

Social Networking Application in the Saudi Arabian Airlines Company: Explority Study



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ABSTRACT

Based on the fact that e-commerce conducted between businesses and consumers, known online shopping have received only a small amount of research efforts yet where that paper dealt mainly with the more traditional shopping formats such as shopping by mail, telephone or the most complex forms of online shopping such as shopping television, so this article will deals with presenting some key points as input a conceptual year to clarify the concept of shopping online and will be exposed search to the world Wide web as one of the main secretions of communication technology and information that melted the differences of temporal and spatial among the nations of the world, then be addressed to e-commerce, which has become one of tools that take out the companies and institutions in the performance of the business as well as consumers, and will study presents the most important indicators that reflect the size of its deployment in the world, then touch to discuss online shopping and to clarify the most important indicators that reflect the spread of this new style of shopping, and then determine the most important shopping advantages over Internet and the challenges it faces, and the determinants of the success of online shopping.

Keywords: Internet, Social Network, Online shopping, E-Payment, E-Commerce and E-Marketing

1. INTRODUCTION

The social networking sites is considered the most important mail marketing tools that contribute to reach customers and get to know their attitudes and communicate with them. The report of the World Economic Forum in Geneva in 2009 m2 predicted that social networking tools exceeding based publishing, browsing, and the exchange of information and traditional tasks, but that represents a new force in the future may pose future governments through reformulation of public structures and services that they offer. Also, social networking sites can appoint policy makers to prioritize the decision and choose between opportunities, and encourage the public to accept the new programs, plans and policies. Also the the social network can represents the overall marketing strategies of the most important new global developments that imposed itself strongly during the recent era of the twentieth century, and then became one of the pillars of the new global economic system, which is no doubt that the new economy is focused on the simultaneous use of the Internet. There is no doubt that e-commerce has become a reality, there are profits to be derived as a result of transactions E-commerce and e-commerce, there are laws regulating e-commerce process, and legislation between states to regulate the procedures for this trade to serve the economies of those countries.

The Internet is considered the first important in human life historical developments after the Industrial Revolution, this global network that connects many of the local and global networks and allow many people to talk or exchange information through computers, and this rapid communication

work to increase the value of the Internet as an important tool of Tools access to information. World Wide Web has gone through several stages of development until it reached the canonical form it is now, was sponsored and funded by ARPANET The Internet is in fact a network project was called the Advanced Research Projects Agency of the US Department of Defense's name, and that was in 1968, which focused on the time to build a cohesive network that could survive in difficult circumstances nuclear Khadth for example, can be which is concerned with aspects Milnet transfer of government information military, has been Alorpani split into two networks: the first is the Milnet for the transfer of government information military, and the second Arpanet and dealing with the civil aspects has been linked to both networks were is the real beginning of the Internet [2].

It is worth mentioning that this network were not the only one of its kind at the time, but many networks began in CSK Net BITNET emerge, in 1980 some of the other networks, such as Alaptnt network emerged was connected to the Internet after its inception, and in 1968 the National Science America CSNET Foundation linking around the network by five of the super computers the ability National Science Foundation and linked NESFNET where Count among them a key structure known as Nsvnt Super computer state of the art communication sciences so this network has become the backbone of the Internet, and then the many countries create private networks it was connected to the Internet has become such a large system is known as the Internet [3]. Internet has become a network linking more than 200 thousand network in 150 countries around the world network, the size of which is increasing with the high demand from the educational and academic institutions, research centers and companies on this network, according to statistics published can say that there are 2 million users join the Internet each month an average of 46 new user every minute [4] the number of Internet users in the world about 1,114 million users, according to recent statistics.

The Internet has become a network linking more than 200 thousand network in 150 countries around the world network, the size of which is increasing with the high demand from the educational and academic institutions, research centers and companies on this network, according to statistics published can say that there are 2 million users joining the Internet each month; ie: an average of 46 new users every minute. [13] Where it became the proliferation of broadband Internet, and there are today any means of communication to grow at the same rate at which they grow with the Internet, which was estimated number of users in the year 1999 by about 276 million people, to rise in 2000 to about 375 million people, and in 2005 amounted to 717 million users [14]. The number of Internet users in the world has reached about: 1.244.449.601 user, according to a survey conducted by the World Internet Usage in 2007, while statistics indicate that the number of Internet users in 2010, reached 1,966,514,816 people [15]. The direct online shopping Shopping Online of the most important fields of use of the Internet; the number of commercial sites on the Internet has reached more than 250,000 merchant locations [16]. Valtsouk over the Internet has now become a growing business, and statistics indicate that this type of shopping is on the rise, and the value of consumer purchases made via the Internet in 2006 amounted to the equivalent of \$ 206 billion (103 billion pounds), and spending as much as in the United States in the first quarter of 2003 of approximately \$ 12 billion, including increases with 25.9% for the same period in 2002 [17].

2. LITERATURE REVIEW

Many studies mentioned in the literature in general discuss marketing and consumer behavior of particular interest in the issue of the adoption of online shopping, so the researcher to review the availability to him in this regard.

- 2.1. The study aimed to examine the impact of values on consumer adoption of new products, and so for consumers living in large urban areas and belong to three varying cultures who are students of the Faculty of Commerce of Quebec, Canada, France University and North Africa, the study concluded that the values espoused by the individual have an impact on consumer tendencies has therefore to adopt new products (**Daghfous, et al, 1999**)
- 2.2. The study aimed to look at the adoption of four different systems for payment in ten different countries during the period 1996, from the consumer's perspective, the study found that the social knowledge of the product new -1988 will contribute more to the spread of these products and services, and build an innovation depends on the adoption of previous products and systems relevant to these products speed. (**Antonides, et al .1999**)
- 2.3. The study looked at demographic factors that affect the spread and adoption of individuals to serve broadcast live in the United State of Saudi Arabian regime, as discussed in the attitudes of individuals and their motives and behavior towards the adoption of this new technology, and summarized the results of this study that the motives of the individual and his positions do not mending their strong indicators for predicting the adoption of this service, the study also showed the vulnerability of the relationship between the independent age variables, gender, income, level of education, language and price) and the dependent variables (attitudes, motivations and behaviors), in addition to that there are some factors that have hindered the adoption of individuals to serve the direct broadcast a religious considerations, traditions and immigration policy and Urban development and the proliferation of cell phone and pager system. (pager) (**Altamimi1998**)
- 2.4. The primary objective of the study is to reveal the extent of the difference between the sexes (male and female) regarding the use of the Internet and on the level of students Chevelle University in England, this study found that students do not have to have the skill of searching and browsing for proper Internet and Intabehn feeling lost, and that the students can not find No fun in the process of searching the internet and therefore are not used only when necessary, unlike the students who expressed a warm and Astmtaaa searching the Internet. (**Ford & Miller 1996**)
- 2.5. The study aimed to understand the underlying factors behind the decision to adopt the Banking Service electronic in the Dutch market business organizations, the study found that the comparative advantage achieved by the new technology introduction, in addition to the large size of the enterprise have played a decisive role in the decision of adoption of new technology, and on the contrary, the the difficulty of using the new technology and the need to have a certain scientific background has affected negatively the acceptance of the new product. (**Frambach. et al ‘ 1998**)

From the above studies, we find that the most important obstacles to the spread of online shopping are:-

- Weakness in the use of the Internet shopping, despite the increasing numbers of users.
- The consumer's lack of experience for this kind of shopping.
- Lack of confidence in online shopping, which leads to reluctance to put data Such as credit card number on the Internet.
- The desire of consumers in contact with products and examine before purchasing.

- Lack of fun while doing online shopping.
- The small number of Arab shopping sites.
- The adoption of the Arab companies on the traditional methods of communication to consumers as few of these companies are using the Internet to interact with consumers. Whenever the rivalry between competing companies is strong, to achieve a low-profit industry, in some cases to the point that becomes attractive industry by nature.

3. THE CONCEPT OF ONLINE MARKETING AND E-COMMERCE

The online marketing is a major new global developments which imposed itself strongly during the recent era of the twentieth century, and then it has become one of the pillars of the regime of the new global economic, this was confirmed by Kotler; where he pointed out that the new economy is focused on the simultaneous use of the Internet [23]. The Internet now occupies an important aspect of our daily lives; for being a source of important to get the information sources, competition in that all traditional media, and it was possible to create a new space can be invested for the marketing of certain products and services, and use many of the tools available through the techniques of this network tools contribute to the marketing support of the process [24] see Figure.1.

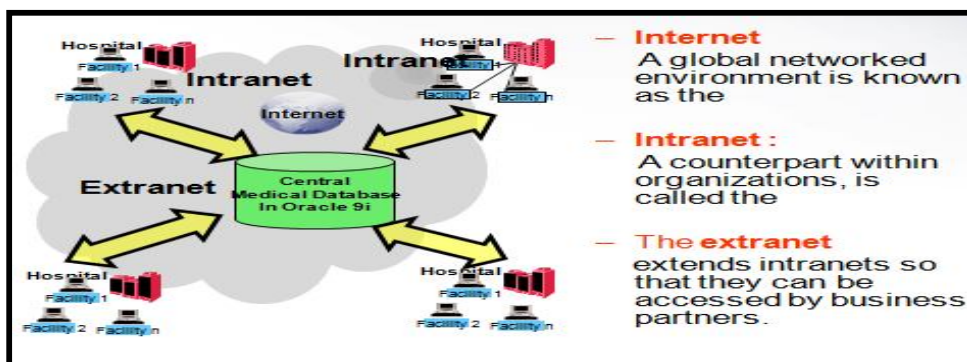


Figure.1 International Information Network (Internet)

Online Marketing is the key to achieving the goals of modern companies and institutions, including the identification of needs and desires of the market in light of the environment and tools, including conditions that combines the Internet with all made possible by e-marketing technology for communication between humans process [25]. Marketing relies primarily through modern technology for communications and information, and in particular, including the Internet, in the exercise of all marketing activities; such as advertising, sales, distribution, marketing research, new product design, pricing, and other [26].

The online marketing is the use of Internet and World Wide Web for the exchange operations in its various forms between different business, with a focus on the use of electronic technology in business processes between companies and individuals [27]. The e-commerce Some have defined it as "commercial transactions made by individuals and organizations, which rely on the processing and transfer of digital data, including voice and video through open networks such as the Internet, or closed, which allow access to open networks [28].

That is, there is a difference between e-commerce and online marketing; E-Trade is intended purchases and sales through the Internet, but online marketing is intended by the marketing side of e-

commerce [29]. Shopping online as "a form of trade which is between businesses and consumers through electronic means. [30].

The online shopping online - in general is done by requesting the goods or service; where a shopper is the place where a service or goods are everywhere, and are answered on the provision of service or goods on the Internet, and thus constitute informational Web site and a way specific to the process of the display shopping [32]. The online shopping service that has become a popular and growing; and because of the ease of access to the network: the Internet, and to the materials to be purchased, lower prices and freedom of choice, and uses the consumer different tools from the Internet tools, such as: e-mail, Web site, and the web page through various stages of the procurement process, and when studying consumer behavior when buying online, should distinguish between the concept of e-commerce and e-marketing; Valtsouk be from the consumer side, and marketing is on the one hand the company marketed the products on the web [33].

The online shopping has become imposed on marketers higher standards to satisfy customers' needs effectively efficiently; and because the websites customers are looking for high quality products at affordable prices and better services, and therefore the Internet has become an electronic market for its nature and its own characteristics, which affect customer attitudes towards direct online shopping, has supported this transformation spread of electronic money - credit cards, electronic check - that depend on the units of digital value, whereby customers can pay for purchases of commercial web sites [34].

Internet also has the ability to store large amounts of information, and made available to consumers on demand, the most important feature characterize the shopping environment online is convenience, as affirmed in some studies; noting that online shopping saves time for shopping; it is needed in many cases to do shopping from inside the house, and so little time, a feature achieved by shopping online environment [35]. In addition to another feature, the availability of the service over the twenty-four hours; and so must the marketers when designing online shopping environment to be able to highlight the potential benefits of shopping online, and to clarify its superiority over other forms of shopping [36].

E-commerce Definition (EC))) is defined as a purchase or sale or exchange of products, services or information through computer networks. And began emergence of electronic commerce at the beginning of the seventies in the field of banking and banking operations aim at the beginning of the eighties became exchanges, Electronic Fund Transfer used in EFT is an exchange between the companies in order to raise the efficiency of work of electronic Data Interchange Electronic Data by regulating electronic business and reducing business hand, and with the beginning of the nineties EDI has become an integral part of the work of the companies, has helped to spread the business on a large scale e-commerce has become a cheap way for the completion of the business, and as a fact can not be ignored. [6] Previous studies indicate that 46% of big business with a presence or a presence on the Internet, the number has risen to 78% at the moment, which means that there is a demand from companies to this new form of commerce trade is electronic has established itself firmly on the world stage [7]. And Figureure [1] EC e-commerce through the field of communications and business process and provide a service, you know, collaborator and co-society (Figure.2).

4. SOCIAL NETWORKING SITES AND THE CONCEPT OF E-COMMERCE

The social networking sites are classified in terms of public access to the two main sections

Section I: are the sites of individuals or groups of individuals bound together by professional frames: two 17 or specific social, and considers these sites closed and not allowed to enter it from the general public, [2].



Figure.2 E-commerce participants

The second part is the social networking open to all sites and the right who has an account on the Internet, join and choose his friends, and this network of sites Facebook. Some are classified in terms of Social social blogs, Web-Blogs form of blogging), and 18 of them; blogs Podcast podcasts, Wiki encyclopedias, Micro-Blogs Blogs Limited, Blogs1): to classify (according to the means of participation interaction) to 19 Berthon, et al. and refers written in 2011 and owned by individuals, Blogs sharing sites texts: [1], which appeared in the form of codes and often supports images, videos, or links to other sites. And also blogs Ltd. which allow the exchange of short messages with a limited number of characters, [2] sites: Micro-Blogs, which allows to attach and exchange, Flickr, such as Flickr: Picture-sharing websites sharing pictures is the most important: Video-sharing websites and store images, (3) video-sharing sites such as: Net works, which allows the exchange of attachments and video files [2]. YouTube are the strongest and the greatest prevalent as it allows the exchange of information and add Facebook friends Facebook and follow them, and are used in a torrent that all previous patterns where from which the texts networking sites exchange, and attachments, images and video. It classifies like (Social networking sites) (classified as social networking sites in terms of (public access) to the two main sections).

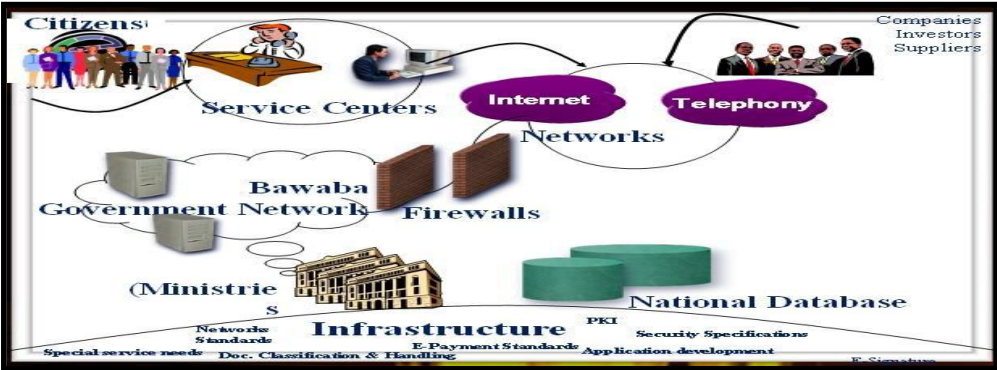


Figure.3 Social networking sites

Because of the rapid development that has occurred on the concept of e-commerce researchers they have disagreed in determining the performance of e-commerce. (8) Kotler & Armstrong, a unified concept of e-commerce, has all of the "buying and selling process supported by electronic means" pointed out. As e-commerce is defined as: "a form of trade using the communication network between the business units to each other and the business units and their customers or between business units and the public administration (the government).While there is another definition of e-commerce presented at the Forum and the National Conference "renaissance

information" (9) which is: "the implementation of some / all business transactions in goods and services using information and communication technology" includes many activities such as marketing, advertising and display evidence of goods and provision of information products and services and do research on the market and deal-making and implementation of acquisitions, including the delivery of goods and non-material payment and electronic funds transfer, also includes services provided to the client after the completion of the sale.

Marketing via the longer marketing term online (E- Commerce) is the product of the term e-commerce (Internet) which is marketing based on the online investment internet strength in the application of the principles and concepts and elements of the marketing mix (product, pricing, distribution, promotion) PDF created with pdf Factory Pro trial version www.pdfactory.com where e-commerce sites Related Services large companies no longer, but available to all users and all applications at all levels the Internet and one of the new and important for all products and services marketing channels and are, therefore, should be on companies and institutions benefit from using strategies alternative marketing and appropriate for this new marketing channel. Here we find that there is intertwined or overlap between several concepts: the concept is wider web Electronic marketing. The E-marketing is characterized with:-

- E-marketing includes marketing operations through a number of formats and electronic media Hath or online marketing is marketing through the Internet one. Marketing, a concept that includes Electronic commerce
- E-commerce processes of buying and selling through computer systems, computer systems or through the retina of different systems and is considered one online.
- Marketing through search Engine marketing search engine marketing through e-mail, marketing virus and other ways. It is therefore difficult to determine on a clear and accurate term for online marketing and can offer some of these concepts as follows: mean online marketing "to take advantage of expertise and experts.

The field of marketing is the development of instant new and successful strategies able to achieve the goals and current goals faster than traditional marketing in addition to the expansion and growth of the business significantly in a short time and invest less in capital. " It may also mean online marketing as "the use of technology. Information to link the actor between jobs offered by buyers and sellers that" (1) and is known online marketing as "a modern research. The need felt by both companies, merchants and consumers alike to cut costs commercial style At the same time improving the goods and services and increase the speed of service. " Marketing may also known as online through jobs • performed which include communication with clients and carrying out sales, which represents an innovative model of direct marketing, as well as providing content through the websites to pay its expenses, either through the sale of advertising or purpose of certain amount of money in return access.

5. THE IMPACT OF SOCIAL MEDIA ON MARKETING OF SAUDI ARABIA AIRLINES

This study aims to reveal the e-marketing to provide banking services and promoting effect. The need to resort to e-marketing to improve the physical environment and the need for a site for air carriers techniques (Aviation) on the network allows all customers access mechanism and

matching it with the need to use psychotropic to bring the idea to the customer and the need for asylum current commercial banks to electronic banking in the future and work e-service and cash e-what in so the positive impact on the banking business and to achieve efficiency and effectiveness. Also this article aims to:-

- Identify the extent of customer satisfaction travelers and air carriers competing, one of the main issues of this thesis to deal with, "How can the management concept of e-commerce and its impact in supporting the competitive advantage of e in the Saudi Arabian Airlines Air Transport Company effective" and "be more oriented - citizen ". Through the use of technology tools, for example, to identify the effectiveness of e-commerce solutions to improve end travelers actions on Saudi Arabian Airlines and upgrading the level of services the service in light of the expected global competition amid the global environment for new businesses. And thus help the senior management of the lines of Saudi Arabia to take a decision on the expansion of the application of e-commerce as a method of improving the service and Taqhma.thasin passenger services and air carrier's proper methods.
- Improve and develop data collection tools for the identification of the needs of travelers.
- Identify the effect of each of the following customer satisfaction factors: dissatisfaction with the service provided the speed of response, satisfaction with the management and supervision of style, satisfaction with conditions / service environment.
- Identify the difficulties impeding the implementation of one of the major issues facing those responsible for the lines of air transport Saudi is the data relating to passenger needs and requirements of accuracy as well as monitoring of passengers and citizen satisfaction levels through data collection and analysis, and that lead to the reduction of the competitive advantage of air carriers to passengers.
- To be on Saudi Arabian Airlines to consider the channels and convenient services for communication between passengers and air carriers. Moreover, there is a need for data mining to manage the citizens' requirements and processes that collect, analyze and reflect tools, and assess their needs.
- Identify lessons learned from the experiences of air carriers to passengers on how to use the concepts of e-commerce in the development of methods to provide supplementary services such as booking, sales, hotel and car rental services.
- Recognize the concept of e-commerce and its impact in supporting the competitive advantage of air carriers to passengers.
- Identify the impact of the application of the means of e-commerce to establish a direct relationship with the customer and retain the loyalty of the customer.
- Identify the impact of constraints faced by air carriers to passengers in the adoption of e-commerce style.
- Identify the impact of the application of the means of e-commerce to improve travel procedures for passenger air carriers.
- Saudi Arabia enrich the library by adding a new scientific article be the nucleus help researchers, entrepreneurs and managers to take advantage of the results of applying the experience of e-commerce solutions

We surveyed thirty-one company in the travel and tourism sector to get to know their point of view about the behavior of customers and how to behave on the Internet.

- What is the most important to you when it comes to payment on the Internet? Travel and tourism companies focused on the volume of transactions due to the large seasonal lulls. As well as the acceptance rates are also a major concern (see Figure.4).

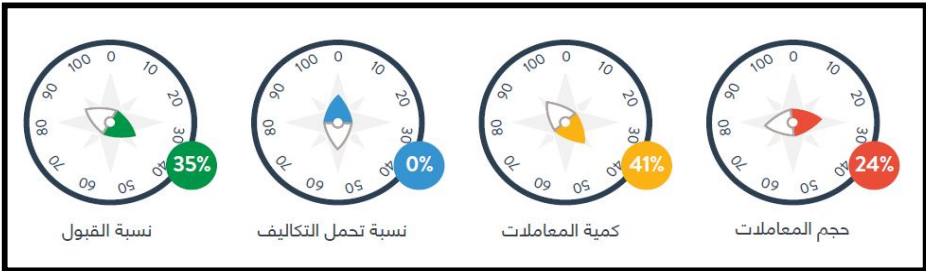


Figure.4 Travel and tourism industry

- What is the main challenge to the process of online payment? Fraud is the largest challenges facing the travel and tourism businesses. This is consistent with the high rates to bear the costs of the disputed transactions taking place in this sector (see Figure.5).

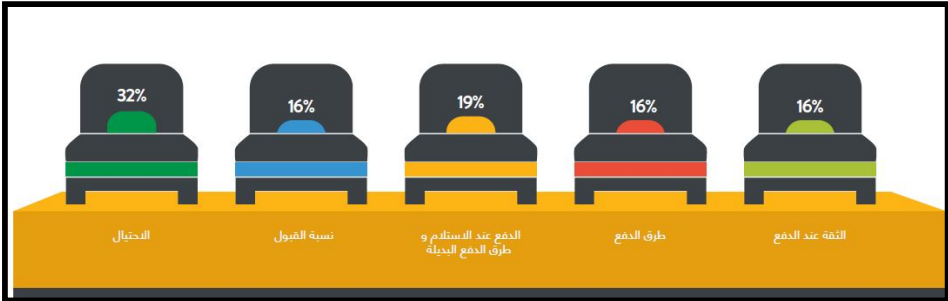


Figure.5 The Payment Process Online

- What are the social networks that will account for the largest concentration of online marketing and user participation? Surprise in this area where you use 15% of the companies to enhance LinkedIn Facebook is the most important channel for marketers in the travel and tourism sector. While LinkedIn is a sales and user participation (see Figure.6).

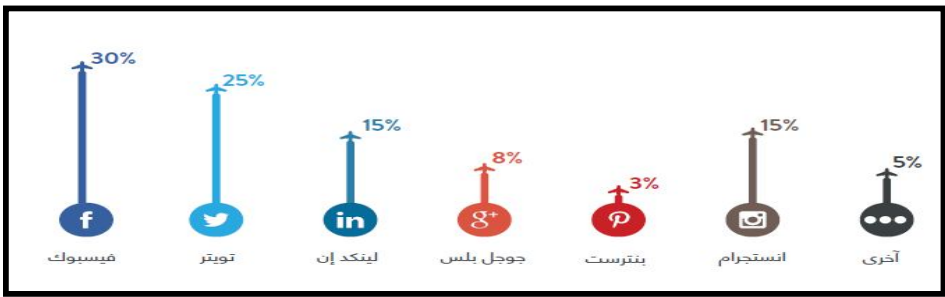


Figure.6 Social Networks that Account for the Largest Concentration of Internet Marketing

- What are the marketing channels that provide the biggest boost to ticket sales on the Internet?
 Inform the customers and give them a lot of information and learn Trip Advisor companies are an important tool for assessing users incredibly in travel and tourism. Engine of such large site now to deal with this new reality (see Figure.7).



Figure. 7 Marketing Channels that Provide the Biggest Boost to Ticket Sales Online

- What are the social networks that will account for the largest concentration of online marketing and user participation?
 Does not attract Google+ Facebook still sits on top of the media for airlines, while Twitter and Anstagram come in second and third respectively. Google Plus attention of marketers in this area at all at zero interest (see Figure.8).

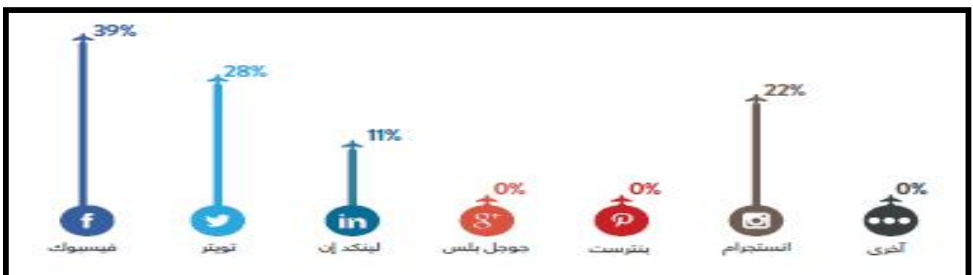


Figure.8 Social networks that will account for the largest concentration of Internet Marketing

6. CONCLUSION

After we run this explority study, we conclude that Online shopping becomes available for anyone to buy everything you need from services as an example cars or clothes or books or airline tickets ... etc online. From here will deliver a researcher light on the role played by in addition to what can play the role of social networks in support shopping for airline operations, which is in all fields in the view of the researcher arena fertile ground for the application of the overall of the most important new global developments, marketing strategies because of their a very high emphasis on customer service. Also, Saudi Air line operates from major airports, and will, therefore, to a greater extent compete with science companies who provide a high amount of service and thus make customer service more important factor.

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