

Have Your Needs before entering to Queen Alia International Airport

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ABSTRACT

This paper aims at examining the effect of passengers' attitudes toward their intention to use online shopping services in world duty free group (WDFG) in Queen Alia International Airport in Jordan. Five hundred passengers (500) were targeted as a sample for this study; two hundred fifty (250) of them from the arrivals section and two hundred fifty (250) of them from departure section. After returning the responses, four hundred and fifty two (452) datasets were analyzed by using SPSS v18 program to conduct some test such as outliers, normality, reliability, validity, and correlations. In addition, AMOS v8 program was used to test the study hypothesis. The results of the study indicated that all seven direct hypotheses supported and have positive and significant impact. Continuously, the passengers' attitudes have positive and significant influence on their intention to use online shopping services, then convenience in this study come to be the most important advantage for online shopping which influences the passengers' attitudes toward using online shopping services, followed by low price, trust, ease of use, product information and website design quality.

Keywords: Passengers attitude, buying intention, convenience, low price, trust

INTRODUCTION

The information technology revaluation contributes in creating a lot of e-marketing opportunities, to become as important competitive advantages in the business world arena nowadays (Nabareseh, Osakwe, Klímek & Chovancová, 2014). Therefore, the organizations adopt this phenomenon and its opportunities to market, promote, distribute their product electronically and get the customers' feedback directly. However, the e-commerce and its applications become as the most important approach that the organizations apply it in 21st. century, which succeed in performing the business activities in general and marketing in particular by using the Internet technology (Jaradat & Faqih, 2014). One of these applications is Online Shopping Services (OSSs) which is adapted by a huge number of business companies to move itself from marketplace to market space or virtual marketing.

The Internet entered the Jordanian market in the mid-nineties. Since then, the public and private sectors tried to

benefit by using its applications. Hence, the organization used online shopping systems as a tool for dealing, informing, delivering, selling, keeping on touch with the customers and also building the long term relationships with them through their website.

World Duty Free Group (WDFG) is one of private companies that succeeded in the business field around the world. It has more than 490 shops in 20 countries to serve more than 100 million passenger customers in 102 locations to be a leader in retailing shops in the airport (www.worlddutyfreegroup.com). WDFG started its activities in Queen Alia international Airport in Jordan in 2000. It achieved huge profits at a short period. Despite the fact that customers have not enough time to see all products offered in the airport market place through the actual customers visit. This company had applied the OSS in different airports in France, UK, Germany and Dubai. This allows the customers in these countries to save their time, effort and cost and at the same time increases the sales volume for the WDFG (www.worlddutyfreegroup.com).

In Jordan, WDFG Company has not applied the OSSs system for their customers yet. Hence, this study aims at investigating the important factors that influence on customers' attitudes toward their intentions to accept OSSs in WDFG Jordan branch and for building new

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theoretical model to examine such factors that affect on customers' attitudes.

Literature Review:

Online Shopping services(OSSs):

Recently, online shopping phenomenon increased in several contexts especially in profit organizations, which become more popular in our society because of the ease of access to the network, the materials to be purchased, the lower prices, the freedom of choice, easy access to the product, and other features that made him very endearing way.

The online shopping process in e-commerce can be viewed as a series of steps done by three parties; the buyer, the seller and the merchant banks. The buyer and the seller initially agree with the bank to arrange a money transfer process so as to be able to exercise activities in electronic commerce (Eastman, Iyer & Thomas, 2013). After that the buyer can go to the seller's site to buy the item. This is the first step in the process of converting money by sending the number of the buyer's credit card, then turning the agreed value to the seller's account after the confirmation of buyer data and credit card. Finally, the item is delivered to the buyer and thus the process ended (Eastman, Iyer & Thomas, 2013).

In positive view, there are a lot of motivations that direct the customers for using the OSSs. For instance, customers can buy anything at anytime without going to the shop. Also they can get the same product at a lower price by comparing several websites at the same time and they can keep away from pressure while they interact with salespeople. Moreover, the customers can avoid the traffic jam (Hanimann, Vinterbäck, & Herbert, 2015). On the other hand, the customers sometime have some reasons that restrict them from using online shopping, such as unsecured payment, slow shipping, unwanted product, bothersome emails and technology problem (Wu, 2013). Therefore, business companies should perceive such problems which make negative customers' attitudes and lead to dissatisfaction toward conducting OSSs.

Taylor & Todd (1995) showed that Behavioral Intention is an important factor in understanding behavioral tendency before a particular behavior is adopted. It refers to the expression induced during the decision process; this expression often tells whether certain behavior will be adopted or not (Ajzen, 1991). It is a necessary process in any form of behavioral expression; it is a decision made before an actual behavior is adopted (Fishbein & Ajzen, 1975). In

addition, behavior intention is defined as "Probability, as stated by the respondent, that he/she will perform the stated action" (Fishbein & Ajzen, 1980, p. (180)).

No doubt that intention is clearly the main important determinant of actual behavior in an IT setting in most acceptance of technology models (Taylor & Todd, 1995; Ajzen, 1991; Davies, 1989; Fishben & Ajzen, 1975) For instance, Fishbein and Ajzen (1975) and Ajzen (1991) stressed the importance of behavioral intention factor in theory reasoned of action and theory planned of behavior, to the user's acceptance and usage of the IT by modifying the relationship between the behavioral factors and actual usage. Moreover, attitude toward behaviour reflects the estimation of positive or negative feeling to certain behaviour. Hence, this construct depends on whether it is positively or negatively estimated (Ajzen & Fishbein, 1980). According to Ajzen (1991, p. 188), attitude is defined as "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question". Several previous studies discussed the effect of attitude on behavioral intention to adopt the e-services. For instance, ALGahtani and Hubona (2007), showed that the users' attitudes have a significant and positive influence on their intention to adopt new technology services. Moreover, Chi and Tang (2008) and Amoroso and Hunsinger (2008) investigated the online purchase field and the influence attitude has upon the students' intentions to use the online purchase services in two different countries. The first researcher conducted his study in Taiwan and indicated that the relationship between attitude and the students' intentions to adopt the online purchase services is significant and positive.

The Companies need to deal with their customers online have to make their website easy for customers to look for product and service. Because the willingness to buy product and services online will be low if the online shop is difficult in looking for and comparing shopping and product updates. Therefore, the organization should make their website design simple, novel, sophisticated and friendly web atmosphere. This is a key to pull the shopper. Furthermore, the companies should develop their online shopping site by offering customers a comfortable, logical, interesting and an easy language by creating fast website with functional design as possible, if they want to change the traditional visitor into an actual buyer (Broekhuizen and Huizingh, 2009). (Moshrefjavadi, et al. 2012) indicated that the customers will be more attracted to well-designed online shopping

sites which easy-to-navigate, visually appealing and offer great tools for relationship building between the customers and their community.

Prasad and Aryasri(2009) indicated that Online shopping, trust and security are the most serious issues that influence the success or failure of online retailers. The lack of trust appears to be the major reason that restricts customers to buy online. Because the customers face some risk in the payment process because they have to give some personal details, such as credit card number, and some time they could not check the product before pay the price (Yu and Wu, 2007). Therefore, the customers try to buy the products and services from more trusted companies' sites because they are worried that the OSSs may deceive them or waste their personal information, especially their credit card number (Baier & Stüber, 2010). In this case, the organizations have to get approved certificates, such as the e-Trust to make its website more trusted and more secure. This will increase the customer's confidence level and lead to increase sale volume (Korgaonkars and Karson, 2007).

The online shopping site usually provides the customers with a lot of product information which they can use before and during making the purchase decision. This is because internet makes access of the information easier (Wang et al., 2005). Moreover, the customers prefer to have more information and knowledge about the organization's offers through online channels, e.g., e-mails, online catalogs, Smart phones, search engines or websites (Laudon and Traver, 2009). They need to compare the features of products and their prices with different sites. However, if they don't have enough information, they will not buy online and go to buy their product from ordinary shops (Dickson, 2000). Koo et al., (2008) showed that the information quality is the most factors that influence customers to decide what of the best choice they should select or what seller they need to buy from. Moreover, the customers have to change the products or services they bought before. Thus, they need some information related to how they can return and exchange it (Liang and Lai, 2002).

Website design quality has an important effect on consumers for choosing of online shops, motivating them for OSSs and leads to consumer's satisfaction with a specific website (Zhang and Dran, 2000; Reibstein, 2000). Moreover, Website design features may be considered as a motivational factor which creates positive or negative feelings with online shopping site that guide

the customers for successful transactions and pull the customers to return to the website again. Therefore, the online retailers shop can use high technology to develop their websites in case of effecting customer's acceptance of the website environment (Prasad and Aryasri, 2009). In the other hand, if the web site is not navigable, very slow and is not safe, the customers will have negative impact to buy products or services from the website (Shergill & Chen, 2005).

The customers will feel comfortable if they can access the online shop site any time and browse information which makes it easier than the traditional retail shopping (Sultan & Uddin, 2011).). Several past studies showed that convenience of the internet is one of the impacts on consumers' willingness to buy online. The major motivation for online purchasing is convenience in terms of shopping at any time and having bundles of items delivered at door step (Rohm and Swaminathan's 2004; Thirumalai & Sinha 2011). Moreover, convenience is the major motivating factor of OSSs which means that the products and services available for customers around the clock comparing to traditional store as it is open 24 hours a day, 7 days a week. Because the customers can ask questions, get necessary support or assistance, which has provided convenience to consumers (Wang et al., 2012). The convenience variable led the customers to find all kinds of products that are available only online from all over the world. Therefore, many companies have their own websites to offer services and products online whether they have their traditional shops or not. However, several physical retailers sell products and services only online to reduce the costs and offer customers with more choices of sizes, features or colors (Katawetawarak & Cheng, 2011). In general, OSSs often offers a better deal for the customers, because they can obtain the same product and services as they buy at store at a lower price (Ramlugun& Jugurnauth, 2014). Therefore, OSSs give customers more alternatives to evaluate price from a variety of websites and select the products with lower prices if they are buying it from a traditional shop (Lim and Dubinsky, 2004). In addition, Frost and Strauss (2013) showed that the ease of comparing price is one of the most important factors that motivate the customers to online shopping. However, the main reason to purchase online is to save money from the cheaper price offered by online retailers compared to traditional channel. Hence, the OSSs shifts the power from the sellers to the buyers, because they can

differentiate the product and services price from a different site to select finally the good price for them

Model Building and Hypothesis Development:

As a mentioned before in the research problem, the WDFGs in Jordan have not applied the OSSs system for their customers yet. Hence, this study aims at examining the customers' intentions to actual using of OSSs, by investigating the impact of the positive and negative feeling, which is influenced by some factors that affect on

their attitude. Reviewing the literature showed that a lot of antecedents have an important influence on customers' attitude such as ease of use, trust, product information, website design quality, convenience and lower price. Therefore, this study will try to identify effect of such variables on customers' attitude toward their intention to use OSSs in duty free shop in Jordan as shown in the figure 1.

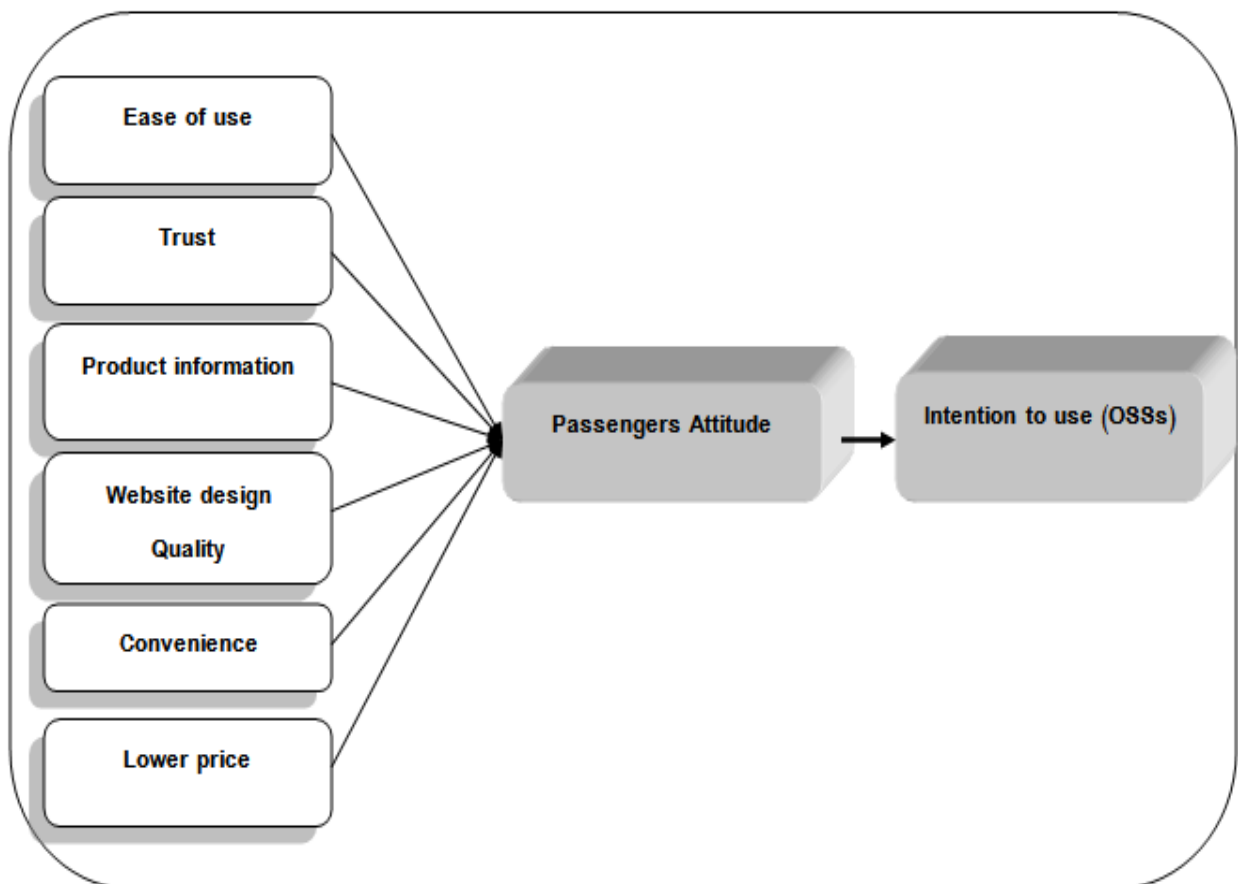


figure (1)

Based on study model, there are seven main hypotheses formulated to answer and achieve the study objectives. The hypotheses are:

The hypotheses are:

H1: Passengers' attitudes have positive and significant influence on their intentions to use OSSs in WDFG in Jordan.

H2: Ease of use has positive and significant influence on passenger's attitudes using OSSs in WDFG in Jordan.

H3: Trust has positive and significant influence on passenger's attitudes using OSSs in WDFG in Jordan.

H4: Product information has positive and significant

influence on passengers' attitudes using OSSs in WDFG in Jordan.

H5: Website design quality has positive and significant influence on passengers' attitudes using OSSs in WDFG in Jordan.

H6: Convenience has positive and significant influence on passengers' attitudes using OSSs in WDFG in Jordan.

H7: Lower price has positive and significant influence on passengers' attitudes using OSSs in WDFG in Jordan.

Methodology:

This study utilizes the quantitative approach research design by collecting primary data to answer the research questions and to achieve the research objectives. The primary data collected through the quantitative approach, using a structured questionnaire design would be most suitable and appropriate.

Questionnaire Design:

The questionnaire of this study consists of three parts. Part one includes of a cover letter to explain the title of the study, purpose of the questionnaire and a statement guaranteeing confidentiality of the respondents. Part two includes six questions about the respondents profile; included gender, age, marital status, travel time per a year, number of products usually buys, products price and type of products. Part three includes twenty four statements adapted from past studies to measure customers' intention toward using OSSs in Jordan. Furthermore, to ensure content validity, items in the questionnaire were adapted from previous studies related to OSSs. Therefore, the questionnaire was translated via a procedure called double-back translation. First the English version was translated into Arabic language by two academics. Later the Arabic version was re-translated into English language by a different academic staff. The questionnaire was written in Arabic to make it easier to be understood by the Arab respondents. To measure the variables items, the present study questionnaire used a seven-point Likert scales for measuring all variables in this study, from 1-7: (1) Strongly disagree, (2) Disagree, (3) Disagree somewhat, (4) Undecided, (5) Agree somewhat, (6) Agree, (7) Strongly Agree.

Sampling Method:

The main respondents in this study are Jordanian passengers in Queen Alia International Airport who buy some products from duty free shop traditionally. The researcher chose a random sample in which 500 passenger respondents (250 from arrival passengers and 250 from departure passengers). The survey was conducted from the 1st of June to the 1st December 2014.

Data Analysis Procedure:

SPSS software version 18 had been utilized to carry out some of the statistical tests. Also to identify data entry errors, data screening was performed, which included (missing data, outlier, normality, linearity, homoscedasticity, multicollinearity, reliability, validity,

descriptive data and test of response bias). Moreover, Structural Equation Modeling (SEM) AMOS 6.0 was used to analyze data and to do the hypothesis testing.

Results of study:

Response Rate:

The researcher distributed five hundred (500) questionnaires to respondents who were passengers in departure and arrival departments in Queen Alia International Airport in Jordan. The researcher got back all of the questionnaires except a total of thirty one (31) questionnaires. Thus, four hundred sixty nine (469) questionnaires were returned. Then the researcher tested the returned questionnaires manually and found that eight 8 questionnaires were incomplete, so these questionnaires were ignored. Thus, only four hundred sixty one (461) questionnaires were useful for further steps of analysis. However, the overall response rate was 92% (461/500) which is acceptable response. Four hundred sixty one questionnaires were entered into SPSS 18, and then carefully examined for missing tests.

Demographic Profile

In this study, the respondents' age was divided for five main categories: lower than 20 year, 20-30, 31-40, 41-50 and 51 years and more. The frequent analysis showed that the age of most of the travelers in arrival and departure departments was between 31-40 (36%), and 41-50 year (32%). Also the results showed that women were more than men in the departure department that is (52.8%) for females and (47.2%) for males. The percentage for males (56.4%) was more than that for females (43.6%). Moreover, the results showed that most of respondents were married passengers in arrival and departure departments and the lowest percentage were for single passengers. Most of the departure passengers travel three times per year (i.e. 41%), while the most of arrival passengers travel two times per year (i.e. 47%). The departure travelers usually buy less than five items. The arrival passengers usually buy more than five items from duty free shop when they come back to Jordan. The cigarette products have the highest percent for the departure with (31%) and the clothes have the lowest percent with (1%). In arrival departments, the foods have the highest percent with (34%) while the clothes have the lowest with (2%). Most departure passengers tend to buy the products with prices between 50-100 dollars with (50%). While the arrival passengers buy the products

with prices between 100-200 dollars with the highest percent(52%).

Missing Data:

The descriptive data results showed that five(5)questionnaires (1%) were discovered to have missing responses. Then mean replacement method was applied, because the missing data values were found to be missing in a totally random manner (Hair et al., 2006).

Outliers, Normality and Multicollinearity:

According to Hair et al (2006), any value more than (X2) will be deleted. The results showed that the chi-square (X2) value with 24 items of 109.51 is compared with the Mahalanobis distance (D2) of 113.72 which are considered outliers (4) cases were found to be outliers. These cases were removed from the dataset leaving a final (452) datasets to be analyzed. After careful assessment by using the AMOS 8 program, normality for all items showed CR-skewness and CR-kurtosis. The results from the correlation matrix which is obtained from AMOS 8 showed that(r)values are less than .8 which means there is no multicollinearity between all the exogenous variables (Sekaran, 2003).

Reliability & Composite Reliability

Fronell and Larcker (1981) made use of a formula to calculate the composite reliability. This is shown by the following equation (Kearns & Lederer, 2003):

Composite Reliability
$$\frac{(\sum Li)^2}{(\sum Li)^2 + \sum \epsilon_j}$$

“Where (Li) is the standardized factor loadings for each indicator, and (Ej) is the error associated with the individual indicator variables”.

In table 1, results of Cronbach’s alpha value ranged from 0.73 to 0.91, whereas composite reliability values ranged

from 0.86 to 0.96, which means that both values for all variables were greater than the recommended value of more than 0.60. (Bagozzi & Yi, 1989).

Validity of the Constructs:

In This study, two types of statistical validity tests were used, firstly by using SEM analysis. Convergent validity was conducted to determine if the indicators in a scale load together on a single construct. The discriminate validity test is the second type of validity to verify if the items developed to measure different constructs are definitely evaluating different constructs.

According to Hair et al. (1998) the recommended value of factor loadings should be more than 0.50. Therefore, CFA for each variable were found to be between 0.61 to 0.93. However, all items have loadings more than 0.50 on their underlying construct. In this case, the factor loading for the items is more than 0.50 and is acceptable if the study sample is more than 350 respondents (Hair 2006, p. 128).

Discriminate Validity

The Variance Extracted (VE) is calculated by using the following formula to which a construct is truly distinct from other formulas (Kearns & Lederer, 2003):

Variance Extracted =
$$\frac{\sum (s \tan dardizedSMC)^2}{\sum (s \tan dardizedSMC)^2 + \sum \epsilon_j}$$

“Where (Li) is the standardized SMC for each indicator and (Ej) is the error associated with the individual indicator variables”.

Table (1)
Cronbach's alpha & Composite Reliability for the variables

Variable	Reliability (CA)	Composite reliability(CR)
Intentions to use online shopping	.80	.93
Attitude	.77	.87
Ease of use	.82	.92
Trust	.86	.90
Product information	.91	.96
Web site design quality	.79	.89
Convenience	.73	.86
Low price	.77	.88

Table (2)
variance extracted results

Constructs	Variance Extracted
Intentions to use (OSSs)	.81
Attitude	.88
Ease of use	.93
Trust	.79
Product information	.84
Web site design quality	.92
Convenience	.91
Low price	.92

Table (3)
Goodness-of-fit model index

Measures	Fit indexes	Recommended Values
Absolute Fit Level		
RMSEA	0.021	Less than 0.08
GFI	0.932	0.90 and above
Incremental Fit Level		
AGFI	0.961	0.90 and above
CFI	0.991	0.90 and above
TLI	0.981	0.90 and above
NFI	0.974	0.90 and above
Parsimonious Fit Level		
CMIN/DF	1.225	Less than 2.0
SMC (R ²)		
Intention	.491	Bigger better
Attitude	.438	

Hence, the Variance Extracted (VE) test was conducted for all the constructs and the results showed that all the findings are above the recommended value of .50 (Fronell & Larcker, 1981). Moreover all of the research constructs had a correlation value less than the recommended cutoff of 0.80 (Sekaran, 2003).

Moreover, the results indicates that all constructs used for this study support discriminate validity, because of the AVE values were more than the squared correlations for each set of constructs (AVE > correlation square) (Fronell & Larcker, 1981).

Model fit index:

AMOS 8.0 Graphics was used for running the structural model and examining the hypothesized relationship between variables. However, Maximum Likelihood (ML) estimation was applied to evaluate structure coefficients between the

variables. Findings of goodness-of-fit model index for the revised model as shown in the next table are acceptable according to recommended values (Hair et al., 2006).

Hypothesis Testing:

The next table shows the results of first order a direct effect of passengers Attitude(ATT) as an independent variable on passengers' Intention to use OSSs (IN) for duty free products, and the results of second order a direct effect of (Ease of use (EOU), Trust(T), Product Information(PI), Web site Design Quality(WDQ), Convenience(C), Low Price(LP) as independent variables on passengers attitude as an dependent variable, in determining the significance of each path coefficient(P), estimate of regression weight, and critical ratio for regression weight(CR).

Table (4)
Direct Hypotheses Testing Result of revised Model

H.	IV	DV	Estimate	C.R.	P	Hypothesis
H1	ATT	IN	.481	6.110	***	Yes
H2	EOU	ATT	.323	4.192	***	Yes
H3	T	ATT	.382	5.533	***	Yes
H4	PI	ATT	.297	3.252	.007	Yes
H5	WDQ	ATT	.294	3.241	.012	Yes
H6	C	ATT	.521	7.143	***	Yes
H7	LP	ATT	.476	5.935	***	Yes

The findings from the table showed that passengers' attitudes have a positive and significant effect and direct impact on passengers Intention to use OSSs ($\beta = .481$, C.R = 6.110; P***) which means H1 is supported. Ease of use has a positive and significant effect on passengers' attitudes ($\beta = .323$, C.R = 4.192; P***) which means H2 is supported. Trust has a positive and significant effect on passengers' attitudes ($\beta = .382$, C.R = 5.533; P***) which means H3 is also supported. Products information has a positive and significant effect on passengers attitudes ($\beta = .297$, C.R = 3.252; P=.007) which means H4 is also supported. Web site design quality has a positive and significant effect on passengers' attitudes ($\beta = .294$, C.R = 3.241; P=.012) which means H5 is also supported. Convenience has a positive and significant effect on passengers' attitudes ($\beta = .521$, C.R = 7.143; P=***) which means H6 is also supported. Low price has a positive and significant effect on passengers' attitudes ($\beta = .476$, C.R = 5.935; P=***) which means H7 is also supported. However, the table above showed that all hypotheses were supported because all results are more than the recommended value of C.R (C.R more than ± 1.96)

Results Discussion:

The main objectives of this study is to determine the significance of customers' attitudes on customers' intention toward using OSSs by Jordanian passengers in Queen Alia International Airport who buy some products from duty free shop traditionally, also to identify the main antecedents for their attitude. Firstly, the empirical evidence from this study shows that there is a positive and significant effect of passengers' attitude and their intention toward using the OSSs. Also this result

indicates that the passengers have positive feelings and have favorable attitudes toward using these services. The reason given was that of perceived usefulness and the benefits of such services by the passengers in Jordan, besides the availability of access to OSSs from anywhere and any place, which created a positive attitude among the passengers who intend to use the OSSs in WDFG. Moreover, the passengers have favorable feelings towards using such services because they enhance the effectiveness and efficiency for the shopping activities. Besides, offerings provide adequate opportunities for the passengers to try out OSSs, and they feel that the OSSs has many advantages, which make them more likely to adopt such services. For example, they find that the OSSs provide them with numerous benefits as well and include mainly convenience of the service (convenience, low price, time saved and etc.). Ease of use in the present study refers to the ease of navigating, ease of searching information, and ease of obtaining services from the WDFG websites. The results indicate that the passengers pay attention for easy using of OSSs system, which help them to make the shopping process from choosing the product to paying the price in an easy way without difficulty and complexity. Because the customers are often willing to overlook some difficulties of usage if the service provides critically needed functions. So no amount of ease of use can compensate for a system that does not perform a useful function. Therefore, the companies in general and the WDFG have to facilitate the website to be more navigating, ease of searching information, and ease of obtaining the shopping services by educating the customers in simple ways to help them go through online shopping activities.

Findings of present study indicate that trust is considered as one of the main factors influencing passengers' attitudes toward using of OSSs, because a

virtual markets setting has high degree of uncertainty more than the physical markets or market places. Moreover, the passengers have the trust toward using such services because they feel that their transactions' information will be kept safely confidential without any mistake. Therefore, the WDFG need to ensure that their website include developed security of the internet technology, embracing encryption and firewall internet technology and working closely with online security firms, which could decrease the perception of online shopping as uncertain and unsafe. Also, this kind of shops in Jordan have to give promises to customers, showing concern for security of online transactions, and online shopping fraud must be reduced in order to gain more trust from customers. Product information in this study has a positive and significant influence on passengers' attitude toward their intention to use OSSs. This is necessary for the shopper to know in- depth product information, because if shoppers can't find the basic product information on retailers' website, they will look for a competitor's site. However, shoppers are more likely to go back to that shop which provided them with of product information. Therefore, the companies in general and the WDFGs have to establish and develop their websites as important product research destinations for their customers. Providing complete, up-to-date product information for all the items to attract, grow and keep customers at every stage of their purchase cycle," said Jed Alpert, Vice President of Marketing for Web Collage. And the web site shops need to establish themselves as a confidant source of product information. This will motivate shoppers to revisit the website once again to purchase the products and services form this virtual store. In this study, website design quality is one of the vital factor effects of online shopping. This means that the higher website quality, the higher passengers intends to shop online and to motivate them to buy their product and services online. From the results of the study, website design quality many times leads to customers' satisfaction and dissatisfaction with a specific website, which means that if the website is designed with quality features it will be able to lead the customers for successful transactions and to attract them to return to the website again. Conversely, bad quality website may impede online shopping.

Convenience seems to be the most important advantage for OSSs which influences on passengers' attitudes toward using OSSs in future. This result

indicates that OSSs involves customers' effort, energy and cost less than traditional shopping. This helped them to get the product from web site by making the order about the product to find the right product easily through online shopping. However, convenience is a major motivation for OSSs that helps customers to search product catalogue easily, less time consuming, flexibility, very less physical effort and etc. Moreover, The Internet allow for OSSs operating 24 hours a week, seven days a week, which may be accessed anywhere in the connected world. Therefore, WDFG shoppers can expect to browse and purchase the products from the website anytime, different from traditional storefronts that have fixed opening hours. Also, according to this factor the passengers can buy the products even if they are not available at their physical location. Result of this study showed that the passengers care about the low price factor when they buy online. Hence the low product Price is a big factor and probably the most rational factor when it comes to shopping online. Because shoppers feel that using the OSSs saves their money. Price is not high online if they buy the same product from the traditional store, which is very vital to save their money. However, the companies make the prices low online, so the products are sold to customers directly without middlemen. Many online shops offer their products by sales promotion activities such as discount coupons and cash rebates.

Recommendations:

This paper aimed at investigating the passengers' intentions toward using the OSSs in WDFG which is not applied yet in Jordan compared to Dubai shop. Therefore, this paper will present some recommendations. Firstly, for the practitioners; the WDFG in Jordan specifically and for all the companies in general that could apply the OSSs. The customers or passengers have high positive attitude toward their intentions to use the OSS. That means they are willing to use such services if the companies offer the online shopping systems applications. Therefore, WDFG need to increase the passengers' intentions in future to buy online by focusing on some advantages of such services, ensure the convenience concept ,encourage the passengers to use it , make its website quality and easy to use, and use high security system that might make websites more secure for transactions activities. Secondly, for the academics; this paper examines six factors (ease of use, trust, product

information, website design quality, low price and convenience) that influence customers to adopt the OSSs in WDFG. Several factors have not been examined which could be one of the limitations for this study. However, further research has to be done to extend this paper and investigate another factor that benefits the decision makers for applying these services and others.

Conclusion

This paper examines the effect of passengers' attitude through six antecedents toward their intention to use OSSs in WDFG in Queen Alia International Airport in Jordan. Five hundred passengers (500) were targeted; two hundred fifty (250) from arrivals section and two hundred fifty (250) from departure section. After returning the

respondents, four hundred and fifty two (452) datasets were analyzed. SPSS v18 program was used to conduct some tests such as outliers, normality, reliability, validity and multicollinearity. AMOS v8 was used to hypothesis testing, the results from this study indicated that all seven direct hypotheses supported and have positive and significant impact. Continuously, the passengers' attitudes have positive and significant influence on their intention to use OSSs, then convenience in this study is the most important advantage for OSSs which influences passengers' attitude toward using OSSs, followed by low price factor, trust, ease of use, product information and website design quality. Finally some recommendations for practitioners and academics were presented to enrich the area with some empirical studies.

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امتلك حاجاتك قبل وصولك إلى مطار الملكة علياء الدولي

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ملخص

تهدف هذه الدراسة إلى اختبار تأثير اتجاهات المسافرين على نيتهم الشرائية لاستخدام الشراء الإلكتروني من مجموعة شركة الأسواق العالمية في مطار الملكة علياء الدولي. 500 مسافر تم استهدافهم في هذه الدراسة 250 من القادمين و 250 من المغادرين. بعد استعادة الاستبيانات، 452 استبانة حلت باستخدام برنامج الـ (Spss نسخة 18) لإجراء بعض الإختبارات مثل الاستبيانات الناشز، والتوزيع الطبيعي، والثبات، والمصدقية والعلاقات بالإضافة إلى استخدام برمجة (اموس نسخة 8) لاختبار الفرضيات. النتائج في هذه الدراسة أشارت إلى أن جميع الفرضيات المباشرة مدعومة ولها تأثير فعلي إيجابي. فاتجاهات المسافرين لها تأثير فعلي إيجابي على نياتهم الشرائية لاستخدام الشراء الإلكتروني. الملائمة جاءت لتكون أهم الفوائد لاتجاهات المسافرين لاستخدام الشراء تتبع بالسعر المنخفض، الثقة، سهولة استخدام معلومات المنتج وأخيراً جودة تصميم الموقع.

الكلمات الدالة: اتجاهات المسافرين، النية الشرائية، الملائمة، السعر المنخفض، الثقة.