Investigating the Behavioral Preferences of the Jordanian Online Shoppers

Alaa M. Momani[1], Mamoun M. Jamous[2], Wael M. Yafooz[3]

[1] *Faculty of Computer and Information Technology, Al-Madinah International University, Malaysia, momanialaa@gmail.com*
[2] *Faculty of Computer and Information Technology, Al-Madinah International University, Malaysia, mamoun.jamous@mediu.edu.my*
[3] *Faculty of Computer and Information Technology, Al-Madinah International University, Malaysia, wael.mohamed@mediu.edu.my*

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Abstract

Online shopping is one of the most growing and promising activities in the electronic commerce world. Analyzing the individuals' behaviors aims to give a deep understanding to the effect of their preferences on the usage of the online shopping among the Jordanian consumers. This study investigates six behavioral preferences as follows: the most convenient time, place, device for online shopping, consumers' opinion about offering the same commodity on several online shopping websites, delivery speed, and the most preferred method of payment, in addition to the expected effect of the demographic factors on the variance of these preferences. The results show that the behavioral preferences which have been investigated by this study are significantly controlling the consumers' online shopping behaviors, while the demographic factors are playing a big role in variating these preferences.

*Key*words: behavioral preferences; demographic factors; online shopping; Jordan

1. Introduction

Electronic commerce (e-commerce) has become one of the most important fields and one of the fastest growing areas of the high technology sector development, especially in the trading and commercial environments [1]–[3]. It is the newest way for companies and individuals to make profit and meet their requirements. McKitterick [4] mentioned that it is a factor of success and failure in the marketplace. Mathwick [5] stated that the business-to-consumer (B2C) websites offered two different types of orientations in their marking strategy for their visitors: the transactional and social. Transactional orientation focuses on completing the shopping tasks, while the social orientation focuses on relationship building. The importance of the customer to the business is an important factor in commerce. The business purpose should satisfy the customers' needs and wishes, and keep them, as well [6]. Also, Levitt [7] suggested that business should focus on customers' needs rather than on specific offerings employed to meet those needs.

In B2C, the consumers' behavior could be varied depending on their style of usage. However, analyzing the consumers' behavioral preferences is a confusing matter. The best way to understand the nature of the behavior is by classifying these preferences in a group of parameters according to the consumers' style of usage and their desires. Definitely, we cannot overlook the importance and the impact of the demographic factors on any human behavior, either in his/her handling any issue or making the decision of the situation he/she is in. This study classified the behavioral preferences' parameters into two major types according to their tenor as follows: (1) Preferences related to the mood of the individual and his/her desires, and (2) Preferences related to the technical issues of the purchasing process. The mood and desires of the individuals are represented in three major parameters; the most convenient time, place, and device that the individual likes. While, the technical issues are represented in three matters: the consumers' opinion about offering the same commodity on several online shopping websites, the delivery speed of the commodity that was purchased, and the most preferable method of payment that would enable completing the purchasing operation.

The research objectives of this study can be summarized in two major objectives as follows: (1) To identify the most important behavioral preferences among the Jordanian online shoppers, and, (2) To study the impact of the demographic factors on these behavioral preferences depending on the research sample relating to this study. Knowing that this study has investigated 282 of the actual Jordanian online shoppers as a research sample.

In this context, this study aims to analyze the online shopping behaviors of the Jordanian consumers in order to investigate the most behavioral preferences of their usage, and to explain the impact of the demographic factors on the actual usage behavior for online shopping, while the demographic factors may take a role in varying the individuals' preferences [8]. The results from this analysis may help in finding the nature of usage within the research population, and it may be useful for the online commercial companies in order to enhance their work and their advertising and marketing strategies.

Jordan is a Middle-eastern Arab developing country which has a population of about 9.53 million [9]. As a matter of fact, 59.9% of the Jordanian society aged between 15 and 64 years old, which means that the Jordanian society is young and seems to be interested in the new technologies. This requires the necessity to study the Jordanian consumers' behaviors and their needs depending on their culture. It is important to know that this study is possible to be circulated over any Arab or developing country which wholly almost share the same features in their online shopping behaviors.

2. Related Studies

Several studies investigated the online shopping behavior within the Jordanian consumers, other Arab countries and also globally. The majority of such studies examined the factors that may affect the behavior. A study of Nabot, Garaj, and Balachandran [10] investigated the influencing customers' decisions and attitudes toward adopting online shopping in Jordan. Their study found that online shopping in Jordan is still not very common. They referred their findings to the challenges and barriers that affect the diffusion of online shopping in Jordan, such as the delivery barriers and the lack of prepared transportation and mapping infrastructure. Aldhmour and Sarayrah [11] investigated the factors that influence Jordanian consumers' intention to use online shopping. Factors such as: perceived ease of use, perceived usefulness, subjective norms, perceived risk, and product involvement were tested. The effect of the perceived risk on online shopping behavior in Jordan were examined by Masoud [12], too. The results showed that the perceived risk factors are negatively affect the online shopping behavior. On the other hand, the study of Al-Jabari, Othman, and Mat [13] examined the factors that can formulate the actual online shopping behavior among the Jordanian customers. Their study analyzed the predictor variables of planned behavior. The findings showed that some factors such as subjective norm and perceived behavioral control have significant positive effects on the behavior, while the attitude has insignificant impact on online shopping.

A study was done in Bahrain by Nawaz and Alajmi [14] to find the factors that influence the consumers to use the online shopping, and to investigate which professions of consumers are showing interest in online shopping. According to Modahl [15], individuals' buying behavior is influenced by four key psychological factors: motivation, perception, learning, and belief oriented attitude. Bellman, Lohse, and Johnson [16] tested several predictors of purchasing online. They found that demographic variables such as age, educational level, and income, have a little impact on the decision whether the buying process is implemented online, while the previous experience in purchasing online has the most significant impact. Furthermore, the impact of demographic factors of Indian consumers on online shopping was studied by Richa [17] through investigating some parameters like satisfaction with online shopping, future purchase intention, frequency of online shopping, numbers of items purchased, and the overall expenditure on online shopping. The results showed that online shopping in India is significantly affected by the demographic factors such as gender, age, marital status, family size, and income.

3. Methodology

3.1. Building the Research Instrument

The research instrument was built as a survey questionnaire. It was designed according to the quantitative survey questionnaire method in order to collect the needed indications about the online shopping usage behavior within the Jordanian society. This questionnaire aimed to test the online shopping behavioral preferences of the research sample. Technically, the questionnaire has two major parts: The first part is allocated to providing personal (demographic) information. The participant is requested to give some information about his/her gender, age, level of education, employment status, level of income, and level of experience in technology usage.

The second part of the questionnaire was about studying the online shopping behavioral preferences of the proposed sample by asking them six questions. These questions were about: (1) Their most convenient time for online shopping. (2) Their preferred place for online shopping. (3) Their preferred device for using the online shopping. This question gives an indication about the ability of the research community to adopt the mobile commerce (m-commerce) in their online shopping style through their mobile devices. (4) Offering the same commodity on several online shopping websites that enable them to find many options, different suppliers, different shipping ways, dates and fees, and multiple types of payment methods, in addition to price competition among websites which vary from one website to another. Therefore, this question asks the participants to express their opinions towards the different offers of the same commodity on several online shopping websites, either positive or negative from their point of view and their expected effort of searching for a commodity in many websites and comparing between these offers. (5) The importance of speed of the shipment delivery to the participant. Finally, (6) the most preferable payment method. The preferable payment method differs from one individual to another and from a country to another one depending on many factors, such as: the general technology experience level of the consumers, the level of trust in electronic payment methods, the quality of internet services in the country, and the quality of the electronic banking (e-banking) services through the internet in the country.

3.2. Research Hypotheses

As mentioned before, this study investigates the most important behavioral preferences of the Jordanian online shoppers in their online shopping operation. Fig 1 presents

these preferences and the effect of the demographic factors on the variance in these preferences. The research hypotheses of this study represent the most preferred preferences' options. All of the hypotheses proposed here have to be tested statistically depending on the quantitative research method of this study. The research hypotheses are mentioned hereunder:

- *H1*: Times of holidays are the most preferred periods for the Jordanian online shoppers.
- *H2*: Home is the most preferred place for the Jordanian online shoppers.
- *H3*: Laptops is the most preferred device for the Jordanian online shoppers.
- *H4*: Finding the same commodity offered in several online shopping websites is much preferred by the Jordanian online shoppers.
- *H5*: Fast delivery is much preferred by the Jordanian online shoppers.
- *H6*: Paying by credit/debit cards is the most preferred payment method for the Jordanian online shoppers.

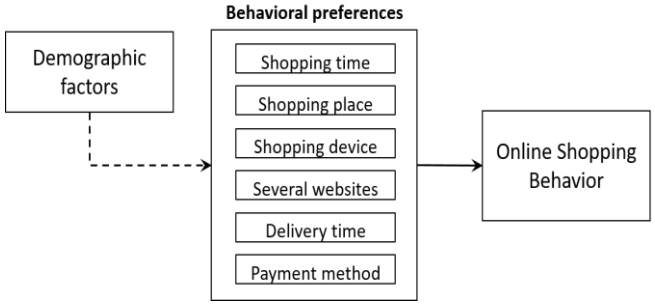

Fig 1. The behavioral preferences and the effect of the demographic factors

3.3. Questionnaire Design

This questionnaire has been designed electronically by using the Google Forms tool to be more accessible to participants at anytime and everywhere. Also, it has been distributed on the research sample electronically by invitations, e-mail messages, instance messages, and short text messages (SMSs). All questions were designed as required questions without any exceptions. This means that the participant must answer all questions specified in the current part of the questionnaire before moving to next part. This technique helps in getting rid of the missing data problem, and as a result, it will give more reliable findings.

3.4. Data Collection

The research population of this study is the actual users of online shopping websites within the Jordanian society who are interested in shopping over the internet regardless of their career area that would enhance the generalizability of the research results [18]–[20]. The sample size is determined based on the used statistical tool in the study. Therefore, the best way to define the sample size is to calculate it mathematically. This study adopted Steve Thompson's equation for estimating the sample size [21], [22]. This equation depends on calculating the sample size according to the population of the society. Furthermore, it depends on some statistical values, such as: the normal distribution value, z-score for the confidence interval, and the margin of error assumed by the researcher himself. The Steve Thompson's equation used in this study is presented as below:

$$n = \frac{N \times p(1-p)}{[\,[\,(N-1) \times (e^2 \div z^2)\,] + p(1-p)]} \qquad (1)$$

Where: n = Sample size, N = Population size, p = the normal distribution value, z = z-score for the confidence interval, and e = the margin of error.

In order to solve this equation, it was assumed that N = 9.500.000, p = 50%, z-score = 1.65 for a 90% confidence interval, and e = 5%. Then, after calculation, the result was: n = 272,24. The sample size at least of 273 usable responses is the target set for this study taking into consideration the guidelines of researchers for applying surveys to study behavioral/technological issues.

4. Descriptive Statistical Analysis

After applying this survey questionnaire, the data have been collected from 282 participants, and all of them were accepted to be analyzed. The first part of the questionnaire was for collecting the demographical data about the research sample. Table 1 below presents the frequencies and percentages of the demographic data items collected from the research sample.

Table 1. Frequency table for participants' demographic data (n = 282).

		Frequency	Percentage
Gender	Male	153	54.3%
	Female	129	45.7%
Age	Less than 30	83	29.4%
	30 to 50	144	51.1%
	More than 50	55	19.5%
Income	Less than JD 500	100	35.5%
	JD 500 – JD 1.000	96	34.0%
	More than JD 1.000	86	30.5%
Education	High school or below	61	21.6%
	University degree	178	63.1%
	Higher education	43	15.2%
Employment	I don't have work	72	25.5%
	Employed	184	65.2%
	Freelancing	26	9.2%
Experience	Good	197	69.9%
	Average	73	25.9%
	Poor	12	4.3%

The second part of the questionnaire was about examining the online shopping behavior of the research sample. They were asked six questions in order to analyze their online shopping behavioral preferences. Table 2 below presents the frequencies and percentages of participants' answers.

Table 2. Frequency table for participants' online shopping behavior (n = 282).

		Frequency	Percentage
Time	Morning	72	25.5%
	During work time	58	20.6%
	Evening	73	25.9%
	On holidays	79	28.0%
Place	At home	165	58.5%
	At work	59	20.9%
	In public	58	20.6%
Device	Personal Computer	59	20.9%
	Laptop	136	48.2%
	Tablet	51	18.1%
	Smart Phone	36	12.8%
Several websites	Positive	211	74.8%
	Negative	71	25.2%
Delivery	Yes	254	90.1%
	No	28	9.9%
Payment	Credit/debit card	129	45.7%
	Direct bank transfer	19	6.7%
	Transferring comp.	39	13.8%
	Cash on delivery	95	33.7%

The previous results showed that the four categories of the preferred shopping time were almost convergent with higher percentage to the times of holidays. Home was the most preferable place for online shopping. The preferred device for shopping online was the laptop. It is noted that the mobile devices, tablets and smart phones, got the worst percentages. The majority of the sample was with the method of offering the same commodity on several online shopping websites and the consensus opinion was on the importance of the speed of delivery of commodities. It is also noted that the credit/debit card is the most preferable method of payment, followed by cash on delivery. These results showed that all proposed hypotheses of this study were supported.

5. Demographic Factors' Influence on the Behavioral Preferences

The results presented in table 2 showed that all the research hypotheses were supported. For more understanding of the consumers' behavior toward online shopping and how they prefer specific preferences more than others, the participants' demographic factors were analyzed by investigating their impact on the behavioral preferences parameters. All relations of the gender, age, level of education, employment status, level of income, and experience factors, along with the online shopping behavior questions were represented as cross-tabulations according to the Statistical Package for the Social Sciences (SPSS) results.

5.1. Gender

The online shopping behavior analysis showed that the preferred time and place of online shopping for males is at home and on holidays. Whereas, females preferred to do their online shopping at home and in morning time. The preferred device for shopping was varying among the four types. The results showed that the laptop is the most preferable device to shop through for both gender types. Offering the same commodity on several online shopping websites was positive for both gender types, too. Definitely, most of the participants declared that the speed of delivery is an important factor to complete their purchasing operation. Finally, the most preferred payment method was through credit/debit cards with salient proportion for females, while the cash on delivery method came in the second rate. These results were presented clearly in cross-tabulation (Table 3).

Table 3. The effect of gender type on the behavioral preferences of online shopping.

		Male	Female	Total
Time	Morning	27 (17.6%)	45 (34.9%)	72 (25.5%)
	Working time	35 (22.9%)	23 (17.8%)	58 (20.6%)
	Evening	43 (28.1%)	30 (23.3%)	73 (25.9%)
	On holidays	48 (31.4%)	31 (24.0%)	79 (28.0%)
Place	At home	84 (54.9%)	81 (62.8%)	165 (58.5%)
	At work	36 (23.5%)	23 (17.8%)	59 (20.9%)
	In public	33 (21.6%)	25 (19.4%)	58 (20.6%)
Device	PC	35 (22.9%)	24 (18.6%)	59 (20.9%)
	Laptop	69 (45.1%)	67 (51.9%)	136 (48.2%)
	Tablet	28 (18.3%)	23 (17.8%)	51 (18.1%)
	Smart Phone	21 (13.7%)	15 (11.6%)	36 (12.8%)
Several websites	Positive	122 (79.7%)	89 (69.0%)	211 (74.8%)
	Negative	31 (20.3%)	40 (31.0%)	71 (25.2%)
Delivery	Yes	136 (88.9%)	118 (91.5%)	254 (90.1%)
	No	17 (11.1%)	11 (8.5%)	28 (9.9%)
Payment	Credit/debit card	60 (39.2%)	69 (53.5%)	129 (45.7%)
	Bank transfer	17 (11.1%)	2 (1.6%)	19 (6.7%)
	Transfer. comp.	34 (22.2%)	5 (3.9%)	39 (13.8%)
	Cash	42 (27.5%)	53 (41.1%)	95 (33.7%)

5.2. Age

The research sample showed that the age sector has an effect on the online shopping behavior and the behavioral preferences related to it. The results showed that the most preferred shopping time for young individuals is on holidays. The middle-aged participants were vacillating between morning, evening, and holidays. While, the old-aged participants mostly preferred to shop online in the

mornings. Moreover, the most preferable place for shopping online is at home for all age sectors. Additionally, the expected result here is that the laptop is the most preferred device for online shopping to all age sectors. But, it is noted that this proportion is increased in the elderly and decreased among young people. Their opinions about offering the same commodity on several online shopping websites were positive for all age sectors and increased by decreasing the age. It means that users like to search for the best deals even with more effort, and this phenomenon is increased among young persons. The same for delivery speed, the majority of whole sample showed that the delivery speed is important to complete the purchasing process. Finally, the most preferable paying method is the credit/debit cards for the youth and middle-aged sectors. While the old-age participants showed that they prefer paying cash on delivery. These results were presented clearly in cross-tabulation (Table 4).

Table 4. The effect of age sectors on the behavioral preferences of online shopping.

		< 30	30 – 50	> 50	Total
Time	Morning	18 (21.7%)	38 (26.4%)	16 (29.1%)	72 (25.5%)
	Working time	17 (20.5%)	30 (20.8%)	11 (20.0%)	58 (20.6%)
	Evening	22 (26.5%)	38 (26.4%)	13 (23.6%)	73 (25.9%)
	On holidays	26 (31.3%)	38 (26.4%)	15 (27.3%)	79 (28.0%)
Place	At home	46 (55.4%)	88 (61.1%)	31 (56.4%)	165 (58.5%)
	At work	19 (22.9%)	29 (20.1%)	11 (20.0%)	59 (20.9%)
	In public	18 (21.7%)	27 (18.8%)	13 (23.6%)	58 (20.6%)
Device	PC	20 (24.1%)	27 (18.8%)	12 (21.8%)	59 (20.9%)
	Laptop	32 (38.6%)	70 (48.6%)	34 (61.8%)	136 (48.2%)
	Tablet	19 (22.9%)	25 (17.4%)	7 (12.7%)	51 (18.1%)
	Smart Phone	12 (14.5%)	22 (15.3%)	2 (3.6%)	36 (12.8%)
Several websites	Positive	69 (83.1%)	112 (77.8%)	30 (54.5%)	211 (74.8%)
	Negative	14 (16.9%)	32 (2.2%)	25 (45.5%)	71 (25.2%)
Delivery	Yes	77 (92.8%)	134 (93.1%)	43 (78.2%)	254 (90.1%)
	No	6 (7.2%)	10 (6.9%)	12 (21.8%)	28 (9.9%)
Payment	Credit/debit card	50 (60.2%)	67 (46.5%)	12 (21.8%)	129 (45.7%)
	Bank transfer	2 (2.4%)	9 (6.3%)	8 (14.5%)	19 (6.7%)
	Transfer. comp.	12 (14.5%)	24 (16.7%)	3 (5.5%)	39 (13.8%)
	Cash	19 (22.9%)	44 (30.6%)	32 (58.2%)	95 (33.7%)

5.3. Education

The results showed vacillating in the preferable time for shopping online among educational levels with slightly preference for holiday times. Whereas, home is the most preferable place to shop online for all educational levels. As expected, laptop is the most preferable device to shop online. Offering the same commodity in several online shopping websites, in addition to the importance of the speed of delivery were required by all participants whatever their level of education is. The method of payment showed some variances among education levels. For instance, cash on delivery is mostly preferred by high school holders and higher educated individuals, while the majority of university graduates preferred to pay by credit/debit cards. These results were presented clearly in cross-tabulation (Table 5).

Table 5. The effect of education level on the behavioral preferences of online shopping.

		High school	Univ. degree	Higher edu.	Total
Time	Morning	16 (26.2%)	46 (25.8%)	10 (23.3%)	72 (25.5%)
	Working time	8 (13.1%)	40 (22.5%)	10 (23.3%)	58 (20.6%)
	Evening	19 (31.1%)	44 (24.7%)	10 (23.3%)	73 (25.9%)
	On holidays	18 (29.5%)	48 (27.0%)	13 (30.2%)	79 (28.0%)
Place	At home	37 (60.7%)	103 (57.9%)	25 (58.1%)	165 (58.5%)
	At work	7 (11.5%)	42 (23.6%)	10 (23.3%)	59 (20.9%)
	In public	17 (27.9%)	33 (18.5%)	8 (18.6%)	58 (20.6%)
Device	PC	14 (23.0%)	33 (18.5%)	12 (27.9%)	59 (20.9%)
	Laptop	30 (49.2%)	82 (46.1%)	24 (55.8%)	136 (48.2%)
	Tablet	10 (16.4%)	39 (21.9%)	2 (4.7%)	51 918.1%)
	Smart Phone	7 (11.5%)	24 (13.5%)	5 (11.6%)	36 (12.8%)
Several websites	Positive	44 (72.1%)	138 (77.5%)	29 (67.4%)	211 (74.8%)
	Negative	17 (27.9%)	40 (22.5%)	14 (32.6%)	71 (25.2%)
Delivery	Yes	54 (88.5%)	163 (91.6%)	37 (86.0%)	254 (90.1%)
	No	7 (11.5%)	15 (8.4%)	6 (14.0%)	28 (9.9%)
Payment	Credit/debit card	22 (36.1%)	91 (51.1%)	16 (37.2%)	129 (45.7%)
	Bank transfer	5 (8.2%)	10 (5.6%)	4 (9.3%)	19 (6.7%)
	Transfer. comp.	6 (9.8%)	27 (15.2%)	6 (14.0%)	39 (13.8%)
	Cash	28 (45.9%)	50 (28.1%)	17 (39.5%)	95 (33.7%)

5.4. Employment

The results showed some variance in the preferable time of shopping online. Employed individuals preferred to shop online on holidays, freelancers preferred the evening time, non-workers preferred to shop online in the mornings but the whole sample, preferred home for online shopping. Besides, laptops were the most preferable device to the whole sample. The results showed that the majority of participants' opinions about offering the same commodity in several websites and the importance of delivery time were positive. Finally, the credit/debit card was the most preferable method of payment for the employed participants, while freelancers and unemployed participants showed that they prefer to pay cash on delivery time. These results were presented clearly in cross-tabulation (Table 6).

Table 6. The effect of employment status on the behavioral preferences of online shopping.

		Without work	Employed	Freelancing	Total
Time	Morning	30 (41.7%)	38 (20.7%)	4 (15.4%)	72 (25.5%)
	Working time	5 (6.9%)	52 (28.3%)	1 (3.8%)	58 (20.6%)
	Evening	24 (33.3%)	38 (20.7%)	11 (42.3%)	73 (25.9%)
	On holidays	13 (18.1%)	56 (30.4%)	10 (38.5%)	79 (28.0%)
Place	At home	51 (70.8%)	98 (53.3%)	16 (61.5%)	165 (58.5%)
	At work	5 (6.9%)	53 (28.8%)	1 (3.8%)	59 (20.9%)
	In public	16 (22.2%)	33 (17.9%)	9 (34.6%)	58 (20.6%)
Device	PC	15 (20.8%)	39 (21.2%)	5 (19.2%)	59 (20.9%)
	Laptop	39 (54.2%)	88 (47.8%)	9 (34.6%)	136 (48.2%)
	Tablet	13 (18.1%)	32 (17.4%)	6 (23.1%)	51 (18.1%)
	Smart Phone	5 (6.9%)	25 (13.6%)	6 (23.1%)	36 (12.8%)
Several websites	Positive	53 (73.6%)	136 (73.9%)	22 (84.6%)	211 (74.8%)
	Negative	19 (26.4%)	48 (26.1%)	4 (15.4%)	71 (25.2%)
Delivery	Yes	65 (90.3%)	165 (89.7%)	24 (92.3%)	254 (90.1%)
	No	7 (9.7%)	19 (10.3%)	2 (7.7%)	28 (9.9%)
Payment	Credit/debit card	31 (43.1%)	90 (48.9%)	8 (30.8%)	129 (45.7%)
	Bank transfer	4 (5.6%)	12 (6.5%)	3 (11.5%)	19 (6.7%)
	Transfer. comp.	1 (1.4%)	33 (17.9%)	5 (19.2%)	39 (13.8%)
	Cash	36 (50.0%)	49 (26.6%)	10 (38.5%)	95 (33.7%)

5.5. Income

The level of income impacts on the behavior of use of the online shopping. Shopping at home in the morning time is the most preferable for the low-income participants. Online shopping on holidays and at home is preferred for both the middle and high income participants. For the preferred device, laptops are in the lead for all income levels. The results showed that the delivery speed is an important factor in order to complete the purchase. The majority of the participants, in all income sectors, liked to find the same commodity in several online shopping websites. The most preferred payment method was to pay by credit/debit cards, while the cash on delivery was the second preference for all income levels. These results were presented clearly in cross-tabulation (Table 7).

Table 7. The effect of income level on the behavioral preferences of online shopping.

		< 500	500 – 1000	> 1000	Total
Time	Morning	35 (35.0%)	21 (21.9%)	16 (18.6%)	72 (25.5%)
	Working time	16 (16.0%)	21 (21.9%)	21 (24.4%)	58 (20.6%)
	Evening	27 (27.0%)	26 (27.1%)	20 (23.3%)	73 (25.9%)
	On holidays	22 (22.0%)	28 (29.2%)	29 (33.7%)	79 (28.0%)
Place	At home	65 (65.0%)	54 (56.3%)	46 (53.5%)	165 (58.5%)
	At work	16 (16.0%)	21 (21.9%)	22 (25.6%)	59 (20.9%)
	In public	19 (19.0%)	21 (21.9%)	18 (20.9%)	58 (20.6%)
Device	PC	27 (27.0%)	16 (16.7%)	16 (18.6%)	59 (20.9%)
	Laptop	43 (43.0%)	46 (47.9%)	47 (54.7%)	136 (48.2%)
	Tablet	21 (21.0%)	18 (18.8%)	12 (14.0%)	51 (18.1%)
	Smart Phone	9 (9.0%)	16 (16.7%)	11 (12.8%)	36 (12.8%)
Several websites	Positive	78 (78.0%)	71 (74.0%)	62 (72.1%)	211 (74.8%)
	Negative	22 (22.0%)	25 (26.0%)	24 (27.9%)	71 (25.2%)
Delivery	Yes	96 (96.0%)	89 (92.7%)	69 (80.2%)	254 (90.1%)
	No	4 (4.0%)	7 (7.3%)	17 (19.8%)	28 (9.9%)
Payment	Credit/debit card	47 (47.0%)	48 (50.0%)	34 (39.5%)	129 (45.7%)
	Bank transfer	4 (4.0%)	6 (6.2%)	9 (10.5%)	19 (6.7%)
	Transfer. comp.	11 (11.0%)	14 (14.6%)	14 (16.3%)	39 (13.8%)
	Cash	38 (38.0%)	28 (29.2%)	29 (33.7%)	95 (33.7%)

5.6. Experience

The online shopping behavior analysis depending on the level of experience showed that the participants with a good level of experience preferred to shop online on their holidays, while those with an average level of experience were fluctuating between holidays and mornings. The poor experienced participants preferred to shop online in the morning. Furthermore, the most preferable place for online shopping is at home for the majority of the sample. As expected, laptops were also in the lead of the most preferred devices for online shopping to all experience levels, while the smart phones got the worst proportions. Participants' answers about the importance of delivery speed and their opinions about offering the same commodity on several online shopping websites were positive for all experience levels, as well. The participants with a good experience preferred to pay by credit/debit cards, while the participants with average and poor levels preferred cash payment on delivery time. These results were presented clearly in cross-tabulation (Table 8).

Table 8. The effect of experience level on the behavioral preferences of online shopping.

		Good	Average	Poor	Total
Time	Morning	45 (22.8%)	21 (28.8%)	6 (50.0%)	72 (25.5%)
	Working time	42 (21.3%)	13 (17.8%)	3 (25.0%)	58 (20.6%)
	Evening	54 (27.4%)	17 (23.3%)	2 (16.7%)	73 (25.9%)
	On holidays	56 (28.4%)	22 (30.1%)	1 (8.3%)	79 (28.0%)
Place	At home	110 (55.8%)	46 (63.0%)	9 (75.0%)	165 (58.5%)
	At work	45 (22.8%)	12 (16.4%)	2 (16.7%)	59 (20.9%)
	In public	42 (21.3%)	15 (20.5%)	1 (8.3%)	58 (20.6%)
Device	PC	45 (22.8%)	11 (15.1%)	3 (25.0%)	59 (20.9%)
	Laptop	99 (50.3%)	30 (41.1%)	7 (58.3%)	136 (48.2%)
	Tablet	33 (16.8%)	17 (23.3%)	1 (8.3%)	51 (18.1%)
	Smart Phone	20 (10.2%)	15 (20.5%)	1 (8.3%)	36 (12.8%)
Several websites	Positive	149 (75.6%)	52 (71.2%)	10 (83.3%)	211 (74.8%)
	Negative	48 (24.4%)	21 (28.8%)	2 (16.7%)	71 (25.2%)
Delivery	Yes	177 (89.8%)	67 (91.8%)	10 (83.3%)	254 (90.1%)
	No	20 (10.2%)	6 (8.2%)	2 (16.7%)	28 (9.9%)
Payment	Credit/debit card	108 (54.8%)	18 (24.7%)	3 (25.0%)	129 (45.7%)
	Bank transfer	11 (5.6%)	5 (6.8%)	3 (25.0%)	19 (6.7%)
	Transfer. comp.	30 (15.2%)	9 (12.3%)	0 (0.0%)	39 (13.8%)
	Cash	48 (24.4%)	41 (56.2%)	6 (50.0%)	95 (33.7%)

6. Discussion

The analysis operation that was done through this study gives a deep understanding about the effect of the behavioral preferences on the usage of the online shopping among the Jordanian consumers. In addition to investigating the effect of the demographic factors on the variance of these preferences and on the actual usage behavior of the online shopping. The results obtained from this analysis operation showed that the behavioral preferences that have been investigated by this study are significantly controlling the consumers' online shopping behaviors, while the demographic characteristics of the individuals are playing a big role in variating these preferences. However, the following points summarize the most important findings of this study:

- In general, Jordanians mostly like to shop online on their holidays. This time is more preferred by young males, while this preference could be decreasing by increasing the age for both gender types, especially for the elderly non-working females. Whereas, shopping during working time was the most non-preferred choice. The investigation showed that the employment status and income level impacts are insignificant in the preferred time for the online shopping.
- Home is the most preferred place to shop online by Jordanians, especially for the middle-age non-working females. Other participations have variance between shopping at work and in public places.
- The most preferred device for online shopping by the Jordanian shoppers is the laptop, followed by the PC, for both gender types, age stages, educational levels, and employed and non-workers. Moreover, university degree holders and freelancers who are within the middle category of income showed some interest in using tablets in their online shopping. Even so, a critical issue can be indicated for using the mobile devices in online shopping within the Jordanian society, especially when knowing that the worst percentage was for the smart phones, with the note that this proportion is better for the young and middle ages than the elderly. This result may report that there is a real problem in having trust in the mobile applications. The population is still thinking that the desktop application is more truthful and more reliable than mobile application, especially when the application allows money transferring through it.
- Most of the Jordanian shoppers prefer to search for the commodity that they plan to buy in several online shopping websites in order to get the best deal, with taking into account the importance of speed of delivery to complete the purchasing operation.

- The most preferred payment method was by credit/debit cards. This preference was the strongest among the educated, the employed, and the experienced females based on the relative decrease of the ages. On other hand, paying cash on delivery was in the second rate within the whole research sample, even with additional fees. This preference increases among females based on the relative increase of age, and thus it decreases the level of education and experience among freelancers and non-workers. This result referred to two reasons: distrust in electronic payment (e-payment), and the experience factor.

7. Conclusion

This study aimed to determine the most important preferences for online shopping within the Jordanian consumers and the impact of their demographic characteristics on their behavior and their preferences. The results showed that six demographic factors are impacting the six behavioral preferences which were proposed within this study. This study indicated that the mobile devices and their related applications are still not trusted enough for commercial use within Jordanians. This may give an opportunity for further researches to investigate the reasons of this distrust, in order to propose solutions and to determine the factors that may affect on accepting and adopting the mobile applications and devices through the online shopping. The results that came out from this analysis may help in understanding the nature of the usage within the research population, and it may be useful for the online commercial companies in order to enhance their work and their advertising and marking strategies. This study could be circulated over any Arab, Middle-eastern, or developing country which all almost sharing the same culture and the same features in their online shopping behaviors.

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