



## RESEARCH ARTICLE

# THE EFFECTS OF NATIONAL CULTURE VALUES ON CONSUMER ACCEPTANCE OF E-MARKETING: ONLINE SHOPPERS IN JORDAN

**\*Salem A. S. AL-Rahimy**

Dean of Administrative and Financial Sciences, Faculty Irbid National University, Jordan

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### ABSTRACT

E-marketing is now international, and thus national culture can affect the behavior of customers. But e-marketing studies related to national culture are limited. Our study explored the effect of national culture on consumer acceptance of e-marketing in Jordan. The objective of this study is to identify the factors that influence the acceptance of e-marketing on online shoppers in Jordan based on the Technology Acceptance Model (TAM). A total of 110 questionnaires were distributed to Irbid national university (INU) students in Jordan, out of which 89 questionnaires were returned, representing 79% response rate. A statistical technique including bivariate correlation analyses was used. The results showed three core determinants: Culture as significantly influenced Perceived Usefulness and Perceived Ease of Use. Perceived Usefulness and Perceived Ease of Use moreover have significantly determined Attitude, while Perceived Usefulness and Attitude; have significantly determined users' Behavioral Intention. A number of specific recommendations are made for consumers in relation to the successful acceptance of e-marketing.

## INTRODUCTION

Generally speaking, technology and Information Technology (IT) particularly, have addressed every aspect of people's life at home, school and at the workplace (El-Gohary, 2012; Hamidi and Safabakhsh, 2011). In addition to that, both the companies and consumers have been provided with useful means by IT as to handle their decision making problems. Moreover, the internet can be easily accessed by users in order to get the information about anything they desire including various products of sellers efficiently. Therefore, this information has an influence associated with the purchasing decisions of the consumers (El-Gohary, 2012; Hamidi and Safabakhsh, 2011). At the same time, in order to show better strategies, that are consistent with better decisions, the companies started to gather information about consumers and their purchasing styles and habits (Lin and Hong, 2006). The internet has a lot of advantages, in the sense that the companies can also use it for many objectives concerned with the improvement of their products and services to consumers. Furthermore, the companies can establish a wide variety of businesses online in fact. This type of business is called e-commerce and the marketing online is called e-marketing (Ellis-Chadwick and Doherty, 2012; Hamidi and Safabakhsh, 2011).

### Problem Statement

As for the Jordanian consumers, the involvement of the e-marketing will lead to improve the availability of online shopping.

It will also resulted in that, Jordanian consumers will be more likely to have adequate knowledge and skills at the use of both the computer and searching the Internet (Shaltoni and West, 2010). As well as it will provide them with reasonable access to Internet services, with a positive impression about the current presentation and promotion of companies' web sites found on the internet (Al-Madi, Al-Zawahreh, and Al-Qawasm, 2012). According to previous studies, the adoption of the e-marketing in the Jordanian companies is considered to be a successful work for Jordan, as one of the developing countries, where the e-marketing is still at its initial stages.

However, the acceptance of the e-marketing system still faces a lot of impediments, preventing not only the consumer's motivation to use such technology, but also for the companies to make use of such technology extensively (El-Gohary, 2012). According to the researcher point of view, he considers that the main crucial way to get the best results for the acceptance of the idea of the e-marketing and applying it, can be done through understanding factors, such as the cultural factor, perceiving the usefulness of this technology and perceiving the easiness of using and implementing it (El-Gohary, 2012; Ellis-Chadwick and Doherty, 2012; Hamidi and Safabakhsh, 2011). Unfortunately, we are still in need of an empirical research that enables us to apply the cultural factor with TAM to investigate e-marketing among consumers in Jordan. Consequent, all of these factors will help and motivate the researcher to study the consumer's acceptance of e-marketing services in the Jordanian companies.

### The Important of the Study

Based on the previous studies, despite the fact that several countries such as; the USA, UK, Australia, and Canada have

applied the technology associated with the acceptance of e-marketing in shopping online, we are still in need for an empirical research that focuses on acceptance of e-marketing in shopping online sector spotlight in Jordanian consumer. Therefore, conducting this research is considered to be one of the most important factors to fill this gap. The purpose of this research sheds light on the theoretical, methodological, and practical use of e-marketing in shopping online through expanding the extended Technology Acceptance Model (TAM). In addition to that, it also contribute to understand the cultural factor and its impact on the consumer' acceptance of e-marketing that provides valuable guidance to the companies in order to concentrate on the most essential factors that could encourage consumers to use their e-marketing services.

## Literature Review

Electronic marketing (E-Marketing) can be defined as a new style and a modern practical business associated with the marketing of goods, services, information and ideas via the Internet and other electronic means. Depending on previous studies, they show that there are various definitions for the e-marketing which vary according to each author's point of view, background and specialization. For example, one the one hand, both Smith and Chaffey define it as: "Achieving marketing objectives through applying digital technologies" (Smith and Chaffey, 2005), whereas, Strauss and Frost (2005) define it as: "The use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals" (Strauss and Frost, 2005). On the other hand, the review of the relevant literature revealed that the ambiguous way of dealing with the idea and definition of e-marketing is considered to be one of the key obstacles in the literature. In this regard, what is more important than that is the misuse of the term e-marketing by most of the researchers; where the majority of them are still using the terms: e-marketing /internet-marketing / e-commerce / e-business as equivalents or a different wording for the same meaning? This is considered is incorrect, because they are different. For instance, e-marketing has a wider scope than internet marketing since Internet Marketing (IM) is associated only with the Internet, World Wide Web, e-mails (Shaltoni and West, 2010). Whereas e-marketing contains all of that as well as all other e-marketing tools like: intranets, extranets and mobile phones.

## Technology Acceptance Model (TAM)

TAM is considered to be one of the most extensively used models of individual acceptance and technologies' use. In the 1980s, the model was initially developed and tested (Malek, 2012; Shaltoni and West, 2010). Thereafter, TAM has been widely verified its validity and legitimacy across a variety of settings and subjected to theoretical extensions (Malek, 2012; Shaltoni and West, 2010; Davis, Bagozzi and Warshaw, 1989; Venkatesh and Davis, 2000). All in all, perceiving ease of use (PEOU), perceiving usefulness (PU), the attitude toward using (ATU), the behavioral intention to use (BI), and actual system use (AU) are the main important components of TAM. PU and PEOU are the two most important determinants for the system' use. The ATU directly predicts users' BI which determines AU. PEOU refers to the degree to which a user believes that using a certain service would be free of effort while PU is

defined as the degree to which an individual perceives that using a particular system would enhance his or her job performance (Venkatesh, Morris, Davis and Davis, 2003).

## The Cultural Factor

The usability of the mobile learning user interface can be improved through the cultural aspects. The usability aspects and cultural aspects of the web sites are discussed in the current research. However, the research findings for e-learning, on appropriate local culture are not enough. In addition to that, Sources for the usability of the mobile learning interface, concerned with cultural affairs are also scarcely to be discovered. Moreover, five standards or principles can be resulted from the common and famous Hofstede cultural dimensional model: Individualism / collectivism, Uncertainty Avoidance, Power Distance, Masculinity / Femininity and Long Term Orientation (Ariffin, 2011, Malek, 2012). Many studies link both the Culture and the information technology (IT). Tricker (1988) presented a wonderful and successful framework linking IS and culture using Hofstede's work. Also, Ein-Dor et al. (1993) lists cultural factors in IS, that contain the attitude towards the technology's progress, interpersonal relations and social commitment, and social norms (Ein-Dor et al., 1993). According to Hassan and Ditsa (1999) in another study, they noticed that the cultural factor is probably considered the most difficult factor to be isolated, defined, and measured (Hassan and Ditsa, 1999).

## Research Model and Hypotheses

### Research Model

There has been a long history of research and development in the acceptance of e-marketing in developed countries compared to those in developing countries. In conjunction, the initiatives of this study are carried out in Jordan, one of the developing countries. Particularly, TAM is used as the foundation model, as has been used and extended with different additional factors (Malek, 2012; Akour, 2009; Landry, Rodger and Hartman 2006; Masrom, 2007; Ngai et al., 2007; Saade and Galloway, 2005; Selim, 2003). The extension of TAM in this study is derived from Davis's (1989) suggestion. Accordingly, includes additional external factors in order to gain better insight and understanding on the issue of technology acceptance. In particular, this research also seeks to confirm the effects of attitude on the relationships between the main predictors in TAM and the acceptance of e-marketing. The proposed factors' relationships with the acceptance issue and TAM have been cited extensively in the body of current study literature. Specifically, the proposed external factor included in the model is culture factor. Most of these factor and their related variables have been derived from well known theories and models as mentioned earlier in the literature review and the preliminary study (in the Jordan context).

Conceptually, the proposed model consists of two parts. The first part represents the main constructs of the TAM. The dependent variable (DV) is represented by the behavioral intention to use e-marketing, which is considered as "Students' e-marketing acceptance". The internal independent variables (IVs) are perceived ease of use and perceived usefulness. It also has attitude variable towards intention to use e-marketing. Meanwhile, the second part proposes the external factors that could affect the internal independent variables. This part

includes one factor which is the culture factor (CF) which includes five variables, namely individualism/collectivism, uncertainty avoidance, power distance, Masculinity/Femininity, and long-term versus short-term orientation. The proposed factors are considered as external independent variables (IVs). As a summary, Table 1 lists the main TAM variables and the proposed independent external factor and their related variables. The proposed factors have been extensively defined, investigated and discussed in the body of the literature review. Further, Figure 1 illustrates the proposed model.

**Data Collection and Data Analysis**

The survey was conducted on 110 Irbid national university (INU) students. A total of 87 responses were received representing 79% response rate. Statistical Package for Social Science (SPSS) was used to determine the causal relationship among the variables as proposed in the framework. A principal component analysis with varimax rotation was executed to examine the factor structure of e-government adoption antecedent measures.

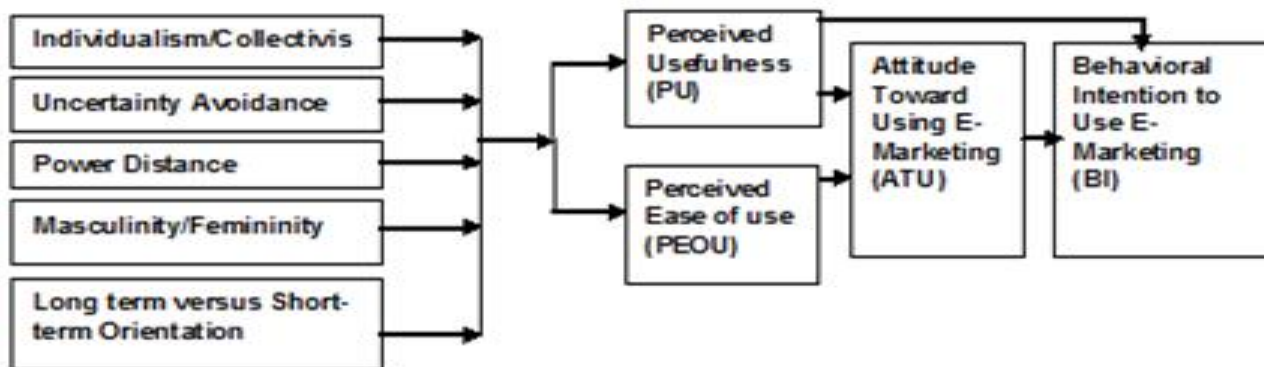


Fig. 1. Research Model

Table 1. Research Model Constructs and Variables

Construct	Variables	Sources
Culture Factor (CF)	Uncertainty Avoidance Power Distance Masculinity/Femininity Individualism/Collectivism Long term versus Short-term Orientation	Hofstede & Geert 1980; Hofstede, 1991; McCoy, 2002; Srite, 2000; Linjun, 2003; Al-Sukkar, 2005; Ess & Sudweeks, 2005
Usefulness (U)	Perceived Usefulness (PU)	Davis ,1989; Venkatesh & Davis ,1996, Akour, 2009
Ease of Use (EOU)	Perceived Ease of Use (PEOU)	Davis ,1989; Venkatesh & Davis ,1996, Akour, 2009
Attitude (A)	Attitude toward system (ATU)	Davis et al. 1989; Bagozzi et al. 1992; Al-Sukkar, 2005
Behavioral Intention (BI)	Behavioral Intention towards system use (BI)	Venkatesh&Davis,1996;Bagozzi et al. ,1992; Akour, 2009

**Research Hypothesis**

Based on the problem described earlier and the related aspects concerned in this study; six research hypotheses are formulated. They are utilized to explain the nature of certain relationships, to establish the differences between groups or to establish the independence of more factors in a study (Sekaran, 1992). Accordingly, several testable statements, or hypotheses, can be drawn from the theoretical model. Based on the research model, the research hypotheses are formulated as follow:

H1: There is a positive relationship between Culture and Perceived Usefulness of e-marketing.

H2: There is a positive relationship between Culture and Perceived Ease of Use of e-marketing.

H3: There is a positive relationship between Perceived Usefulness and Attitude Toward using e-marketing.

H4: There is a positive relationship between Perceived Usefulness and Behavioral Intentions to use e-marketing

H5: There is a positive relationship between Perceived Ease of Use and Attitude Toward using e-marketing.

H6: There is a positive relationship between Attitude Toward using and Behavioral Intentions to use e-marketing.

All hypotheses are interconnected, forming a model in which this study proposes. It is proposed that the model is called E-Marketing Acceptance Model, which is illustrated in Figure 2.

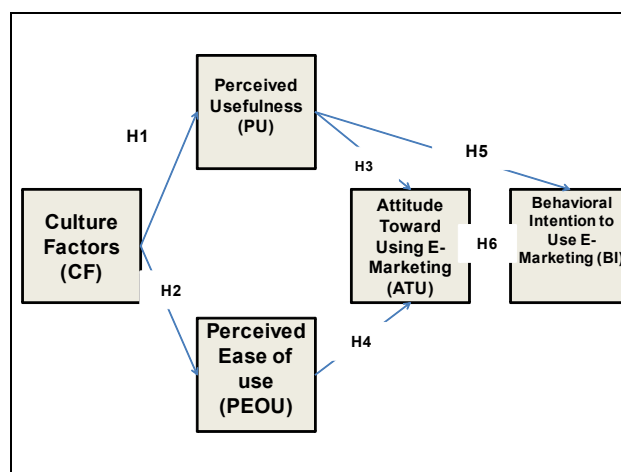


Fig. 2. Path Diagram for Research Mode

Five culture factors with the eigenvalue above 1.0 arose and they were generally consistent with the constructs proposed, representing the themes of power distance, uncertainty avoidance, masculinity/femininity, and long-term versus short-term orientation. These five factors altogether explained a total of 74% of the variance. Items were retained in a factor if they had a loading at or above .5 on that factor, and the differences between this loading and two other cross-loadings (Hair, 2006).

Based on the final factor structure and the component variables, five different factors with the variables in each factor were identified. In addition, all the rotated variables were returned as there was no cross loading of variables of more than 0.5 observed. In order to provide meanings to each factor, these factors were labeled based on the meanings of the variables in each factor. Factor 1 consists of five items related to power distance; therefore, this factor was labeled as 'power distance'. Factor 2 had four items related to uncertainty avoidance, so this factor was labeled as 'uncertainty avoidance'. The third factor consists of four items all related to individualism/collectivism, as such this factor was labeled as 'individualism/collectivism'. The fourth factor consists of four items all related to masculinity/femininity, as such this factor was labeled as 'masculinity/femininity'. Finally, three items were grouped in the last factors which all related to long term versus short-term orientation. Thus, this factor was labeled as 'long term versus short-term orientation'. Testing for reliability could be achieved by calculating the Cronbach alpha. All the constructs were found to have adequate alpha value (>0.7) (Table 2).

between the two variables is 0.533. This also suggests an existence of a significant positive relationship. Therefore, H2 is supported at the zero-order level. The third hypothesis (H3) suggests a positive relationship between perceived usefulness and attitude toward using e-marketing. As the finding indicates that the correlation coefficient between the two variables is 0.689 (Table 3), this confirms that a significant positive relationship exists. Therefore H3 is supported at the zero-order level.

The fourth hypotheses (H4) propose a positive relationship between perceived usefulness and behavioral intentions to use e-marketing. The results are displayed in Table 3. It indicates that the correlation coefficient between the two variables is 0.727. This gives an existence of a significant positive relationship; therefore, H4 is supported at the zero-order level. Next, the fifth hypothesis (H5) states a positive relationship between perceived ease of use and attitude toward using e-marketing. The results are exhibited in Table 3, which indicates that the correlation coefficient between the two variables is 0.518.

**Table 2. Comparing Original Dimensions to Final Dimension After Factor Analysis**

Original dimension	Dimension derived after factor Analysis	N. Items	Alpha (a)
Culture Factor (CF)	Power Distance	5	0.897
	Uncertainty Avoidance	4	0.888
	Individualism/Collectivism	4	0.864
	Masculinity/Femininity	4	0.887
	Long term versus Short-term Orientation	3	0.774
Usefulness (U)	Perceived Usefulness (PU)	5	0.798
Ease of Use (EOU)	Perceived Ease of Use (PEOU)	5	0.822
Attitude (A)	Attitude toward system (ATU)	4	0.862
Behavioral Intention (BI)	Behavioral Intention towards system use (BI)	4	0.832

**Table 3. Hypothesis correlation**

	Usefulness (U)	Ease of Use (EOU)	Attitude (A)	Behavioral Intention (BI)
Culture Factor (CF)	0.563** (H1)	0.533** (H2)	-	-
Usefulness (U)	1	0.719**	0.689** (H3)	0.518** (H5)
Ease of Use (EOU)	0.719**	1	0.727** (H4)	-
Attitude (A)	-	-	1	0.734** (H6)

\*\* . Correlation is significant at the 0.01 level (2-tailed)

### Hypotheses Testing – Correlation

The study proposes six hypotheses to test the relationships between the factors in the proposed model. The mean values of variables within the constructs or factors were calculated and correlation analysis was conducted on these values. All hypotheses test indicate a positive relationship between constructs; thus a positive correlation different from zero and meeting the minimum criterion stated earlier supports the hypothesis and the relationship. Zero-order (simple) correlation hypotheses tests are presented next. The following descriptions present the detailed results of each hypothesis testing. The first hypothesis (H1) states a positive relationship between culture and perceived usefulness of e-marketing. In conjunction, Table 3 indicates that the correlation coefficient between the two variables is 0.563. This result suggests that a significant positive relationship exists; therefore, H1 is supported at the zero-order level. The second hypothesis (H2) states a positive relationship between culture and perceived ease of use of e-marketing. Having tested the data, the results are presented in Table 3. The table indicates that the correlation coefficient

This proves a significant positive relationship. Therefore, H5 is supported at the zero-order level. Finally, the sixth hypothesis (H6) states there is a positive relationship between attitude toward using and behavioral intentions to use e-marketing. Table 3 displays the results, indicating that the correlation coefficient between the two variables is 0.734. This suggests that a significant positive relationship exists; therefore, H6 is supported at the zero-order level.

### Summary of Hypotheses Testing – Correlation

As a summary, all the zero-order correlation tests of the hypotheses are found to be significant and thus support the hypotheses at this level. It has been that culture has positive indirect relationship with the behavioral intention to use e-marketing and thus the acceptance of e-marketing through perceived usefulness and perceived ease of use. Having obtained the results (previous section) the correlations among all factors in the proposed model are presented in Figure 3. The model depicts correlation values between the model constructs including TAM factors.

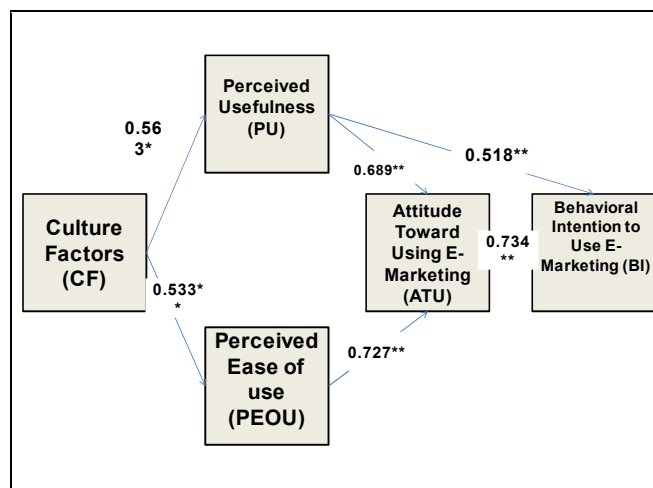


Figure 3. Correlational Model

## DISCUSSION

In this section discusses the result that emerged from the data analysis. Attempts will be made to explore how the result related to the findings from previous studies. The approaches adopted in this section are that the discussion will reiterate the highlights if the results are as expected, and if the results are unexpected, the discussion will be an attempt to reconcile. The results obtained from interpreting the adoption level and matrix will be discussed and followed by discussion on factors associated with e-marketing. The findings show that cultural factor (power distance, uncertainty avoidance, masculinity/femininity, and long-term versus short-term orientation) has a significant and positive relationship with perceive usefulness and perceive ease of use. Collectively, many researchers agreed that these variables were considered as successful key variables in the area of technology acceptance (Malek, 2012; Gefen and Heart, 2006; Gefen and Karahanna, 2003; Jarvenpaa and Tractinsky, 1999). Actuality, the findings was also supported by original dimensions of Hofstede (1991), and is consistent with Shin *et al.* (2007) findings, who found that cultural factor has strong and positive relationships with perceived ease of use and perceived usefulness of information sharing in China.

Dasgupta and Gupta (2009) expand the TAM model by identifying the antecedents to technology acceptance to include the role of organizational culture in the acceptance, adoption, and diffusion of e-government service among government organizations employees. The result shows that organizational culture has an impact on the individual's acceptance and use of internet technologies in a developing country. Their findings emphasized on the significant role of organizational culture in promoting adoption of technology. However, Dasgupta and Gupta's (2009) study ignored the external factors such as competition that mostly drives organizations to adopt new technology. Finally, the present research findings are also in agreement with ( Yoon, 2009) who conducted a study to investigate the impact of national culture dimensions on consumer acceptance of e-commerce online shoppers in China.

In analyzing the culture variables, power distance, uncertainty avoidance, and individualism/collectivism are found to be significant factor influencing on consumer acceptance of e-marketing. Our results showed that the mission had a significant impact on e-government adoption, and three traits:

power distance had a significant influence on consumer acceptance of e-marketing. The degree to which the less powerful members of organizations accept that power is distributed unequally. This implies that the higher the sense of purpose and long-term vision the higher the on consumer acceptance of e-marketing. Uncertainty avoidance had a significant influence on consumer acceptance of e-marketing. The uncertainty avoidance trait is a reflection of the norms and beliefs in the organization and provides the capacity for internal change in response to external conditions. In addition, individualism/collectivism had a significant influence on consumer acceptance of e-marketing. Consumers are known to have stable cultures that resist change; therefore, this finding seems to suggest that due to the lack of capacity for internal change, students in the university found the new technology less useful. In short, results show that culture influences on consumer acceptance of e-marketing which supports the existing literature in the area of culture and IS (El-Gohary, 2012; Denison and Mishra, 1995; Shaukat *et al.*, 2010; Dasgupta *et al.* 1999, 2009; Doherty *et al.*, 2003; Harper *et al.*, 2001; Harrington *et al.*, 2005).

## Future Research and Conclusions

The present study is considered as an exploratory study, and it attempts to give a better understanding on consumer acceptance of e-marketing profile among online shoppers in Jordan. It also intends to propose a model for e-marketing adoption for online shoppers in Jordan. In the present study, an effort was made to ensure that all e-marketing applications are relevant to the implementation stages in the framework adoption. However, there might be other possible factors, which can be included in the framework but may have been overlooked and have not been taken into account. Therefore, it is recommended to future research works to examine new relevant factors, which may affect the e-marketing adoption in Jordan. Furthermore, it is recommended to replicate the same approach of analyzing with different samples elsewhere.

Furthermore, this is an empirical study, and the research model provides a way of viewing the real world, i.e., in simplified form. In the complex world of consumer, there are potentially other factors that could influence the adoption of e-marketing and implications for consumer. However, for the purpose of this study, these factors are controlled. In other worlds, the adoptions, and the links between e-marketing adoption and consumer impacts, are hypothesized to exist. This study is conducted to investigate factors affecting the consumer's acceptance of e-marketing in online shoppers in Jordan. The findings show that the consumer's acceptance can be modeled by the TAM's original constructs. Additionally, this study confirms the strength of TAM in predicting the acceptance and use of e-marketing in addition to other significant variables that were derived from other related theories. However, it is important to continue to explore other model factors in future studies.

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