

## Factors Influencing Online Purchase Intention: The Mediating Role of Attitude toward Online Shopping: An Empirical Study in Cosmetics Sector in Jordan

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### ABSTRACT

This study aims to determine the factors that influence online purchase intentions in the cosmetics sector in Jordan. The results showed that online sales promotion, electronic word-of-mouth, online product presentation and perceived risk have significantly influenced OPI and attitude towards online shopping, which mediates the relationship between independent variables and online purchase intention in the cosmetics sector in Jordan. The study recommends to examine the same factors in more sectors, as people in different sectors may have different characteristics and distinct behaviors; so, the findings may lack generalizability.

**Keywords:** Online shopping, Online sales promotion, Online product presentation, Electronic word-of-mouth, Perceived risk, Attitude toward online shopping, Online purchase intention.

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Received on 23/1/2022 and Accepted for Publication on 7/11/2022.

## العوامل المؤثرة على النية للشراء إلكترونياً: الدور الوسيط لتوجهات المستهلك نحو التسوق الإلكتروني - دراسة في قطاع مستحضرات التجميل في الأردن

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### ملخص

تهدف هذه الدراسة إلى تحديد العوامل المؤثرة على النية للشراء إلكترونياً ضمن قطاع مستحضرات التجميل في الأردن. أوضحت النتائج أن (كل من 1) وسائل تنشيط المبيعات إلكترونياً و (2) كلمة الفم المنطوقة الإلكترونية و (3) طرق عرض المنتجات وتقديمها إلكترونياً و (4) المخاطر المدركة، لها تأثيرها بالغ الأهمية على نية التسوق إلكترونياً، كما توصلت الدراسة إلى أن توجهات المستهلك نحو التسوق الإلكتروني تلعب دور العامل الوسيط الذي يؤثر على العلاقة بين العوامل الأنف ذكرها والنية للشراء إلكترونياً. وتوصي هذه الدراسة باختبار العوامل ذاتها ضمن قطاعات أخرى، وذلك لاختلاف سمات المستهلكين وسلوكياتهم باختلاف القطاعات، مما يعني صعوبة تعميم نتائج هذه الدراسة.

**الكلمات الدالة:** التسوق الإلكتروني، تنشيط المبيعات الإلكتروني، طرق عرض المنتجات وتقديمها إلكترونياً، كلمة الفم المنطوقة الإلكترونية، المخاطر المدركة، الاتجاه نحو الشراء الإلكتروني، النية للشراء إلكترونياً.

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تاريخ استلام البحث 2022/1/23 وتاريخ قبوله 2022/11/7.

## 1. Introduction

### 1.1 Background of the Study

As the internet has turned into a vital tool for carrying out communication and business all over the world, consumers consider online shopping to be a feasible alternative. For example, 550 billion U.S dollars have been spent on e-commerce activities (Statista, 2018). Similarly, the e-Commerce volume in Europe amounts to 602 billion U.S. dollars (ecommercenews.com, 2019). The high trend in e-Commerce is also witnessed in China, where trade-volume records reached over 1000 billion Yuan (emarketer.com, 2019). As for the Middle East, E-commerce volume recorded around 30 billion U.S. dollars. Therefore, the potential for growth in the untapped market of OPI is very attractive for business organizations.

On the other hand, cosmetics sector is known for being one of the fastest and most growing sectors in the world, as cosmetic products became primary and necessary products for many ladies in the world, especially for the millennial generation who prioritize their beauty over many other priorities. The cosmetics sector is worth over USD 500 billion in 2017 and is growing to reach a market value of USD 805.61 billion by 2023 according to marketwatch.com (2019) report and www.loudcloudhealth.com, which also expects significant growth in e-Commerce as a distribution

channel for Cosmetics business. According to the report made by the Jordan Investment Commission in 2016, investment opportunities for Jordan's cosmetics sub-sectors are prospering, mainly due to the advantage that Jordan holds as a medical-tourism destination. In 2016, Jordan generated more than US\$ 1.8 billion and is expected to flourish over the coming years due to many factors that include global aging and the increasing expenditures on healthcare and tourism.

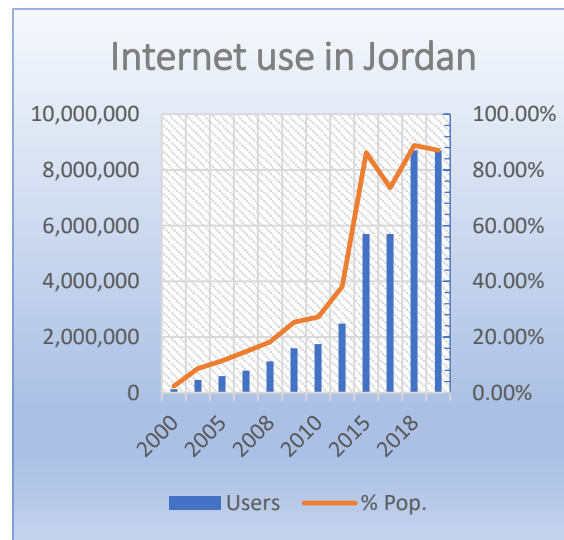
### 1.2 E-Commerce Industry in Jordan

The internet in Jordan has been around since 1999. By the year 2000, there were around 127 thousand users. It continued to flourish to reach 9.1 million users in 2019, according to the Telecommunication Regulatory Authority of Jordan report, which in other terms represents around 90% of Jordan's population. Social-media platforms dominated users' objectives and according to a report published by www.gs.statcounter.com in 2019, the percentages of users on each platform are 91.67% on Facebook, 4.82% on YouTube, 1.61% on Instagram and 1.06% on Twitter. On the other hand, e-Commerce users reached only 8.2% of the population according to a study by the Arab Advisor Group (2018).

**Table 1**  
**Internet use in Jordan**

YEAR	Users	% Pop.	Population
<b>2000</b>	127,300	2.40%	5,282,558
<b>2002</b>	457,000	8.70%	5,282,558
<b>2005</b>	600,000	11.40%	5,282,558
<b>2007</b>	796,900	14.80%	5,375,307
<b>2008</b>	1,126,700	18.20%	6,198,677
<b>2009</b>	1,595,200	25.40%	6,269,285
<b>2010</b>	1,741,900	27.20%	6,407,085
<b>2012</b>	2,481,940	38.10%	6,508,887
<b>2015</b>	5,700,000	86.10%	6,623,279

<b>2016</b>	5,700,000	73.60%	7,747,800
<b>2018</b>	8,700,000	88.78%	9,800,000
<b>2019</b>	8,700,000	87.09%	9,990,000
<b>2020</b>	8,700,000	85.3%	10,200,000
<b>2021</b>	8,700,000	84.7%	10,269,021



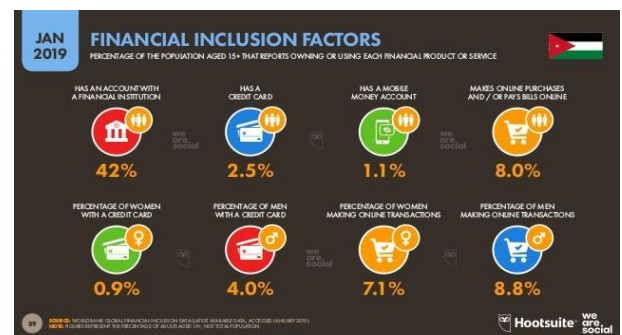
**Figure (1)**

**Internet growth and population statistics in Jordan: 8,700,000 internet users in Dec. 2018, 86.4% penetration**

Source: [www.internetworldstats.com/](http://www.internetworldstats.com/)

Jordanian customs department reported that Jordanians spent more than 150 million JD for online shopping from outside Jordan in 2018 ([www.petra.gov.jo](http://www.petra.gov.jo)). The report showed that medicine occupied the top of the list of online purchases with 15%, followed by clothes with 10%, while other categories including electrical appliances, accessories, watches, perfumes, cosmetics and supplements came last. E-commerce is expected to continue to grow to exceed 2 billion JD in the next two years, as declared by the report.

E-commerce models are being incorporated by companies in Jordan for selling products online (Masoud, 2013). Research by MasterCard was presented in the Jordan Times in 2015, in which it asserted that just around 5% of the total transactions in Jordan are made by e-payments, while the rest of the transactions are still made using cash.



**Figure (2)**

**The utilization of the internet in business in Jordan in 2019**

Source: Hoot suites report. <https://www.slideshare.net>

As shown in Figure (2), Jordan is still in the initial

stages as indicated by the utilization of the internet in business, as the way towards altering the traditional-payment technique is insignificant, in contrast with developed nations that use electronic cheques rather than paper cheques.

### 1.3 Problem Statement

Today, in the contemporary world, technology became quite advanced with the presence of easy access to internet connectivity. For a developing nation like Jordan, it would only be possible to attain maximum benefits if the e-Commerce system is thoroughly understood along with the variables associated with the OPI of the consumers for goods or services. An efficient e-Commerce development would only be possible in Jordan if research is conducted on the basis of success stories that are taking place in other nations in Asia, Europe and America.

Using the internet for online shopping is still primitive compared to many other online actions. Hence, investigating the variables that affect online purchase intention is vital (Meskaran et al., 2013).

In this spirit, we have noticed a big gap between the rapid growth of internet users and e-Commerce users in Jordan, whereas 88% of the total population in Jordan are using the internet in different aspects, but only 8% make online purchases including bills payments, which confirms that the positive attitude has still not developed maturely and that e-commerce owners still need to understand the factors which influence the OPI for Jordanians in the cosmetics sector. The factors that specifically influence the favorable attitude of consumers toward cosmetics purchases within the sector should be observed. The OPI needs to be analyzed to give us insights into how the e-Commerce structure in Jordan should be developed.

Accordingly, this research answers the following questions:

- Q1: What is the impact of OSP on the OPI in the cosmetics sector in Jordan?
- Q2: What is the impact of OSP on the ATOS in the cosmetics sector in Jordan?

Q3: What is the impact of OPP on the OPI in the cosmetics sector in Jordan?

Q4: What is the impact of OPP on the ATOS in the cosmetics sector in Jordan?

Q5: What is the impact of E-WOM on the OPI in the cosmetics sector in Jordan?

Q6: What is the impact of E-WOM on the ATOS in the cosmetics sector in Jordan?

Q7: what is the impact of PR on the OPI in the cosmetics sector in Jordan?

Q8: What is the impact of PR on the ATOS in the cosmetics sector in Jordan?

Q9: what is the impact of ATOS on the OPI in the cosmetics sector in Jordan?

Q10: Does the ATOS mediate the relationship between the OSP and OPI in the cosmetics sector in Jordan?

Q11: Does the ATOS mediate the relationship between the OPP and OPI in the cosmetics sector in Jordan?

Q12: Does the ATOS mediate the relationship between the E-WOM and OPI in the cosmetics sector in Jordan?

Q13: Does the ATOS mediate the relationship between PR and OPI in the cosmetics sector in Jordan?

### 1.4 Importance of the Study

With the advent of technology, online shopping has occupied a remarkable position among the most common shopping methods (Lim et al., 2016). Online shoppers and online shopping revenues have tremendously increased over the last few years (Ozen & Engizek, 2014). At the same time, researchers concentrated their efforts on developed countries to investigate the most influential factors on online purchase intention (Slade et al., 2015). Such environments are characterized by advanced technology infrastructures and sophisticated online shoppers who have more favorable attitudes with

higher levels of control behavior and lower perceived risks toward online purchasing. Several studies' outcomes proved that the influential variables varied among developed and developing countries (Malaquias & Hwang, 2016). Moreover, many discrepancies are still available in the results of previous studies, which require further testing in certain circumstances.

The percentage of e-Commerce users in Jordan is still at low rates compared to the world and even compared to neighboring countries, like GCC countries. Thus, there is a real opportunity for tremendous growth and prosperity in the e-Commerce business in the present and near future in Jordan due to many reasons, including, but are not limited to, the increased awareness and knowledge of using the internet, especially with the diffusion of coronavirus epidemic, technology and online shopping. Millennials are eager to use technology in most aspects of their life. Moreover, technology use is driven by the relatively low prices in online shopping as well as the ease of online payments.

Multiple researchers investigated the effect of only one or two variables on Jordanians' buying intentions; e.g. Ahmad Amin et al. (2020) proved a strong positive relationship between normative and informative influences (determinants of online consumer reviews) and buying behavioral intention toward hotels. In addition, AL-Majali (2020) believed that perceived risks (financial, functional, social and time risks) have substantially and negatively affected consumers' attitudes toward electric vehicles in Jordan.

However, a lack of solid deep understanding of the influence of perceived risks, online sales promotion, online product presentation and e-WOM on OPI has been detected in the cosmetics sector in Jordan. Based on the knowledge of researchers in this sector and consumers' attitudes in Jordan, researchers suggested that the most important independent variables are: Online Sales Promotion, Online Product Presentation, Perceived Risk and Electronic Word-of-Mouth. In addition, the attitude toward online shopping is

considered as a mediator to influence the (OPI).

## **2. Literature Review**

### **2.1 Online Purchase Intention**

Due to the development of e-Commerce, online purchasing became the third most widely used activity following e-mail and web surfing (Jamali et al., 2014). Online purchasing is defined as acquiring products and services online using websites on the internet. Chen et al. (2010) agreed with the view that OPI is indicative of the customer's readiness to purchase products or services from the internet. Concerning the virtual marketplace, OPI has also an impact on online purchase behavior. This suggests that when intentions to buy a product or service online are determined by favorable situations, following TPB, an actual purchase will be made by the customer.

### **2.2 Attitude towards Online Shopping**

A significant concept in the research on marketing and information systems is attitude, which may be described as an outcome of positive and negative beliefs regarding a behavior or an object and the assessment of results (Ajzen & Fishbein, 1980). After reviewing several previous studies, Altmann (2008) concluded that the three most essential components of attitude are: 1) mental state (thoughts or beliefs), 2) feelings or emotions and 3) predispositions to behave in certain manners or actions. The attitude towards online shopping signifies what the consumers conceive or experience as a whole in terms of profit and loss, positive or negative, good or bad when performing transactions during online shopping. The psychological perceptions regarding distinct online promotional strategies have an impact on forming attitudes regarding online shopping (Xiao-Ling et al., 2018).

### **2.3 Online Sales Promotion**

A vital component of marketing campaigns is sales

promotion. It includes various incentives that are mainly short-term, which have been developed to generate rapid or excellent purchases of specific products or services by consumers (Keller & Kotler, 2006). In broad terms, organizations can use various promotional tools to draw customers and enhance sales revenues, such as offers, discounts, premiums, coupons, gifts and samples (Vicdan & Sun, 2008).

## 2.4 Online Product Presentation

Another important component of online product/service mix is the presentation of products and services. Since most of online visitors are browsers and fewer are motivated to make an actual purchase, a key concern for online sellers is to convert the browsers into shoppers and increase their numbers. Since the feel-and-touch environment is absent in online selling, customers develop a feeling about the quality and features of the product or service. This can be done through effective web design. Online sellers can ensure that the product or service is given a proper presentation and all information is portrayed on the webpage. In cases where a product or service is not presented properly and much time is consumed in locating the product or service and finding relevant information, the whole experience of online purchase becomes unfavorable. Furthermore, it is known that the quality of information presented on the website along with its accessibility and navigability are key features of a successful product or service display on a webpage (Nusair & Kandampully, 2008).

## 2.5 Electronic Word-of-Mouth

E-WOM effect is significant, given that it provides customer-specific items or administration data at all stages of the life cycle of the item (Park & Kim, 2008). Through Hennig-Thurau et al. (2004), it can be concluded that any constructive or adverse articulation about an item or an organization is made available to a large number of individuals and establishments *via* the internet by potential, actual or previous customers.

The internet enables customers to easily obtain product-and service-related information from family, friends, colleagues, acquaintances, professionals and those who have experience of product or service usage (Ratchford et al., 2001). E-WOM is defined as “statements, whether positive or negative, made by potential, actual or former customers about a product/service or a company, made available to a multitude of people and institutions on the internet” (Hennig-Thurau & Walsh, 2003).

## 2.6 Perceived Risk

Although online purchasing is convenient and gives access to a variety of goods being sold, the mode of purchase is intertwined with its risks. The presence of risk factor reduces the likelihood of completing a purchase. It is therefore prudent for an online business to understand and manage customers' PR associated with online purchases. The risk related to the quality of a product on a website reduces the likelihood of purchase. Similarly, website trust is positively related with the intentions of online purchase. (Yoon, 2002).

In digital environments, rather than a physical realm, where serious risk takes place, less confidence levels are focused on due to the fact that there are substantial difficulties in assessing a product or administration, as there are no visible or unmistakable indicators about the essence of the item or close and personal coordination with employees. Therefore, purchasing is influenced by security and protection concerns (Laroche et al., 2005). In conclusion, it is expected that individuals may feel a certain level of hazard if they buy an item on the internet.

### 2.6.1 Financial Risk

Talking about financial risk, it applies to a client's total money loss while buying an object or management (Forsythe & Shi, 2003). The biggest financial problem for some internet users is visa

misrepresentation, as they post on the network forums widening fears regarding money-related misfortune. Financial risk is a strong predictor that influences the buying objectives of digital consumers by looking at information and frequent purchase exercises as a financial danger. Budgetary risk is defined as the possibility that a site user suffers money-related misfortune if the product is not doing well or when the item does not deserve the value charged (Featherman & Pavlou, 2003).

### **2.6.2 Product Risk**

Product-performance risk is defined as the potential loss that may have to be endured by the consumer if the product performance fails to meet the expectations (Grewal et al., 2003). Online shopping does not include the option of touching, feeling and using the product or service. These characteristics increase the uncertainty leading to incomplete comprehension of the offered product or service and ultimately escalating the risk involved in the purchase and customers might feel reluctant to make the purchase (Grewal et al., 2003). Usually, the product shown on the website is slightly or in some cases can be significantly different from the delivered product in terms of size, shape, color or appearance. In online shopping, the buyer cannot observe or evaluate the real quality of the product. However, these risks can be reduced significantly through shopping online from websites that you have ordered from before or from brands or stores known for their good-quality products (Aghekyan-Simonian et al., 2012).

### **2.6.3 Time Risk**

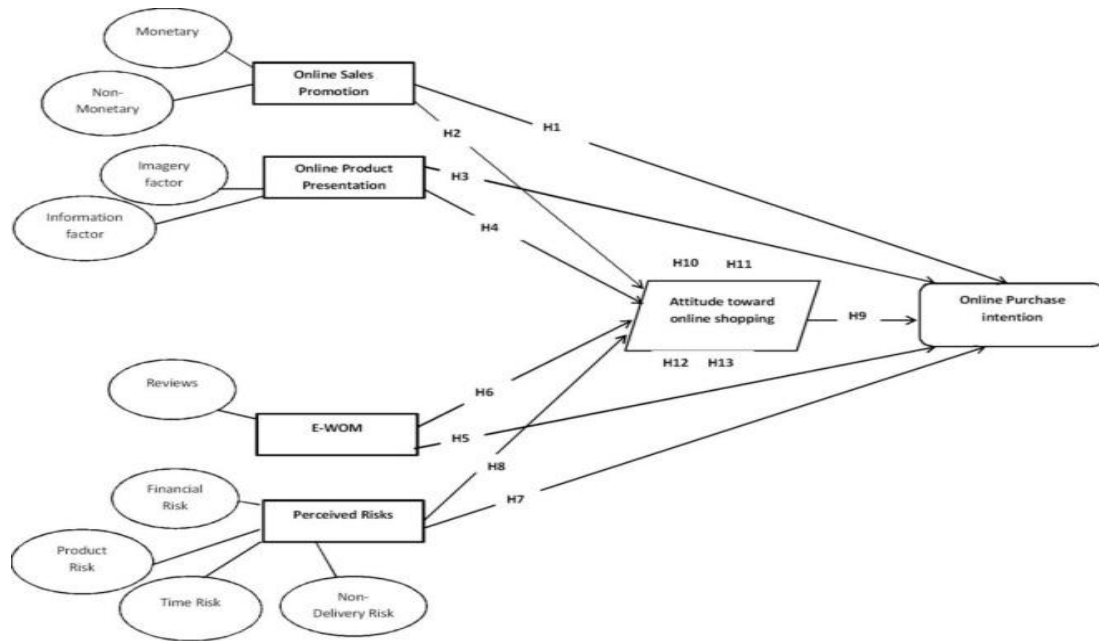
Time risk is the belief that time, convenience or efforts made when purchasing a product might be lost when a purchased product needs to be repaired or replaced (Hanjun et al., 2004). Time risk includes the inconvenience and discomfort associated with online shopping, often resulting

from the complexity of navigation, order-confirmation process or delays in receiving products (Forsythe et al., 2006). Time risk concerns the loss of time due to the complexity of finding the right online store, slow checkout, the time needed to receive the order and finally confusing online interfaces (Forsythe and Shi, 2003). Thus, the more time consumers spend surfing and shopping online, the greater the tendency for them to actually buy something from the internet (Park and Jun, 2003).

### **2.6.4 Non-delivery Risk**

As per Ariff et al. (2014), non-delivery risks involve the potential failure of the company to deliver goods to customers. Delivery risks are among the biggest challenges that impede the online-buying behavior of customers. Product damage due to mishandling in the delivery process, delivery of the product to the wrong location or delayed delivery are some instances of delivery risks (Naiyi, 2004). Delivery risks must be mitigated by the seller to encourage buyers to make purchases online. This may be done by issuing tracking numbers for each order, so that the actual location of the order at any instant may be determined by the buyer. Chen et al. (2010) believed that tracking services will prove helpful in cultivating customer confidence in online shopping and diminishing customer anxiety. The concerns of customers regarding the delivery of goods ordered online include fear of non-delivery of goods, loss of goods, delayed delivery or damage of goods due to mishandling or inappropriate packaging and care (Claudia, 2012). Hence, according to literature review, Figure (3) depicts the theoretical framework/ conceptual model developed for this study.





**Figure (3)**  
**Theoretical framework**

Adapted from: (Martins (2018); Rose (2015); Kamalul Ariffin et al. (2018); Jiang & Benbasat (2003); Zhang et al. (2012); Hennig-Thurau & Walsh (2003); Moon et al. (2008); Zhang et al. (2018)

## 2.7 Research Hypotheses

### 2.7.1 Online Sales Promotion and Online Purchase Intention

Since customers want to maximize their benefits, they tend to spend their money in the most productive way possible. Online-shopping platforms provide opportunities for saving money in the form of discounts, rebates and coupons. Therefore, customer preference for an online purchase is heightened (Vicdan & Sun, 2008). The research by Zhang et al. (2018) has found that low- involvement and high-involvement products have a strong influence on OPI. Similarly, online promotional strategies are correlated to consumer involvement in purchase decision. As a result, OPI is influenced. Thus, the researchers hypothesized that:

**H<sub>1</sub>: Online sales promotion has a significant impact on online purchase intention in the cosmetics sector in**

**Jordan.**

### 2.7.2 Online Sales Promotion and Attitude towards Online Shopping

Sales promotion is considered to be a key function in marketing campaigns for every company. The purpose of sales promotion is to stimulate purchases in the short run for the firm. In other words, the purpose of sales promotion revolves around deploying various techniques to encourage customers for more buying.

One of the most important reasons for developing a positive customer attitude towards online sales is related to the choices offered by online sales platforms (Moon et al., 2008). In conclusion, the benefits associated with online sales promotional techniques, both monetary and non-monetary, are time saving, energy conserving, providing financial gains for

choices and experiencing a sense of excitement. Consequently, it is expected that OSP will positively have an influence on OPI. Thus, the researchers hypothesized that:

**H<sub>2</sub>: Online sales promotion has a significant impact on the attitude towards online shopping in the cosmetics sector in Jordan.**

### **2.7.3 Online Product Presentation and Online Purchase Intention**

Online shopping makes it difficult for consumers to touch and evaluate a product physically before purchasing. Product presentation plays a crucial role in extracting affective and cognitive responses, consequently influencing shopping experiences and consequences. In this regard, it is further noted that easily navigated websites have a good representation of products and services. Flexible websites are more likely to induce customer purchase behavior (Verhagen & Dolen, 2009). Thus, the researchers hypothesized that:

**H<sub>3</sub>: Online product presentation has a significant impact on the online purchase intention in the cosmetics sector in Jordan.**

### **2.7.4 Online Product Presentation and Attitude towards Online Shopping**

OPP should help consumers in obtaining relevant information in a convenient way. For cases where a product is not presented in an appropriate way and a lot of time is consumed in locating the product and finding relevant information, the whole experience of online purchasing becomes unfavorable. In this regard it is noted that easily navigated websites have a good representation of products and services. Flexible websites are more likely to induce customer purchase behavior (Verhagen & Dolen, 2009).

Online platforms allow customers to evaluate attributes of both online and offline stores (Verhagen & Dolen, 2009). As a result of this comparison, they can make better selection of products and services. Such customers develop better evaluations in their minds for goods and services and as a

result, they have a favorable attitude toward shopping online. As a result of these characteristics, it is contended that OPP will have a positive impact on attitude toward online shopping. Thus, the researchers hypothesized that:

**H<sub>4</sub>: Online product presentation has a significant impact on the attitude towards online shopping in the cosmetics sector in Jordan.**

### **2.7.5 Electronic Word-of-Mouth and Online Purchase Intention**

E-WOM is a powerful tool that is used by customers in making their online purchase decisions. E-WOM influences OPI, because customers can get relevant knowledge about new arrivals and can reduce risk by discussing pros and cons with other product or service users (Hennig-Thurau & Walsh, 2003). Further research in e-WOM has suggested that online reviews have the ability to persuade customers to either buy products or services or avoid products or services. Thus, the researchers hypothesized that:

**H<sub>5</sub>: E-WOM has a significant impact on the online purchase intention in the cosmetics sector in Jordan.**

### **2.7.6 Electronic Word of Mouth and Attitude towards Online Shopping**

In the business world, consumers' attitudes are influenced by factors like advertisement, product experience, and thorough feedback from other customers or community members. This gives rise to e-WOM, which is "any statement, whether positive or negative, made by potential, actual, or former customers about a product/service or company, made available to a wide range of people and institutions *via* the internet" (Hennig-Thurau et al., 2004). If e-WOM is positive, the results for both buyers and sellers are very encouraging; i.e., product evaluation, customer loyalty, purchase decision, consumer empowerment and product acceptance (Litvin et al., 2008).

Thus, the researchers hypothesized that:

**H<sub>6</sub>: E-WOM has a significant impact on the attitude towards online shopping in the cosmetics sector in Jordan.**

#### **2.7.7 Perceived Risk and Online Purchase Intention**

It is noted that online sellers must strive to offer their online customers a shopping environment which is free from all risks and must make efforts to deliver the ordered products or services on time and introduce a tracking system to allow consumers to be aware of the location of their ordered products or services (Chen et al., 2010). Internet-based sellers have gradually increased the security of their web platforms to address their customers' security concerns. In doing so, internet-based sellers have considerably reduced the risk associated with online buying. Thus, the researchers hypothesized that:

**H<sub>7</sub>: Perceived risk has a significant impact on the online purchase intention in the cosmetics sector in Jordan.**

#### **2.7.8 Perceived Risks and Attitude towards Online Purchase Intention**

Online purchase offers a multitude of benefits. However, there are several risks associated with online purchase. Chiefly speaking, Ariff et al. (2014) have found that product risk in online shopping negatively influences customer willingness to purchase. The consequences of these risks are negative for customers. Perhaps, the biggest risk associated with online purchases is that of financial risk. Lastly, the risk of product delivery is also related to online purchase decisions. Previous research has shown that product-delivery risk also negatively contributes to OPI. Similarly, the research work of Geetha & RanGaRajan (2015) indicated that the non-delivery risk of online shopping goods or services has negatively influenced attitudes towards online shopping. Thus, the researchers hypothesized that:

**H<sub>8</sub>: Perceived risk has a significant impact on the attitude towards online shopping in the cosmetics sector in Jordan.**

#### **2.7.9 Attitude towards Online Shopping and Online Purchase Intention**

With the advent of technology-based internet selling, customers have become more selective. The range of choices for product and service attributes has also increased manifold. Customers are now selecting from a wide list of attributes and ending up with assembled products and services of their own choice. With this ability to customize products and services to their needs and wants, customers formed a positive impact on their OPI (Moon et al., 2008).

Previous findings have shown a positive impact on attitudes towards online shopping and OPI (Heijden et al., 2003). A positive attitude towards online shopping positively influences OPI. Extant research has successfully established an empirical link between these two variables.

Similarly, it is noted that online shopping offers several facilities; i.e., convenience in the purchase process, the economy of consumption and a wide range of products and services. Consequently, in light of these facilities, customers develop a preference for buying online (Yoon, 2002). These facilities increase OPI for customers in all kinds of customer segments. Furthermore, customers have a positive evaluation of online shopping, because online shopping saves time and energy. These inherent features also elicit a desire to purchase online; hence, OPI increases. Thus, the researchers hypothesized that:

**H<sub>9</sub>: Attitude towards online shopping has a significant impact on the online purchase intention in the cosmetics sector in Jordan.**

#### **2.7.10 Online Sales Promotion, Attitude towards Online Shopping and Online Purchase Intention**

A mediating variable links both independent and dependent variables. In line with this definition, this research proposes that OSP has a positive influence on attitude towards online shopping and online shopping

positively influences OPI; hence, there is a mediating role of ATOS.

From a literature point of view, it is clear that numerous factors are influencing OSP; i.e., monetary and non-monetary benefits (Campbell & Diamond, 1990), rebates, coupons, samples, premiums (Vicdan & Sun, 2008), gifts and sweepstakes (Chandon et al., 2000). These important factors are in turn creating value for customers and shaping favorable attitudes towards online shopping. Since customers can avail valuable benefits from OSP, they develop a positive attitude towards online shopping. On the contrary, the positive attitude for online shopping results in encouragement of OPI. Therefore, it is assumed that ATOS is acting as a mediating variable between OSP and OPI. Thus, the researchers hypothesized that:

**H<sub>10</sub>: Attitude towards online shopping mediates the relationship between online sale promotion and online purchase intention in the cosmetics sector in Jordan.**

#### **2.7.11 Online Product Presentation, Attitude towards Online Shopping and Online Purchase Intention**

It is assumed that ATOS will mediate the relationship between OPP and OPI. Moreover, since online sales take place in a virtual environment, it becomes very difficult for customers to engage their sensory abilities to confirm the quality and features of products and services. This limiting feature of online sales platforms requires marketers to provide an extra bit of information and enable customers through technology tools for better evaluation of products and services. Since OPP influences online purchase behavior only when favorable purchase intentions are developed, this research assumes that ATOS is mediating the relationship between online OPP and OPI. Thus, the researchers hypothesized that:

**H<sub>11</sub>: Attitude towards online shopping mediates the relationship between online product presentation and online purchase intention in the cosmetics sector in Jordan.**

#### **2.7.12 Electronic Word of Mouth, Attitude towards Online Shopping and Online Purchase Intention**

The third mediating relationship is represented between e-WOM and OPI through ATOS. The facets of e-WOM reduce various types of risk perceived by customers and therefore develop a positive ATOS. It is hence proposed that ATOS will serve as a mediating variable between the e-WOM and OPI. Thus, the researchers hypothesized that:

**H<sub>12</sub>: Attitude towards online shopping mediates the relationship between e-WOM and online purchase intention in the cosmetics sector in Jordan.**

#### **2.7.13 Perceived Risk, Attitude towards Online Shopping and Online Purchase Intention**

The perception of risk factors reduces purchase likelihood on websites. It is therefore practical for e-retailers to understand and manage customers' PR associated with online purchases. One such source of risk is related to the quality of the product or service (Yoon, 2002). Financial risk is another main obstacle in OPI. Consumers' fear of financial fraud or insecure transactions usually discourages buying online. If a website offers secured transactions, then the customers' confidence is high in that website. Financial risk includes threats related to payment insecurity, information privacy and minimum purchase price (Watchravesringkan & Shim, 2003). The third type of risk perceived by customers in online sales transactions is related to time. To be evaluated favorably by online customers, web-based sellers must reduce the time to deliver products and services (Chen et al., 2010). Only by empowering customers and by deploying new communication technologies, an online seller can enhance customer purchase intention. For the fourth mediation in this research work, it is proposed that PR will significantly influence ATOS,

which in turn significantly influences OPI. Thus, the researchers hypothesized that:

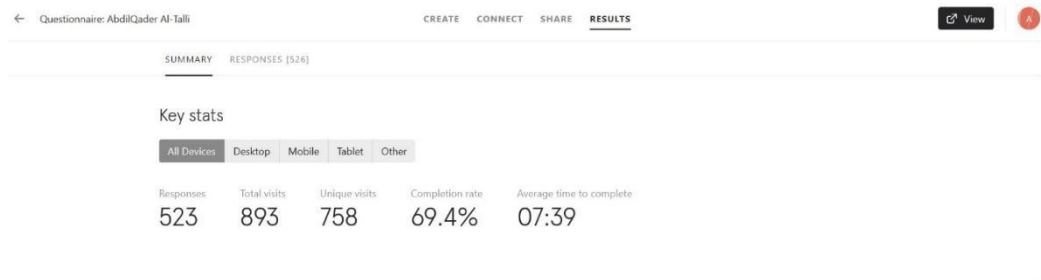
**H13: Attitude towards online shopping mediates the relationship between perceived risk and online purchase intention in the cosmetics sector in Jordan.**

### 3. Research Methodology

#### 3.1 Population and Sampling

The definition of population by Sekaran & Bougie (2016) as the entire group of elements (such as objects, people or events) that can be considered by the researcher for study. This research was carried out among people who have experience with online shopping of cosmetics in Jordan. The sample of this study includes an adequate number of appropriate elements from the population, which was

selected through the distribution of the questionnaire through different online means. The researchers utilized convenience samples to collect the required data. They distributed 893 questionnaires online and received data from 523 individuals (response rate 69%); all of these responses were eligible to continue the survey until the end. Once the questionnaire was approved, it was built online through a specialized website (www.Typeform.com) and its link was shared with the respondents *via* various means including Facebook consisting of 7,975,290 users according to the report retrieved from www.gs.statcounter.com 2019; the link was shared on females' groups on Facebook. Also, it was shared *via* e-mails, phone applications and personal contacts.



**Figure (4)**  
**Summary of the questionnaire result**

from <https://admin.typeform.com/form/gCAMcb/results#summary>

#### 3.2 Measures and Instrumentation

The questionnaire was developed referring to previous research studies using several measures to design the necessary tool to measure each variable and sub-variable as follows. The OSP variable was divided into sub-variables (monetary and non-monetary) to achieve the maximum accuracy. The monetary sub-variable was measured by four items and the non-monetary sub-variable was measured by four items, adapted from Martins (2018). The OPP variable was divided into sub-variables (information and imagery) to achieve maximum accuracy and the information sub-variable was measured by four items adapted from previous

studies (Jiang & Benbasat, 2003). The perceived risk variable was divided into four sub-variables (financial risk, product risk, time risk and non-delivery risk) to clarify the impact of this variable on OPI. Separate items were developed for each sub-variable; for example, two items were adapted to measure the financial risk sub-variable from Ling et al. (2010) and two items were adapted to measure the product risk sub-variable from Zhang et al. (2012). For the time risk sub-variable, two items were adapted from Zhang et al. (2012) (See appendix A).

### 3.3 Validity and Reliability

To ensure that the questionnaire is appropriate, we have implemented validity and reliability.

#### 3.3.1 Content Validity

The content validation processes were conducted through reviews of the tool by a panel of experts who were selected according to important measurements, such as (specialty in marketing topics, rank and experience). Panel remarks were taken into consideration to achieve the study objectives. Therefore, several rounds of reviewing for the tool have been carried out to arrive at the final pre-piloting version.

#### 3.3.2 Construct Validity

For construct-validity evaluation, an Exploratory Factor Analysis (EFA) was conducted. The four assumptions checked when conducting EFA (Hair et al., 1998) were: 1- sampling adequacy (Kaiser-Meyer-Olkin measure greater than 0.5), 2- a factor loading of 0.40 for each item as the threshold for item retention, 3- minimum eigen-value for each factor to be one and 4- varimax rotation was used.

#### 3.3.3 Temporal Validity

Temporal validity was confirmed through a test-re-test process for the questionnaire. The questionnaire was distributed at phase one to 71 respondents through the link designated by Google Forms. After initial distribution, respondents were then asked to answer the same questionnaire after two weeks.

#### 3.3.4 Reliability

Using Cronbach's alpha ( $\alpha$ ), the reliability of the questionnaire (inner stability) was calculated (Bland & Altman, 1997). Cronbach's alpha for the constructs ranged between 0.685 and 0.796. The overall reliability of the tool was found to be 0.87 which indicates an inner consistency of the questionnaire for exploratory research. The minimum acceptable level of reliability in exploratory research ranges between 0.6 and 0.65 (Garson, 2013). Some studies prefer at least 0.7 level of reliability regardless of whether the study is exploratory or confirmatory (Bland & Altman, 1997). Nevertheless, internal validity was achieved regardless of the threshold used.

**Table 2**  
**Cronbach's alpha coefficients of the research constructs**

Construct	Number of items	Cronbach's alpha
Online Purchase Intentions (OPI)	3	0.793
Attitude Towards Online Shopping	3	0.793
Online Sales Promotion (Monetary)	4	0.734
Online Sales Promotion (Non-monetary)	4	0.764
Electronic Word of Mouth	5	0.727
Online Product Presentation - Information	4	0.796
Online Product Presentation - Imagery	3	0.686
Perceived Risk (Product)	2	0.764
Perceived Risk (Time)	2	0.685
Perceived Risk (Financial)	2	0.751
Perceived Risk (Delivery)	2	0.727

### 3.4 Statistical Methods

Comprised descriptive statistics and Structural-equation Modelling (SEM) were used as statistical methods to test the study's hypotheses. The descriptive statistics included frequencies, percentages and data visualization. Structural-equation modeling is a multivariate-analysis technique that can be used for modeling causal relationships (Muthén, 1984). It is suitable for hierarchical relations in the presence of the so-called latent variables (Bollen, 2005).

To examine statistical relationships between test items of each factor, a SEM software package called Analysis of

Moment Structures (AMOS), version 22, was used in this research. The factors of independent variables include (i.e., OSP, OPP, e-WOM, among others) and the dependent variables include (i.e., OPI).

### 3.5 Goodness-of-fit Indices

For confirmatory factor analysis (CFA), the three main types of fit-measure indices in the technique used are absolute fit indices, incremental fit indices and parsimonious fit indices.

**Table 3**  
**Goodness-of-fit statistics in SE**

Measurement	Abbreviation	Recommended values	Source
<b>Absolute Fit Indices</b>			
Chi-square	$\chi^2$	Significant, $p \leq 0.05$	
Goodness-of-fit Index	GFI	$\geq 0.90$	(Hoyle, 1995)
Tucker-Lewis Index	TLI	$\geq 0.90$	(Hair et al., 2010; Ho, 2006)
Root Mean Square Error of Approximation	RMSEA	$\leq 0.10$	(Schumacker & Lomax, 2010)
Degree of Freedom	df	$\geq 0$	
<b>Incremental Fit Indices</b>			
Incremental Fit Index	IFI	$\geq 0.90$	(Hair et al., 2010; Ho, 2006)
Comparative Fit Index	CFI	$\geq 0.90$	(Bagozzi & Yi, 1988)
<b>Parsimonious Fit Indices</b>			
Adjusted Goodness-of-fit Index	AGFI	$\geq 0.80$	(Chau & Hu, 2001)
Relative Chi-square	$\chi^2/df$	$\leq 5$	(Bagozzi & Yi, 1988)

## 4. Data Collection, Discussion and Conclusion

### 4.1 Measurement Model (CFA) - Stage 1 of SEM

A very important step in the process of ensuring accuracy is the operationalization of constructs (Hair et al., 2010). This study comprised an overall measurement model which includes all latent constructs. The development of each measurement model is discussed in the next sub-sections. The results of testing the uni-dimensionality of each construct are presented using AMOS, version 25.

### 4.2 The Overall Measurement Model

All latent constructs were included in the overall measurement model with their respective measured indicators specified in the previous individual CFA models. As highlighted earlier, structural-equation modeling is a data-analysis technique commonly used to examine patterns of relationships among constructs (Hair et al., 2010). To assess the overall measurement model, confirmatory factor analysis was used. The overall measurement model included OSP, OPP, e-

WOM, PR, ATOS and OPI constructs with their respective 34 indicators. The initial overall CFA model is portrayed in

Figure (5).

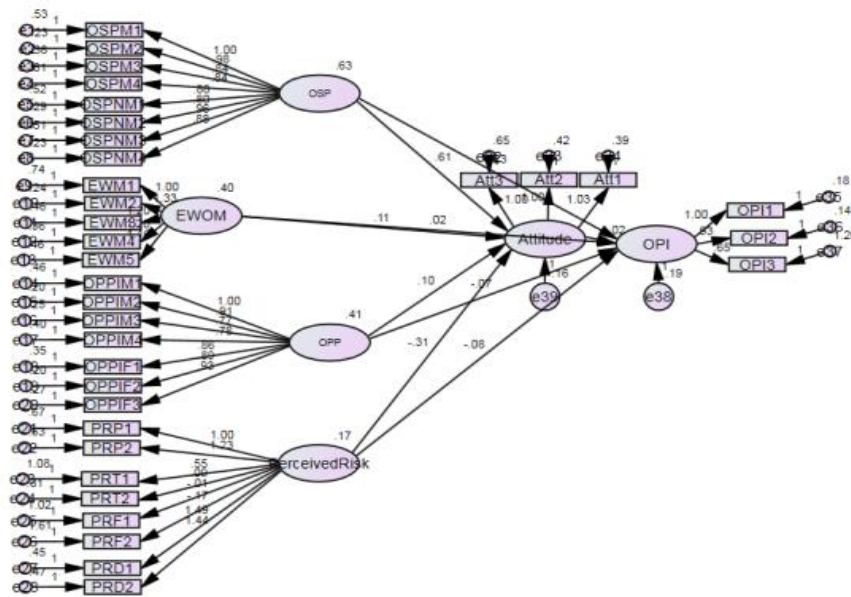


Figure (5)  
Results of the study-model estimation

#### 4.3 Testing the Hypotheses of the Study

This part examines the study hypotheses using the statistical software AMOS, v.25, through which the impact

analysis between the variables and the path analysis are conducted.

Table 4  
Examining results of the hypothesized effects of variables

Path	Unstandardized Estimate		C.R.	P-value	Hypothesis Result
	Estimate	S.E.			
OSP → OPI	0.229	0.093	2.472	0.013	H1 Supported
OSP → Att	0.612	0.058	10.48	< 0.001	H2 Supported
OPP → OPI	0.166	0.055	1.803	0.029	H3 Supported
OPP → Att	0.097	0.047	2.040	0.041	H4 Supported
EWOM → OPI	0.123	0.056	1.409	0.030	H5 Supported
EWOM → Att	0.109	0.048	2.249	0.024	H6 Supported
PR → OPI	-0.105	0.035	-1.009	0.028	H7 Supported
PR → Att	-0.308	0.092	-3.342	< 0.001	H8 Supported
Att → OPI	1.018	0.143	7.110	< 0.001	H9 Supported



#### 4.4 Discussion

In this sub-section, the results will be discussed according to the main objective of the study, which is investigating the effect of independent variables OSP, e-WOM, OPP and PR on OPI as the dependent variable, in addition to investigating the mediation effects of ATOS between the independent variables and OPI. The results will be shown by answering the questions of this study and clarifying the related hypotheses.

##### 4.4.1 Results of the Study Hypotheses

##### 1- The Impact of Online Sales Promotion on Online Purchase Intention in the Cosmetics Sector in Jordan

The researchers hypothesized that OSP has significantly impacted the OPI in the cosmetics sector in Jordan (H1). In this regard, it is noted that OPI increases when customers have exposure to sales promotions online. Based on previous studies, as mentioned earlier in the literature review, the researchers agree with these results, since customers want to maximize their benefits; therefore, they spend their money in the most productive way possible. This result is compatible with Campbell & Diamond (1990) who stated that sales promotion strategies are designed to influence consumer purchase intentions by offering monetary or non-monetary incentives. The results are also compatible with Vicdan & Sun (2008).

##### 2- The Impact of Online Sales Promotion on the Attitude towards Online Shopping in the Cosmetics Sector in Jordan

The researchers hypothesized that OSP has a significant impact on the ATOS in the cosmetics sector in Jordan (H2). As mentioned earlier in the literature review and based on previous studies that agree with the result of this study, it is suggested that OSP has a direct impact on the ATOS in the cosmetics sector in Jordan. This analysis is true; as Jordanian consumers always judge products and services positively or negatively based on the benefits that they get. This outcome is consistent with the idea that marketers are provided opportunities through the internet to formulate novel designs

for sales promotions that may be more exciting and enjoyable for customers (Sonal & Preeta, 2005), such as free shipping.

##### 3- The Impact of Online Product Presentation on Online Purchase Intention in the Cosmetics Sector in Jordan

E-commerce cases and transactions are characterized by the absence of physical association among users and items. Since touching is not possible with online shopping, shoppers need to look at how the item would be and perform effectively to make their decision whether they want to buy or not with certain specifications. For this reason, mind should play its critical role in purchasing choices (Peck et al., 2013). Sam & Tahir (2009) assured that the quality of webpage is tactical in simplifying customers' online decisions. This research reinforced previous results stating that OPP will have a significant impact on OPI in the cosmetics sector in Jordan (H3).

##### 4- The Impact of Online Product Presentation on the Attitude towards Online Shopping in the Cosmetics Sector in Jordan

Attitudes reflect people's tendencies toward objects and influence all spheres of humans' lives. Marketers are concerned about creating favorable attitudes toward their products. In online stores, retailers try to enhance the way in which they show their offerings, as it has a tremendous impact on product or service likeability. Schlosser (2003) stated that on the internet, in order for consumers to develop an accurate impression about a product or service and consider its purchase, they need to easily imagine how it would be and perform. Kim & Lennon (2008) believed that visual information and verbal information possess significant effects on consumers' effective and cognitive attitudes. Therefore, as a result of the characteristics of e-commerce stores about information and imagery, it is contended that OPP will positively impact the attitude towards online shopping.

This finding is consistent with Verhagen & Dolen (2009).

#### **5- The Impact of E-WOM on the Online Purchase Intention in the Cosmetics Sector in Jordan**

The researchers hypothesized that e-WOM has significantly impacted OPI in the cosmetics sector in Jordan (H5). Based on the analysis of this study, the result is completely compatible with Park & Kim (2008) who proved that e-WOM generates favorable purchase intentions. Hennig-Thurau & Walsh (2003) said that e-WOM influences OPI, because customers can get relevant knowledge about new arrivals and can reduce risk by discussing pros and cons with other product or service users, which will impact OPI.

#### **6- The Impact of E-WOM and Attitude towards Online Shopping in the Cosmetics Sector in Jordan**

E-WOM represents informal communications that guide consumers through internet-based technologies. When potential purchasers are directed by positive feedback or favorable information about offerings, they constitute positive evaluations toward that object (Chu et al., 2018). Vermeulen & Seegers (2009) emphasized the impact of positive online reviews on visitors' favorable attitudes toward hotels. The researchers hypothesized that e-WOM has a considerable impact on the ATOS in the cosmetics sector in Jordan (H6) and this is consistent with Hennig-Thurau & Walsh (2003) who stated that e-WOM serves several objectives; i.e., risk reduction, reduction of search time, way of consuming, dissonance reduction and new arrivals in the market. This result is correct, since e-WOM has three critical dimensions that maximize its effect on customers' attitude and customers' purchase intention: credibility, quantity and quality.

#### **7- The Impact of Perceived Risk on Online Purchase Intention in the Cosmetics Sector in Jordan**

Many discrepancies are still available in the results of previous studies about this relationship. While Gefen et al. (2003b) did not find any correlation between these two factors (perceived risk and online shopping intention), the

outcomes of Ha et al. (2021) proved that perceived risk is the most negatively influential determinant of the intention of online shopping. The researchers hypothesized that PR has a significant impact on OPI in the cosmetics sector in Jordan (H7) and the findings suggest that PR influences OPI, which is consistent with Masoud (2013) who pointed out that all financial risk forms-whether credit-card frauds, lesser quality of product or service that did not perform as expected-deter online shopping and have strong negative effects on online shopping intention. Therefore, the researchers believe that this result can be attributed to the fact that the higher consumers perceive the risk, the more it would deter consumer purchasing intention. Statistics show that online shopping in Jordan is in the initial phase and that the legal protection for consumers and their transactions is still weak. This augments the consumers' perception of risks in online shopping.

#### **8- The Impact of Perceived Risk on the Attitude towards Online Shopping in the Cosmetics Sector in Jordan**

The researchers hypothesized that PR has a major impact on the ATOS in the cosmetics sector in Jordan (H8). This assumption is consistent with Grewal et al. (2003) who clarified that due to scarce product knowledge or information, the increase of product risk influences attitude towards online shopping. Zhang et al. (2012) proposed that perceived risk, mainly financial risk, harms attitudes toward usage behavior on the internet. Moreover, Forsythe & Shi (2003) concluded that online shopping is impacted by private risk, product risk and risk of unknown origin and explained the barriers to online shopping. Based on that, the researchers believe that PR of online purchases negatively influences the ATOS and that if online sellers have successfully managed product-related risk, customers will have a positive attitude toward online purchases.

### **9- The Impact of the Attitude towards Online Shopping on Online Purchase Intention in the Cosmetics Sector in Jordan**

The researchers hypothesized that ATOS has a significant impact on OPI in the cosmetics sector in Jordan (H9). This result is consistent with Heijden et al. (2003) who stated that there is a positive impact of attitude towards online shopping on OPI and according to that, the researchers believe that positive ATOS positively influences OPI. This result is similar to those of the research of Ha et al. (2021) and Bigne-Alcaniz et al. (2008) who stated that the more consumers form a positive attitude toward a website or online store, the more they intend to shop in that website or store.

### **10- The Attitude towards Online Shopping Mediates the Relationship between Online Sales Promotion and Online Purchase Intention in the Cosmetics Sector in Jordan**

The researchers hypothesized that ATOS mediates the relationship between online sales promotion and OPI in the cosmetics sector in Jordan (H10). Due to lack of previous studies related to this hypothesis, it is not possible to connect this hypothesis directly to any previous studies. The result of this study is new and the researchers believe that it could be used in future studies for deeper investigation.

### **11- The Attitude towards Online Shopping Mediates the Relationship between Online Product Presentation and Online Purchase Intention in the Cosmetics Sector in Jordan**

The researchers hypothesized that ATOS mediates the relationship between OPP and OPI in the cosmetics sector in Jordan (H11). Due to lack of previous studies related to this hypothesis, the researchers believe that future studies can benefit from the result of this study for deeper investigation.

### **12- The Attitude towards Online Shopping Mediates the Relationship between E-WOM and Online Purchase Intention in the Cosmetics Sector in Jordan**

The researchers hypothesized that ATOS mediates the relationship between e-WOM and OPI in the cosmetics

sector in Jordan (H12). There are no previous studies that handled the mediation effect in the relationship between the above-mentioned variables. Therefore, the researchers argued that the attitude towards online shopping is a mediating variable between the relationship of e-WOM and OPI. In addition to that, it is recommended that this finding be investigated more deeply in future research.

### **13- The Attitude towards Online Shopping Mediates the Relationship between Perceived Risk and Online Purchase Intention in the Cosmetics Sector in Jordan**

The researchers hypothesized that ATOS mediates the relationship between PR and OPI in the cosmetics sector in Jordan (H13), as with all other mediation relationships in this study, there is a lack in previous studies. However, for all the above mediating relationships, the theory of planned behavior was relied on by the researchers. This theory stated that once a favorable attitude is developed, the attitude will most likely lead to the behavior. Therefore, the researchers believe that the attitude mediates and influences the relationship between PR and OPI in the cosmetics sector in Jordan.

## **4.5 Contribution of the Study**

The objective of this study is to investigate the factors influencing OPI in the cosmetics sector in Jordan. The study will contribute to highlighting those factors which influence OPI according to the understanding of Jordanian consumer behavior. It is expected that the findings of this study will enrich the Jordanian library as well as the Arabic library.

## **4.6 Implications**

The theoretical and empirical implications are demonstrated separately as follows.

#### **4.6.1 Theoretical Implications**

The results of this study came with some considerable theoretical implications for the body of knowledge, as stated below:

First, this research contributes to the e-commerce literature, as it is one of the very few studies that handled e-commerce in Jordan. In addition to that, it is a pioneering work for e-commerce in the cosmetics sector in Jordan.

Second, the theoretical framework and measures developed in this research provide a model that can be employed in other industries, such as home appliances, clothes and food. Moreover, other important factors that influence OPI in the cosmetics sector in Jordan have been identified.

#### **4.6.2 Empirical Implications**

The results of this study came with significant empirical implications to the e-commerce business inside and outside Jordan as well, as stated below:

The most important question for business owners and managers is: “how can e-commerce managers achieve the best performance and gain the highest results possible? This research provides significant insights into the factors that influence OPI in the cosmetics sector and by understanding and implementing these factors, the required performance will be achieved in the cosmetics sector. However, other sectors can implement and benefit from the same results.

Decision makers and retailers should stratify several methods like cash-on-delivery method and embody user-friendly interfaces through the design of websites and platforms and detailed true information to strengthen online purchase intention. In addition to that, the government should establish clear laws and regulations to protect the rights of online shoppers, which in turn reduce their perception of big risks associated with online purchase. Fulfilling the law system will encourage more online consumers to engage in online shopping (Sadi and Al-Khalifah, 2012).

Easy access to product information on navigable

websites along with the ability to enlarge pictures, panning ability and better visualization are all necessary to enhance online purchase intention (Yoo and Kim, 2012). By using these techniques, shoppers can get more information about products and services which will increase the likelihood to shop online.

E-WOM is a powerful tool for marketers. It offers the chance to market offerings on blogs, chatrooms and virtual communities at lower costs (Litvin et al., 2008). Effective management of these online platforms increases the purchase intentions of customers. Based on Park and Kim (2008), the diffusion of a product from early stages to later stages in its life cycle is facilitated by e-WOM. Through e-WOM, the product transition from early adopters to majority takes place, because e-WOM creates favorable purchase intentions (Park & Kim, 2008). If e-WOM is positive, the results for both buyers and sellers are very encouraging; i.e., customer loyalty, product evaluation, purchase decision, consumer empowerment and product acceptance (Litvin et al., 2008). Accordingly, decision-makers should use economic incentives to motivate customers to share their positive experiences and evaluations with others.

#### **4.7 Limitations**

Despite the fact that this research provides valuable theoretical and empirical implications, it has some limitations which must be taken into consideration. First, this study investigates only a single sector in a single country which is the cosmetics sector in Jordan. Second, because of the academic nature of the study and time constraints, the sub-variables that are related to PR were not fully covered, such as social risk, information-security risk and psychological risk. In addition to that, the sub-variables which are related to OPP were limited to information and imagery, whereas the sub-variables under this category may exceed those two sub-variables. Lastly, because of time constraint,

the study did not take into consideration some variables related to online shopping, such as enjoyment, trust and perceived benefits.

#### 4.8 Future Research & Recommendations

Although the study has some limitations, the researchers have some recommendations for coming studies. First, it is recommended to examine the same factors in more sectors, as people in the different sectors may have different characteristics and different behaviors. Second, it is recommended to examine the same factors in the same sector in different Arab countries. Third, in future studies, it is recommended to take into consideration other sub-variables

which are related to PR, such as social risk, information-security risk and psychological risk. In addition, it is recommended to consider sub-variables which are related to OPP, such as vividness of images and animated presentation, which were not considered in this study. Fourth, it is recommended to examine the mediating role of demographic factors, such as age, gender, education, social class and income, in online shopping. The researchers highly recommend e-commerce owners to take into consideration the results of this study and implement its hypotheses in their businesses to improve their performance and maximize their profits.

#### Appendix (A) Measures and Instrumentation

Construct	Item	References
<b>Online Sales Promotion</b>	I like to use coupons to buy online	Martins (2018)
	I like to take advantage of rebates for online shopping	
	I like to take advantage of refunds for online shopping	
	Through shopping online, I can save money by using loyalty programs	
	When I take advantage of a buy-one-get-one-free, I feel good	
	I like to shop online for free gifts	
	I like online shopping, because I can receive bonus packs	
	I like to take advantage of special deals that I find while I'm shopping online	
<b>Electronic Word of Mouth</b>	Usually, I read the recommendations about online retailers	Hennig-Thurau & Walsh (2003)
	I believe that online reviews are relevant, as they match my needs	
	I believe that online reviews are accurate	
	Online reviews enable me understand both positive and negative aspects of products	
	I adopt current comments in online reviews	
<b>Online Product Presentation</b>	I feel more confident in e-commerce stores that have descriptive product information	Jiang & Benbasat (2003)
	I like to buy a product when I feel very knowledgeable about it	
	If I had to buy a product from an e-commerce store, I need to find enough information about it	
	I prefer to shop in e-commerce stores that have two-way communication to get accurate information	

	I would be willing to buy from e-commerce stores which contain videos to illustrate the features of the products	
	I enjoy shopping when I shop on e-commerce stores that have interaction feature with the pictures "zoom in and out, rotate"	
	I am attracted to the e-commerce stores that contain images that stimulate my imagination about the products and how to use them	
<b>Perceived Risk</b>	It is DIFFICULT to compare the quality of similar cosmetics products on the Internet	Zhang et al. (2012)
	I might not receive the exact quality of a product that I purchased online	
	Buying a product online can be a wasting of time	
	Buying a product online can save time over traditional shopping	
	The monetary information that I provide on the e-commerce stores is well protected	
	In the future, I am planning to purchase cosmetics products from e-commerce stores using credit cards	
	When buying online, shipment may not be timely delivered	
	Returned or replaced goods may need to wait for a long time	
<b>Attitude</b>	Shopping from e-commerce stores is a good idea	Moon et al. (2008)
	Online shopping is a fun, easy and fast shopping method	
	Prices offered on online stores are more economical than in traditional shopping	
<b>Online Purchase Intention</b>	Given the chance, I intend to use online shopping	Zhang et al. (2018)
	Given the chance, I predict that I will buy from e-commerce stores in the future	
	It is very likely for me to use the internet to purchase cosmetics products online in the next 6 months even though it is not the only mean to purchase products that I need	

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