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INVESTIGATING THE EFFECT OF INNOVATION CHARAC- TERISTICS ON THE ADOPT- TION OF ELECTRONIC NEWSPAPERS IN JORDAN

Key Words

*Relative Advantage;
Compatibility;
Complexity;
Triability;
Observability; Diffusion
of Innovation (DOI);
Electronic Newspapers*

Abstract

This study aimed at investigating the factors that affect the adoption of electronic newspapers in Jordan. The study tested the attributes of the theory of diffusion of innovation developed by Rogers (1995), which consists of five independent variables (relative advantage, compatibility, complexity, trialability, and observability) and the dependent variable (adoption). The population comprised consumers who used electronic newspapers. A questionnaire was distributed electronically to a convenience sample of consumers. 222 questionnaires were returned and were suitable for analysis. The results showed that the constructs relative advantage, compatibility, trialability, and observability of electronic newspapers were all found to have a significant and positive impact on its rate of adoption, while complexity has a significant negative impact on its rate of adoption. Based on the findings and conclusions, a number of implications and recommendations are suggested, and some future research is proposed.

Introduction

With the directives of his majesty King Abdullah II and government initiatives, Jordan's Internet-using population is rapidly growing. According to Internet World Stat (2012), Jordan's Internet-using population is

growing from 127,300 users in 2000 to 2,481,940 users in 2012. In other words, more than 38.1% of the population was using the Internet by the end of 2012. Rapid Technological development and increasing numbers of Internet users

have encouraged the emergence of a new form of newspapers, originated in the mid-nineties, which was called electronic newspapers. This new form of newspapers formed the phenomenon of new information related to a revolution of information technology and communications, where the press became available for all, more widespread and rapidly accessible to a larger number of readers at the lowest cost.

Thus electronic newspapers have opened various prospects, which have become easier and closer to the reach of the citizen. With more people becoming Internet users, electronic newspapers are getting more popular in Jordan. There are several electronic newspapers that have spread during the latest decade of the twenty-first century in Jordan; the number has exceeded one hundred online newspapers. Experts believe that the creation of electronic newspapers helped traditional newspapers regain their competitive advantages because electronic newspapers possess both the strengths of newspapers and of television news. In addition, the capacities of interactivity and database allow electronic newspapers to outperform traditional news media (Li, 2001; Tu and Chou, 2000).

Several theories and models have been developed by communication technology scholars to explain and

predict adoption behaviors. Some of these theories and models are the Diffusion of Innovations Model (DOI) (Rogers, 1995), the Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980), the Theory of Planned Behavior (TPB) (Ajzen, 1991), and the Technology Acceptance Model (TAM) (Davis, 1998). The purpose of the study is to examine the most frequently used theoretical framework (Shu-Chu, 2003; Leung, 2000; Lin, 2000; Li and Yang, 2000), which is Rogers' diffusion of an innovation model, to explain the Jordanian customers' adoption behaviors of electronic newspapers in Jordan.

Statement of the Problem

The whole industry of newspapers in print is challenged due to falling circulation and declining advertisement revenues and witnessed a decline in the number of readers because of their turning to read an online newspaper (The Economist, 2006), which has forced newspaper companies to seek new opportunities. Previous studies have attributed this shift to a variety of reasons, including the decline in revenues due to rising costs of production and distribution of printed newspapers, where the prices of these newspapers have doubled. This has led many of the readers to switch to an online newspaper, which in turn represents a much lower cost

compared to printed newspapers (Bogart, 1989). Added to this is the increasing complexity in the distribution of printed newspapers, which accompanies the various developments in different aspects of life (McQuail, 1994) and the shift of consumers' behavior, especially younger generation towards online sources (Ahlers, 2006). Furthermore, the decreasing number of printed newspapers' readers has caused the advertisers, who represent the largest source of revenue, to withdraw their advertisements from printed newspapers and use advertising strategies that based on new advertising means with more focus and higher penetration rate, such as direct mail (Bogart, 1989). Glaberson (1993) noticed that the reason behind the decline in advertising revenues during the nineties had been the growth in alternative advertising media such as television and direct mail. Also, Dalglish (1992) showed that the challenge of competition by other means of advertising had been the reason for the decline witnessed in the daily printed newspapers. Based on the above illustrations of changing trends, the problem that the researchers in this study try to explore answers the following question: What are the main factors that mostly influence the adoption of electronic newspapers from Jordanian customers' perspective?

Objectives of the Study

The main objective of this study is to explore the major factors influencing the adoption of electronic newspapers. The main objective is broken to the following sub-objectives:

1. Test the proposed model developed by Rogers (1995), which consists of five variables (relative advantage, compatibility, complexity, trialability, and observability).
2. Identify the most effective variables of the electronic newspapers' adoption.
3. Suggest some recommendations and implications to assist electronic newspapers' providers in understanding customers' better and making justified marketing decisions, thereby providing better services to their customers.

Importance of the Study

The importance of this study stems from the following:

1. This research focuses on a relatively unexplored subject, which is electronic newspapers in Jordan where little research has been conducted in this area. Furthermore, according to the researchers' knowledge, no previous studies in this regard have been done in Jordan.

2. Recent research in electronic delivery of services has largely focused on business transactions, while this research contributes to this area of research by exploring newspaper services.
3. Information technologies are growing rapidly, and the Internet has become the fastest adopted customer product, a fact which encourages customers to switch to electronic newspapers.
4. The findings will assist electronic newspaper providers in understanding customers better and making justified marketing decisions, thereby providing better services to their customers.
5. The diffusion of electronic newspapers in Jordan is still in its infancy stage. Therefore, the findings of this research will allow policy makers to obtain a better understanding regarding how to accelerate the adoption of electronic newspapers.

Theoretical Framework

Electronic Newspapers

The launching of the press on the Internet formed a new media phenomenon, associated with a revolution of information and communication technology, where the media product became interactive and accessible to all. The media content has become

more prevalent and accessible to a larger number of readers, and thus electronic newspapers have enlightened many prospects, opened closed doors and become easier and closer to citizens. The Conser Program Home Page of the Library of Congress (2002) defines an electronic newspaper as a serial publication containing news on current events of special or general interest, issued in a machine-readable format, and accessed via input/output devices connected electronically to a computer.

The Emergence of Electronic Newspapers

Although newspapers in an electronic format first appeared in 1970s, online delivery of news emerged in the 1990s (Greer and Mensing, 2006). In these early versions, the content was text-based, and was delivered from online services such as America Online (Li, 2006). However, online newspapers demonstrated rapid growth by the end of 1990s and by mid-2001, more than 3,400 newspapers were online (Li, 2006). In January, 1994, the Alto Palo Weekly became the first newspaper published regularly on the network. This newspaper represents the first models which entered the electronic media industry widely. The “Elaph” newspaper, published in London in 2001, was the first Arab online newspaper. But today, the

Arab web browsers can find a lot of electronic newspapers published on-line daily.

As Jordan enjoys a broad margin of freedom and a steady progress in the use of computer and communication technology, it is natural to deploy electronic newspapers, and increase their impact and spread throughout the country. According to The Department of Press and Publications (2012), electronic newspapers entered the media landscape in Jordan through the issuance of Ammon News Agency, the first electronic Jordanian newspaper specialized in providing news established in 2006. Other electronic newspapers then appeared, such as Saraya news agency, Khaberni, Rum Online, Assawsana and others; the number of electronic newspapers now exceeds one hundred.

Literature Review

There is a general agreement among researchers that the Diffusion of Innovations (DOI) model is a suitable and valid theory for examining the process of adoption for the following reasons:

1. Diffusion of innovations model was recognized as the only theory which has been used to evaluate adoption on the individual and organizational levels (Jeyaraj, Rottman and Lacity, 2006).
2. Rogers' model is perhaps the most frequently cited theory in most research on diffusion of innovation because it attempts to explain the factors which influence the adoption of an innovation and the way in which new innovations are disseminated through social systems over time (Looi, 2004).
3. One of the major contributions of the diffusion of innovations model is the innovation decision process, which starts with one's knowledge about the existence of the innovation and ends with the confirmation of the adoption/rejection decision (El-hadary, 2001).

Innovation Adoption

An innovation is an idea, practice, or project that is perceived as new by an individual or another unit of adoption (Rogers, 2003). Diffusion is the process during which an innovation is communicated through certain channels over time among members of a social system. Rogers (2003) also distinguishes rejection from adoption by stating that adoption is a decision to make full use of an innovation as the best course of action, whereas rejection is a decision not to adopt an available innovation.

Rate of Adoption

The rate of adoption is defined as the relative speed with which an innovation is adopted by members of a

social system (Rogers, 2003). The perceived attributes of an innovation are significant predictors of the rate of adoption, whereas 49-87% of the variance in the rate of adoption of innovations is explained by these five attributes (Rogers, 2003).

Relative advantage

Relative advantage is the degree to which an innovation is perceived as better than the idea it supersedes (Rogers, 1995). The degree of relative advantage is often expressed as economic profitability, social prestige, or other benefits (Rogers, 1995). When measuring the relative advantage of an innovation, it is not necessary to evaluate whether it has an objective advantage over the precedent idea. It matters whether an individual perceives the innovation as advantageous. Relative advantage is the primary reason for encouraging ICT growth, and a positive relationship has been identified between perceived advantages and adoption (Gemino *et al.*, 2006). The theory suggests that the greater the perceived relative advantage of an innovation, the more rapid its rate of adoption will be. This has led the researchers to develop the following hypothesis:

H1: Relative advantage of the electronic newspapers has a positive sig-

nificant statistical effect on the adoption of these newspapers.

Compatibility

The level of compatibility is often an important issue for high-technology adoptions (Sean *et al.*, 2002). Alam, Khatibi, Ahmad and Ismail (2007) stated that an innovation is more likely to be adopted if it is compatible with individual job responsibility and value system. A faster rate of adoption occurs when adopters perceive an innovation as meeting the needs of the client. An idea that is incompatible with their values, norms or practices will not be adopted as rapidly as an innovation that is compatible. In the case of online newspapers, this implies that electronic newspaper adoption will be more likely to occur when online newspaper characteristics are compatible with technology characteristics. This has led the researchers to develop the following hypothesis:

H2: Compatibility of electronic newspapers has a positive significant statistical effect on the adoption of these newspapers.

Complexity

Prior research has shown that there is a negative relationship between the complexity of a technology and its successful implementation (Cooper and Zmud, 1990). In the case

of online newspapers, a higher level of task complexity in electronic newspaper use suggests inhibited success of the adoption process. Rogers' (1995) analysis of diffusion emphasizes the importance of individual perceptions and understanding of a new technology in shaping its acceptance. Scarbrough and Corbett (1992) find "understandings of consumers" to be an important element in the diffusion of innovative technology. New ideas that are simpler to understand are adopted more rapidly than innovations that require the adopter to develop new skills and understandings. This has led the researchers to develop the following hypothesis:

H3: Complexity of electronic newspapers has a negative significant statistical effect on the adoption of these newspapers.

Trialability

The theory suggests that the innovations which can be experimented will, in general, be adopted more quickly than innovations that are not trialable. This is due to the decreased uncertainty gained by experimenting. Rogers' (1995) studies found that "the trialability of an innovation", as perceived by members of a social system, is positively related to its rate of adoption. Alam *et al.* (2007) suggested that trialability had become an impor-

tant feature of innovation because it provides a means for prospective adopters to reduce their uncertainties regarding unfamiliar technologies or products. An innovation that is trialable represents less uncertainty to the individual who is considering it. This has led the researchers to develop the following hypothesis:

H4: Trialability of electronic newspapers has a positive significant statistical effect on the adoption of these newspapers.

Observability

The results of some ideas are easily observed and communicated to others, whereas some innovations are difficult to observe or to describe to others. This observability stimulates discussion surrounding the innovation when the peer group requests evaluation information about the innovation. The theory suggests that the easier it is for individuals to see the results of an innovation, the more likely they are to adopt it. Observability in an innovation is an important factor in early adoption. Visible results lower uncertainty and also stimulate the peer discussion of a new idea, as friends and neighbors of an adopter often request information about it (Rogers, 1995). This has led the researchers to develop the following hypothesis:

H5: Observability of electronic newspapers has a positive statistical significant effect on the adoption of electronic newspapers.

Model of the Study

Our research model is based on the work of Rogers (1995) and comprises five constructs of innovational attributes (relative advantage, complexity, compatibility, trialability, observability) which define the perceived characteristics of an innovation in this study. In the present work, the domain under study is the adoption of electronic newspapers.

Design and Methodology

Population and Sampling Method

The population of interest in this study comprised all readers of the Jordanian electronic newspapers. Ac-

cording to the study conducted by Ipsos (2011), the percentage of electronic newspaper readers was 18.8% of the total number of citizens in Jordan. This means that the number of readers of electronic newspapers has exceeded one million. Because of the large size of study population, time and cost constraints and the lack of a sampling frame, a convenience (non-probability sampling method) sample of Jordanian electronic newspaper readers was chosen.

Measurement of Constructs

Based on extended relevant literature review, a questionnaire was designed (Appendix I) to gather data and to test the hypotheses. The questionnaire was translated to Arabic. After translating, a pilot study was conducted in order to identify and eliminate potential problems. A number of academics in Jordanian univer-

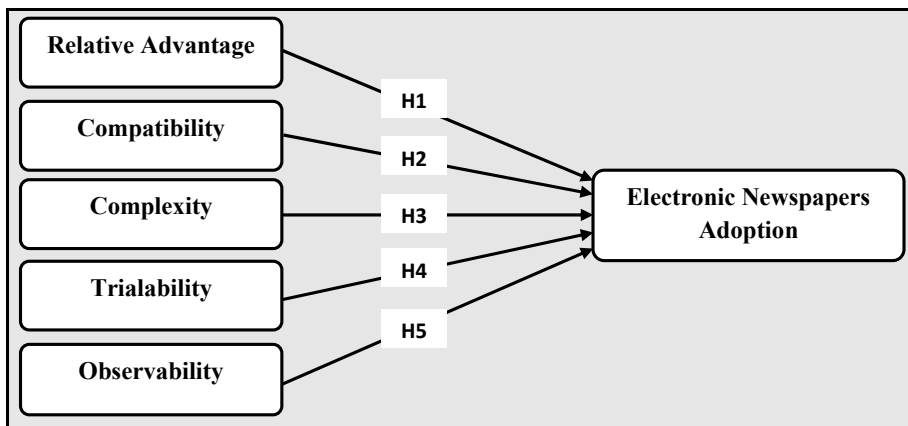


Figure 1: Model of the Study

sities were selected to answer the questionnaires items. They were asked to review and critique the questions and identify a problems. Based on the feedback, the questionnaire was refined for clarity.

The final version of the questionnaire consists of two parts. The first part gathers general information about respondents (gender, age, income level, education level). The second part is about perception of respondents about factors affecting the adoption of electronic newspapers (relative advantages, complexity, compatibility, observability, trialability) and behavioral intentions to adopt electronic newspapers. The sec-

ond part of the measurement scale had 30 items designed and scored on a five-point Likert Scale statements ranging from (1) for strongly agree, (2) agree, (3) for no opinion, (4) disagree, (5) for strongly disagree, in which respondents specify their level of agreement with a statement related to the underlying construct of interest. The items used to measure each variable are listed in Appendix (1).

Instrument Reliability and Validity

Reliability

The most-used technique is the internal consistency measure, already

Table 1
Operational Definitions of Constructs

Variables	Operational definition	Sources	Items
Relative advantage	The degree to which customers perceive a new product or service as different and as better than its substitutes.	Moore and Bansabt (1991) Tan and Teo (2000) Snel (2000).	1-5
Compatibility	The extent to which a new product or service is consistent with consumers needs, beliefs, values, experiences, and habits.	Moore and Bansabt (1991) Tan and Teo (2000)	6-10
Complexity	The degree to which an innovation is perceived as difficult to understand and use.	Moore and Bansabt (1991) Tan and Teo (2000), (Roger, 1995).	11-15
Trialability	The degree to which an innovation may be experimented with on a limited basis.	Moore and Bansabt (1991) (Roger, 1995).	16-20
Observability	The degree to which the results of an innovation are visible and communicable to others.	Lee et al., (2002) Roger (1995).	21-25
Intention to adopt	The acceptance and continued use of a product, service or idea.	(Davis, 1989)	26-30

known as Cronbach Alpha, which measures the internal consistency of a construct. A general cut-off point of reliability for new scales is a value of Alpha 0.70 or greater. Saunders *et al.* (2003) suggested that the alphas less, but near to, 0.70 may be acceptable. From the analysis in Table (2), it can be observed that scales for each variable have Alpha indexes greater than the suggested cut-off value (ranging from 0.87 to 0.93), which is considered acceptable, and confirms a high reliability of the measures for this research. The composite reliability (CR) measure proposed by Werts *et al.* (1974), which is an alternate conceptualization of reliability represents the proportion of measure variance attributable to the underlying trait. The composite reliability was used to assess the reliability of the scales for this study. Generally, a new scale is considered reliable when composite reliability is greater than 0.70 (Bagozzi and Yi, 1988). Table (2) provides indications that all constructs exceed the recommended level for composite reliability measures.

Validity

Construct validity includes convergent validity and discriminate validity (Gefen *et al.*, 2000). These two validities capture some of the aspects of the goodness of fit model. Confirmatory factor analysis (CFA) has also been used to verify the construct va-

lidity. Convergent validity is shown when each measurement item correlates strongly with its assumed theoretical construct. The ideal level of standardized loadings for reflective indicators is 0.70 or higher, but 0.60 was considered to be an acceptable level for a newly developed scale or an application across disciplines (Barclay *et al.*, 1995). As indicated in Table (2), for all the constructs all items have high loadings with a majority above 0.80, hence demonstrating good convergent validity.

Discriminate validity is assessed to see if the constructs differed from one another and to compare squared correlations with AVE for each construct under study. If the average variance extracted exceeds the squared correlations, then discriminate validity is established (Fornell and Larcker, 1981). As presented in Table (3), discriminate validity is verified because all the constructs met this criterion, where the square roots of the AVE scores are all higher than the correlations among the constructs.

Data Analysis and Research Findings

A number of statistical techniques were applied to test and interpret the results of the data analysis. At the first-stage, the data collected were analyzed using SPSS 20.0 for purposes of descriptive statistics on the demographic characteristics of the subjects. At the

Table 2
Results for the Measurement Model

Construct	Factor Loading	AVE*	CR*	Cronbachs Alpha
Relative Advantage				
RELADV1	0.8373	0.6689	0.9097	0.8757
RELADV2	0.8798			
RELADV3	0.7440			
RELADV4	0.7980			
RELADV5	0.8239			
Compatibility				
COMPAT1	0.9038	0.7877	0.9488	0.9325
COMPAT2	0.9125			
COMPAT3	0.8594			
COMPAT4	0.8859			
COMPAT5	0.8749			
Complexity				
COMPLE1	0.8546	0.7439	0.9356	0.9139
COMPLE2	0.8682			
COMPLE3	0.8830			
COMPLE4	0.8436			
COMPLE5	0.8626			
Trialability				
TRIALAB1	0.8685	0.7454	0.9360	0.9145
TRIALAB2	0.8471			
TRIALAB3	0.8555			
TRIALAB4	0.8520			
TRIALAB5	0.8928			
Observability				
OBSERV1	0.8660	0.7179	0.9270	0.9013
OBSERV2	0.8619			
OBSERV3	0.7821			
OBSERV4	0.8455			
OBSERV5	0.8776			
Adoption				
ADOPTN1	0.8243	0.7328	0.9320	0.9086
ADOPTN2	0.8639			
ADOPTN3	0.8528			
ADOPTN4	0.8389			
ADOPTN5	0.8984			

*AVR: Average Variance Extracted; CR: Composite Reliability

Table 3
Correlations and Average Variance Extracted

	RELADV	COMPAT	COMPLE	TRIALAB	OBSERV	ADOPTION
ADOPTION	0.8560					
COMPAT	0.8142	0.8875				
COMPLE	-0.7880	-0.8127	0.8625			
OBSERV	0.8034	0.7478	-0.7185	0.8473		
RELADV	0.8145	0.8315	-0.8169	0.7498	0.8179	
TRIALAB	0.8170	0.8209	-0.8276	0.7495	0.8202	0.8634

second-stage, Structural Equation Modeling (SEM) technique, using Smart PLS 2.0 M3 release was used to determine the interactions between the various constructs (namely relative advantage, compatibility, complexity, trialability, observability and adoption) for ascertaining the various structured equation models.

Descriptive Statistics

A total of 222 electronic newspaper readers responded to all questions regarding their gender, age, educational level and income. Table (4) shows that (56.3%) of the respondents were male and (43.1) female. Almost (60%) fell within the first age category (18-29), while only (2.3%) was of 50 years of age and above. In terms of

Table 4
Demographic Characteristics

Measure		Frequency	Percent %
Gender	Male	125	56.3
	female	97	43.7
Age	18-29	131	59.0
	30-39	58	26.1
	40-49	28	12.6
	50 or more	5	2.3
Education Level	High School	21	9.5
	Diploma	23	10.4
	Bachelor	124	55.9
	Masters	35	15.8
	PhD	19	8.6
Income	Less than 200	60	27.0
	400-200	78	35.1
	600-401	39	17.6
	More than 600	45	20.3
Total		222	100.0

education, it was found that more than half of the respondents were holding the bachelor degree, 9.5% high school students and a little less percentage (8.5%) holding a doctorate. With regards to income, the data shows that the largest number of respondents fell within the category of (200-400 JD) monthly income, compared with only (20.3%) of high income (more than 600 JD).

Structural Model and Hypotheses Testing

Table (5) and Figure (2) represent the result of testing the structural links of research model using Smart PLS analysis. The estimated path coefficients and coefficient of determination (R^2) for dependent construct are given along with the associated t-value. All the coefficients are significant at the 99% significance level providing strong support for all the hypothesized relationships. These results represent yet another confirmation of

the appropriateness of the Diffusion of Innovation (DOI) theory for explaining voluntary individual behavior.

H1: specifies that **relative advantage** of electronic newspapers has a positive significant statistical effect on the adoption of these newspapers. This hypothesis is verified (with the path coefficient = 0.184; $t = 5.42$). The findings show that the higher the perception that the reading of electronic newspapers will be better than the idea it supersedes (relative advantage), the greater the level of acceptance and continued use (adoption) of electronic newspapers. This notion is also supportive of Rogers' (2003) model. As a result, H1 was approved.

H2: specifies that **compatibility** of electronic newspapers has a positive significant statistical effect on the adoption of these news-

Table 5
Result of hypotheses testing

Path	Coefficient (C)	Standard Error (S)	T Statistics (C/S)
H1: RELADV -> ADOPTION	0.184*	0.034	5.42
H2: COMPAT -> ADOPTION	0.187*	0.030	6.22
H3: COMPLE -> ADOPTION	-0.102*	0.027	3.80
H4: TRIALAB -> ADOPTION	0.204*	0.032	6.35
H5: OBSERV -> ADOPTION	0.300*	0.024	12.59

* $p < .001$, ** $p < .01$, *** $p < .05$, based on two-tailed test; $t(p < .001) = 3.29$; $t(p < .01) = 2.58$; $t(p < .05) = 1.96$.

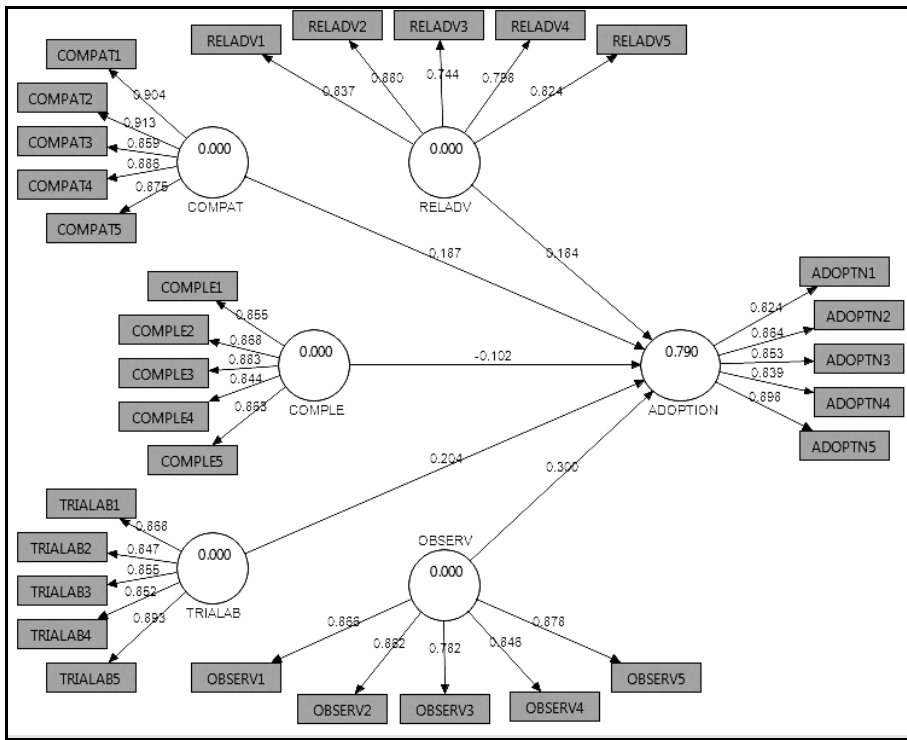


Figure 2: Structural Model

papers. This hypothesis is verified (with the path coefficient = 0.187; $t = 6.22$). The findings show that the higher the perception that the reading of electronic newspapers will be consistent with their existing values, past experiences, and needs (compatibility), the greater the level of acceptance and continued use (adoption) of electronic newspapers. This notion is also supportive of Rogers' (2003) model. As a result, H2 was approved.

H3: specifies that **complexity** of electronic newspapers has a negative significant statistical effect on the *adoption* of these newspapers. This hypothesis is verified (with the path coefficient = -0.102; $t = 3.80$). The findings show that the greater the difficulty perceived by electronic newspaper readers to understand and use electronic newspaper (complexity), the lower the level of acceptance and continued use (adoption) of electronic newspapers. This notion is also supportive of Rogers' (2003) model. As a result, H3 was approved.

H4: specifies that **trialability** of electronic newspapers has a positive significant statistical effect on the *adoption* of these newspapers. This hypothesis is verified (with the path coefficient = 0.204; $t = 6.35$). The findings show that the greater the chance to experiment with electronic newspapers on a limited basis (trialability), the greater the level of acceptance and continue use (adoption) of electronic newspapers. This notion is also supportive of Rogers' (2003) model. As a result, H4 was approved.

H5: specifies that **observability** of electronic newspapers has a positive statistical significant effect on the *adoption* of electronic newspapers. This hypothesis is verified (with the path coefficient = 0.300; $t = 12.59$). The findings show that the greater the results of electronic newspapers to be visible to others (observability), the greater the level of acceptance and continued use (adoption) of electronic newspapers. This notion is also supportive of Rogers' (2003) model. As a result, H5 was approved.

Explaining Electronic Newspapers Adoption

The predictive power of a model can be assessed by R-square (R^2)

values. SmartPLS provides the squared multiple correlation (R^2) for each endogenous construct (dependent variable), which indicates the amount of variance in the construct that is explained by the model. As shown in Figure (4-1), the adoption of electronic newspapers is jointly predicted by relative advantage ($\beta = 0.184$), compatibility ($\beta = 0.187$), complexity ($\beta = -0.102$), trialability ($\beta = 0.204$) and observability ($\beta = 0.300$). These variables totally explain 79% of the variance on electronic newspaper adoption ($R^2 = 0.790$ Coefficient of determination). This is an indication of the good explanatory power of the model for adoption. This result is consistent with Rogers (2003), which indicates that 49-87% of the variance in the rate of adoption of innovations is explained by these five attributes.

Discussion

The results from this study fully support the conclusions of Rogers (2003). The findings show that electronic newspaper perceptions of relative advantage, compatibility, trialability, and observability have a significant, positive, and strong effect on the adoption of electronic newspapers by Jordanian consumers. This result is consistent with the findings of some recent studies. For example, Odumeru (2013) pointed out that relative advantage, complexity,

compatibility, observability and trialability are important determinants of the adoption of mobile banking.

The perceptions of complexity had a significant, negative, and strong association with the adoption of electronic newspapers. In other words, consumers who experience the benefits of electronic newspapers (relative advantages), consumers who experience that the electronic newspaper easily fits in their daily life (compatibility), consumers who experience that the electronic newspaper has fewer complications (complexity), consumers who experience the availability of electronic newspaper for trial (trialability) and consumers who experience positive effects of the electronic newspaper (observability), are more likely to adopt electronic newspapers.

In addition, a meta-analysis of innovation characteristics and adoption of innovations revealed that observability was cited as the most significant attribute related to the adoption of innovations in Jordan. Trialability was the second important attribute followed by compatibility, relative advantage and complexity, respectively. Several articles were reviewed concerning innovation characteristics and their relationship to innovation adoption and implementation.

Commenting on the concepts of Rogers' diffusion of innovation theory (Rogers 2003), the above findings fully support Rogers' (2003) model, which has been supported by numerous adoption studies in the literature. This study shows that the adoption of electronic newspapers is mainly influenced by consumers' perceived attributes (relative advantage, compatibility, complexity, observability and trialability). Our findings are in accordance with previous literature, which indicates that consumers perceived attributes influence the adoption of an innovation (e.g. Khorshidi and Rajab-Baigy, 2012; Schmidt and Brown, 2007; Murray, 2007; Scott *et al.*, 2008; Fleuren *et al.*, 2004; Greenhalgh *et al.*, 2004).

Implications and Recommendations

This study provides information about the main determinants of the adoption of electronic newspapers. For consumers to deal with electronic newspapers, it is important to obtain more insight into consumers' adoption of electronic newspapers, which is essential for its success. The following recommendations for electronic journalism practice can be derived from this study.

1. Firstly, complexity is one of the main determinants of consumers' adoption of electronic newspapers. It was found that the perceived complexity of using electronic

newspapers negatively affect its adoption. Therefore, to increase consumers' adoption of electronic newspapers, electronic newspaper editors and website designers should pay attention to develop more user-friendly software that can be easily used and minimize the difficulties that consumers may encounter when using the website, especially for those who lack Internet expertise.

2. Secondly, the results show the importance and the advantage of including the compatibility with lifestyle as a variable when designing electronic newspapers' website, since it is a factor that is important for customers when they consider using electronic newspapers. Thus, electronic newspaper editors and website designers should emphasize how this new electronic media fits with consumers' lifestyle; mainly, with their way of living, communicating and doing things. They should organize website contents to be compatible with the way people manage their needs compared with traditional ways, including past experiences and beliefs. In other words, as perceived compatibility of the innovation is one of the most influential innovation characteristics affecting adoption, electronic newspaper providers should make clear who would benefit most from

this new innovation and why. The promotional campaign and advertising should make those resisting adoption better able to understand the advantages and simplicity of using electronic newspapers. The campaign should, in particular, target opinion leaders, who can be expected to encourage others to adopt by word-of-mouth processes.

3. Thirdly, the results also show that awareness of electronic newspapers' benefits or relative advantages has a significant effect upon its adoption. Consumers are more likely to adopt electronic newspapers when they perceive their relative advantages. Thus, communicating relative advantages of the innovation is important to stimulate both adoption intention and behavior. The advantages should best be communicated in relation to the needs and lifestyle of the potential adopters to stimulate adoption intention. At the point of behavioral change, electronic newspapers' providers could best relate the innovation to context-specific use situations that enable consumers to evaluate the use and consequences of the innovation and thus assess its particular benefits.
4. Fourthly, the results show that the observability had the highest effect on electronic newspaper adoption. Observability is the de-

gree to which results of innovating are visible to others. More visible results of innovating correspond to greater acceptability. Observability of innovations can raise questions and induce discussion about the innovations among peers, including adopters' friends and colleagues. The Observability construct is not simply about watching others using the technology, but it involves perception and discernment, usually brought on by the influence of others known to potential and new adopters (Olatokun and Igbinedion, 2009). Since Observability had the greatest impact on attitude, it is important for electronic newspaper providers to give the right impression about electronic newspapers. This could be in terms of attempting to impress upon adopters the positive benefits of electronic newspapers, in order to optimize usage of the system, so that non-adopters could observe them using electronic newspapers before adopting it themselves. This is so because users are likely to encourage others to do the same (Shao, 2007).

5. Finally, another construct that influenced electronic newspaper adoption in this study is trialabil-

ity. Thus, potential electronic newspaper adopters will be more inclined to use it if they can try it out first. Trying out electronic newspapers before conscious adoption and eventual use are more likely to inspire confidence in using it. To ensure trialability, and as long as electronic newspapers are available to use for everyone with low prices, electronic newspaper providers can offer some incentives to consumers, such as providing free software, entertainment games, advertising and contests, which allows customers to try out the electronic newspapers. This can help alleviate fears that electronic newspapers might be too complex. The electronic newspaper website design should also allow the addition of services like chatting rooms, interactivity forms with peers and friends, and information inquiry.

Contributions of the Study

The current study has made some important contributions as follows:

1. The current study contributes to the emerging body of research on electronic newspaper adoption. It identifies factors empirically, which influences adoption of elec-

tronic newspapers among Jordanian consumers.

2. The current study is grounded on existing theories of Innovation diffusion theory. By building on earlier research, the study shows how these theories can be used to explain the diffusion of electronic newspapers.
3. The current study sheds light on an important issue in Jordan, which is the adoption of electronic newspapers, where there have been no empirical studies based on field data.
4. The current study proves the possibility of using Rogers' (2003) model with its five components (relative advantage, compatibility, complexity, trialability and observability) to explain the adoption of electronic newspapers in Jordan. These five components have interpreted 79% of the variation in the adoption of electronic newspapers. This result could indicate the possibility of relying on this model to explain the adoption of many new inventions in Jordan in different sectors.
5. Furthermore, most of the adoption studies have examined electronic media in general (e.g. internet, mobile phone etc.), but this study investigates a specific electronic media, electronic news-

papers, and concludes that all of the findings are consistent with the predictions by Rogers' (2003) diffusion of the innovation model.

Limitation of the Study

As with all empirical studies, this study has some limitations that should be considered in interpreting the results.

1. Measuring the perceived characteristics of an innovation in Rogers' (2003) model represents only some of the factors that may be related to adoption of an innovation (electronic newspapers). The influence of other factors affecting adoption is unknown.
2. The sample size is relatively small, thus limiting the robustness of statistical tests, and so the results may not be generalizable to the larger population.
3. The study uses the adopters of electronic newspapers as the unit of analysis. It captures the measures and the relationships as viewed by the adopters only.
4. Convenience sampling (nonprobability sampling design) limits the ability of the study to generalize from the target population to all electronic newspaper readers.
5. A self-report instrument has several limitations (e.g. validity of the data). Data based on self-report may be potentially biased by

evoking socially desirable responses.

6. There may have been respondents who did not respond or may have responded incompletely to the survey, which may result in a biased sample.

Future Research

This study was conducted to investigate the impact of innovation characteristics on the adoption of electronic newspapers. As such, there is still room for further investigation into the adoption of electronic newspapers. Therefore, the recommended future research could be stated as follows:

1. The current study examined only a few variables that impact electronic newspapers' adoption. Several other factors, such as trust, costs etc., could also influence adoption of electronic newspapers.
2. The current study examined the adoption of electronic newspapers using personal computer (PC) technology. According to Sweis and Baslan (2013) mobile penetration had reached about 138 percent, with some 8.8 million mobile subscriptions. This high penetration rate of mobile calls for studying the adoption of elec-

tronic newspapers using mobile phones.

3. Future researchers can take the sample size into consideration in order to carry out the study using a larger sample to represent study population better.
4. The study examined only the adopters of electronic newspapers' viewpoints; a good extension of the study would be to have non-adopters' viewpoints as the unit of analysis.
5. Future researchers can use other sampling designs (e.g. probability sampling designs) to overcome the limitations of convenience samples and to improve the ability to generalize from the target population to all electronic newspaper readers.
6. Future researchers can gain more understanding of consumers' adoption of electronic newspapers by using scales for measuring the adoption of innovations other than those used herein or other innovation adoption theories.
7. Future researchers can use personal interviews with respondents as well as self-report instrument in order to better understand the consumers' adoption process of electronic newspapers.

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QUESTIONNAIRE

Dear respondent

The purpose of this research is to collect information concerning your intention to adopt online newspapers. Please read each of the following statements and place ✓ on what best describes your perceptions regarding the level of agreement on each statement.

Part One: Customer Characteristics

*** Gender:**

☐ Female ☐ Male

*** Age:**

☐ 18-29 ☐ 30-39 ☐ 40-49 ☐ 50-59 ☐ 60 or older

*** Individual Income (Monthly):**

☐ Less than 200 JD ☐ 200-400 ☐ 401-600 ☐ more than 600

*** Education:**

☐ High School or low ☐ Diploma ☐ Bachelor ☐ Master ☐ PhD

Part two:

For the following questions, please put down which best describes your perceptions. (5) Strongly Agree; (4) Agree; (3) Neutral; (2) Disagree; (1) Strongly Disagree

No.	Statement	Evaluation				
1	Reading e-newspaper is cumbersome process	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
2	Reading e-newspaper makes me feel-frustrated	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
3	Reading e-newspaper requires a lot of mental effort	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
4	Reading e-newspaper is a complex and difficult way to read the news	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
5	It is easy to learn how to read e-newspaper **	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
6	Reading e-newspaper is a quick way to get the information	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
7	Reading e-newspaper, you can follow up all new news	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
8	Reading e-newspaper, I can select the news that I want and do not want to read	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
9	Reading e-newspaper provides an opportunity for a larger amount of news	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree

Cont.

No.	Statement	Evaluation				
10	Reading e-newspaper restrict my freedom to read the news that I want to read **	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
11	Reading e-newspaper is consistent with the way I want to get on the news	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
12	Reading e-newspaper fit the way of my life	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
13	Reading e-newspaper does not contradict with my other activities	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
14	Reading e-newspaper suits me more than reading print newspapers	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
15	Reading e-newspaper requires me to change my daily lifestyle**	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
16	The opportunity is available to me to try to read e-newspaper	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
17	I know where can I begin to satisfactorily experience the reading of e-newspaper	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
18	I am able to experiment with reading e-newspaper as necessary	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
19	I do not need to do a lot of effort to try to read e-newspaper	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
20	I don't really have adequate opportunities to try to read e-newspaper**	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
21	I see a lot of people who read e-newspaper in all places	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
22	I know a lot of people who read e-newspaper constantly	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
23	It is good for my image when others see me reading e-newspaper	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
24	It is easy for me to observe others reading e-newspaper	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
25	There are a lot of people who do not prefer to read e-newspaper **	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
26	I will advise my friends to read e-newspaper	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree

Cont.

No.	Statement	Evaluation				
27	I will continue to read e-newspaper	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
28	I will not use print newspapers as I am able to read e-newspaper	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
29	Reading e-newspaper has become an essential part of my daily life	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree
30	I give greater priority to read print newspapers compared with reading e-newspaper**	(5) S. Agree	(4) Agree	(3) Neutral	(2) Disagree	(1) S. Disagree

** Filtering Questions

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