

The Risk of electronic shopping on consumer attitudes

-Yalichani Wahiba¹: lecturer class b, Yahya Fares University of Medea

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Abstract

The study aims to identify the impact of e-shopping risks on consumer trends, and the reasons behind the slow of e-shopping processes in Algeria. To achieve the study purposes, a questionnaire has been distributed using Facebook and e-mail to 72 participants; SPSS was used for data analysis. Findings show that the trends of the current participants are positive toward electronic shopping incentives. Hence, they recognize the risks of electronic shopping. Moreover, there is an impact of risk recognition on the positive trend toward e-shopping, and there are no differences related to the personal variables of the study sample.

Keywords: Electronic marketing, e-commerce, information, and communication technology electronic shopping

Jel Codes Classification: M15.F14, M31

1,YalichaniWahiba.yalichaniwahiba@@univ-medea.dz,

تأثير مخاطر التسوق الالكتروني على اتجاهات المستهلكين

– ياليشاني وهيبية: أستاذ محاضر – ب، جامعة يحي فارس بالمدينة، الجزائر.

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ملخص:

هدفت الدراسة الى التعرف على تأثير مخاطر التسوق الالكتروني على اتجاهات المستهلكين نحوه، ومعرفة أسباب بطء التسوق الالكتروني في الجزائر، ولتحقيق غرض الدراسة تم توزيع استبيان الكتروني في موقع التواصل الاجتماعي فيسبوك وعبر البريد الالكتروني تم من خلالها الحصول على 72 إجابة، تم استخدام برنامج (SPSS) لتحليلها. توصلت الدراسة الى أن اتجاهات أفراد العينة المدروسة إيجابية نحو مخفزات التسوق الالكترونية، ويدركون مخاطر التسوق الالكتروني كما أنه يوجد تأثير لإدراك المخاطر على التوجه الإيجابي نحو التسوق الالكتروني، ولا توجد فروق تعزى للمتغيرات الشخصية لأفراد العينة المدروسة.

الكلمات المفتاحية: تسويق الكتروني، تجارة الكترونية، تكنولوجيا المعلومات والاتصال

تصنيف JEL: M31, M15.F14 .

Introduction :

The world is now aware of the high potential for communication and the unprecedented speed with which messages can be delivered anywhere in the world, as the digital revolution has spread. The success of social networks creates great opportunities for competing companies to reach their goals by marketing their products or services online in various forms, entering global markets, and reaching the largest number of customers and recipients.

The Internet trend 2019 (E-Bourse, 2020) report shows that by 2022 e-commerce will account for 17% of total global retail sales, while 41% of online sales will be affected by digital, and currently, in Africa, e-commerce accounts for less than 1% of transactions, while in Europe it is 15 and about 20% in China.

The Internet is rich for Algerian e-operators, with 2019 internet subscribers: 24.48 million, 58% of the total population (Kemp, 2019), but e-commerce in Algeria struggles to get off the ground, as the World E-Commerce Index 2019 shows. Established by the United Nations Conference on Trade and Development (UNCTAD), Algeria this year ranked 107 out of 152 countries (Pasha, 2019).

Research problem:

The new outbreak of Covid19 left millions of people at home, making them unable to shop for themselves, including Algerians who deal in a slow pace with electronic shopping, since 25/02/2020 the imposing of quarantine in all states, transform communication platforms into a commercial space for the sale of various goods and services based on price reductions and the provision of delivery service that is often free of charge, and the vendors give customers their phone numbers or the option to communicate with them via e-mails. This is what crises do throughout history: They stimulate social and cultural change, similar to SARS, that has infected less than 9,000 people worldwide but has accelerated the spread of e-commerce in China.

From the above, we have asked the following question: Is there a relationship between e-shopping risks and consumer trends?

The following sub-questions arise from this question:

- What are Algerian consumer trends toward e-shopping?
- What is the level of Algerian consumers' awareness regarding e-shopping risks?
- What are the reasons behind the slow of e-shopping?
- Is there any differences between the participants' answers according to personal variables?

Study objectives:

The objectives of the study are to achieve the following objectives:

- Shed the light on Algerians' trends toward e-shopping
- Explore Algerian consumer's awareness regarding e-shopping risks.
- Identify the link between electronic shopping incentives and obstacles
- identify the reasons for the mediocre e-shopping in Algeria.

Importance of Study:

The importance of the study derives from the importance of e-marketing, whose advantage derives from the unique characteristics of the Internet from the speed of communication, the high efficiency in content transfer and diversification, the reduction of costs, and the achievement of interaction.

- Highlight the barriers and risks facing consumer online shopping.
- identify why Algerians are afraid of e-shopping.
- Encourage consumers to shop electronically.

Study methodology

The study relied on the analytical descriptive approach to describe the concept of e-shopping and analyze the data on Algerian reality regarding Algerian trends toward e-shopping incentives, perceived risks, and the reasons for the slow in e-commerce in Algeria.

I. Literature Review

I-1- Electronic Shopping Definition:

- Online shopping has changed from something new to a shopping style that is accepted by a growing number of people because of the advantages it offers, including ease of use, clarity of inventory of every product and customer product reviews, and the ability to shop throughout the day. Price comparison and pick-up payment are available for those without bank cards. In addition to the many offers and discounts that the Internet has to offer throughout the year, we are trying to find out what e-shopping means:
- E-shopping is a system that enables sales and purchases of goods, services, and information and enables e-movements that support revenue generation by boosting demand for goods, services, and customer service (Pamkhamah, 2011)
- "Online shopping is the suite of efforts the online buyer is making to find specific and mutually exclusive products. (On, 2014)
 - E-shopping is a virtual place to look for negotiated, purchased, and paid goods and services, and it may be limited to gathering information, making purchases, and making payments in a traditional way

I-2- Electronic Shopping benefits

- Electronic consumer shopping has many benefits, including:
- Allows the consumer to shop or end their business at any time and from anywhere.
- Electronic shopping contributes to convenient prices due to the lack of intermediaries and competition between exhibitors to attract customers.
- Know the full details of the products, allowing good evaluation of the alternatives
- Offers many options to consumers because of accessibility to products and companies that were not available near the consumer.

- He can shop on many websites and compare each company's goods with each other easily so he will eventually get the best offer possible while it is difficult and expensive if it is necessary to visit each different geographical location only to compare the goods and services of each company with the other.
- In some products, especially digital products such as e-books purchased, buyers can get the goods quickly and easily from the seller, and customers can get all the information needed about a product within seconds or minutes via the Internet, and in return, it may take days or weeks to get an answer Customer has requested information from a tangible site.
- Customers exchange options and opinions on products and services through, say, electronic communities and forums.
- E-shopping provides hard-working and hard-working people with traditional buying methods and provides a product-delivery service.

I-3- Online shopping risks

- E-shopping is desirable, beneficial, and convenient for a wide range of people, but without risks such as fraud and fraud in the web and other, most important of which are:
- the Internet connection may be interrupted or even become an obstacle at any moment.
- the slow pace of some sites, weak Internet agreement in some countries–
- Protection and assistance are available to an electronic buyer when it comes to buying from an online merchant, but the goods cannot always be purchased from a merchant, and there are often unique goods or precious items offered for sale by an individual.
- Allows seeing or trying the purchased product, which may cause disinformation.
- Get the purchased product immediately without even having to wait.
- Security shortages, so online shoppers must choose trusted e-commerce sites.
- There may be a contract with fictitious companies or persons, for the purchase of goods, agreement on them and payment of funds, and the goods may not be obtained as they may not be available in the first place
- – it is difficult to ascertain the quality of the products accurately before they are purchased, and goods other than those agreed upon can be obtained.
- Buy it.

II– Methods and Materials:

II-1-1Study Community: population of the study includes a sample of Algerian Internet users with whom we can communicate from students, professors, and special relatives,

unfortunately, most of the web users do not interact with the links that come to them via people they do not know.

II-1-2 Survey Sample: The conducted survey and the questionnaire were available on the following link <https://www.qsurvey.qa/home/ar#/summary/5c2e1d8e-846f-ea11-a954-> was sent via email and the Facebook Social Media site, from March 30, 2020, to July 8, and 72 response were received.

II-1-3 Statistical Processing:

The computer for statistical processing " SPSS program was used to enter and analyze data and the processing included the following methods: - iterations - arithmetic averages and standard deviations - test), single-contrast analysis (one-way ANOVA).

II-1-4 Study Tool:

In order to achieve the objective of the study, the researcher has developed a questionnaire and was put available on the previous link, the questionnaire was designed to identify the trends of Internet users toward e-shopping incentives and their awareness of the risks, and the survey includes the following dimensions: E-Marketing triggers (6) E-Shopping risk statements (7) statements, and the last question was an open question from which we wanted to know why e-shopping is a hobby from the point of view of the Internet user.

II-1-5 Survey confirmed:

To calculate the veracity of the questionnaire's terms in internal consistency, this method is based on finding the correlation coefficients for each of the questionnaire's axes in their aggregate degree,

Resulting in the analysis shows that each resolution statement is bound to a positive and statistically significant link at the level of (0.01) with the overall axis score, which indicates internal consistency of the questionnaire paragraphs and indicates internal validity of the resolution. (Appendice No 1)

II-1-Tool stability:

Following application of the questionnaire by the stability factor of the vocabulary questionnaire probability coefficient using alpha-carnival and the value is high (0.612), classified from high stability values, this confirms that there are few systematic or random errors in the questionnaire statements that are reflected in the sample responses, as shown in Table No. (02)

Table (1) Alpha-Cronbach stability coefficient Survey vocabulary

The number of expressions	Alpha Cronbach value
14	,0.612

Created by the researcher based on SPSS results

II-2- Personal and functional characteristics of the studied sample.

Below are the characteristics of the study sample in terms of gender, age, sector, and school level

Table (2) Personal and functional characteristics of the studied sample.

Gender	Male		Female							
	Number	Ratio	Number	Ratio						
	39	54.2%	33	%45.8						
Age	15-20		20-30		30-40		More than 50		Missing values	
	Number	Ratio	Number	Ratio	Number	Ratio	Number	Ratio	Number	Ratio
	7	9.7%	6	8.3%	19	26.4%	3	%4.2	12	16.7%
School level	Primary		Secondary		University					
	1	1.4%	13	%18.1	58	%80.6				
Sector	Year		Private		Self-employed					
	Number	Ratio	Number	Ratio	Number	Ratio				
	53	%73.6	6	8.3%	6	8.3%				

Created by the researcher based on SPSS results

We observe from the table that the number of males in Internet use is higher than females, which corresponds to the statistics provided in the 2019 Report an **incorrect source has been identified**.

The largest age group is the 40-50-year-old group, which, according to the same report, intersects the largest group, aged 25-34, which makes sense because Algerian society is young in nature.

II-3- interpret and test fields of study:

II-3-1 Verify normal distribution

Obtaining a natural distribution of data is a prerequisite for many other informational tests, including regression analysis and contrast analysis, in order to obtain accurate results. In order to verify the normal distribution of current study data, the Kolmogorov-Smirnov test (K-S) and the following table show the results of the test.

Table (3) Clemgrove-Smirnov test to check the normal distribution of study variables

Significance level <i>P</i>	Degree of freedom <i>DF</i>	Test value <i>K-S</i>	Variable
0.2	65	0.63	

Source: Created by the researcher based on the output of.SPSS

We note from table 4 results that the value of the CLR-Smirnov test for the autonomous variable and the axes of the child variable was not statistically function ($p > 0.05$), which means that the data follows the normal distribution, which indicates that the informational statistical tests can be used for this study.

III- Results and discussion :

III-1 Testing the first hypothesis: The degree to which the respondents agree on electronic shopping incentives is greater than the degree of neutrality, which is the relative weight estimated at -60%), which is the weighted value using the percent of the number 2 corresponding to the answer option, neutral.

In order to test the validity of the hypothesis, we used the t-test per sample (one-sample t-test), and after the t-test per sample of all the rational money spends axes we get the following results.

Table (4) Analysis of e-shopping motivations

Number	Paragraph	Disagree	Neutral	OK	Mean	Standard deviation	Relative weight	T value	Significance level	Order	Degree of consent
1.	The Internet offers products that I need	%12.5	%11.1	%75	2,6338	70182	78.9	31,622	0.000	3	OK
2.	Online shopping offers higher quality products	%36.1	%34.7	%27.8	1,9155	8,80616	57.3	20,021	0.000	6	Neutral

3.	Online shopping offers a greater variety of products	%9.7	%16.7	%70.8	2.6286	0.66314	78.6	33,164	0.000	4	OK
4.	Online shopping offers cheaper products and services	%38.9	%27.8	%031.9	1.9296	0.85061	57.6	19.114	0.000	5	Neutral
5.	Online shopping generally reduces shopping time	%5.6	%6.9	%86.1	2.8169	51575	84.3	46,022	0.000	1	OK
6.	Online shopping makes it easy to compare different products and services	%6.9	%13.9	%75.0	2,7101	59659	81.3	37,734		2	OK
	Online shopping incentives				2,4394	37053	72.9				OK

Source: Created by the researcher based on the output of.SPSS

In general, the mean of all the questionnaire axes is 2.43, and the relative weight is 72.9%, which is greater than the neutral relative weight of 60%.

To detail all the expressions that make up the axis have more arithmetic averages than neutrality, their relative weights are greater than 60%, and t values are greater than the tabular value, except for expression #2 and the expression #4: 1.92 and 1.91. Both show that the survey is highly aware that online purchases may provide cheaper products and services or vice versa to calculate shipping costs more often, and e-shopping may not be able to obtain higher quality products due to fraud and fraud.

This proves the validity of the first hypothesis that users should be positive about shopping incentives that are greater than neutrality – the relative weight of 60%.

III-2 Testing the second hypothesis:

The degree of the consent of the survey to e-shopping risks is greater than the degree of neutrality, which is the relative weight estimated at – 50%,) the weighted value using the percent of 1 corresponding to the answer option, to be neutral

In order to test the validity of the hypothesis, we used the t-test per sample (one-sample t-test) and after the t-test per sample of all the rational money spends axes we get the following results:

Table (5) Analyze the axes of electronic shopping incentives

	Paragraph	Yes	No.	Mean	Standard deviation	Direction	T value	Significance level	Order
1.	·I am afraid I will receive a commodity other than you requested	79.2%	19.4%	1.1972	0.40070	OK	31,439	0.000	3
2.	·I am afraid of the high cost of shipping	66.7%	31.9%	1.3239	0.47131	OK	25.175	0.000	6
3.	·I will only buy online if the seller guarantees me a refund The amount when you are not satisfied with the product	81.9%	16.7%	1.1690	0.37743	OK	23.670	0.000	2
4.	I will only buy online if the seller has a known store	70.8%	29.2%	1.2917	0.45772	OK	26.098	0.000	5
5.	I will buy the product if I get a positive recommendation from others on Internet sites	77.8%	20.8%	1.2113	0.41111	OK	23,945	0.000	4
6.	I am afraid of fraud and money theft if I buy through the Internet	83.3%	15.3	1.1549	0.36441	موافق	24,826	0.000	1
7.	Online purchasing is a complex matter that requires learning and training	55.6%	41.7	1.4286	0.49844	OK	23,979		7

Source: Created by the researcher based on the output of.SPSS

Overall, the mean of all the questionnaire axes is 1.40, and the relative weight is 73.61%, which is greater than the relative neutral weight of 50%

To detail, all the expressions that make up the axis have more arithmetic averages than neutrality (1), relative weights greater than 60%, and t values greater than tabular values, **this proves the validity of the second hypothesis that users recognize the risks of shopping that** are greater than neutrality – the estimated relative weight of 50%.

- Statement 6 ranks first in terms of approval pitch because fear of fraud and money theft represents the greatest risk that users of the Spider network fear, followed by the phrase #3 I will only buy online if the seller guarantees me to refund when I am not satisfied with the product. This is an obstacle to e-shopping because tangible products cannot be inspected.

III-3 Testing the Third hypothesis: There are no statistically significant differences between the research answers to the positive trend of consumers and the awareness of the risks of e-shopping attributed to the personal and functional variables of the research:

To check for an impact on the risks of electronic shopping in question, we use simple regression analysis to test the following hypothesis: There is no statistically significant effect on the positive trend toward online shopping at the level ($0.05 = \alpha$) of the Algerian consumer.

Table (6) The results of the simple regression analysis test of the impact of e-shopping risks on The positive trend toward e-shopping

Model	Slave Variable (Y1)		
	(Regulatory loyalty)		
	Slope weights	Standard error	Significance level
	<i>B</i>	<i>Se</i>	<i>P</i>
The slave variable	1,018	19.197	000
Autonomous variable (<i>x</i>)	1.55	0.080	0.057
$R^2 = 0.056$			
$F_{(1,63)} = 3,752, p > 0.01$			

Source: Created by the researcher based on SPSS output

The results of the simple regression analysis in the previous table indicate that the autonomous variable (e-shopping risk) cannot predict the dependent variable (the positive trend toward e-shopping), with the correlation coefficient box ($R^2 = 0,056$) ($f_{(1,31)} = 3,752, p > 0.01$) this indicates that the regression coefficient does not mean.

III-4- Testing the Main hypothesis 4: There are no statistically significant differences between respondents' answers attributable to personal and functional variables.

To answer this hypothesis, we used the "Levene's Test" to study the difference between two classes, and one-way ANOVA to analyze the difference between more than two classes, and the T-test to make a difference for any class that belongs to prove or deny the difference.

Nihilistic hypothesis (H0): There is no difference in the responses of the sample study population to the dimensions of each dimension of the study axes, which is attributable to the personal variable.

Alternative hypothesis (H1): There is a difference in the answers given by the sample population about the dimensions of each dimension of the study axes, each on a scale attributable to the studied variable.

This hypothesis is made up of the following sub-hypotheses:

III-4-1 Sub-hypothesis I: There are no statistically significant differences between respondents' answers to the impact of e-shopping risks on the positive trend toward e-shopping, which is attributed in the sample study to the gender variable.

To answer this hypothesis, we used the heterogeneity test, Levene's Test, and the results were as follows:

Table (7) Results of the homogeneity test for the difference between the averages of individual answers The sample study is based on the gender variable

Axes	Gender	Number	Average	Standard deviation	Test for homogeneity	T value	Probability value
The trend toward e-shopping	Male	37	2,4775	33,601	1,964	9,942	0.166
	Female	29	2,3908	41134		9,919	
The dangers of e-shopping	Male	39	1,3942	24592	.182	-,438	0.671
	Female	30	1,4208	25530		-,436	

Source: Created by the researcher based on SPSS output

The table shows that the probability value of the homogeneity test is greater than the level of the "moral" statistical significance (0.01), so there is homogeneity among the study's gender responses.

III-4-2 Sub-hypothesis 2: There are no statistically significant differences between respondents' answers about the impact of e-shopping risks on the positive trend toward e-shopping, which is attributed in the sample study to a variable: Age, level of study, function

To answer this hypothesis we used one-way ANOVA's monocoque contrast analysis. The results show that the probability value of the homogeneity test is greater than the level of the "moral 0.01" statistic, so there is homogeneity between the answers of the study members according to the degree of science for the three variables: Age, vertical level and function, and therefore no differences that are attributable to personal and functional variables.

III-5- Reasons for electronic shopping in Algeria:

Before answering this question, we wanted to know the reality and prospects of e-shopping in Algeria by asking the following two questions:

Table (8) the reality and prospects of e-shopping

Statements	Yes		No.	
	Repeat	Ratio	Repeat	Ratio
Have you ever purchased online	28	%37.5	44	59.5%
Are you considering buying online	55	74.3%	17	23%%

Source: Created by the researcher based on SPSS output

The results indicate that there are only a small number of respondents who bought online: 37.5%, while 74.3% intend to buy online in the future; the Coronavirus has accelerated the thought of buying online and is likely to become part of our new habits in the near future.

The respondents pointed out the reasons why there was little reliance on the Internet for shopping and categorized as follows:

Table (9) reasons for lack of e-shopping

Rank	Ratio	Repeat	Obstacles
1	54.2	39	The dangers of e-shopping
2	13.9	10	Electronic payment problems
2	13.9	10	Lack of e-shopping culture
4	11.1	8	Weak Internet flow

Source: Created by the researcher based on SPSS output

The electronic shopping process is desirable and beneficial to a wide range of people, but mechanisms and controls that preserve the buyer's right were necessary, and the risks reported by the tenant sorted by percentage as follows:

– the survey pointed out that risks are the biggest obstacle to electronic shopping, such as fraud and fraud on the web, inadequate or invalid product characteristics on commercial sites, promotion of counterfeit products, or disrespect for delivery dates set from the outset.

The problem of electronic payment is the second obstacle and from the point of view of the respondents, despite the efforts made by various financial institutions to generalize the culture of telemarketing but:

- only 3.2% of Algerians have a credit card
 - 4.6% buy online or pay online because the Algerians are still concerned about the information system,
 - Most of the automated distributor Payment device disabled, and the long period of automatic payment due to weak Internet flow, poor coverage, and continuous interruptions make citizens prefer to deal with liquidity, as customers prefer to pay for lack of confidence, and the "return of the product" is not guaranteed if it does not meet the required specifications.
- absence of banking culture, lack of confidence in electronic transactions, on the one hand, and the lack of clarity of the legislative and legal environment concerning electronic means of payment and e-commerce operations on the other. (Folded, 2019)
- E-shopping is a culture that visitors can gain by training and establishing trust between seller and buyer, and can be forced by circumstances, for example, lack of liquidity encourages citizens to pay electronically, and quarantine has led to a significant increase in online transactions and online purchases in Algeria, accompanied by the first quarter of 2020. 441531 transactions made via CIB and Edahbia cards; That is half of the number of online payment transactions made in 2019 (873,679) through the same cards. (Schahrazed, 2020)
- of the 207 countries, Algeria ranks 182 of the world's slowest Internet countries, with an average speed of only 1.37 Mbps, according to the rating published on February 21, 2020, by the American Economic Review CEO World (Redouane, 2020).

Conclusion:

E-marketing has become one of the most important modern means of marketing, used by companies of various kinds and sizes, and even by start-ups, on the one hand, and on the other, a wide cross-section of people accept e-shopping because it has so many incentives for shoppers, but even so, e-shopping is fraught with so many risks, such as monument, fraud, difficulty checking, and theft of personal data, Algerians Like any other people, consent to the experience of buying via the Internet to obtain high quality, diversified and affordable products, whether from foreign or domestic sites, but there are still several problems facing online shopping adoption, the manifestations of which are the poor confidence of consumers in electronic transactions since they realize that this is an insecure medium, the lack of experience of consumers with such shopping, and the lack of acceptance of the idea of using the Internet shopping.

Result of the study

The study concluded the following results:

- Consumers' trend towards online shopping is positive that are greater than the neutrality score, which is the relative weight of 60%.
- E-Users understand the risks of shopping that are greater than the neutrality score, which is the relative weight of 50%.
- The autonomous variable (e-shopping risks) does not affect the predictability of the dependent variable (the positive trend toward e-shopping).
- There are no statistically significant differences between respondents' responses regarding personal attributes and functional variables.
- The reasons for the fear of e-shopping and its constraints are the low confidence caused by the high risk, the weak flow of the Internet in Algeria in general and the southern provinces in particular, as well as the problem of e-payment due to weak infrastructure on the one hand and the fear of consumers on the other.

Recommendations of the study

- Working to protect consumers and reduce their data leaks when using cards

Credit in e-shopping.

- States, through their financial and banking institutions, must strive to encourage consumers to use e-shopping
- Help consumers replace goods and products purchased over the Internet to make them confident in the use of electronic shopping.
- Legislative regulations to guarantee the rights of consumers who use electronic shopping.
- Dissemination of knowledge and establishment of the principles and importance of e-shopping using various media
- Infrastructure to activate the e-virtues and increase the flow of the Internet

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APPENDICES:

APPENDIX (1) Internal consistency of survey terms

Axis	Number	Statements	Correlation coefficient	Probability value	Statistical significance
Online shopping incentives	1.	The Internet offers products that I need	0.545	000	D.
	2.	Online shopping offers higher quality products	0.716	000	D.
	3.	Online shopping offers a greater variety of products	0.490	000	D.
	4.	Online shopping offers cheaper products and services	0.639	000	D.
	5.	Online shopping generally reduces shopping time	0.263	0.033	D.
	6.	Online shopping makes it easy to compare different products and services	0.442	000	D.
	7.	Use my primary credit card to purchase online	409	000	D.
	8.	·I am afraid I will receive a commodity other than you requested	544	000	D.
	9.	·I am afraid of the high cost of shipping	68,608	0.00	D.
	10.	·I will only buy online if the seller guarantees me a refund The amount when you are not satisfied with the product	5,537	0.033	D.
	11.	I will only buy online if the seller has a known store Q	636	000	D.
	12.	I will buy the product if I get a positive recommendation from others on Internet sites	438	000	D.
	13.	I am afraid of fraud and money theft if I buy through the Internet	525	000	D.
	14.	Online purchasing is a complex matter that requires learning and training	3,315	000	D.
	15.	What are the reasons why online purchases in Algeria are so blocking	0.315	000	D.

Created by the researcher based on SPSS results

(Appendice No 2)

Find the differences² by age, vertical level, and function using Anova Mono contrast Analysis

	Axis	Contrast source	Sum of squares	Degrees of freedom	The average of squares	P-value	Statistical significance
Age	The positive trend toward e-shopping	Between groups	0.099	4	0.025	0.221	9,926
		Within groups	5,492	49	0.112		
		Total	5,591	53			
	The dangers of e-shopping	Between groups	48,486	4	121	2,537	0.051
		Within groups	2,488	52	0.048		
		Total	2,974	56	0.025		
School level	The positive trend toward e-shopping	Between groups	7,724	2	362	2,780	0.070
		Within groups	8,201	63	130		
		Total	8,924	65			
	The dangers of e-shopping	Between groups	130	2	0.065	1,058	353
		Within groups	4,070	66	0.062		
		Total	4,200	68	362		
Function	For a positive trend toward e-shopping	Between groups	4,194	2	0.097	7,758	473
		Within groups	7,412	58	8,128		
		Total	7,606	60			
	The dangers of e-shopping	Between groups	2,291	2	145	2,499	1,091
		Within groups	3,490	60	0.058		
		Total	3,780	62			

