

Jordanian Consumer Perspective for B2C E-commerce Website Evaluation Factors

Omar Tarawneh, Fayez Alshroof, Mohammad Othman Nassar

The online customers play a main role in sustaining B2C E-commerce websites business companies. However, many companies neglect to incorporate customers' factor in their e-commerce websites developments, resulting unachieved goal and objectives for companies. Therefore, companies must identify and include the customers' factors in their websites developments. The aim of this research is to investigate and identify the factors of evaluation from the Jordanian customer perspective, to rank the customer evaluation factors based on their importance degree, and classify the evaluation factors into meaningful groups based on the Jordanian customer perspective. The methodology used in this research was consisting of three phases which are: the phase of identification, the phase of ranking, and the phase of classification. SPSS analysis program was used to analyze the data related to customer perspectives gathered from the literature. Factor analysis was used to classify the customer evaluation factor into groups. Twenty five factors were found to be important from the perspective of Jordanian customer. The twenty five factors were further classified into five groups: E-usage, E-information, Esystem, E-company, and E-services. This classification will be used to build the structure for the customer B2C e-commerce evaluation model.

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