

A Literature Review on Purchase Intention Factors In E-Commerce

**Rabab Ali Abumalloh, Othman Bin Ibrahim, Mehrbakhsh Nilashi,
Waheeb Abu-Ulbeh**

The rapid propagation of the internet has been accompanied with a wide growth of e-commerce market. This growth was however restricted due to the avalanche of information available to users from various e-commerce websites. There is a huge challenge in the aspect of decision making most especially when a buyer has to visit quite a number of e-commerce sites to make comparisons amongst prices of different products to purchase. Nevertheless, Purchase intention has been identified as a concept which gives the service providers of e-commerce systems the indication of the actual buying behavior. Therefore, this study aims to review and analyze the factors that improve and affect e-commerce customers' purchase intention. This subject has been rarely touched in literature and needs more focus regarding its importance for both customers and service providers. This study however highlights information on patterns in e-commerce purchase intention research by analyzing the publications over the last seven years, and establishes insights and future guidance for researchers towards improving customers purchase intention.