaran pengguna Jordan. Kajian turut mengkaji kesan penyederhanaan kepercayaan tanggapan dan E-WOM dalam hubungan tersebut. Kajian ini menggunakan kaedah tinjauan dan soal selidik yang diedarkan kepada 700 orang staf akademik sebagai sampel di empat buah universiti awam di Jordan. Data dianalisis menggunakan model persamaan berstruktur. Kajian mendapati hubungan yang positif dan signifikan di antara kredibiliti laman sesawang, kualiti laman sesawang, dan perlindungan keselamatan dengan niat membeli-belah secara atas talian, manakala perkhidmatan selepas jualan tidak menunjukkan sebarang kesan. Kepercayaan tanggapan juga dilihat sebagai pengantara dalam hubungan di antara kredibiliti laman sesawang, perkhidmatan selepas jualan, dan niat membeli-belah secara atas talian. Manakala, e-WOM didapati mengantara hubungan di antara kualiti laman sesawang, perkhidmatan selepas jualan, dengan niat membeli-belah secara atas talian. Dapatan kajian ini menunjukkan kepentingan kepercayaan tanggapan dan e-WOM dalam mempengaruhi niat membeli-belah pelanggan. Kajian ini juga menunjukkan bahawa pemahaman terhadap faktor-faktor yang mempengaruhinya dan menanganinya secara berkesan dapat mempertingkatkan prestasi perniagaan di pasaran. Tambahan pula, kajian ini memberi pendedahan mengenai kepentingan kepercayaan tanggapan dan e-WOM sebagai penyederhana.

Kata kunci: niat membeli-belah atas talian, kepercayaan tanggapan, e-WOM, kredibiliti tapak web, kualiti laman web, perlindungan keselamatan, perkhidmatan selepas jualan

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Table of Contents

Acknowledgement	iv
Table of Contents	vi
List of Tables	xi
List of Figures	xii
CHAPTER ONE INTRODECTION.....	1
1.1 Background of the study	1
1.2 Problem Statement	11
1.3 Research Questions	18
1.4 Research Objectives	18
1.5 Scope of the Study	19
1.6 Significance of the study	21
1.7 Theoretical Significance.....	22
1.7.1 Practical Significance.....	23
1.8 Key Definitions	24
1.9 Organization of the Thesis	25
CHAPTER TWO LITERATURE REVIEW	27
2.1 Introduction	27
2.2 Background of Jordan	27
2.3 Online Shopping Intention	33
2.4 Underpinning Theories.....	41
2.4.1 The Theory of Reasoned Action (TRA)	41
2.4.2 Theory of Planned Behavior (TPB)	42
2.4.3 Unified Theory of Acceptance and Use of Technology (UTAUT)	44
2.4.4 Technology Acceptance Model (TAM).....	48
2.5 Predictors of Online Shopping intention.....	53
2.5.1 Website Credibility	54
2.5.2 Security Protection	58
2.5.3 Website Quality	64
2.5.4 After-sales Services	69

2.5.5 Perceived Trust	72
2.5.5.1 Perceived Trust as Moderator	77
2.5.6 Electronic Word of Mouth (E-WOM)	80
2.5.6.1 Electronic Word-of-mouth (e-WOM) as Moderator	83
2.6 Research framework.....	85
2.7 Hypothesis Development	89
2.7.1.1 Relationship between website credibility and online shopping intention	89
2.7.1.2 Relationship between security protection and online shopping intention	90
2.7.1.3 Relationship between website quality and online shopping intention	91
2.7.1.4 Relationship between after-sales services and online shopping intention	92
2.7.1.5 Moderating effect of perceived trust on the relationship between website credibility, website quality, after-sales service, security protections, and online shopping intention.....	93
2.7.1.6 Moderating effect of e-WOM on the relationship between website credibility, website quality, after-sales service, security protections and intention to shopping online	94
2.8 Chapter Summary.....	96
CHAPTER THREE METHODOLOGY	97
3.1 Introduction	97
3.2 Research Design.....	97
3.3 Target Population	98
3.4 Sample Size.....	103
3.5 Sampling Technique.....	104
3.6 Operationalization of the Variables	106
3.6.1 Operationalization of Online Shopping Intention	106
3.6.2 Operationalization of Website Credibility	106
3.6.3 Operationalization of Security Protection.....	107

3.6.4 Operationalization of Website Quality	107
3.6.5 Operationalization of After-Sales Services.....	107
3.6.6 Operationalization of Perceived Trust	107
3.6.7 Operationalization of E-WOM.....	108
3.7 Research Instrument Design	108
3.8 Data Analysis Method.....	112
3.9 Reliability and Validity of the Model	114
3.10 Pilot Study.....	118
3.11 Data Collection Procedures.....	120
3.12 Chapter Summary.....	122
CHAPTER FOUR DATA ANALYSIS AND RESULTS	123
4.1 Introduction.....	123
4.2 Analysis of Survey Response.....	123
4.2.1 Response Rate.....	123
4.2.2 Test of Non-Respondent Bias	125
4.3 Preliminary Analysis.....	127
4.3.1 Missing Values Analysis.....	127
4.3.2 Outliers Assessment.....	128
4.3.3 Data Normality Assessment.....	129
4.3.4 Multicollinearity Analysis	132
4.4 Demographic Profile	134
4.5 Descriptive Analysis of Constructs.....	135
4.6 Assessment of PLS-SEM Path Model	136
4.6.1 Assessment of Measurement Model	137
4.6.2 Individual Item Reliability.....	137
4.6.3 Internal Consistency Reliability.....	140
4.6.4 Convergent Validity.....	144
4.6.5 Discriminant Validity.....	144
4.7 Assessment of Variance Explained in the Endogenous Latent Variable	147
4.7.1 Assessment of Significance of the Structural Model.....	150
4.7.2 Assessment of Effect Size (f^2).....	155

4.7.3 Global Fit Measure (GoF).....	156
4.8 Additional Analysis of the Effect of Perceived trust as a Moderators	157
4.8.1 The moderating effect of Perceived trust on website credibility and online shopping intention.....	157
4.8.2 The moderating effect of Perceived trust on security protection and online shopping intention.....	158
4.8.3 The moderating effect of Perceived trust on website quality and online shopping intention.....	159
4.8.4 The moderating effect of Perceived trust on after-sales service and online shopping intention.....	160
4.9 Additional Analysis of the Effect of e-WOM as a Moderators	161
4.9.1 The moderating effect of e-WOM on website credibility and online shopping intention.....	162
4.9.2 The moderating effect of e-WOM on security protection and online shopping intention.....	163
4.9.3 The moderating effect of e-WOM on website quality and online shopping intention	164
The moderating effect of.....	165
4.9.4 E-WOM to after-sales service and online shopping intention	165
4.10 Summary	166
CHAPTER FIVE DISCUSSIONS AND CONCLUSION	167
5.1 Introduction	167
5.2 Summary of Findings.....	167
5.3 Discussion	170
5.3.1 The direct relationship between website credibility, security protection, website quality, after-sales services and online shopping intention	170
5.3.1.1 The relationship between website credibility and online shopping intention	170
5.3.1.2 The relationship between website quality and online shopping intention	171

5.3.1.3 The relationship between security protection and online shopping intention	173
5.3.1.4 The relationship between after-sales service and online shopping intention	174
5.3.2 Interacting Effects	175
5.3.2.1 Interacting effects of perceived trust between website credibility and online shopping intention	176
5.3.2.2 Interacting effects of perceived trust between security protection and online shopping intention	177
5.3.2.3 Interacting effects of perceived trust between website quality and online shopping intention	178
5.3.2.4 Interacting effects of perceived trust between after-sales service and online shopping intention	179
5.3.2.5 Interaction effect of e-WOM between website credibility and online shopping intention	180
5.3.2.6 Interaction effect of e-WOM between security protection and online shopping intention	181
5.3.2.7 Interacting effects of e-WOM between website quality and online shopping intention	181
5.3.2.8 Interacting effects of e-WOM between after-sales service and online shopping intention	183
5.4 Implications.....	184
5.4.1 Theoretical Implications	184
5.4.2 Managerial Implications	186
5.5 Limitations	188
5.6 Future Research.....	190
5.7 Conclusion	191

List of Tables

Table 1.1 Internet Penetration in the Middle East.....	6
Table 3.1 Distribution of Public Universities in Jordan.....	101
Table 3.2 Number of academic-staff in each region and university	102
Table 3.3	105
Distribution of respondents for each university	105
Table 3.5 Items used for each variable and their sources	109
Table 3.6 Summary of measure and reliability of the Cronbach's alpha from the pilot test	120
Table 4.1 Response Rate of the Questionnaire	124
Table 4.2 Test of Non-Respondent Bias	126
Table 4.3 Missing Values	128
Table 4.4 Skewness and Kurtosis	130
(IN- shopping Intention, WC- Website credibility, SP- Security protection, WQ- website quality, AS- After-sale service, T- Trust, WOM- Electronic word of mouth).....	130
Table 4.5 Tolerance and Variance Inflation Factors (VIF).....	133
Table 4.6 Demographic Characteristics of the Respondents	134
Table 4.7 Descriptive Statistics for Latent Variables.....	136
Table 4.8 Loadings, Composite Reliability, and Average Variance Extracted.....	141
Table 4.9 Latent Variable Correlations and Square roots of Average Variance Extracted..	145
Table 4.10 Cross Loadings	146
Table 4.11 Structural Model Assessment	154
Table 4.12 Effect Sizes of the Latent Variables on Cohen's (1988) Recommendation.....	155

List of Figures

Figure 1.1. Internet penetration and online shopping percentage in Jordan Source: (Internet World Stats, 2017).	10
Figure 2.1. The Theory of Reasoned Action Model (TRA) by Fishbein and Ajzen (1975). .	41
Figure 2.3. Theory of Planned Behaviour (TPB) Adapted from Ajzen (1991).	43
Figure 2.3. The Unified Theory of Acceptance and Use of Technology (UTAUT).	47
Figure 2.4. Technology Acceptance Model (TAM) by Davis (1989).	49
Figure 2.5. The Conceptual Framework of the Study	88
Figure 4.1. Histogram and Normal Probability Plot.	132
Figure 4.2. PLS Path Modelling Assessment (Two-Step Process). Source: Adopted from Henseler et al. (2009).	137
Figure 4.3. The outer model before deletion.	139
Figure 4.4. Measurement Model after deletion.	143
Figure 4.5. Variance Explained through a direct relationship.	148
Figure 4.6. Variance Explained through Moderato.	149
Figure 4.7. Structural Model.	151
Figure 4.8. Hypothesis testing results.	152
Figure 4.9. The moderating effect of perceived trust on website credibility and online shopping intention.	158
Figure 4.10. The moderating effect of perceived trust on security protection and online shopping intention.	159
Figure 4.11. The moderating effect of perceived trust on website quality and online shopping intention.	160
Figure 4.12. The moderating effect of perceived trust on after-sales service and online shopping intention.	161
Figure 4.13. The moderating effect of e-WOM on website quality and online shopping intention.	162
Figure 4.14: the moderating effect of e-WOM on security protection and online shopping intention	163
Figure 4.15. The moderating effect of e-WOM on website quality and online shopping intention.	164
Figure 4.16. The moderating effect of E-WOM on after-sales service.	165

CHAPTER ONE

INTRODECTION

1.1 Background of the study

The focal point for the innovative decision to move from a traditional business to invest in technology is e-commerce that can be an essential value-generating investments a business can follow (Epstein, 2004). The importance and usage of electronic commerce have noticed over the past few decades. This growth has been viewed equally essential at both the individual and institutional levels, and its increasing pace is closely aligned with technological advancements that lead the global economy to benefit from its unique tools and features. E-commerce is a group of online business activities and online offerings both, tangible, and intangible and includes business to business and business to customer models (Epstein, 2004).

Online shopping is the electronic form of the traditional business or telephone-based ordering system, in which products and services are offered only physically in traditional stores. However, a significant effect can be observed in retail business due to technological advancements such as the Internet and rapid web development these days. Technological advancements have encouraged businesses to establish their operations in a more convenient, cost-effective, and efficient way. Thus, the Internet-based business model is gaining popularity in the marketplace because a web presence by a business is suitable for a technology-driven all generation as making a transaction over the web is convenient.

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APPENDIX

(Questionnaire - Appendix A-1)

Questionnaire for the field study

PH.D. THESIS ON DETERMINANTS OF ONLINE SHOPPING INTENTION AMONG JORDANIAN'S ACADEMICIANS

Dear respondents,

I am a PhD research student at School of Business management, Universiti Utara Malaysia (UUM), conducting a study to investigate consumers' intention with respect to online shopping in Jordan. The answers you give will be treated in total confidence. There are no “right” or “wrong” answers, so please answer the items as honestly as you can. If you have any queries, please feel free to contact me.

Thank you very much for your participation.

Kindest regards.

Malek Alsoud, PhD Marketing Candidate
Universiti Utara Malaysia (UUM)

(maliksoud2009@yahoo.com)

Part1: General Information

Please make a tick on the best box according to your information.

Code	Data
1	Gender <input type="checkbox"/> Male <input type="checkbox"/> Female
2	Age <input type="checkbox"/> Less than 30 <input type="checkbox"/> 30-40 years <input type="checkbox"/> 41-50 years <input type="checkbox"/> More than 50
3	Marital status <input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Other
4	Education <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Master's Degree <input type="checkbox"/> PhD. Degree <input type="checkbox"/> Other
5	Occupation <input type="checkbox"/> Professor <input type="checkbox"/> Associate Professor

	<input type="checkbox"/> Assistant Professor <input type="checkbox"/> Lecturer <input type="checkbox"/> Instructor
6	<p>Monthly Income</p> <input type="checkbox"/> Below 1000 JD <input type="checkbox"/> 1000 – 2000 JD <input type="checkbox"/> 2001 – 3000 JD Above 3000 JD <input type="checkbox"/>
7	<p>How many year(s) have you used the Internet?</p> <input type="checkbox"/> Less than 1 year <input type="checkbox"/> 1-3 years <input type="checkbox"/> 4-6 years <input type="checkbox"/> 6 years and above
8	<p>Which website you mostly use for online shopping?</p> <input type="checkbox"/> Amazon.com <input type="checkbox"/> Marka-VIP.com <input type="checkbox"/> Souq.com <input type="checkbox"/> Other

Part 2: Information of online shopping intention, security protection, website credibility, website quality, after sale-service, perceived trust and electronic word of mouth. Please read the following statements and circle only the one best response that reflects your opinion.

Code	Statements	Level				
		1	2	3	4	5
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I intend to use the Internet to purchase in the future.					
2	I expect to use the Internet to purchase in the future.					
3	It is likely that I will use the Internet to purchase in the future.					
4	I will not use the Internet to purchase in the future.					

1	Online shopping sites implements security measures to protect Internet shoppers.					
2	Online shopping sites usually ensures that transactional information is protected from accidentally being altered or destroyed during a transmission on the Internet					
3	I feel secure about the electronic payment system of the online shopping sites.					
4	I am willing to use my credit card on any website to make a purchase.					
5	I feel safe in making transactions on online shopping sites.					
6	In general, I feel risk providing credit card information through online shopping sites.					

1	I believe that the transaction through online shopping sites is always safe.					
2	I believe that the transaction through online shopping sites is always reliable.					

3	I do not think that things may go wrong with transaction through online shopping sites.					
4	I am confident that online shopping sites will promptly inform me if at all any problem occur with any of my transactions.					
5	I am confident that my transaction through online shopping sites will always be transparent.					
6	I believe that online shopping sites always protects my best interest trust.					
7	I can say that online shopping sites is trustworthy.					

1	There is no after-sales service in online shopping sites.					
2	In online shopping, it is very difficult to return a damaged or non-functioning product.					
3	It is difficult settling disputes with an online retailer (e.g. money-back guarantee, product replacement).					
4	In online shopping, it is very difficult to return a product purchased inadvertently.					

1	The content of online shopping sites is dependable.					
2	The content of online shopping sites is honest.					
3	The content of online shopping sites is reliable.					
4	The content of online shopping sites is sincere.					
5	The content of online shopping sites is trustworthy.					
6	The content of online shopping sites is produced by individuals who are experts.					
7	The content of online shopping sites is produced by individuals who are experienced.					

8	The content of online shopping sites is produced by individuals who are knowledgeable.					
9	The content of online shopping sites is produced by individuals who are qualified.					
10	The content of online shopping sites is produced by individuals who are skilled.					

1	The information on the online shopping sites is pretty much what I need to carry out my tasks.					
2	The information within online shopping sites is easy to read.					
3	Online shopping sites contains accurate information.					
4	Online shopping sites displays a visually pleasing design e.g., (colour, font).					
5	Online shopping sites has a high-quality professional appearance.					

1	I often read online recommendations to buy products from the online shopping sites.					
2	I often post positive online comments about online shopping sites.					
3	I often read positive online reviews about the products of online shopping sites					
4	My e-community frequently post online recommendations to buy from online shopping sites					
5	When I buy from online shopping sites, consumer's online recommendations and reviews make me more confident in purchasing the product.					

THANK YOU FOR YOUR KIND COOPERATION

(Questionnaire Arabic version- Appendix A-2)

استبانة

استبانة للدراسة الميدانية

محددات نية التسوق عبر الإنترنت بين الأكاديميين الأردنيين

انا طالب دكتوراة في كلية إدارة الأعمال في جامعة أوتارا الماليزية تهدف هذه الدراسة للتحقق من نية المستهلكين الأردنيين للتسوق عبر الإنترنت. سيتم التعامل مع الإجابات بثقة تامة. لا توجد إجابات "صحيحة" أو لذا يرجى الإجابة على البنود بأمانة قدر المستطاع اذا كان لديك أي استفسارات ، فلا تتردد في "خاطئة"، الاتصال بي



UUM
Universiti Utara Malaysia

أشكركم جزيل الشكر على مشاركتكم .

أطيب التحيات

مالك السعود، طالب دكتوراه تسويق

جامعة أوتارا ماليزيا

(maliksoud2009@yahoo.com)

الجزء الأول: معلومات عامة

يرجى وضع علامة √ على أفضل مربع وفقاً لمعلوماتك

البيانات		
الجنس		
<input type="checkbox"/>	ذكر	<input type="checkbox"/>
<input type="checkbox"/>	أنثى	
العمر		
<input type="checkbox"/>	أقل من 30	<input type="checkbox"/>
<input type="checkbox"/>	30-40 سنة	<input type="checkbox"/>
<input type="checkbox"/>	41-50 سنة	<input type="checkbox"/>
<input type="checkbox"/>	أكبر من 50	
الحالة الاجتماعية		
<input type="checkbox"/>	أعزب	<input type="checkbox"/>
<input type="checkbox"/>	متزوج	<input type="checkbox"/>
<input type="checkbox"/>	غير ذلك	
الدرجة العلمية		
<input type="checkbox"/>	بكالوريوس	<input type="checkbox"/>
<input type="checkbox"/>	ماجستير	<input type="checkbox"/>
<input type="checkbox"/>	دكتورة	<input type="checkbox"/>
<input type="checkbox"/>	غير ذلك	

الوظيفة

- أستاذ جامعي أستاذ مشارك أستاذ مساعد
- محاضر مدرس

الدخل الشهري

- أقل من 1000 دينار 1000-2000 دينار 2001-3000 دينار
- أكثر من 3000 دينار

كم عدد السنوات التي استخدمت فيها الإنترنت؟

- أقل من سنة 2-3 سنوات 4-6 سنوات
- 6 سنوات وأكثر

ما هو الموقع الذي تستخدمه في الغالب للتسوق عبر الإنترنت؟

- Amazon.com (أمازون) Marka-VIP.com (ماركا)
- Souq.com (سوق)
- أخرى

الجزء 2: معلومات عن نية التسوق عبر الإنترنت، الحماية الأمنية، مصداقية الموقع، جودة الموقع، خدمة

ما بعد البيع، الثقة المتصورة وكلمة الفم الألكترونية. يرجى قراءة العبارات التالية وتحديد دائرة واحدة فقط

أفضل إجابة تعكس رأيك

المستوى					العبارة	الرقم
1	2	3	4	5		
غير موافق بشدة	غير موافق	محايد	موافق	موافق بشدة		
نية التسوق عبر الإنترنت						
					أنوي استخدام الإنترنت لشراء في المستقبل	1
					أتوقع استخدام الإنترنت للشراء في المستقبل	2
					من المرجح أنني سأستخدم الإنترنت للشراء في المستقبل	3
					لن أستخدم الإنترنت للشراء في المستقبل	4
الحماية الأمنية						
					مواقع التسوق الإلكتروني تقوم بإجراءات أمنية لحماية المتسوقين عبر الإنترنت	1
					يضمن موقع التسوق عبر الإنترنت عادةً حماية معلومات المعاملات من التغيير أو التدمير غير المقصود أثناء الإرسال على الإنترنت	2
					أشعر بالأمان بما يتعلق بنظام الدفع الإلكتروني لموقع التسوق عبر الإنترنت	3
					أنا على استعداد لاستخدام بطاقتي الائتمانية على أي موقع إلكتروني لإجراء عملية شراء	4
					أشعر بالأمان في إجراء المعاملات على موقع التسوق عبر الإنترنت	5
					بشكل عام ، أشعر المخاطرة بتقديم معلومات بطاقة الائتمان من خلال	6

موقع التسوق عبر الإنترنت	
الثقة المتصورة	
1	أعتقد أن المعاملة عبر موقع التسوق عبر الإنترنت آمنة دائماً
2	أعتقد أن المعاملة عبر موقع التسوق عبر الإنترنت هي موثوقة دائماً
3	لا أعتقد أن أمور المعاملات قد تسوء أثناء التسوق عبر مواقع الإنترنت
4	أنا واثق بأن موقع التسوق عبر الإنترنت سيبلغني على الفور إذا حدث أي مشكلة في أي من معاملاتي
5	أنا واثق من أن عملي من خلال موقع التسوق عبر الإنترنت سيكون دائماً شفافاً
6	أعتقد أن موقع التسوق عبر الإنترنت دائماً يحمي ثقتي المفضلة
7	أستطيع القول بأن مواقع التسوق عبر الإنترنت جديرة بالثقة
خدمة ما بعد البيع	
1	لا توجد خدمة ما بعد البيع في موقع التسوق عبر الإنترنت
2	خلال التسوق عبر الإنترنت ، من الصعب جداً إرجاع أي منتج تالف أو غير فعال
3	من الصعب تسوية النزاعات مع بائع تجزئة عبر الإنترنت (مثل: ضمان استعادة الأموال ، استبدال المنتج)
4	خلال التسوق عبر الإنترنت، من الصعب جداً إرجاع منتج تم شراؤه عن غير قصد
مصادقية الموقع	
1	يمكن الاعتماد على محتوى مواقع التسوق عبر الإنترنت
2	محتوى مواقع التسوق عبر الإنترنت هو صادق
3	محتوى مواقع التسوق عبر الإنترنت موثوق به
4	محتوى موقع التسوق عبر الإنترنت هو صادق
5	محتوى موقع التسوق عبر الإنترنت جدير بالثقة
6	يتم إنتاج محتوى موقع التسوق عبر الإنترنت من قبل خبراء

				يتم إنتاج محتوى موقع التسوق عبر الإنترنت من قبل الأفراد ذوي الخبرة	7
				يتم إنتاج محتوى موقع التسوق عبر الإنترنت من قبل الأفراد الذين هم على علم	8
				يتم إنتاج محتوى موقع التسوق عبر الإنترنت من قبل الأفراد المؤهلين	9
				يتم إنتاج محتوى موقع التسوق عبر الإنترنت من قبل أشخاص ماهرين	10
جودة الموقع الإلكتروني					
				المعلومات الموجودة على مواقع التسوق عبر الإنترنت إلى حد كبير هي ما أحتاجه للقيام بمهامتي	1
				المعلومات داخل مواقع التسوق عبر الإنترنت سهلة القراءة	2
				تحتوي مواقع التسوق عبر الإنترنت على معلومات دقيقة	3
				تعرض مواقع التسوق عبر الإنترنت تصميمًا جذابًا مثل (اللون والخط)	4
				تتميز مواقع التسوق عبر الإنترنت بمظهر احترافي عالي الجودة	5
كلمة الفم الإلكترونية					
				في الغالب أقرأ توصيات عبر الإنترنت لشراء منتجات من مواقع التسوق عبر الإنترنت	1
				غالبًا ما أقوم بنشر تعليقات إيجابية عبر الإنترنت حول مواقع التسوق عبر الإنترنت.	2
				قرأت تعليقات إيجابية في الإنترنت حول منتجات مواقع التسوق عبر الإنترنت	3
				يقوم المجتمع الإلكتروني بشكل متكرر بنشر توصيات عبر الإنترنت للشراء من مواقع التسوق عبر الإنترنت	4
				عندما أشتري من مواقع التسوق عبر الإنترنت، فإن توصيات وتعليقات المستهلكين عبر الإنترنت تجعلني أكثر ثقة في شراء المنتج	5

شكرا لتعاونكم

(Pilot Study - Appendix B)

Summary Statistics of Descriptive, Normality and Reliability Analysis

Statistics of Descriptive and Normality

Descriptive Statistics

	N	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
					Statistic	Std. Error			Statistic	Std. Error	Statistic	Std. Error
Intention	43	1	5	144	3.35	.169	1.110	1.233	-.420	.361	.076	.709
After-sales service	43	1	5	147	3.42	.192	1.258	1.583	-.409	.361	-.754	.709
Website credibility	43	1	5	133	3.09	.213	1.394	1.944	-.395	.361	-1.149	.709
Website quality	43	1	5	135	3.14	.181	1.187	1.409	-.192	.361	-.898	.709
Security protection	43	1	5	151	3.51	.222	1.454	2.113	-.390	.361	-1.259	.709
Perceived trust	43	1	5	127	2.95	.173	1.133	1.283	-.317	.361	-1.195	.709
E-WOM	43	1	5	133	3.09	.210	1.377	1.896	.227	.361	-1.339	.709
Valid N (listwise)	43											

Reliability

Scale: ONLINE SHOPPING INTENTION

Case Processing Summary

Case Processing Summary

		N	%
Cases	Valid	43	100.0
	Excluded ^a	0	.0
	Total	43	100.0

a. Listwise deletion based on all variables in the procedure.



Reliability Statistics

Cronbach's Alpha	N of Items
.859	4

Scale: SECURITY PROTECTION

cCase Processing Summary

		N	%
Cases	Valid	43	100.0
	Excluded ^a	0	.0
	Total	43	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.852	6

Scale: TRUST

Case Processing Summary

		N	%
Cases	Valid	43	100.0
	Excluded ^a	0	.0
	Total	43	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.879	7



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Scale: AFTER-SALES SERVICE

Case Processing Summary

		N	%
Cases	Valid	43	100.0
	Excluded ^a	0	.0
	Total	43	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.859	4

Scale: WEBSITE CREDIBILITY

Case Processing Summary

		N	%
Cases	Valid	43	100.0
	Excluded ^a	0	.0
	Total	43	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.821	10

Scale: WEBSITE QUALITY

Case Processing Summary

		N	%
Cases	Valid	43	100.0
	Excluded ^a	0	.0
	Total	43	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.903	5

Scale: E-WOM

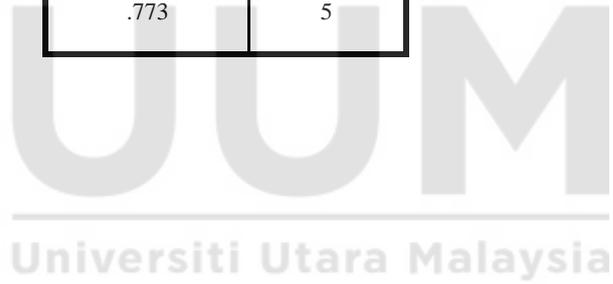
Case Processing Summary

		N	%
	Valid	43	100.0
Cases	Excluded ^a	0	.0
	Total	43	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.773	5



Appendix (C-1)

Test of Non-Respondent Bias

Group Statistics

	BIAS	N	Mean	Std. Deviation	Std. Error Mean
IN	EARLY	240	3.5531	.97914	.06320
	LATELY	143	3.4021	.96050	.08032
SP	EARLY	240	2.6924	.88134	.05689
	LATELY	143	2.8601	.84236	.07044
T	EARLY	240	2.2565	.81992	.05293
	LATELY	143	2.3097	.84990	.07107
AS	EARLY	240	2.5792	.88749	.05729
	LATELY	143	2.6416	.83843	.07011
WC	EARLY	240	3.5075	.68568	.04426
	LATELY	143	3.4692	.64973	.05433
WQ	EARLY	240	3.4317	1.00242	.06471
	LATELY	143	3.2615	1.00596	.08412
WM	EARLY	240	3.1800	.89289	.05764
	LATELY	143	3.1161	.88697	.07417

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Intention			1.470	381	.142	.15103	.10271	-.05092	.35297
			1.478	303.220	.141	.15103	.10221	-.05010	.35215
Security Protection			-1.832	381	.068	-.16778	.09159	-.34787	.01231
			-1.853	309.438	.065	-.16778	.09055	-.34594	.01038
Trust			-.605	381	.545	-.05314	.08781	-.22580	.11951
			-.600	290.145	.549	-.05314	.08861	-.22755	.12126
After-sales service			-.680	381	.497	-.06244	.09186	-.24305	.11817
			-.690	312.214	.491	-.06244	.09054	-.24059	.11571
Website Credibility			.539	381	.590	.03827	.07104	-.10142	.17795
			.546	311.494	.585	.03827	.07008	-.09962	.17616
Website Quality			1.604	381	.109	.17013	.10603	-.03836	.37861
			1.603	297.799	.110	.17013	.10613	-.03873	.37899
E-WOM			.679	381	.497	.06392	.09409	-.12109	.24892
			.680	300.222	.497	.06392	.09393	-.12093	.24877

Appendix (C-2)

Profiles of Respondents

Statistics

	Gender	Age	Marital	Education	Occupation	Income	years	website
N	Valid	383	383	383	383	383	383	383
	Missing	0	0	0	0	0	0	0

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
MALE	240	62.7	62.7	62.7
Valid FEMALE	143	37.3	37.3	100.0
Total	383	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
LESS THAN 30	57	14.9	14.9	14.9
Valid 30-40 YEARS	158	41.3	41.3	56.1
41-50 YEARS	121	31.6	31.6	87.7
MORE THAN 50	47	12.3	12.3	100.0
Total	383	100.0	100.0	

Marital

	Frequency	Percent	Valid Percent	Cumulative Percent
SINGLE	69	18.0	18.0	18.0
Valid MARRIED	310	80.9	80.9	99.0
OTHER	4	1.0	1.0	100.0
Total	383	100.0	100.0	

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
BACHELOR	21	5.5	5.5	5.5
MASTER	83	21.7	21.7	27.2
Valid PH.D	270	70.5	70.5	97.7
OTHER	9	2.3	2.3	100.0
Total	383	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
PROFESSOR	44	11.5	11.5	11.5
ASSOCIATE PROF	88	23.0	23.0	34.5
Valid ASSISTANT PROF	138	36.0	36.0	70.5
LECTURER	92	24.0	24.0	94.5
INSTRUCTOR	21	5.5	5.5	100.0
Total	383	100.0	100.0	

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
BELOW 1000 JD	22	5.7	5.7	5.7
1000-2000 JD	181	47.3	47.3	53.0
Valid 2001-3000 JD	129	33.7	33.7	86.7
ABOVE 3000 JD	51	13.3	13.3	100.0
Total	383	100.0	100.0	

Years

	Frequency	Percent	Valid Percent	Cumulative Percent
LESS THAN ONE YEAR	48	12.5	12.5	12.5
1-3 YEARS	61	15.9	15.9	28.5
Valid 4-6 YEARS	174	45.1	45.4	73.9
6 YEARS AND ABOVE	100	26.1	26.1	100.0
Total	383	100.0	100.0	

Website name

	Frequency	Percent	Valid Percent	Cumulative Percent
AMAZON	86	22.5	22.5	22.5
MARAKA VIP	184	48.0	48.0	70.5
Valid SOUQ	63	16.4	16.4	86.9
OTHER	50	13.1	13.1	100.0
Total	383	100.0	100.0	

Appendix (C-3)

Removing Outliers (Mahalanobis)

ID	Mahanobies
2	155.22863
345	100.24815
1	95.91466
157	93.82303
155	91.1459
4	88.54414
145	86.20204
370	85.21811
8	82.12946
382	81.89724
305	79.10244
373	76.17519
11	74.7059
385	74.7059

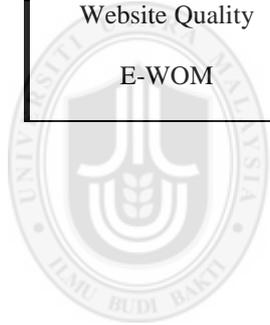


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Appendix (C-4)

Results of Skewness and Kurtosis for Normality Test

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Intention	-.575	.125	-.165	.249
Security protection	.238	.125	-.476	.249
Trust	.144	.125	-.706	.249
After-sales service	.501	.125	-.387	.249
Website Credibility	-.005	.125	-.427	.249
Website Quality	-.462	.125	-.677	.249
E-WOM	.311	.125	-.589	.249



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Appendix (C-5)

Test of Multicollinearity

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Intention	.576	.706		.815	.415		
Security protection	.204	.057	.182	3.584	.000	.646	1.548
Trust	.290	.092	.248	3.152	.002	.270	3.710
After-sales service	-.398	.066	-.355	-6.019	.000	.478	2.091
Website Credibility	.477	.107	.329	4.442	.000	.303	3.295
Website Quality	.336	.056	.347	5.976	.000	.494	2.025
E-WOM	-.020	.050	-.018	-.389	.697	.798	1.254

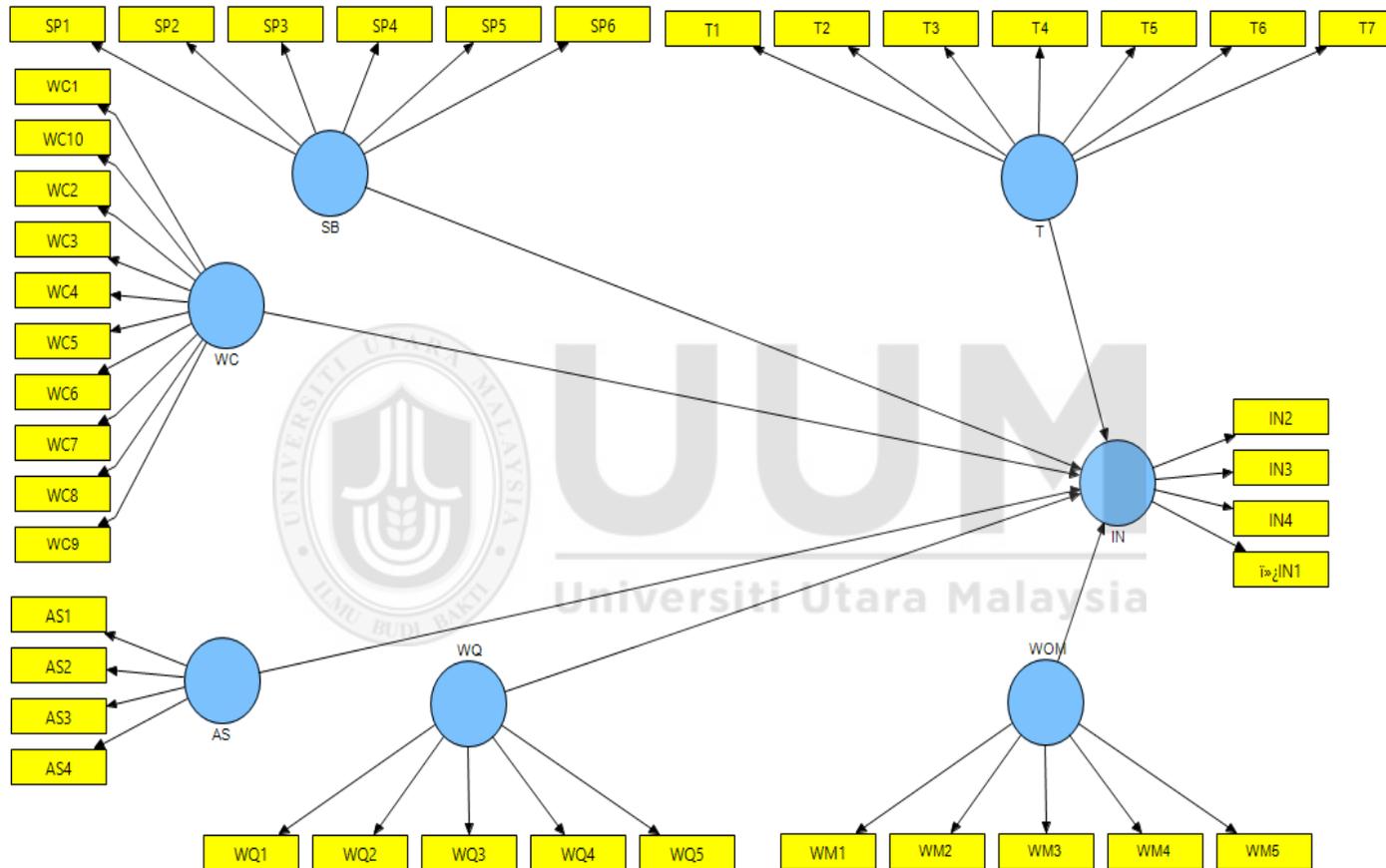
a. Dependent Variable: Intention

Appendix (D)

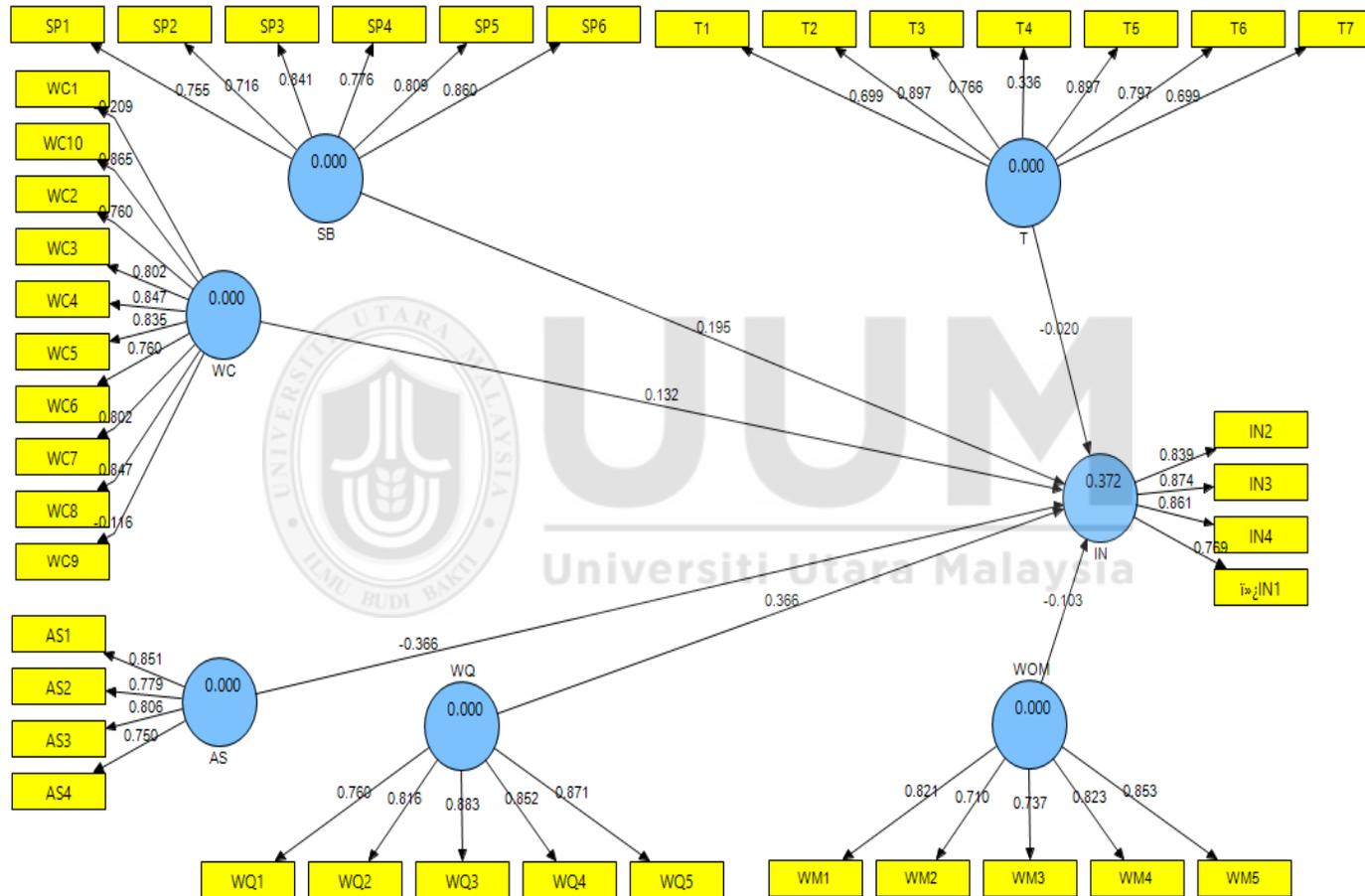
Analysis Phases

of the Study's

Model In PLS

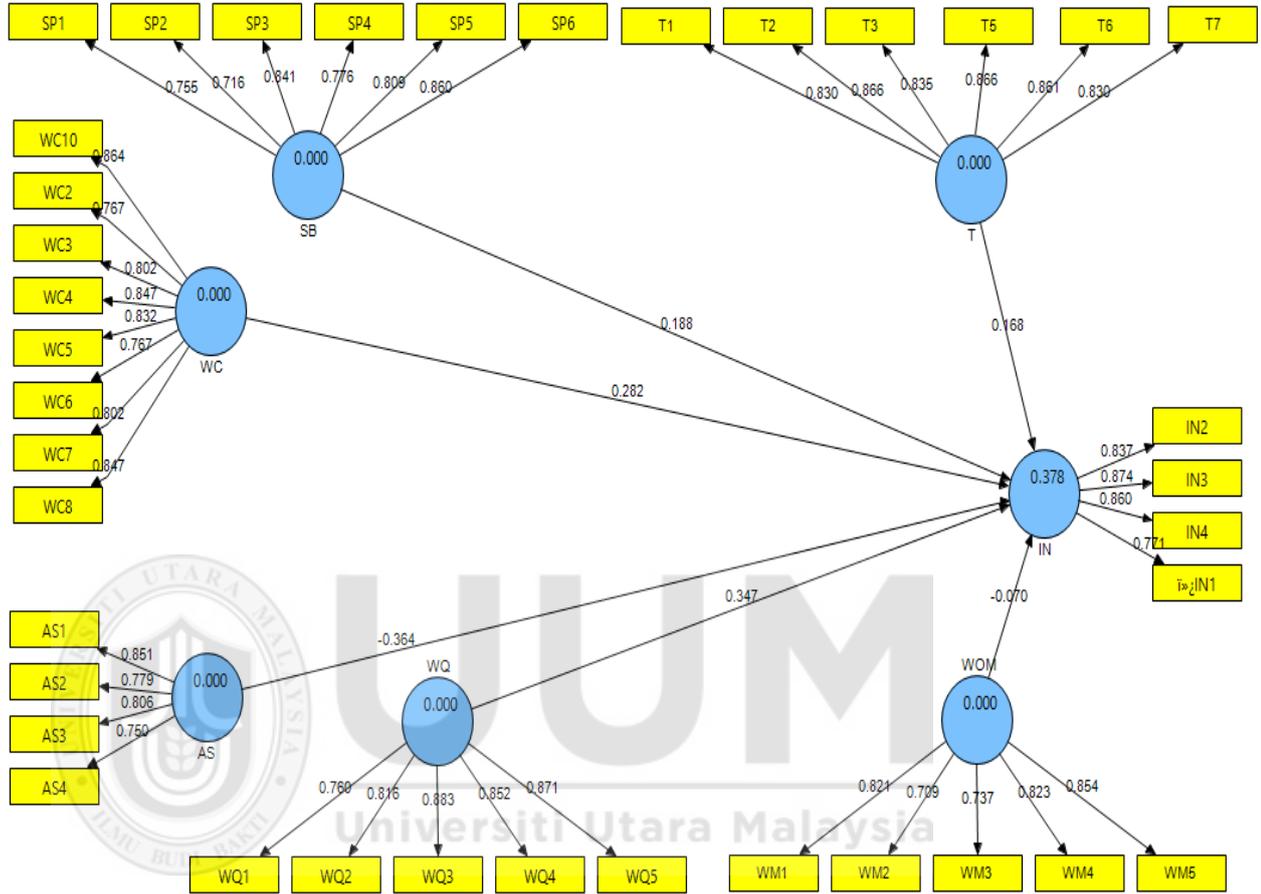


Original Study Model



Items loadings, path coefficient and R² values for original study

model



Items loadings, path coefficient and R² values for study model after EFA

