

# Factors Influencing E-Marketing in Jordanian Telecommunication Companies

Faisal Al-Madi, Abdelghafour Al-Zawahreh and Suha Al-Qawasmi

---

## Abstract

This study aimed at examining the factors influencing consumer's attitudes toward electronic marketing. A convenient sample of 400 consumers was selected from four communication companies operating in Jordan. Results of the study revealed that there are statistically significant relationships between the factors influencing consumer attitudes (perceived usefulness, information on e-marketing, perceived convenience, perceived enjoyment, privacy and security) and website quality towards the e-marketing of the four Jordanian communication companies. In addition, there are no statistically significant relationships due to demographic variables (gender and educational qualification). Furthermore, there are statistically significant relationships in the affect of influencing factors on consumer attitudes toward e-marketing of the four Jordanian communication companies due to demographic variables.

**Keywords:** Consumers' attitudes, E-marketing, mobile communication

---

## INTRODUCTION

Technology in general and Information Technology (IT) in particular, have touched every aspect of people's life at home, school and work place. While IT has provided both companies and consumers with useful means to handle their decision making problems, among other things, efficiently internet can be easily accessed by users in order to obtain information about anything they want including various products of vendors. Thus, information affects people's purchasing decisions. In the mean time, companies collect information about consumers and their purchasing patterns and habits in order to articulate better strategies

accompanied by better decisions (Lin and Hong, 2006). The internet benefits do not stop here, rather companies use the internet for many purposes such as to improve their products and services to consumers. Matter of fact, companies can establish a wide variety of businesses online. This type of business is called e-commerce and the marketing online is called e-marketing.

The aforementioned electronic-based activities (perceived usefulness, information on e-marketing, perceived convenience, perceived enjoyment, privacy and security, and website quality )must be integrated with the overall marketing strategy in order to support the corporate objectives of the e-marketing (Reedly, Schullo and Zimmerman, 2000). It is known about marketers that they rely on manipulating the various principles of marketing; for instance, choosing products and services to market along with brands to use, while ignoring the products, services and brands which do not serve their profitable purpose (Richarme, 2001). In regard to consumer's behavior on the internet, it

---

**Faisal Al-Madi**  
**Abdelghafour Al-Zawahreh**  
**Suha Al-Qawasmi**

The Hashemite University  
Department of Business Administration  
Zarqua, Jordan 13115

can be noticed that consumers focus on product purchasing and information gathering (Joon Moon, 2004) and search for online services such as: e-marketing, online banking, investing and e-payment (Lain and Lin, 2007).

There are many factors that influence consumer purchasing decision making whether online or other wise. Consequently, consumer decision making in e-marketing is influenced by societal factors in particular (Joon Moon, 2004), Personal and impersonal information (Senecal and Nantel, 2004). Alsmadi, who conducted research to examine e-shopping behavior among Jordanian consumers, concluded that the use of e-marketing was not pace with global trends, as many consumers did not care much to market a good use of electronic buying. According to Alsmadi (2002) there are no previous studies on consumer attitudes towards e-marketing in Jordan. Doubts are raised on relevant issues such as knowledge and skills of e-marketing, accessing the internet services, online companies promotions, security measures in protecting e-marketing. In fact, this phenomenon raises serious concerns in e-consumer behavior. Therefore, the researcher hopes that this study will contribute to the literature of e-marketing in general and online consumer behavior in particular through identifying factors that affect the use of e-marketing in Jordan.

## LITERATURE REVIEW

Several studies have discussed e-marketing and the key factors that influence consumer attitudes towards it. Kim, Williams and Lee (2003) identified the attitude toward e-marketing as an individual characteristic that may play a role in developing perceptions of a specific website. Yoon (2007) examined attitudes toward the web in terms of cultural differences and consumer's web behavior. In particular, based on data collected from Koreans and Americans through an experimental study between Nike.com and Niketown.com websites. Results indicate that cultural dimensions and two different consumer's web behavior influence attitudes toward the web when engaging in e-marketing.

Chen and Chang (2006) found that the critical role of trust as an enabler, especially in a relationship in which the consumer did not have direct control over the actions of a seller and in which marketers seek long-term relations with their consumers. These issues had been widely recognized in both academia and industry. Based on previous studies in multiple disciplines, this study developed a model representing the determinants of consumer trust in an online travel site and reports the results of an empirical investigation for this model. Theoretically, the study advanced the understanding of consumer trust in e-marketing by proposing a model and providing evidence for the major elements contributing to the formation of this construct. From a managerial perspective, the study provided practitioners with practical insights on how to design e-marketing strategies that can initiate, develop, and maintain consumer trust.

Morimoto and Chang (2006) sought to understand consumer attitudes towards two major direct marketing techniques: unsolicited commercial e-mail and postal direct mail. The results indicated that recipients perceived unsolicited e-mails as more intrusive and irritating than postal direct mail. Elliott and Speck (2005) evaluated the effects of six web site factors and two individual difference variables on attitude toward a retail web site. Results indicated that five web site factors (ease of use, product information, entertainment, trust, and currency) affect consumer attitude toward a retail web site. Shergill and Chen (2005) focused on factors, which online New Zealand buyers keep in mind while e-marketing. The study found that website design, website reliability/fulfillment, website consumer service and website security/privacy are the four dominant factors which influence consumer perceptions of e-marketing.

Parissa and Maria (2005) based their study on the fact that marketing offers great opportunities for businesses. Marketing activities supported by mobile devices allow companies to directly communicate with their consumers without time or location barriers. The results indicated that advertising value and advertising message content have the largest impact on attitude toward

advertising via mobile devices. Adam, Mulye, Deans and Palihawadana (2005) discussed the findings of a study designed to increase the generalisability, validity and reliability of earlier studies concerning the relationships between attitude toward the advertising and aspects of the advertising hierarchy of effects model in the e-marketing context. The findings suggested that the traditional advertising hierarchy of effects model is relevant in the e-marketing environment, and that investment in e-marketing communication can be evaluated using this stable and reliable method.

Yang and Lester (2004) in a survey of 11 positive features and 10 discouraging features of e-marketing was carried out on 180 students and identified certain behavioral patterns for online shoppers versus non-shoppers. It was found that online shoppers have consistently stronger positive feelings about e-marketing than do non-shoppers. Lee, Eustacem, Fellows, Bytheway and Irving (2005) aimed to examine if and how attitude toward the Web Site affects consumer brand choice. The study found that attitude toward the web site is a good predictor of consumer brand choice.

Joon moon (2004) provided an exploratory model to understand the factors that influence consumers to adopt the internet instead of traditional channels for information search and product purchase. Tseng, Johnson, Mckenzie, Oster, Hill and Brandon (2004) investigated consumer attitudes toward mobile advertising and the relationship between attitude and behavior. The results of a survey indicated that consumers generally have negative attitudes toward mobile advertising unless they have specifically consented to it, and there is a direct relationship between consumer attitudes and consumer behavior.

Jayawardhena (2004) applied a value-attitude-behavior model to investigate the roles of personal values in e-marketing consumer behavior. Individual attitudes toward e-marketing were a direct predictor of e-marketing behavior and mediated the relationship between personal values and behavior. Smith (2004) reported that e-

marketing phenomena are governed by a number of factors such as consumer acceptance, behavior, purchasing characteristics, patterns and power. Furthermore, there are several factors that affect what we buy, when we buy and why we buy. Georgiades, Dupreez, Downald and Simintiras (2000) used a sample of 316 Internet users to analyze attitudes toward buying online. The findings indicated that gender and occupation had an influence only on attitudes concerning perceptions of the competitiveness of the Internet and its impersonal nature. Bhatnagar, Misra and Raom (2000) measured how demographics, vender/service/ product characteristics, and website quality influence the consumers' attitude towards e-marketing and consequently their e-marketing behavior. They reported that the convenience the internet affords and the risk perceived by the consumers are related to the two dependent variables (attitudes and behavior) positively and negatively, respectively.

Bellman and Lohs (2000) examined the relationship among demographics, personal characteristics, and attitudes towards e-marketing. These authors find that people who have a more wired life-style, and who are more time constrained tend to buy online more frequently. Alsmadi (2002) investigated possible factors that influence consumer attitudes towards e-marketing behavior in Irbid, the second largest city in Jordan. The study showed that most Jordanian consumers are likely to have enough knowledge and skills in using the computer and dealing with the Internet, and have reasonable access to Internet services, with a positive impression about the current presentation and promotion of companies' web sites on the internet. However, the issue of security of online transactions seems to be a major factor that restricts the willingness to make a better use of e-marketing. Analysis of variance showed no significant differences in consumer attitudes due to demographic variables, with the exception of income.

From the previous mentioned studies, it is to be noted that e-marketing has the potential to offer business companies both short-term and long-term

benefits. Not only it can open new markets, enable the companies to reach new consumers, but also make it easier and faster to do business, reduce inventory cost through more direct and efficient interaction with a range of suppliers and trading partners, and facilitate new way of doing business with consumers. Generally, research work on consumer attitudes towards using the Internet for shopping has not received sufficient attention worldwide yet, though much research work has focused on other several technical issues. While In Jordan, thus far, there are no previous research studies on consumer attitudes towards e-marketing except Al-Smadi study which was conducted on 500 consumers living in the city of Irbid. Thus, the current study will be the first of its nature to shed light on this issue.

It is worth to be mentioned that there have been intensive studies of e-marketing attitudes and behavior in recent years. Most of them have attempted to identify factors influencing or contributing to e-marketing attitudes and behavior. The researchers seem to take different perspectives and focus on different factors in different ways. For example, Ho and Wu (1999) discovered that there are positive relationships between e-marketing behavior and five categories of factors, which include e-stores, logistical support, product characteristics, websites, technological characteristics, information characteristics, and homepage presentation. Schubert and Selz (1999) examine the quality factors of e-marketing sites in terms of information, agreement, and settlement phases. They also review those factors related to e-marketing community. This study will examine the most important factors as mentioned in the previous literature that influence consumers attitudes toward e-marketing at mobiles telecommunication sector in Jordan.

### **PROBLEM**

The current study will mainly try to answer the following main question: What are the factors influencing consumers attitudes toward e-marketing at the mobiles telecommunication sector in Jordan?

### **IMPORTANCE OF THE STUDY**

The importance of this study stems from the fact that there is a growing use of internet in Jordan which provides a developing prospect for e-marketing, and the relationships between these factors and the type of online buyers, from which they can further develop their marketing strategies to convert potential consumers into active ones, while retaining existent online consumers. Thus the importance of this study stems from the following reasons:

1. Improving the understanding of e-marketing and factors that influence consumer's attitude toward it.
2. Increasing awareness of the importance of e-marketing, and its role in maintaining consumer satisfaction.
3. Results from this research are expected to be of great benefit to the Jordanian mobiles telecommunication sector regarding the role of e-marketing in improving and maintaining consumer satisfaction.
4. Since little is written about the factors influencing consumer attitudes towards e-marketing in Jordan, the current study provides a state of the art revision in this subject.

### **OBJECTIVES**

The study aims to achieve the following objectives:

1. Identify the affect of the following factors (Perceived usefulness, Perceived convenience, Perceived enjoyment, Information on e-marketing, Security and privacy, Website quality) on consumer attitudes toward e-marketing in the mobile telecommunication sector in Jordan.
2. Examine whether there are statistically significant differences between the dependent variables (perceived usefulness, information on e-marketing, perceived convenience, perceived enjoyment, privacy and security,

and website quality) and the dependent variables (e-marketing) in Jordan mobiles telecommunication sector due to demographic variables.

3. Providing relevant recommendations for Jordanian marketers to improve their

performance online.

## RESEARCH METHODOLOGY

**Study Model:** It consists of two types of variables (independent and dependent variables) as shown below.

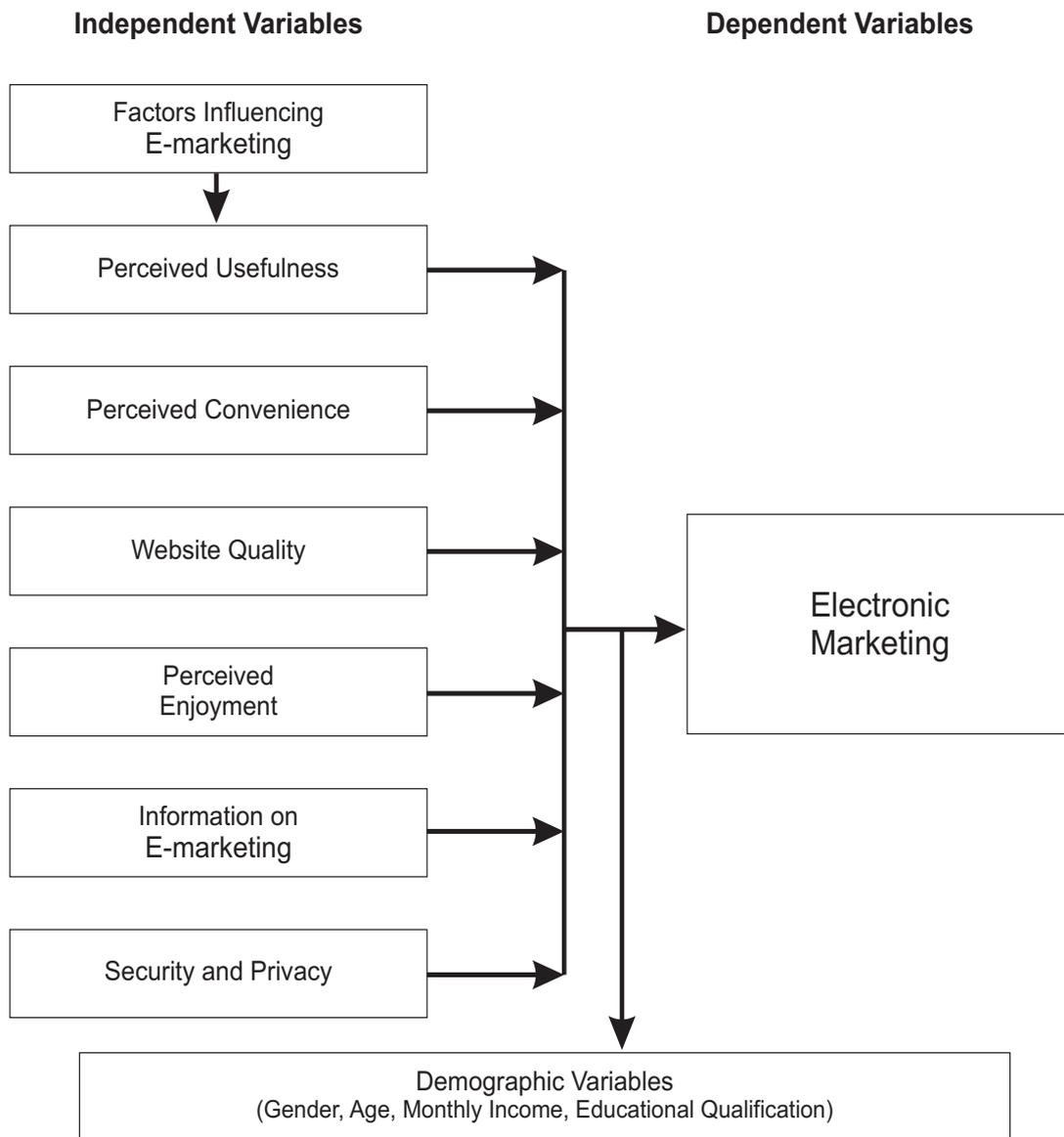


Figure 1

## Hypotheses of the Study

The study is designed to test the following hypotheses:

### The First Main Hypothesis

**H01:** There is no statistically significant affect for the influencing factors on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

### Sub-Hypotheses

**H01-1:** There is no statistically significant affect of the Perceived usefulness on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**H01-2:** There is no statistically significant affect of the Perceived convenience on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**H01-3:** There is no statistically significant affect of the Perceived enjoyment on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**H01-4:** There is no statistically significant affect of the Information on e-marketing on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**H01-5:** There is no statistically significant affect of the security and privacy on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**H01-6:** There is no statistically significant affect for the Website quality on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

### The Second Main Hypothesis:

**H02:** Consumers' demographic characteristics (gender, age, educational qualification, and monthly income) do not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

### Sub-Hypotheses

**H02-1:** Consumers' gender does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**H02-2:** Consumers' age does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**H02-3:** Consumers' educational qualification does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**H02-4:** Consumers' monthly income does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

## POPULATION AND SAMPLE

The population of the study consists of all consumers in the Jordanian telecommunication sector. Hence the majority of the Jordanians own telephone sets, it would be appropriate to select convenience sample to collect the required data. The sample of the study consists of (400) consumers divided among four telecommunication firms in Jordan: *Zain*, *Orange*, *Umniah*, *X-press*. One hundred consumers were selected from users of each company thus 400 consumers were contacted. Questionnaires were hand delivered to sample members and personally collected. The usable sample was 386.

## Data Collection Methods

This study depends on two main sources of data:

Secondary data, these data included theoretical review which are related to the subject of the study, and gathered to build theoretical base of the study. The resources of data were textbooks, previous research, Internet, and other available resources. The second source was primary data. Those were collected specifically for the purpose of this study, by designing a questionnaire to collect the necessary data.

### **Instrument Design and Variable Measurement**

In order to achieve the study objectives, the researchers develop a questionnaire, which measures the following characteristics and variables:

**Section one:** measure the study demographic variables — Gender, Age, Monthly income, and Educational Qualification.

**Section two:** measure the study independent variables, utilizing a five point Likert scale ranging from “1 = strongly disagree” to “5 = strongly agree”. And this part was as follows:

### **Data Analysis Methods**

For data analysis, the study used correlation and descriptive statistical analysis to describe the sample and test hypothesis by using SPSS software, which summarizes the following: Descriptive statistical analyses are based on frequencies and standard deviations. Cronbach’s Alpha test is used to test the reliability of the questionnaire. Multi regression is used to identify the relationship between dependent variable and independent variable and to identify the relationship between variable with each of independent variable. t- Test and F-Test each hypotheses (ANOVA), and to determine the level of significant for each independent variable. Pearson correlation is used to find the correlation between independent and dependent variables.

## **RESULTS**

### **Instrument Validity and Reliability**

**Validity:** the survey instrument was evaluated for validity. The items used in the questionnaire have been assessed and tested by panel experts in different Arab Universities whose knowledge and experiences were sufficient in this field. There remarks and directions were taken into consideration in drafting the final version.

**Reliability:** To insure the reliability of the questionnaire, reliability coefficients were measured by conducting Cronbach-alpha. The reliability value gained was greater than 70% for all dimensions

### **Study Sample Characteristics**

Table 1 shows the distribution of sample’s units according to their demographic characteristics, including gender, age, monthly income and education qualification.

### **Descriptive Statistics**

To get the general results of the study, the means and the standard deviations of different responses to the statements were calculated using Statistical Package for Social Sciences (SPSS). While the standard mean of all statements is (3), and the response below is considered negative.

Table 2 shows that item (5), which states: “I expect less prices and discounts through e-marketing”, with a mean of (4.57) and standard deviation of (0.71) has the highest mean. This result may be due to the discounts and less prices of services, which provided by the telecommunication mobiles companies. The result also reveals that there are positive attitudes towards all of statements related to this variable because the means of statements and total mean are more than the standard mean. Item (1), which states: “I expect to get a better service than the ordinary buying through internet”, got the lowest mean of (4.28) and standard deviation of (0.90).

Table (3) reveals that there are positive attitudes towards all of statements related to perceived convenience variable because the means of statements and total mean are more than the standard mean, the table also shows that the highest mean score was for item (10), which states: "The perceived usefulness for me as consumer encourages me to buy the product again", with a mean of (4.54) and standard deviation of (0.78). This is due to the high quality of the provided service, which makes the consumer repeat purchasing this service again and again. Items (6, 8, 9), which state Respectively: "I am more convinced with the product through the methods that pull my attention like advertising tapes"; "I get the new product by using multiple methods of payment like credit cards through internet" and "The Company seeks to keep the new consumers by communicating with them and listening to their suggestions", came at the last rank, with a mean of (4.37) and standard deviation of (0.80; 0.87 and 0.85) respectively. This result shows that the communication companies have a weak consumer care centers, which make the communication between the company and the consumer weak.

Table (4) shows that item (11) which states: "I do shopping through internet because of the credibility", rank the first with mean of (4.69) and standard deviation of (0.52). This result may be explained by companies' credibility between their consumers, when consumers shopping through the internet. The table also shows a positive attitude towards perceived enjoyment variable. According table (6) the distribution of respondent's has positive attitudes towards information on e-marketing because the means of statements and total mean are more than the standard mean. The result in table (6) shows that item (20) has the highest mean, which states: "I can get the product through the knowledge of searching engines (Google, Alta Vista)", with a mean of (4.23) and standard deviation of (1.00), This result can be explained by the fact that searching engines do not have enough speed to get the needed service with little time.

In reviewing items (17-20) in table (5), it shows that

item (20) which indicates "I can get the product through the knowledge of searching engines like Google and Alta Vista" has the highest mean of (4.23) and standard deviation of (1.00). This result indicates that consumers in Jordan are in need of more knowledge in searching engines to be able to find the needed sources. Item (17) "I could do e-marketing better if I had the ability to properly handle the computer" had come in the last place with a mean of (3.28) and standard deviation of (1.22). This result points to the importance of knowledge dealing with computer and the internet in order to obtain most benefits and needed services.

In regard to item (23) in table (6) which states "Financial data of the company or consumers may be used in constitute or theft." Occupied first place with a mean of (4.43) and a standard deviation of (0.78) this indicated that Jordanian consumers have a low level of trust in the security involved with their information in online companies. In regard with item (22) which states that "The secrecy and privacy of the exchanged information between the company and consumers is considered as a vital issue in success of e-marketing." came in the last place with a mean of (3.37) and a standard deviation of (1.29), thus, this means that security and privacy are irrelevant to the success of companies as long as the companies provide good products and/or services.

Table (7) shows that best perceptions were for item (23) which states: "Financial data of the company or consumers may be used in constitute or theft", with a mean of (4.43) and standard deviation of (0.78) While the total mean for security and privacy variable is (4.10) and that shows positive attitudes towards security and privacy variable. The result of descriptive statistic for website quality variable in table (7) reveals that there are positive attitudes towards website quality variable because the means of statements and total mean are more than the standard mean, the total mean is (4.46), item (26), which states: "Different marketing methods must be used through the new site", came at the highest rank, with a mean of (4.63) and standard deviation of (0.58).

Table (8) shows the distribution of respondent's scores according to their answers on the statements related to e- marketing variable. Table (8) reveals that there are positive attitudes towards e-marketing variable, because total mean is (4.27). The highest value been represented by item (37), which states: "The company uses e-advertising for

the new products", with a mean of (4.69), while the lowest mean value presented by item (30), which states: "The Company analyzes and studies my needs and desires to satisfy it better than the competitors", came at the last rank, with a mean of (3.37).

**Table 1: Distribution of Study Sample by Demographic Variables**

	Frequency	Percentage
<b>Gender</b>		
Male	216	55.1%
Female	170	44.9%
Total	386	100.0%
<b>Age</b>		
Less than 25 years	167	43.5%
25-35 years	99	25.7%
36-50 years	74	19.3%
More than 50 years	46	11.5%
Total	386	100.0%
<b>Monthly Income</b>		
Less than 300 JD	134	34.7%
300-400 JD	124	32.4%
401-500 JD	86	22.5%
More than 500 JD	42	10.4%
Total	386	100.0%
<b>Educational Qualification</b>		
Secondary School and less	129	33.6%
Diploma	154	39.4%
Bachelor	75	19.4%
Higher Education	28	7.6%
Total	386	100.0%

**Table 2: Descriptive Statistic for Perceived Usefulness Variable**

No.	Item	Means	SD	Rank
1.	I expect to get a better service than the ordinary buying through internet	4.28	0.90	5
2.	I buy things by internet after I know everything about the product	4.40	0.75	4
3.	The payment of the product should be through secured channels	4.44	0.67	2
4.	I do e-marketing through multiple channels on the internet	4.43	0.78	3
5.	I expect less prices and discounts through e-marketing	4.57	0.71	1
Total Mean		4.42	0.76	-

**Table 3: Descriptive Statistic for Perceived Convenience Variable**

No.	Item	Means	SD	Rank
6.	I am more convinced in the product through the methods that pulls my attention like advertising tapes	4.37	0.80	3
7.	The company provides all the information about the new product for us as a consumer	4.40	0.77	2
8.	I get the new product by using multiple methods of payment like credit cards through internet	4.37	0.87	4
9.	The company seeks to keep the new consumers by communicating with them and listening to their suggestions	4.37	0.85	5
10.	The perceived usefulness for me as consumer encourages me to buy the product again	4.54	0.78	1
Total Mean		4.41	0.81	-

**Table 4: Descriptive Statistic for Perceived Enjoyment Variable**

No.	Item	Means	SD	Rank
11.	I do shopping through internet because of the credibility.	4.69	0.52	1
12.	Attractive and appropriate colors are used to display the products at the internet	4.27	0.83	2
13.	Attractive and appropriate backgrounds are used in the pages of e-marketing to increase the aesthetic aspects on displaying process	3.08	1.12	6
14.	The company displays interrelated and complementary products to seduce me to by a collection of the products	3.54	1.06	4
15.	I repeat e-marketing many times	3.11	1.36	5
16.	Extras (accessories) are added in displaying process to increase the aesthetic of the site, which increase the enjoyment of shopping	4.20	0.94	3
Total Mean		3.81	0.97	-

**Table 5: Descriptive Statistic for Information on E-marketing Variable**

No.	Item	Means	SD	Rank
17.	I can do e-marketing better if I had the ability to properly handle the computer	3.28	1.22	4
18.	I can do e-marketing through my skills in using e-mail models	3.49	1.05	3
19.	My perception of different technological methods facilitate doing e-marketing	3.66	0.98	2
20.	I can get the product through the knowledge of searching engines (Google, Alta Vista)	4.23	1.00	1
Total Mean		3.66	1.06	-

**Table 6: Descriptive Statistic for Security and Privacy Variable**

No.	Item	Means	SD	Rank
21.	It is difficult to find affective solutions to the secrecy and privacy of personnel information	4.40	0.75	2
22.	The secrecy and privacy of the exchanged information between the company and consumers is considered as a vital issue in success of e-marketing	3.37	1.29	4
23.	Financial data of the company or consumers may be used in constitute or theft	4.43	0.78	1
24.	The company makes grate efforts to support the security of financial and commercial dealings at the internet.	4.23	1.00	3
Total Mean		4.10	0.95	-

**Table 7: Descriptive Statistic for Website Quality Variable**

No.	Item	Means	SD	Rank
25.	E-Marketing through the internet requires setting up an appropriate website	4.59	0.59	2
26.	Different marketing methods must be used through the new site	4.63	0.58	1
27.	I can purchase better by the new websites	4.28	0.90	4
28.	The company keeps on updating the design of the website continuously to sell its products	4.37	0.77	3
Total Mean		4.46	0.71	-

**Table 8: Descriptive Statistic for E-Marketing Variables**

No.	Item	Means	SD	Rank
29.	The company keeps on achieving the discrimination through e-marketing for its products	4.45	0.73	6
30.	The company analyzes and studies my needs and desires to satisfy them better than the competitors	3.37	1.29	10
31.	The company tries to gain new consumers through its different marketing activities	3.98	0.96	8
32.	The company aims to increase the selling of the products by different marketing activities	4.30	0.79	7
33.	The company communicates with me by e-mail and personnel-group conversation	4.59	0.59	3
34.	The company produces the goods and e-services that meet my needs and desires and satisfy my sense	4.63	0.58	2
35.	The company provides consumer care service after selling or buying through the internet	4.54	0.57	4
36.	The company exchanges the data and information through internet continuously and provides the needed facilities to achieve this	4.54	0.64	5
37.	The company uses e-advertising for the new products	4.69	0.52	1
38.	The company seeks to control the level of consumers' satisfaction about the provided e-products	3.64	1.22	9
Total Mean		4.27	0.78	-

## TESTING HYPOTHESES

Multiple regression was used to test the main and sub hypothesis, and according to statistical decision rule we reject the null hypothesis when the calculated value of test (F/ T test) is greater than the tabulated value and accept the null hypothesis when the calculated value of test (F/ T test) is great than tabulated value

### The First Main Hypothesis

**Ho1:** There is no statistically significant affect for the influencing factors on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**Ha1:** There is statistically significant affect for the influencing factors on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

Table (9) shows the results of the F-test between the influencing factors on consumers' attitudes and e-marketing in order to test the first main hypothesis. It was found that F-calculated (22.31) is more than F-tabulated (1.96) with significance value of  $F=0.000$  at 95 percent level of confidence.  $H_0$  was rejected and  $H_a$  was accepted,

consequently we conclude that the influencing factors on consumers' attitudes has statistically significant on e-marketing at Jordan mobiles telecommunication sector

### The First sub – Hypothesis

**Ho1-1:** There is no statistically significant affect of the Perceived usefulness on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**Ha1-1:** There is statistically significant affect of the Perceived usefulness on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

T-test was used to test the first sub hypothesis, and it was found that (calculated  $t = 18.52$ ) is greater than (tabulated  $t = 1.96$ ), and the significant of "t" value is (.000) when ( $\alpha \leq 0.05$ ), this finding seems to provide evidence to reject the first sub hypothesis in its null form and accept the alternative hypothesis that states: "There is statistically significant affect of the Perceived usefulness on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector."

Table 9: Results of Testing Hypotheses H 1

Calculated F	Tabulated F	R <sup>2</sup> value	F SIG	Results of Hypotheses Ho	Arithmetic Mean	df
22.31	1.96	66	0.000**	Rejected	4.000	3.86

Table 10: Results of Testing Hypotheses H 1-1

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R <sup>2</sup> Value	df
18.52	1.96	0.00	Rejected	3.80	0.68	0.59	3.85

Table 11: Results of Hypotheses Testing H 1-2

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R <sup>2</sup> Value	df
17.52	1.96	0.000**	Rejected	3.50	0.72	0.68	3.85

\*\* Statistical Significance at (0.01)

**The Second Sub – Hypothesis**

**Ho1-2:** There is no statistically significant affect of the Perceived convenience on consumers’ attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**Ha1-2:** There is statistically significant affect of the Perceived convenience on consumers’ attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

According to sub hypothesis it was found that (calculated  $t = 17.52$ ) is greater than (tabulated  $t = 1.96$ ), and the significance of “ $t$ ” value is (.000) when ( $\alpha \leq 0.05$ ). According to this result in table (11), the null hypothesis is rejected and the alternative hypothesis that states: “There is statistically significant affect of the Perceived convenience on consumers’ attitudes toward e-marketing at Jordan mobiles telecommunication

sector” is accepted.

**The Third Sub – Hypothesis**

**Ho1-3:** There is no statistically significant affect of the Perceived enjoyment on consumers’ attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**Ha1-3:** There is statistically significant affect of the Perceived enjoyment on consumers’ attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

Table (12) shows that (calculated  $t = 12.52$ ) is greater than (tabulated  $t = 1.96$ ) therefore the study reject null hypothesis and accept the alternative hypothesis that states: “There is statistically significant affect of the Perceived enjoyment on consumers’ attitudes toward e-marketing at Jordan mobiles telecommunication sector”.

**Table 12: Results of Testing Hypotheses H 1-3**

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R <sup>2</sup> Value	df
12.52	1.96	0.000**	Rejected	3.70	0.66	0.60	3.85

**Table 13: Results of Testing Hypotheses H 1-4**

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R <sup>2</sup> Value	df
17.89	1.96	0.000**	Rejected	3.89	0.53	0.49	3.85

**Table 14: Results of Testing Hypotheses H 1-5**

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R <sup>2</sup> Value	df
15.64	1.96	0.000**	Rejected	4.60	0.82	0.71	3.85

**Table 15: Results of Testing Hypotheses H 1-6**

Calculated T	Tabulated T	T SIG	Results of Hypotheses Ho	Arithmetic Mean	r	R <sup>2</sup> Value	df
18.27	1.96	0.000**	Rejected	3.94	0.76	0.65	3.85

\*\* Statistical Significance at (0.01)

### The Fourth Sub – Hypothesis

**Ho1-4:** There is no statistically significant affect of the Information on e-marketing on consumers' attitudes toward e- marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**Ha1-4:** There is statistically significant affect of the Information on e-marketing on consumers' attitudes toward e- marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

The result of t-test in Table 13 shows that (calculated  $t = 17.89$ ) is greater than (tabulated  $t = 1.96$ ), and the significant of "t" value is (.000) the result indicates that the null hypothesis is rejected and the alternative hypothesis that states: "There is statistically significant affect of the Information on e-marketing on consumers' attitudes toward e- marketing at Jordan mobiles telecommunication sector" is accepted.

### The Fifth Sub–Hypothesis

**Ho1-5:** There is no statistically significant affect of the security and privacy on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**Ha1-5:** There is statistically significant affect of the security and privacy on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

The t-value of ( $\alpha \leq 0.05$ ) in the sample's rating in table (14) indicates that security and privacy had significant statistical relationship with e-marketing. t-test was found that (calculated  $t = 15.64$ ) is greater than (tabulated  $t = 1.96$ ), and the significant of "t" value is (.000). This finding seems to provide evidence to reject the null hypothesis and accept the alternative hypothesis that states "There is statistically significant affect of the security and privacy on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector".

### The Sixth Sub – Hypothesis

**Ho1-6:** There is no statistically significant affect for the Website quality on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

**Ha1-6:** There is statistically significant affect for the Website quality on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\alpha \leq 0.05$ ).

Table (15) shows that (calculated  $t = 18.27$ ) is greater than (tabulated  $t = 1.96$ ) therefore the study reject null hypothesis and accept the alternative hypothesis that states: "There is statistically significant affect for the website quality on consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector"

## RESULTS OF MULTIPLE REGRESSIONS

The value of  $R^2$  revealed the affect of e-marketing factors (Perceived usefulness, Perceived convenience, Perceived enjoyment, Information on e-marketing, Security and privacy, Website quality) on consumers' attitudes toward e-marketing. The highest affect on consumers' attitudes toward e-marketing was security and privacy with  $R^2$  equal (0.71) as shown in table (16) which means that security and privacy explained 71% of the change in the consumers' attitudes toward e-marketing, and the lowest affect indicated by information on e-marketing with  $R^2$  equal (0.49) which explained only 49% of the change in consumers' attitudes toward e-marketing.

**Table 16:  $R^2$  of Independent Variables**

Variables	$R^2$ Value
Perceived usefulness	0.59
Perceived convenience	0.68
Perceived enjoyment	0.60
Information on e-marketing	0.49
Security and privacy	0.71
Website quality	0.65

## RESULTS OF PEARSON CORRELATION

Table 17 shows the Pearson correlation for independent variables, the result shows that there is a statistical significant at ( $\alpha \leq 0.01$ ) between the fields of e-marketing (Perceived usefulness, Perceived convenience, Perceived enjoyment, Information on e-marketing, Security and privacy, Website quality), thus all coefficient correlation value were significant, and it ranged between value (0.61-0.77).

### The Second Main Hypothesis

**Ho2:** Consumers' demographic characteristics (gender, age, educational qualification, and monthly income) do not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\infty \leq 0.05$ ).

**Ha2:** Consumers' demographic characteristics (gender, age, educational qualification, and

monthly income) affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\infty \leq 0.05$ ).

### Sub – Hypotheses

**H02-1:** Consumers' gender does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\infty \leq 0.05$ ).

**H02-2:** Consumers' age does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\infty \leq 0.05$ ).

**H02-3:** Consumers' educational qualification does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\infty \leq 0.05$ ).

**H02-4:** Consumers' monthly income does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\infty \leq 0.05$ ).

**Table 17: Pearson Correlation Matrix for Independent Variables**

No. of Filed	Filed	1	2	3	4	5	6
1.	Perceived usefulness	1					
2.	Perceived convenience	0.64**	1				
3.	Perceived enjoyment	0.74**	0.61**	1			
4.	Information on e-marketing	0.72**	0.66**	0.68**	1		
5.	Security and privacy	0.73**	0.70**	0.67**	0.77**	1	
6.	Website quality	0.68**	0.71**	0.69**	0.74**	0.72**	1

\*\* Significant at ( $\alpha \leq 0.01$ )

**Table 18: Results of Testing the First Sub-Hypothesis of the Second Main Hypothesis**

Gender	Percent	SD	Calculated T	Tabulated T	Significance	Result of H0
Male	55.1%	0.58	1.20	2.21	0.28	Accepted
Female	44.9%	0.79				

\*Statistical Significance at (0.05)

As shown in Table 18 the calculated t value (1.20) for gender was smaller than the tabulated F value (2.21). H0 was accepted and Ha was rejected, consequently we conclude that consumers' gender does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector.

Table 19 shows that calculated F value (2.42) for age was greater than the tabulated F value (2.21). H0 was rejected and Ha was accepted, consequently we conclude that consumers' age affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector.

**Table 19: Results of Testing the Second Sub-Hypothesis of the Second Main Hypothesis**

Age	Percent	SD	Calculated F	Tabulated F	Significance	Result of H0
Less than 25 years	43.5%	0.53	2.42	2.21	0.01*	Rejected
25-35 years	25.7%	0.59				
36-50 years	19.3%	0.89				
More than 50 years	11.5%	1.29				

\* Statistical Significance at (0.05)

**Table 20: Result of Scheffe Test for Comparisons of the Age to All Factors**

More than 50 Years	36-50 Years	25-30 Years	Less than 25 Years	Groups	Groups
3.52	3.44	3.39	3.35	Mean	
			0.58	3.35	Less than 25 years
			0.90	3.39	25-35 years
			0.28	3.44	36-50 years
			0.80	3.52	More than 50 years
3.50	3.37	3.11	3.01	Mean	
			0.70	3.01	Less than 25 years
			0.80	3.11	25-35 years
			0.55	3.37	36-50 years
			0.19	3.50	More than 50 years
3.47	3.36	3.33	3.31	Mean	
			0.22	3.31	Less than 25 years
			0.80	3.33	25-35 years
			0.68	3.36	36-50 years
			0.15	3.47	More than 50 years
3.58	3.28	3.17	3.08	Mean	
			0.62	3.08	Less than 25 years
			0.13	3.17	25-35 years
			0.71	3.28	36-50 years
			0.64	3.58	More than 50 years

The results of Scheffe test show the presence of statistically significant differences at  $\alpha=0.05$  in regard to all factors (Perceived convenience, Perceived usefulness, Perceived enjoyment, Information on e-marketing, Security and privacy and Website quality) between age Less than 25 years with an average (3.41), for 25-35 years (3.24), for 36-50 years (3.36) and for more than 50 years, a average is(3.27) in favor of those with age of less than 25 years.

As shown in table (21) the F-calculated for educational qualification (0.154) was smaller than F-tabulated (2.21). H0 was accepted and Ha was rejected, consequently we conclude that educational qualification does not affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector.

Table 22 shows the F-calculated for monthly income (3.14) was greater than F-tabulated (2.21) H0 was rejected and Ha was accepted, consequently we conclude that consumers' monthly

income affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector.

The results of Scheffe test show the presence of statistically significant differences at  $\alpha=0.05$  in regard to website quality between monthly income means (3.95) in favor of those with income of JD 500 and more.

The null hypotheses related to the age and monthly income was rejected and the following alternative hypotheses were accepted:

**Ha2-1:** Consumers' gender affects the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\infty \leq 0.05$ ).

**Ha2-4:** Consumers' monthly incomes affect the consumers' attitudes toward e-marketing at Jordan mobiles telecommunication sector ( $\infty \leq 0.05$ ).

**Table 21: Results of Testing the Third Sub-Hypothesis of the Second Main Hypothesis**

Educational Qualification	Percent	SD	Calculated F	Tabulated F	Significance	Result of H0
Secondary school and less	33.6%	0.93	0.154	2.21	0.85	Accepted
Diploma	39.4%	0.85				
Bachelor	19.4%	0.66				
Higher education	7.6%	0.71				

\*Statistical Significance at (0.05)

**Table 22: Results of Testing the Fourth Sub-Hypothesis of the Second Main Hypothesis**

Monthly Income	Percent	SD	Calculated F	Tabulated F	Significance	Result of H0
Less than 300 JD	34.7%	1.13	3.14	2.21	0.001*	Rejected
300-400 JD	32.4%	0.38				
401-500 JD	22.5%	0.96				
More than 500 JD	10.4%	0.75				

\*Statistical Significance at (0.05)

**Table 23: Result of Scheffe Test for Comparisons of the Monthly Income to All Factors**

More than 500 JD	401-500 JD	300-400 JD	Less than 400 JD	Groups	Groups	
2.54	3.53	3.14	3.43	Mean		
			0.184	3.43	Less than 300 JD	
			0.24*	3.14	300-400 JD	
			0.42	3.53	401-500 JD	
			0.878	3.54	More than 500 JD	
3.76	3.45	3.30	3.20	Mean		
				3.20	Less than 300 JD	
				3.30	300-400 JD	
			0.42*	3.54	401-500 JD	
			0.09*	3.76	More than 500 JD	
3.80	3.40	3.32	3.27	Mean		
				0.17*	3.27	Less than 300 JD
				0.10*	3.232	300-400 JD
			0.30*	0.70*	3.40	401-500 JD
				0.17*	3.80	More than 500 JD
3.73	3.20	3.04	3.0	Mean		
				0.731	3.0	Less than 300 JD
				0.209	3.04	300-400 JD
				0.04	3.20	401-500 JD
				0.525	3.95	More than 500 JD

## CONCLUSIONS

Although the traditional way of purchasing by Jordanian consumer is the dominated way, however, there are appositive attitudes toward e-marketing. Whereas, study shows that there is statistically significant relation between all the factors that influencing consumer attitudes as (Perceived usefulness, Perceived convenience, Perceived enjoyment, Information on e-marketing, Security and privacy, Website quality) and e-marketing. This is due to the consumer's appreciation toward e-marketing and their knowledge in using computers and accessing internet and websites to do research for product and services, conducting comprising and search for product characteristics. However, Jordanian

consumer still hesitant and has doubt in regard to safety and privacy issued when conducting e-marketing, Jordanian consumer is afraid to have his/her personal information falls into the wrong hands or their credit card numbers be stolen by hackers.

Also the study conducted demographic analyses which are four factors "Gender, Age, Monthly and Educational qualification", and their affect on consumer attitudes towards e-marketing at mobiles telecommunication sector in Jordan. The study revealed that there is statistically significant relationship due age and monthly income towards consumer attitudes towards e-marketing at mobiles telecommunication sector in Jordan. Scheffe analysis that the monthly income 500 JD and more

has great affect on the monthly income hypothesis, and age 25 and less has great affect on the age hypothesis. Also, this study revealed that is no statistically significant relationship due gender and education qualification towards consumer attitudes towards e-marketing at mobiles telecommunication sector in Jordan.

## RECOMMENDATIONS

Based upon the study's results researcher put forward several recommendations such as:

1. Telecommunication companies should provide an incentive program which includes a package of motivators for the purpose of attract consumers through the internet while taking in to consideration to have the cost to be affordable.
2. Provide a competent and trained personal to work online in the communication sector, so as do fulfill the needs and wants of consumers rapidly and to response

electronically to consumer enquiries for 24 hours day, while providing information about new product and service continually.

3. To work on providing a safe and adequate infrastructure for communication and provide for internet service, at the same time, have special software's to maintain privacy.
4. To provide e-payment through websites that belongs to telecommunication companies in Jordan. Companies must provide means to product and service delivery to consumer whether he/she is in the kingdom or out of it.  
  
This would lead to increase the number of consumers which ultimately causes the increase is sales and more profit.
5. Finally, the study recommends to the conduct of further studies to cover other factors that influencing consumer attitude toward e-marketing in mobiles telecommunication sector in general and other sectors in Jordan.

## REFERENCES

- Adam, S., Mulye, R., Deans, K. and Palihawadana, D. (2005), E-marketing in Perspective: A Three Country Comparison of Business Use of the Internet, *Marketing Intelligence and Planning*, 20(4): 243-251.
- Alsmadi, S. (2002), *Consumer Attitudes Toward Online Shopping in Jordan: Opportunities and Challenges*, Forum on Marketing in the Arab World, Sharjah, UAE.
- Bellman, S. and Lohs, G. (2000), Predictors of On-line Behavior, *ACM New York*, 42.
- Bhatnagar, A., Misra, S. and Raom, H. (2000), On Risk, Convenience, and Internet Shopping Behavior, *Communications of the ACM*, 43: 98-105.
- Chen, S. and Chang, T. (2006), A Descriptive Model of Online Shopping Process: Some Empirical Results, *International Journal of Service Industry Management*, 14(5): 556-569.
- Elliott, M. T. and Speck, P. S. (2005), Factors That Affect Attitude toward A Retail Web Site, *Journal of Marketing Theory and Practice*, 13(1): 40-51.
- Georgiades, P., Dupreez, J., Downald, B. and Simintiras, A. (2000), Attitudes Toward Online Purchase Behavior: Comparing Academics, Students and Others, *EBMS Working Paper*, EBMS/2000/4.
- Haghirian, Parissa and Madlberger, Maria (2005), *Consumer Attitude toward Advertising via Mobile Devices - An Empirical Investigation among Austrian Users*.
- Ho, C. and Wu, W. (1999), Antecedents of Customer Satisfaction on The Internet: An Empirical Study of Online Shopping, *Proceedings of 32nd Hawaii International Conference on System Sciences*, held on 5-8 January.
- Jayawardhena, C. (2004), 'Personal Values' Influence on e-Shopping Attitude and Behavior', *Internet Research*, 14(2): 127-138.

- Joon Moon, B. (2004), Consumer Adoption of the Internet as an Information Search and Product Purchase Channel: Some Research Hypotheses, *International Journal Internet Marketing and Advertising*, 1: 104-118.
- Kim, S., Williams, R. and Lee, Y. (2003), Attitude toward Online Shopping and Retail Website Quality: A Comparison of US and Korean Consumers, *Journal of International Consumer Marketing*, 3(1): 22-34.
- Lain, J. and Lin, T. (2007), Effects of Consumer Characteristics on their Acceptance of Online Shopping: Comparisons among Different Product Types, *Computer in Human Behavior*, 24, 48-65.
- Lee, M., Eustacem, K., Fellows, G., Bytheway, A. and Irving, L. (2005), Rochester Castle MMORPG, *Instructional Gaming and Collaborative Learning at a Western Australian School*.
- Lin, C. and Hong, C. (2006), Using Consumer Knowledge in Designing Electronic Catalog, *Expert Systems with Applications*.
- Morimoto, M. and Chang, S. (2006), Consumers' Attitudes toward Unsolicited Commercial E-mail and Postal Direct Mail Marketing Methods: Intrusiveness, Perceived Loss of Control, and Irritation, *Journal of Interactive Advertising*, 7(8): 20.
- Reedly, J., Schullo, S. and Zimmerman, K. (2000), *Electronic Marketing: Integrating Electronic Resources into the Marketing Process*, Harcourt College Publishers.
- Richarme, M. (2001), Consumer Decision Making Models, Strategies and Theories, *Oh My! Decision Analyst*, 16(2): 55-76.
- Schubert, Petra and Selz, Dorian (1999), *Web Assessment - Measuring the Effectiveness of Electronic Commerce Sites Going beyond Traditional Marketing Paradigms*, HICSS.
- Senecal, S. and Nantel, J. (2004), The Influence of Online Product Recommendation on Consumers Online Choice, *Journal of Retailing*, 80: 159-169.
- Shergill, G. and Chen, Z. (2005), Web-based Shopping: Consumers' Attitudes towards Online Shopping in New Zealand, *Journal of Electronic Commerce Research*, 6(2): 79-94.
- Smith, A. (2004), Cybercriminal Impacts on Online Business and Consumer Confidence, *Online Information Review*, 28(3): 224-234.
- Tseng, S. T., Johnson, C. W., Mckenzie, K. S., Oster, J. J., Hill, J. E. and Brandon, D. M. (2004), Registrations of Cultivars: Registration of 'L-205' Rice, *Crop Science*, 41.
- Yang, B. and Lester, D. (2004), Attitudes towards Buying Online, *Cyber Psychology and Behavior*, 7: 85-91.
- Yoon, S. (2007), The Antecedents and Consequences of Trust in Online Purchase Decision, *Journal of Interactive Marketing*, 16(2): 47-63.