

PROPOSED RESEARCH MODEL FOR STUDENTS ACCEPTANCE OF E- COMMERCE SERVICES AMONG JORDANIAN STUDENT

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Abstract: This study investigates the factors that significantly affect the acceptance e-commerce in Jordan. These factors were Technology, Awareness, Trust, technology acceptance model and Innovation Diffusion theory Characteristics. This study adopted the deductive approach to reach its objectives. It presents a theoretical framework for the construction of hypotheses. The hypotheses were tested to obtain the findings that may be generalized afterwards. 30 students from different universities in Jordan participated in this study. After reviewing several related studies, the Likert five- point scale questionnaire was constructed for gathering the required data, which were then analyzed using the SPSS software.

1. RESEARCH BACKGROUND

E-commerce has a wide reach in almost every industry, where one of the most frequently used business models is the B2C E-commerce (Laudon & Traver, 2008). The B2C model is developed through a website where all the communication and transactions are happening between the company and the consumer right away (Laudon & Traver, 2008). The consumer visits the website, places an order of the desired item and after receiving the order, the company will then ship the goods to the consumer. The companies are aiming to reach the individual consumers online in their everyday life, hence the orders and transaction volumes are not usually that big (Yu et al., 2016). The B2C businesses have grown exponentially since 1995, and is the kind of E-commerce most people are likely to encounter and take part of (Laudon & Traver, 2008). The phenomena of direct selling is furthermore something that the E-commerce market have enabled as it have questioned the distribution channels in areas such as music, images, book selling and software's (Andonova, 2003). The virtual distribution in these areas can be delivered with zero cost, hence the middlemen (physical stores) are threatened by the E-commerce market (Andonova, 2003). However, the non-virtually goods may cost more since the transportations needs to serve numerous buyers with different needs and thus the distribution gain from E-commerce is ambiguous (Andonova, 2003). B2C E-commerce is generally characterized by high investments in both hardware and software, and the need of heavy advertisement to reach and attract customers and the importance of customer care service (Yu et al., 2016).

Online shoppers requires fast and high quality services and to catch the potential customers the companies needs to focus on customer relationship management (Singh, 2002). Online services such as; product specifications, image and video specifications, secure payment systems, delivery information and customer service, are important factors to attract and keep the 6 customers for further purchases (Singh, 2002). The true value from E-commerce offerings are shown through its services, hence effective customer support and service is vital for the E-commerce companies (Singh, 2002). E-commerce in general does improve some of the purchasing attributes, e.g. the availability and the home delivery, but it also prevent attributes like inspection of the product before purchase and guaranteed secured payment (Andonova, 2003), thus trust is an important and vital element for E-commerce companies to consider (Choi & Mai, 2018). E-commerce is a product of Information and Communications Technology (ICT) and in fact, E-commerce is an explicit evidence of ICT's

contribution to the growth of economy. In the context of developing countries, E-commerce is an important instrument for socio-economic development. The past decade has witnessed ICT being included in the development plan as well as in the strategies for poverty reduction in developing countries. As assurance that ICT is effectively deployed and used, ICT strategies or 'master plan' as well as objectives have been formulated by the government of these countries. All these would benefit both the students and enterprises. Within the global economy, the sector ICT is important, and in fact, this sector accounts for 10% of value added business sector, in certain countries (UNCTAD, 2010). E-commerce generally refers to the provision of trade processes by way of data interchange, as well as goods and services transaction within the medium provided by computer networks (the Internet) (Tsai et al., 2010).

2. THEORETICAL FRAMEWORK

TAM as explained by Davis (1986 Davis (1986)), illustrates user acceptance in terms of the determining factors within a vast range of technologies of computing of the end user. The creation of TAM was grounded on TRA proposed by Ajzen and Fishbein (1980) (Tung et al., 2014). Being an established model, the usage of TRA is common amongst many researchers in countless areas relating to the description and prediction of human behaviour.

Initially, five components were the building blocks of TAM. They include: perceived ease of use (PEOU), perceived usefulness (PU), attitude toward using (ATU), behavioural intention to use (BI), and behaviour system use. Accordingly, Davis (1989) provides the description of each of these components as follows: Perceived Ease of Use (PEOU) signifies the degree to which a user is confident that the usage of a given service would be effortless; Perceived Usefulness (PU) signifies the degree to which a user is confident that the usage of a given system would make his/her job performance better; whereas PEOU and PU are important factors for use of system. Regarding the constructs of PEOU and PU, Liu and Han (2010) describe them as containing the key beliefs which leads to user acceptance towards information technology.

3. METHODOLOGY

This study selected 30 students from the Jordan universities to be participants. Data were acquired online (online questionnaires at (www.surveymshare.com)). The questionnaire comprises one part and this part includes five key constructs that have association with behavioral intention to use E-commerce.

4. INSTRUMENT'S RELIABILITY

As mentioned, pilot test assists in determining the reliability of the instruments of measurement as it is important to have a reliable instrument of measurement in performing an empirical study. Reliability as described by Gay and Airasian (2000) is the degree to which a test unfailingly measures all that are being studied. Furthermore, Cronbach (1984) proposed the use of Cronbach's alpha to measure the initial reliability of the data obtained from the pilot study and this will determine the internal consistency. The Cronbach alpha value as stated by Zander and Kogut (1995) can be increased in terms of the number of items or in terms of the average correlation. Table 1 shows the outcomes of the test. In performing the reliability test, this study also utilised the requisites highlighted in this paragraph.

Table 1: Scale Reliability Alpha – Pilot Test of Model's Questionnaire (N=30)

| Variable | N. of Items | Alpha (a) |
|----------------------------------|-------------|-----------|
| Technology(TECF) | 5 | .711 |
| Awareness (AF) | 5 | .869 |
| Trust (TF) | 4 | .878 |
| Compatibility (C) | 3 | .756 |
| Perceived Usefulness (PU) | 5 | .882 |
| Perceived Ease of Use (PEOU) | 5 | .807 |
| Behavioral Intention To Use (BI) | 4 | .908 |
| Use Behavioural (UB) | 4 | .829 |

5. SUMMARY

Nowadays, E-commerce services are interesting and very recent addition as a new vital platform by Jordanian government. Nevertheless, students perspective is very important to investigate the use behavior of e-commerce in Jordan. Combination of service channels and alternatives helps students to be in touch with their applications, anywhere and anytime. The present study suggests several factors as important determinants of the behavior intention to use e-commerce by Jordanian. The future work focuses on the hypotheses testing to evaluate the proposed theoretical model among Jordanian citizens.

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