

# Trends and Transformations of E-Retailing in Jordan Sales Market: Challenges, Growth, and Potential Future Developments

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## Abstract

This study aimed to explore the trends and transformations of the e-retail market in Jordan, besides the aspects that have contributed to these changes. It also aimed to examine the behaviour and preferences of consumers about e-shopping. Additionally, it focused on the key players in the e-retail market in Jordan. The current study collected primary data by using a questionnaire where 207 e-shoppers and e-retailers were selected as a typical sample through convenience and obliging sampling techniques. The data was analyzed using SPSS and descriptive statistics were used to sum up the survey answers. The outcomes of the study advisable that e-retail trade had a positive impact on the business sector in Jordan, with its growth probable and trends. The study also set up those changes played a vital role in the growth of e-retail trade in Jordan, due to the rising use of the internet and inconstant consumer preferences. Surveyed companies concentrate on providing personalized shopping experiences, logistics services, and fulfilment services that effectively magnify customer satisfaction and loyalty. To increase online sales, practitioners in the e-retail industry in Jordan can leverage IT and create outreach strategies while investing in IT capabilities. However, the

study findings are context-specific, and future research should consider examining the impact of e-retailing on competitive advantage across different industries and countries.

**Keywords:** Trends, Transformations, Online Sales Market, E-Retailing, Jordan

### **Introduction**

The electronic commerce of the retail market in Jordan is witnessing remarkable development, growth, and transformation, especially recently (Albarq, 2021). This development was accompanied by technological progress, shifts in consumer behavior, and events that our world witnessed, such as the Corona pandemic (Salem, et al., 2023). Also, relying heavily on smart devices to access the Internet was one of the most important trends in electronic retail sales (Khan et al., 2019). The availability of smart-mobile, along with internet packages, has led to more consumer connectivity in the Jordanian market, and this in turn has led to an increase in online shopping activities (Abu-ALSondos et al., 2023). In addition to the growing and effective popularity of flexible payment systems (Alzoubi et al., 2022). Orange Money, Zain Cash, and credit or debit cards were examples of secure means of payment applied across online platforms, and this led to increased consumer confidence in their transactions and enhanced the growth of e-commerce in the retail market in Jordan (Abushamleh et al., 2021). The Corona pandemic has deeply contributed to affecting the electronic retail sales market in Jordan (Ismaeel et al., 2023). Also, the social distancing and closures imposed by the Jordanian government led consumers to resort to online shopping as a safer alternative to traditional stores (Willems et al., 2021). Such conditions during the pandemic have accelerated the growth of e-commerce in the retail market and have led to an inevitable shift in consumer behavior, as people adopt online shopping as a primary means of purchasing their needs (Dannenberg et al., 2020). In addition, sales promotion and good customer service have become essential strategies for online retailers in Jordan (Murad, 2021). In order to attract more customers and retain existing customers, e-retailers began to use integrated promotional communication through social media sites and email marketing campaigns (Komodromos et al., 2018). Also, they focused on cutting-edge customer service by offering features such as live chat, facilitating returns policies, and feedback based on internal records (Goodman, 2019). Such strategies have proven effective and effective in achieving customer satisfaction and thus increasing their loyalty and thus increasing sales in the online retail market in Jordan (Magate et al., 2023). Technological progress also played an important and decisive role in shaping the trends and transformations of online retail trade in Jordan (Ismaeel & Alzubi, 2020). Moreover, the presence of 5G networks is faster and more reliable, which enables online shopping experiences (Attaran, 2023). Retail is expected to be revolutionized by the adoption of artificial intelligence (AI) by providing personalized recommendations for goods and services, providing chatbots for customer service, and systems for more efficient inventory management (Lari et al., 2022). The current study excels in providing a comprehensive analysis of the electronic retail market in Jordan by identifying growth factors, challenges, and future development areas. And help stakeholders navigate a dynamic market through clear insights provided by this study. The motivation for conducting such a study lies in pointing out important key factors represented by the transformations and trends accompanying the Jordanian retail market, and attention to factors such as growth, challenges and future developments raises thought and deepens research in the field of e-commerce in general for the most advanced researchers and readers, and the results that the current research seeks are To reach it, it is considered a good resource for decision-makers, policymakers and business leaders in Jordan.

**Literature Review*****Retail in Jordan***

In the last decade, the e-commerce industry, also known as online retailing, has witnessed a significant transformation in terms of growth across the globe (Bansal et al., 2023). Today, consumers can shop flexibly and obtain goods and services from their locations, due to the development and spread of technology and the Internet (Taneja, 2021). According to Faqih (2022) Jordan, a small country in terms of area and population in the Middle East, has adopted this accelerating trend of e-retail commerce. Recently, the e-commerce retail market in Jordan has greatly developed and has become increasingly growing among consumers (Maier & Nair-Reichert, 2007). According to a study conducted by the United Nations Conference on Trade and Development, the online retail trade market in Jordan witnessed an annual growth rate of 30%, reflecting this industry's ability and potential. Murad (2021) stated that the main reason for the rise in Jordanian online retail trade is the increase in Internet penetration. The availability of affordable smart mobile devices and internet packages has made it easier for Jordanian consumers to access electronic shopping pages (Al-Adwan & Sammour, 2020). Moreover, the young group in Jordan represents a large part of the consumer market and is characterized by technological ability and the ability to navigate the technological environment (Baabdullah, 2018). Convenience as an important factor plays a vital role in general online retailing (Kumar et al., 2020). Many consumers in Jordan and around the world value and value the convenience and time-saving nature of digital shopping (Abuhashesh et al., 2019). With just a few clicks, consumers can browse an unlimited range of products, compare prices, read reviews of others' experiences, and make purchases from the comfort of their homes (Al-Bazaiah, 2022). Eliminating the effort of traditional visits to many stores is also taken into consideration, making purchasing more enjoyable and attractive to the consumer community. In addition to the above, online retail provides customers with an unlimited range of goods and services to choose from and compare between (Doghan & Albarq, 2022). Especially since traditional stores have limited space shelves, electronic retailers have virtual shelves that can accommodate an unlimited range of products (Vojvodic, 2019). This allows the Jordanian consumer to reach his purchasing goal from international merchants, which may not be available in local stores according to (Abuhashesh et al., 2019). Despite the development and spread of the online retail market, there are still some obstacles that must be overcome in Jordan (Salameh, 2015). First, security and trust in electronic purchasing transactions must be increased. Especially with the increasing interest of consumers in electronic shopping, cybercrime and fraud have become important problems (Alsoud & Othman, 2018). Secondly, we must work to build a strong relationship of trust between the consumer and online retailers to maintain the development and growth of such an industry. Thirdly, logistics is considered one of the basic pillars of retail trade in the electronic market that needs to be developed and improved, as stated by (Murad, 2021). Finally, delivery systems must be effective and reliable to support customers after purchase transactions because it is important for customer satisfaction and loyalty in the online shopping experience (Ma et al., 2022).

***Consumer Behavior in E-Retailing***

In e-commerce, Jordanian consumer behavior is affected by several factors, including social, economic, cultural, and technological aspects (Qasem, 2021). Traditional cultural values and Islamic beliefs may influence consumer behavior in online retail. For women, for example, privacy and social status concerns may affect online shopping preferences (Aboul-Dahab et

al., 2021). Holidays and religious occasions can also greatly affect the pattern of digital shopping in Jordan (Harahsheh et al., 2020). According to Kumar, et al (2020) the consumer's purchasing power plays a fundamental role in online retail trade, and thus increasing unemployment rates may weaken this purchasing power. The low-income level of the consumer may contribute to this and lead to changes in their desires and preferences in electronic retail trade. Customer value and price sensitivity are indicators that influence customer behavior (Al-Azzam, 2015). Al Khasawneh, et al (2021) discussed the role of the family in influencing purchasing behavior via digital platforms and their recommendations in that regard. There is also an effective role for social media platforms and word-of-mouth marketing in the decision-making process, according to (Ismaeel, 2023). The Internet and its global spread also have an importance and a fundamental role in the behavior of individuals in the field of electronic retail trade, as stated in the study by (Al-Adwan, et al., 2019). In addition, consumer concerns must be paid attention to about trust, reliability, and security in electronic retail, which was stated in (Alnawas & Al Khateeb, 2022). This deserves online retailers to address such concerns through secure payment procedures to protect the privacy of data related to individuals to feel safe, according to (Nuntharmawia, 2018). Moreover, according to (Harahsheh et al., 2020) the diversity in providing products is considered one of the driving strategies to attract consumer behavior online. Access to such options, alternatives, and product assortments through digital platforms is important in brand differentiation for retail sales, according to (Khraim et al., 2011). Furthermore, fast and reliable delivery and flexible returns policy are extremely important for online retailers in Jordan as mentioned by (Al-Adwan, et al., 2022).

### ***Trends and Transformations in E-Retailing***

In Jordan, has seen significant growth and transformation in recent years. Many trends have shaped the reality of online commerce in Jordan and changed the means and technologies by which companies operate (Elgohary, 2021). In the field of e-commerce adoption, Jordan has witnessed a significant increase driven by indicators such as widespread improvement of the World Wide Web, improved customer preferences, and an increase in the number of customers interested in technology. A large number of companies of various sizes have focused their presence online to take advantage of the growing market (Al-Qirim, 2007). Mobile Commerce: With the proliferation of smartphones and affordable mobile internet, mobile commerce has gained significant traction in Jordan. Many consumers prefer to shop on their mobile devices using dedicated apps or mobile-friendly websites. E-retailers are increasingly focusing on optimizing their platforms for mobile devices and offering convenient features like mobile payments and personalized shopping experiences (Abu-Shanab & Ala'a, 2014). Social Commerce: Social media platforms such as Facebook, Instagram, and Snapchat have become integral to e-retailing in Jordan. Companies display their products to customers through social media platforms to increase their sales. They leverage social commerce features like shoppable posts, influencers, and targeted advertising to reach and convert potential customers (Alshibly, 2015). Investment by companies interested in technology infrastructure and building partnerships and alliances with logistics providers and innovative delivery options such as warehouse and warehousing systems have worked to develop their services so that they now have a same-day delivery service. This in itself is considered good keeping up and a flexible response to the changes occurring in the business environment. In addition, focusing efforts on sustainability and environmentally friendly delivery solutions (Khaled et al., 2021). The strong focus on providing a distinctive customer experience by

online retailers in Jordan constitutes an improvement to its technical system, in addition to investing in easy-to-use pages and platforms, providing specialized catalogues of goods and services, supporting customers, and implementing reliable return and privacy policies. With the spread of social media platforms, customer opinions, suggestions, and evaluations play an important role in building the reputation of e-commerce in the retail market, which deepens consumer confidence and loyalty (Al-Haraizah & Al-Nady, 2015). We can say that online retail is adopting many channels in Jordan as major tools that improve, increase and develop its infrastructure. We see them integrating their traditional industry with electronic platforms as additional distribution channels to provide flexible and seamless shopping experiences. This also allows customers to browse products, compare them, and then purchase them electronically (Saad, 2019). We should not forget that there is a serious focus on cybersecurity, especially with the development and spread of online retail trade. As we mentioned previously, cybercrimes, such as data breaches and identity theft, can have serious consequences, which have become a source of concern for companies and customers alike. Therefore, we find electronic retailers investing in strong cybersecurity measures and protocols in order to protect and preserve their customers' data and ensure safe purchase transactions (Tarawneh et al., 2020).

### ***Key Players in the E-Retailing Market***

According to the study by Al-Adwan et al (2022); One of the most important players in the Jordanian online retail market is Amazon, which is a large retail company operating in the Jordanian online market and offering a variety of products including electronics, digital books, clothing, and others. Souq.com is also considered a leading platform in the field of e-commerce that operates in Jordan and the Middle East as a whole. It displays a range of different products such as fashion, home appliances, electronics, etc. (Raimondi, 2023). Jumia is considered a prominent player in the online retail market in Jordan, providing products in a diverse assortment such as electronics, fashion, cosmetics, and others (Nderitu, 2023). One of the major players in the Jordanian online retail market is Markaziyah, which is a popular market in Jordan that offers electronics, major home appliances, fashion, and more; (Nderitu, 2023). The other player is OpenSooq, which is considered a leading advertising portal and platform in Jordan and the Middle East in general that provides customers with the buying and selling of products and services. Moreover, Cash Basha is considered a distinguished player of its kind in the Jordanian electronic retail market, and provides innovative solutions for customers to purchase products from multiple international locations that do not ship to Jordan; (Nderitu, 2023). Another company, such as Ubuy, sells online retail and is an international company operating in Jordan, providing various products, such as fashion, electronic and household appliances (Ismaeel, 2023). Jamaloon is also considered a store in Jordan that sells digital books and specializes in Arabic and English books. Carrefour is also a major multinational retail player that owns an online platform and operates multiple supermarkets. Finally, JadoPado provides a variety of products, such as fashion, electronics, etc. (Ismaeel, et al., 2023).

### ***Consumer Behavior and Preferences in E-Retail***

According to the study of Ismaeel (2023) consumer preferences and behavior are evolving rapidly, and this is due to the increasing availability of technology, rapid access to the Internet, and the great demand for electronic shopping. E-commerce has become widely accepted in Jordan, which addressed by (Al-Nawayseh, 2012). Consumers are becoming more

comfortable with making purchases online, driven by convenience, time-saving, and the ability to compare prices and products (Lloyd et al., 2014). Product and Service Selection; Consumers in Jordan prefer to shop online for various products, including electronics, clothing, home appliances, and beauty products. They appreciate having a broad selection of products at their fingertips, allowing them to explore various brands and options easily (Al-Rawabdeh et al., 2021). Price Comparison; Consumers in Jordan actively compare prices online across different platforms to find the best deals. They browse multiple e-retailers to ensure they get the best value for their money, which dealt with (Al-Adwan, et al., 2020). Trust and Security; Trust and security are critical factors influencing consumer behavior in e-retailing. Shoppers in Jordan prefers to purchase from reputable e-retailers that have robust security measures in place to protect their personal and financial information, and this is what Murad (2021) is sure that. Delivery Options; Fast and reliable delivery options are crucial for online shoppers in Jordan. Consumers prefer e-retailers that offer multiple delivery options, including home delivery, pick-up points, and cash-on-delivery, and this is dealt with by (Nabot, 2014). Social Media Influence; Social media platforms play a significant role in shaping consumer preferences and behavior in e-retailing. Consumers in Jordan follow influencers and brand pages to gather information, discover new products, and read reviews before making a purchase decision (Khodabandeh & Lindh, 2021). Customer Reviews and Ratings; Consumer preferences in Jordan are influenced by customer reviews and ratings. Online shoppers highly value authentic and reliable reviews, considering them a vital source of information when deciding whether to make a purchase (Kurdi, et al., 2022). Mobile Shopping; Mobile devices, including smartphones and tablets, are widely used for online shopping in Jordan. Consumers prefer e-retailers with mobile-friendly websites and apps that offer seamless browsing and purchasing experiences (Nguyen, 2020). Loyalty Programs and Discounts; Consumers in Jordan appreciate loyalty programs, discounts, and special offers. They tend to be loyal to e-retailers that provide exclusive deals, rewards, and personalized recommendations based on their purchase history (Khalifah & Shoura, 2013). Return Policies; Transparent and hassle-free return policies are crucial for e-retailers in Jordan. Consumers value the ability to return products easily if they are not satisfied, which boosts their confidence in online shopping, as ensured by (Al-Adwan, et al., 2022).

The current paper explores the trends and transformations as the main dimensions of E-retailing. In addition, challenges, growth, and potential future development as the dimensions that measure the online sales market in Jordan. The current study also covers consumer behavior trends and strategies used by e-retailers. Moreover, it takes into account potential future developments in technology and infrastructure that may drive further growth in the field of E-retailing. This study aims to analyze the e-commerce market in Jordan, including market size, growth rates, and major players. It also examines consumer behavior trends and the strategies used by e-retailers to attract and retain customers. The study concludes by offering recommendations for e-retailers, policymakers, and researchers interested in the Jordanian e-commerce industry.

### ***Study's Hypotheses***

H1: There is a significant effect at ( $\alpha \leq 0.05$ ) for E-retailing as a whole (Trends and Transformation) on the sales market (Challenges, Growth, and Potential Future Developments) in Jordan

H1-1: There is a significant effect at ( $\alpha \leq 0.05$ ) for E-retailing on the **Challenges** of the sales market in Jordan

H1-2: There is a significant effect at ( $\alpha \leq 0.05$ ) for E-retailing on the **Growth** of the sales market in Jordan

H1-3: There is a significant effect at ( $\alpha \leq 0.05$ ) for E-retailing on the **Potential Future Developments** of the sales market in Jordan

Figure 1. represents the link between the independent variables trends and transformations, which are the dimensions of e-retail, and the dependent variables, which are indicators measuring market sales in terms of challenges, growth, and potential future developments, which are shown in the previously mentioned hypotheses:

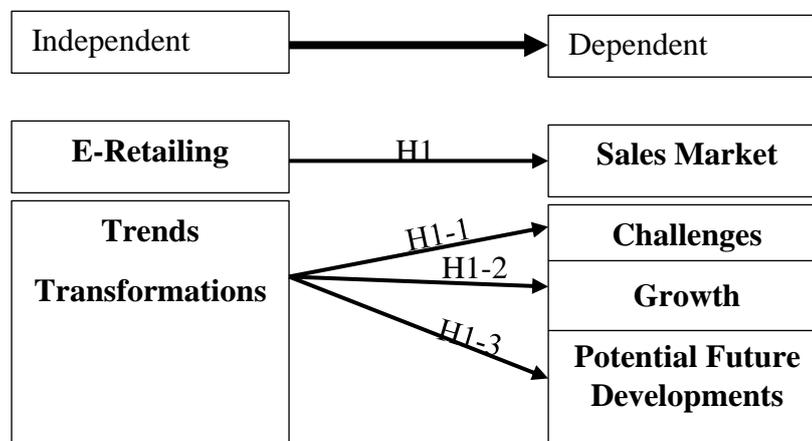


Fig. 1 Study model

Source: Altıntaş, Kiliç, & Akhan (2020). The transformation of the e-tailing field: a bibliometric analysis (Aschemann-Witzel, et al., 2021). Plant-based food and protein trend from a business perspective: Markets, consumers, and the challenges and opportunities in the future

**Materials and Methods**

**Study's Strategy**

The current study employed primary and secondary research methods to collect data. The researchers first conducted a literature review on e-retailing, online sales, and trends in the Jordanian market to identify any gaps in knowledge. Then, a questionnaire was designed to gather primary data on online shopping behaviors, preferences, and attitudes, including paragraphs on the challenges faced by e-retailers and the factors affecting the growth and transformation of the online sales market. Online shoppers and e-retailers were selected as a representative sample through convenience and purposive sampling techniques. The questionnaire was distributed through various electronic platforms such as social media and direct email invitations. 249 questionnaires were collected, of which 42 were excluded as unsuitable for analysis. Statistically, 207 questionnaires were processed, with a rate of approximately 83%. In addition, interviews with key industry stakeholders were conducted to gain valuable insights that corroborated the findings and explained the study's results. The current study was conducted in different cities in Jordan, which represent the E-retail market. The stakeholders were interviewed to approve the results of the survey and come up with an accurate interpretation of the results. Jordanian government sources and researchers, regarding electronic retail markets, indicate a rate of more than 36% of usage, and the most traded categories in the field of electronic retail were clothing and shoes, electronics and appliances, and health and beauty, which were discussed by (Murad, 2021). Some of the leading e-retailers in Jordan are Souq Jara, Jumia, OpenSooq, and CashBasha, as mentioned by (Abu-ALSondos, et al., 2023).

**Data Analysis Technique**

SPSS was used to analyze the data, and descriptive statistics were used to summarize the survey responses. Thematic analysis was also applied to the qualitative data obtained from the interviews to identify patterns, trends, and notable shifts in the online sales market in Jordan.

A five-point Likert scale was used for survey responses, which ranged from 1 to 5; Which indicates the degree of approval. The collected data were analyzed using SPSS, which involves analyzing the primary data collected for the study through the questionnaire, where the averages and standard deviations were calculated for the various questionnaire items to display, tabulate and read the most important features and characteristics of the study population members in line with the nature of this study and its objectives. The statistical tests used were Cronbach alpha, and Regression analysis to determine the impact of e-retail dimensions on market sales levels (Ismaeel, 2015). Moreover, the ANOVA test to determine the strength of the impact on market sales (Melović et al., 2020).

**Ethical Consideration**

This study was conducted in strict adherence to ethical standards. All participants were informed of the purpose of the study, and their participation was voluntary. Data were confidential and all responses were used in this study only.

**Results and Discussions****Study Tool stability**

To ensure the stability of the study tool, the reliability was calculated using the Cronbach Alpha formula, where its overall value for e-retail trade was (0.882), and sales market equal to (0.864), and for the study tool as a whole (0.92), as shown in table 1. These percentages were considered acceptable for this study as exceeded the acceptable rate according to Sekaran & Bougie (2019).

Table 1

*Cronbach's Alpha Reliability Coefficient for E-retail and Sales Market*

Variables	Cronbach's Alpha
<b>E-retailing</b>	<b>0.882</b>
Sales Market	<b>0.864</b>
Study Tool as a Whole	<b>0.920</b>

**Hypothesis Testing**

**H1: There is a significant effect at ( $\alpha \leq 0.05$ ) for E-retailing as a whole (Trends and Transformation) on the sales market (Challenges, Growth, and Potential Future Developments) in Jordan**

To test the main hypothesis, multiple regression analysis of the impact of e-retailing (trends and transformations) on the sales market (challenges, growth and potential future developments) was used, as shown in Tables 1, 2, and 3 below.

Table 2

*Reg. Model Summary<sup>b</sup>*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.961 <sup>a</sup>	.923	.923	2.31901	.923	1221.846	2	203	.000

a. Predictors: (Constant), Transformations, Trends

b. Dependent Variable: Challenges, Growth, PFD

Table 3

*ANOVA<sup>a</sup>*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13141.757	2	6570.879	1221.846	.000 <sup>b</sup>
	Residual	1091.699	203	5.378		
	Total	14233.456	205			

a. Dependent Variable: Challenges, Growth, PFD

b. Predictors: (Constant), Transformations, Trends

Table 4

*Coefficients<sup>a</sup>*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.693	.775		3.474	.001
1 Trends	.299	.141	.162	2.119	.035
	Transformations	.952	.090	.804	10.538

a. Dependent Variable: Challenges, Growth, PFD

$$\text{Sales Market} = 2.693 + 0.299\text{Trends} + 0.952\text{Transformations}$$

Table 2 illustrates the regression model outcomes; Table 3 explains the ANOVA test; and Table 4 displays all dependent variables as statistically significant at  $[\alpha \leq 0.05]$ . As shown in Table 2, e-retailing with its dimensions accounted for 0.923 of the coefficients of determination  $[R^2]$  in the sales market with its dimensions. Also, the  $[F\text{-value} = 1221.846]$  with a  $[\text{Sig. level} = 0.000]$ , which is statistically significant at the level  $[\alpha \leq 0.05]$ , and this indicates the presence of a positive effect of the e-retail on the sales market, thus the hypothesis has been accepted H1-1: There is a significant effect at  $(\alpha \leq 0.05)$  for E-retailing on the **Challenges** of the sales market in Jordan

To test H1-1, which explore the effect of e-retail on the challenges of the sales market in Jordan, multiple regression analyses are done, as shown below in Tables 5, 6, and 7

Table 5

*Reg. Model Summary<sup>b</sup>*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.911 <sup>a</sup>	.831	.829	1.28458	.831	497.831	2	203	.000

a. Predictors: (Constant), Transformations, Trends

b. Dependent Variable: challenges

Table 6

*ANOVA<sup>a</sup>*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1642.982	2	821.491	497.831	.000 <sup>b</sup>
	Residual	334.979	203	1.650		
	Total	1977.961	205			

a. Dependent Variable: challenges

b. Predictors: (Constant), Transformations, Trends

Table 7

*Coefficients<sup>a</sup>*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.321	.429		3.075	.002
	Trends	.145	.078	.211	1.861	.064
	Transformations	.312	.050	.706	6.228	.000

a. Dependent Variable: challenges

$$\text{Challenges} = 1.321 + 0.145\text{Trends} + 0.312\text{Transformations}$$

E-retail showed 0.831 of the variance in challenges of market sales, and the [F-value = 497.831] with [Sig. Level= 0.000], which is statistically significant at [ $\alpha \leq 0.05$ ], indicates a positive effect between challenges to market sales and e-retail, which indicates the acceptance hypothesis. Also, we note from Table 7 that the transformations had a greater impact on the challenges in the sales market. However, it is noted that there is no effect of trends as one of the dimensions of e-retail on the challenges, with a [Sig. level= 0.064], which is not statistically significant at [ $\alpha \leq 0.05$ ].

H1-2: There is a significant effect at ( $\alpha \leq 0.05$ ) for E-retailing on the **Growth** of the sales market in Jordan

To examine sub-hypothesis 2, regression analysis of e-retailing's affect on the growth of the sales market was used, as shown in Tables 8, 9, and 10 below.

Table 8

*Reg. Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.930 <sup>a</sup>	.864	.863	1.13109	.864	646.560	2	203	.000

a. Predictors: (Constant), Transformations, Trends

b. Dependent Variable: Growth

Table 9

*ANOVA<sup>a</sup>*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1654.384	2	827.192	646.560	.000 <sup>b</sup>
	Residual	259.713	203	1.279		
	Total	1914.097	205			

a. Dependent Variable: Growth

b. Predictors: (Constant), Transformations, Trends

Table 10

*Coefficients<sup>a</sup>*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.236	.378		3.267	.001
1 Trends	.253	.069	.373	3.675	.000
Transformations	.245	.044	.564	5.564	.000

a. Dependent Variable: Growth

$$Growth = 1.236 + 0.253Trends + 0.245Transformations$$

According to Table 8, the determination coefficient of e-retail showed 0.864 in sales market growth, and the [F-value = 646.560] with [Sig. Level= 0.000], which is statistically significant at [ $\alpha \leq 0.05$ ], indicates a positive effect between growth in market sales and e-retail, which leads to an accepted hypothesis. Also, we note from the table of coefficients that trends and transformations of e-retail had an impact on the growth in the sales market with a [Sig. level= 0.000] each, which are statistically significant at [ $\alpha \leq 0.05$ ].

H1-3: There is a significant effect at ( $\alpha \leq 0.05$ ) for E-retailing on the **Potential Future Developments** of the sales market in Jordan

To test 3<sup>rd</sup> sub-hypothesis, regression analysis of e-retailing's affect on the potential future developments of the sales market was used, as shown in Tables 11, 12, and 13 below.

Table 11

*Reg. Model Summary<sup>b</sup>*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.986 <sup>a</sup>	.972	.971	.40439	.972	3461.573	2	203	.000

a. Predictors: (Constant), Transformations, Trends

b. Dependent Variable: PFD

Table 12

*ANOVA<sup>a</sup>*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1132.143	2	566.072	3461.573	.000 <sup>b</sup>
	Residual	33.197	203	.164		
	Total	1165.340	205			

a. Dependent Variable: PFD

b. Predictors: (Constant), Transformations, Trends

Table 13

*Coefficients<sup>a</sup>*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.137	.135		1.011	.313
1 Trends	-.099	.025	-.188	-4.036	.000
Transformations	.395	.016	1.166	25.084	.000

a. Dependent Variable: PFD

$$PFD = 0.137 - 0.99Trends + 0.395Transformations$$

According to Table 11, the determination coefficient of e-retail showed .972 in potential future developments for the sales market, and the [F-value = 3461.573] with [Sig. Level= 0.000], which is statistically significant at [ $\alpha \leq 0.05$ ], indicates a positive effect between PFD and e-retail, which guides us to accept the third sub-hypothesis.

## Conclusions

E-retail has remarkably and firmly impacted challenges, growth, and potential future developments (PFD) in Jordan. The study revealed that transformations also have a significant positive impact on the sales market in Jordan, while the trends were less effective, which is the mandatory transformation we have witnessed during the COVID-19 pandemic. The research found that trends and transformations, as main dimensions of e-retail contribute significantly to enhancing growth and potential future developments and avoiding the challenges that face sales market in Jordan. For practitioners, especially those in Jordan's E-Retailing industry, this study suggests that creating awareness strategies and leveraging technology to enhance growth, tackle challenges, and encourage potential future developments with customers, can significantly boost online sales markets. A focus on trends with customers can also lead to a more personalized and transformative approach. For E-Retailing management in Jordan, this study highlights the importance of investing in

technological capabilities. Enhancing the durability of relationships with customers and keeping pace with developments in the business environment to better meet their needs and expectations is a required focus by managers. The results of the study are related to a specific context as it focuses on online retail trade in the Jordanian market. The results may not be generalized to other contexts or sectors. The current study also used SPSS, regression and variance-based method, which limits the interpretation of relationships between constructs to merely predictive interpretations. Future studies must explore the impact of online retail trade on competitive advantage in various industries and the possibility of its application. Also, includes possible dimensions that affect competitive advantage, such as supply chain management or strategic alliances.

### ***Opportunities and Implications for the Retail Sector in Jordan***

Retail trade in Jordan forms a great significance to the local economy. According to an estimation by the Central Bank of Jordan, the industry at about a billion and 600 million dollars. Equivalent to 0.1 of the country's GDP in 2015 (Qadourah, 2022). In 2016, the manufacturing, mining, quarrying, and construction sectors collectively accounted for a fifth of the country's GDP, despite the adverse impact of regional events such as war, border closures, and population displacement. Although Jordan's eCommerce industry is currently small, it is expected to grow as internet penetration continues to rise (Al-Haraizah & Al-Nady, 2015). Jordan is one of the least-saturated markets in the MENA region for modern retail, and new malls and outlets are set to open throughout 2018, further consolidating the country's reputation as a growth market for the industry (Alawamleh et al., 2023). However, like other sectors of the economy, prospects for growth in retail depend on overall growth, which has slowed due to regional uncertainties and softening markets.

### **Recommendations for E-Retailers in Jordan**

E-retailers in Jordan must prioritize the functionality of their website design, ensuring compatibility with consumers' widespread mobile device usage, to create an attractive and easy-to-use experience for them. To reach a wider audience, retailers must invest in electronic marketing and a strong presence on social media, which have become platforms for consumers to express opinions and suggestions, and collect data that contains their comments. This is useful for attracting and retaining customers. Retailers must also offer competitive prices, free shipping, discounts, multiple and flexible payment options, and clear return policies. In addition, they must collaborate with trusted logistics partners, local authorities, and regulators to ensure a smooth and trustworthy process. E-retailers in Jordan can improve their competitiveness, customer satisfaction, and profitability by following these recommendations.

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