


THE IMPACT OF ELECTRONIC SALES CHANNELS ON CUSTOMERS RESPONSE OF  
CONVENIENCE PRODUCTS OUTLETS STORES

Younes Megdadi<sup>A</sup>, Mahmoud Alghizzawi<sup>B</sup>, Mohammad Hammouri<sup>C</sup>, Zaid Megdadi<sup>D</sup>,  
Rami Haddad<sup>E</sup>, Ezmigna Ibrahim<sup>F</sup>



ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p>Received 07 April 2023</p> <p>Accepted 04 July 2023</p>	<p><b>Purpose:</b> The current study sought to determine the effect of electronic sales channels on customer response to appropriate product outlet stores.</p> <p><b>Theoretical framework:</b> With the development of modern means of communication and technologies that have proven effective and efficient, the online shopping system has evolved to be an important resource in the field of electronic commerce. Therefore, in recent times, the issue of customer response has become a sensitive issue for companies, especially in light of the intense competition in the business environment.</p> <p><b>Design/methodology/approach:</b> The study used the descriptive analytical approach, and the administrative survey was designed to access the data. The study population consisted of (10) major electronic sales outlets located in the city of Irbid, and a random sample of a total of (400) respondents was used. To analyze the data, this study used modern systems, which is the statistical program (SPSS).</p> <p><b>Findings:</b> The results of the study indicate the positive impact of electronic sales channels on customer response.</p> <p><b>Research, Practical &amp; Social implications:</b> The study recommended the need, and most importantly, to recommend the adoption of a diversity strategy in e-mail so that companies can access more widespread applications, which increases the interest of the customer and thus is reflected in his purchase decision.</p> <p><b>Originality/value:</b> Despite the scientific contribution that was evident in this study, we still need more future studies related to electronic sales channels about customer response in other dimensions such as purchasing decisions, sales and marketing performance, customer trust, and customer intention in different commercial and marketing environments.</p> <p>Doi: <a href="https://doi.org/10.26668/businessreview/2023.v8i7.1379">https://doi.org/10.26668/businessreview/2023.v8i7.1379</a></p>
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<sup>A</sup> Professor. Business Administration Department, Faculty of Business, Amman Arab University. Jordan.

E-mail: [megdadi@aa.u.edu.jo](mailto:megdadi@aa.u.edu.jo) Orcid: <https://orcid.org/0000-0001-6979-6922>

<sup>B</sup> Assistance Professor. Marketing Department, Faculty of Business, Amman Arab University. Jordan.

E-mail: [m.alghzawi@aa.u.edu.jo](mailto:m.alghzawi@aa.u.edu.jo) Orcid: <https://orcid.org/0000-0002-9406-4632>

<sup>C</sup> Assistance Professor. Business Management Department, Open Arab University, Business School. Kuwait.

E-mail: [m.hamouri@arabou.edu.kw](mailto:m.hamouri@arabou.edu.kw) Orcid: <https://orcid.org/0000-0001-5613-5797>

<sup>D</sup> PhD Candidate. Business Management Department, Faculty of Business, Girne American University. Cyprus.

E-mail: [zaidmgdad23@yahoo.com](mailto:zaidmgdad23@yahoo.com) Orcid: <https://orcid.org/0000-0002-8617-708X>

<sup>E</sup> PhD Candidate. Business Management Department, Faculty of Business, Sevilla University. Spain.

E-mail: [ramyuhad@alum.us.es](mailto:ramyuhad@alum.us.es) Orcid: <https://orcid.org/0000-0003-3192-273X>

<sup>F</sup> PhD Candidate. Business Management Department, Azman Hashim International Business School, University Technology Malaysia. Malaysia. E-mail: [ibrahim.ezmigna@graduate.utm.my](mailto:ibrahim.ezmigna@graduate.utm.my)

Orcid: <https://orcid.org/0000-0003-2379-8046>

## O IMPACTO DOS CANAIS ELETRÔNICOS DE VENDAS NA RESPOSTA DOS CLIENTES DE PRODUTOS DE CONVENIÊNCIA OUTLETS LOJAS

### RESUMO

**Objetivo:** O presente estudo procurou determinar o efeito dos canais de vendas eletrônicos na resposta do cliente a lojas de venda de produtos apropriados.

**Referencial teórico:** Com o desenvolvimento de meios de comunicação modernos e tecnologias comprovadamente eficazes e eficientes, o sistema de compras online evoluiu para ser um importante recurso no campo do comércio eletrônico. Portanto, nos últimos tempos, a questão da resposta ao cliente tornou-se um assunto delicado para as empresas, principalmente diante da intensa competição no ambiente de negócios.

**Desenho/metodologia/abordagem:** O estudo utilizou a abordagem analítica descritiva, e o levantamento administrativo foi desenhado para acessar os dados. A população do estudo consistiu de (10) grandes pontos de venda eletrônicos localizados na cidade de Irbid, e uma amostra aleatória de um total de (400) entrevistados foi usada. Para analisar os dados, este estudo utilizou sistemas modernos, que é o programa estatístico (SPSS).

**Resultados:** Os resultados do estudo indicam o impacto positivo dos canais de vendas eletrônicos na resposta do cliente.

**Pesquisa, implicações práticas e sociais:** O estudo recomendou a necessidade, e mais importante, recomendar a adoção de uma estratégia de diversidade no e-mail para que as empresas possam acessar aplicativos mais difundidos, o que aumenta o interesse do cliente e, assim, se reflete em sua decisão de compra.

**Originalidade/valor:** Apesar da contribuição científica que ficou evidente neste estudo, ainda precisamos de mais estudos futuros relacionados aos canais eletrônicos de vendas sobre a resposta do cliente em outras dimensões, como decisões de compra, desempenho de vendas e marketing, confiança do cliente e intenção do cliente em diferentes ambientes comerciais e de marketing.

**Palavras-chave:** Canais Eletrônicos de Venda, Atendimento ao Cliente, Pontos de Venda de Produtos de Conveniência, Marketing Digital.

## EL IMPACTO DE LOS CANALES ELECTRÓNICOS DE VENTA EN LA RESPUESTA DE LOS PRODUCTOS DE CONVENIENCIA TIENDAS TIENDAS CLIENTES

### RESUMEN

**Propósito:** El presente estudio buscó determinar el efecto de los canales de venta electrónicos en la respuesta de los clientes a las tiendas que venden productos apropiados.

**Marco teórico:** Con el desarrollo de los modernos medios de comunicación y tecnologías comprobadas de eficacia y eficiencia, el sistema de compras en línea ha evolucionado hasta convertirse en un recurso importante en el campo del comercio electrónico. Por ello, en los últimos tiempos, el tema de la respuesta del cliente se ha convertido en un tema sensible para las empresas, especialmente ante la intensa competencia en el entorno empresarial.

**Diseño/metodología/enfoque:** El estudio utilizó el enfoque analítico descriptivo, y se diseñó la encuesta administrativa para acceder a los datos. La población de estudio consistió en (10) puntos de venta electrónicos grandes ubicados en la ciudad de Irbid, y se utilizó una muestra aleatoria de un total de (400) encuestados. Para analizar los datos, este estudio utilizó sistemas modernos, que es el programa estadístico (SPSS).

**Resultados:** Los resultados del estudio indican el impacto positivo de los canales de venta electrónicos en la respuesta del cliente.

**Implicaciones de investigación, prácticas y sociales:** El estudio recomendó la necesidad, y más importante, la adopción de una estrategia de diversidad de correo electrónico para que las empresas puedan acceder a aplicaciones más extendidas, lo que aumenta el interés del cliente y, por lo tanto, se refleja en su decisión de compra.

**Originalidad/valor:** A pesar de la contribución científica que fue evidente en este estudio, aún necesitamos más estudios futuros relacionados con los canales de venta electrónicos sobre la respuesta del cliente en otras dimensiones, como las decisiones de compra, el desempeño de ventas y marketing, la confianza del cliente y la intención del cliente en diferentes entornos comerciales y de marketing.

**Palabras clave:** Canales de Venta Electrónicos, Atención al Cliente, Puntos de Venta de Productos de Conveniencia, Marketing Digital.

## INTRODUCTION

The world is now more dynamic and quick than ever thanks to recent technological advancements. This case has important ramifications for all facets of business, but particularly for the area of marketing strategies and tools. Modern company trends are ever-evolving, moving from traditional marketing strategies to those that use cutting-edge technologies and methods where newly developing digital channels play a significant role (Alnawafleh, Alghizzawi, and Habes 2019). Additionally, in the highly competitive business environment, there has been a significant shift away from traditional marketing tactics and toward non-traditional marketing tools. Digital marketing channels are seen as a revolution in the marketing industry, offering businesses new dynamic and innovative applications and ideas to run the business effectively (Alghizzawi 2019b; Rahi et al. 2021). Electronic sales channels become as a new technology tools used by marketing management to represent and sale products and services to influence customer's response. Electronic sales channels were the most visible and influential tool which aim to attract customers positively toward products (Salloum et al. 2019; Setiawan, Kartajaya, and Kotler 2016) Accordingly, the e. sales channels are advanced marketing channels used to activate customer's response (Habes, Alghizzawi, et al. 2020; Maina and Afande 2015). Electronic sales channels considered as a technological strategic marketing tool aimed to influence customer's response and buying decisions positively to ensure effective and efficient marketing performance (Rahi et al. 2019). Electronic commerce, also referred to as electronic commerce, offers numerous new opportunities for individuals and businesses to interact, work together, and buy and sell goods and services. By way of E-commerce enables market participants to safely compare, pick, and purchase goods and services through various online sales channels. Typically, businesses begin their online presentations by outlining their commercial and consumer-focused items (Permatasari and Kuswadi 2017). This study aimed to identify the impact of electronic sales channels of convenience products outlets on customer's response. Based on the study problem, a set of questions were answered: Is there an impact of the electronic sales channels dimensions (e. applications, e. mall stores, and e.social media networks) on customer's response dimensions (awareness, attention, interest, and response)? A sub-question was constructing were as:

1. Is there an impact of the electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) on customer's awareness?
2. Is there an impact of the electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) on customer's attention?

3. Is there an impact of the electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) on customer's interest?
4. Is there an impact of the electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) on customer's response?

## LITERATURE REVIEW AND RELATED STUDIES

QTAISHAT (2022) Found a positive impact of E-marketing (website, social media) on consumer purchase decision is high and found that website and social media have a high impact on consumer purchase decision. Moreover Kumar and Sekhar (2019) Found that customers prefer digital channels for shopping goods. They found that customers have much knowledge about digital marketing. The consumers prefer buying goods through digital channels. Furthermore it Alwafe and Megdadi (2020) Finds a positive impact of using electronic applications in banking services in Jordanian commercial banks for achieving competitive advantage. Then Habes et al. (2023) Finds a positive impact of smart phone ease used banking applications on purchase and the fulfillment of desire and speed in customer's response.

They a positive impact of e. distribution channles on building customers mental image (Al-Omari et al. 2018). Above of that Almohaimmeed (2019) confirm a **positive effect** of social media on on customer purchase intention. And then confirmed Zuniarti et al. (2020) a positive relationship of the ease of use and usefulness of shopping decisions at online retail is influencing consumer attitudes. Accordingly Waheed and Jianhua (2018) Found that e. advertising by has a positive impact in consumer behavior stages as attention, interest and desire.

They have a positive impact of social media in maintaining customer's awareness toward advertised products (Habes, Alghizzawi, Salloum, et al. 2018). sequencely Khwaldeh et al. (2020)). Emphasize a positive impact of social media marketing on customers purchase intention. Also must be taken into consideration the positive influence of social media customer's perception toward brand and value for future purchase of products (Rahi, Khan, and Alghizzawi 2020). Also Alkurdi and Megdadi (2020) confirm a positive impact of social media tools in attracting customers. In additional there is a positive relationship between social media and online shopping malls and has increased spending among Nigerian youths (Awobamise 2018). Accourding to Turcotte et al. (2015) Finds that social media influencing positively online users perceptions, trust, judgement, exchange opinions, and buying decisions. Then Barhemmati and Ahmad (2015) Finds that social media offently influencing positively

consumer perceptions, interests and purchase behaviour among social media users. According to Imankhan, Eekani, and Fakharyan (2014) Finds that social media influencing positively user-to-user perceptions, experiences, attitudes, preferences, and behaviors. finally Lewandowska and Olejnik-Krugly (2021) confirm that Social media messages influencing user's attention, perceptions toward messages content.

### **Electronic Sales Channels**

Electronic applications as a new technological instruments used by business firms aimed to maintain a joint interaction that leads to create customer's participation, and to change customer's behaviours, and building a long-term relationship (Neiger et al. 2013). E. applications provide interactive opportunities and interaction of customer's interests and business firm's sales objectives based on electronic applications advantages in terms of ease of access, and ease of use to know products specifications and values (Dooley, Jones, and Iverson 2014). E. applications have wide tools such as social media, mobile phones which aimed to change customer's behavior and building emotional relationships, and purchasing response (Yildiz and Kitapci 2018). E. applications played a vital role on customer's attention, perceptions, motives, and behavior towards products based on its technological advantages to lead customer's buying decision toward product (Setiawan et al. 2016). E. applications as forms as communication channels aim to activate customer's to interact and to purchase (Al-Skaf et al. 2021).

Rasool et al. (2017) defined e.mall as e. marketing forms for online shopping by perspective customer's directly from seller. Alt and Klein (2011) defined e. mall stores as electronic tool aimed to display products and services to motivate potential customer's to purchase electronically. According to (Akbar and James 2014), defined e. mall stores as a direct electronic sells and buys products or services through Internet in easiest way and best prices. Also Bahaddad, AlGhamdi, and Houghton (2012), defined e-mall as a digital interaction between consumer's and retailer's. social media networks as personal sites as far as Facebook, Twitter, YouTube, LinkedIn, and Instagram were used by marketer's to interact with a big number of social media followers (Alghizzawi and Habes 2020). Moreover (Zoubi and Mohammad Al-Harazneh 2019), defined social media networks which aim to communicate and provide potential customer's by product's information to influence their attention, interest, desire and their buying decisions. social media networks contain mass information, various topics, images and videos, to represent products and services to persuade target customer's at

any time and conveniently (Habes et al. 2019; Nguyen, Grant, and Bovis 2018). From other view you can see social media as a personal, entertainments tool, and promotional activities to display products and services all over the world (Habes, Ali, et al. 2020). In additionally social media its a networks site help customers to access easily and interacting toward advertising products and services (Marolt, Zimmermann, and Pucihar 2018).

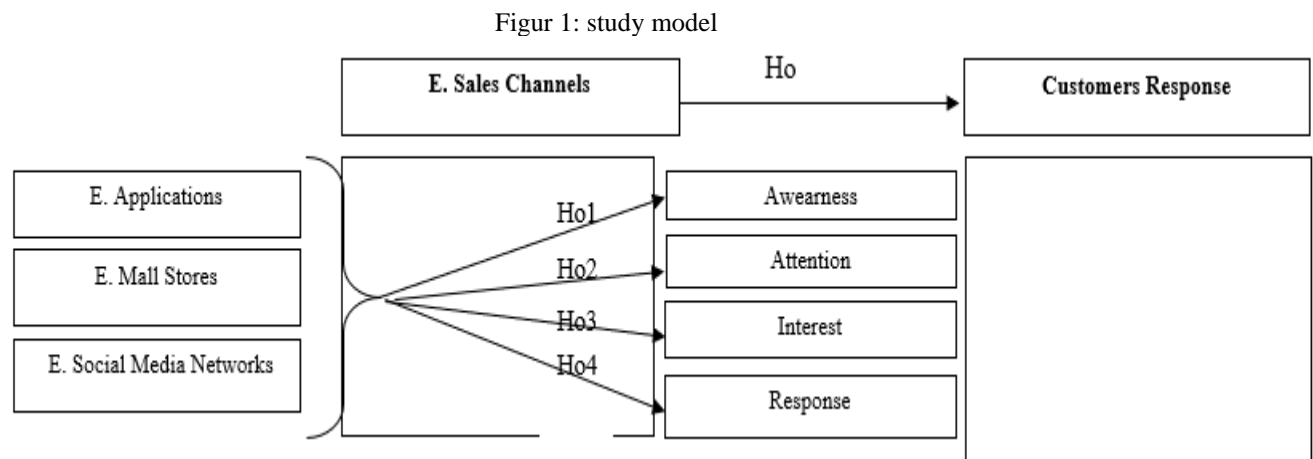
Acourding to Alghizzawi (2019a) social media defined as electronic channels were used by marketers to attract customer's response toward products and services through applications to lead customers to the purchasing decision. Wil Kotler et al. (2016) confirm that social media aim to motivate customers to build a positive impression, opinions and response toward advertised products. Moreover social media able to enhance content credibility to increase trust among users (Westerman 2014). Finaly Ding, Lin, and Zhang (2021) found that social media its a digital communication able to deliver online messages for interactions and exchange emotions and information.

### **Customer Response**

Acourding to (Pappas et al. 2014), customers' response toward products classified into four satges as follow: *Perception stage*: Which refer to how customers perceive, feel and realized offered products to raise motives? . *Attention stage*: Which refer to how customers develop a kind of attention after realizing the benefits and values of offered product? *Interest stage*: Which refer to customers willings as a result of information analyzes that obtained about the product to make a best purchase decision. *Response stage*: Refer to customer's final decision including the product benefits, values, Price quality which influencing customers purchasing decisions. Serially Ivanov, Dolgui, and Sokolov (2019) defined customer's reponse as behavioural process realted to the products information that influence customers purchase decision positively. Rise (2020), customer's response depends upon customer's knowledge about products values to build a positive impression and desires. Furthermore it customer's response depends upon the ease of use of electronic marketing channels to raise a level of the interaction with customers about products through e-marketing channels (Al Adwan 2019).

### **STUDY MODEL**

The study model was formulated and developed based on related studies results and recommendations as follows:



Source: Prepared by the authors

Fig. 1, showed that the electronic sales channels dimensions as (e. applications, e. mall stores, and e. social media networks) on customer's response dimensions were as (awareness, attention, interest, and response) aimed to ensure a positive response and buying decision of customers toward convenience products and performing marketing efficiently and enhancing the efficiency of sales channels used. To identify the impact of electronic stores channels on customer's response, the researchers formulate a number of hypothesis were as:

**H0:** No statistical significant impact of electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) customer's response dimensions (awareness, attention, interest, and response) at the level of ( $\alpha = 0.05$ ). A number of sub-hypotheses are constructed were as:

**H01:** No statistical significant impact of electronic sales channels -dimensions (e. applications, e. mall stores, and e. social media networks) in customers awareness at the level of ( $\alpha = 0.05$ ).

**H02:** No statistical significant impact of electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) in customer's attention at the level of ( $\alpha = 0.05$ ).

**H03:** No statistical significant impact of electronic sales channels by its sub-dimensions (e. applications, e. mall stores, and e. social media networks) in customer's interest at the level of ( $\alpha = 0.05$ ).

**H04:** No statistical significant impact of electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) in customer's response at the level of ( $\alpha = 0.05$ ).

## METHDOLGY

For the purposes of analyzing the data collected through the study tool, the descriptive analytical approach was used as the appropriate approach to the nature of the study problem to analyze, classify collected data, testing the study hypotheses by using the (SPSS) program, in addition to linking and interpreting the results to come out with appropriate conclusions and recommendations. The study population covered all electronic sales outlets of convenience products in the city of Irbid, with number of (10) outlets. While the study sample included (400) customers as a random sample of customers of electronic sales stores, they were equally male and female (Chernev and Blair 2015).

## RESULT

### Study Tool Validity

To ensure the study tool validity, the internal consistency coefficient was calculated using the Cronbach alpha coefficient to measure the independent variable (electronic sales channels), and dependent variable (customers response). Likert A five-point scale was used. Cronbach's alpha test was used, and tool's validity was accepted while the value of alpha is exceeded (60%)(Chernev and Blair 2015; Habes, Alghizzawi, Khalaf, et al. 2018)

Table (1) Cronbach Alpha Results

Variables		Alpha
<b>Electronic Sales channels</b>	E.applications	0.722
	E. mall stores	0.822
	Social media Networks	0.701
<b>Customers Response</b>	Perception	0.754
	Attension	0.768
	Interest	0.822
	Response	0.845

Source: Prepared by the authors

### Descriptive Data Analysis

The independent variable (electronic sales channels): The arithmetic means and standard deviations tests were extracted, and the table below shows:

Table (2) electronic sales channels arithmetic means and standard deviations

	Dimensions	Maen	Standard Deviation	Rank	Degree
1	E.applications	4.22	0.568	1	High
2	E. mall stores	3.56	0.899	3	Meduim



3	Social media Networks	4.18	0.596	2	High
	Overall mean	3.99			High

Source: Prepared by the authors

Table (2) indicate that the electronic applications was the highest arithmetic mean were equal to (4.22), and social media networks was in the second rank, with arithmetic mean equal to (4.18), and e.mall stores in the third rank with arithmetic mean equal to (3.56), and the overall arithmetic mean of electronic sales channels was equal to (3.99).

The dependent variable (customer's response): The arithmetic means and standard deviations of tests were extracted, and the table below as follows:

Table (3) customer's response arithmetic means and standard deviations

	Dimensions	Maen	Standard Deviation	Rank	Degree
1	Awearness	4.04	.721	3	High
2	Attension	3.89	.765	4	High
3	Interest	4.16	.673	2	High
4	Response	4.41	.644	1	High
	Overall mean	4.13			High

Source: Prepared by the authors

Table (3) indicates that customers response was the highest arithmetic mean were equal to (4.41), and customers interests in the second rank, with arithmetic mean equal to (4.16), and customers awarenness in the third rank with arithmetic mean equal to (4.04), and customers attention in the fourth rank with a mean equal to (3.89), and the overall mean of customers response was equal to (4.13).

### Hypothesis Tests Results

H0: No statistical significant impact of electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) on the customer's response dimensions (awareness, attention, interest, and response) at the level of ( $\alpha = 0.05$ ) of conviences products outlets stores.

Table (4) dependent variables summary model

Std.Error	Adj.R <sup>2</sup>	R <sup>2</sup>	R
0.408	0.811	0.808	0.886

Source: Prepared by the authors

Table (4) indicates a positive impact of electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) on customer's response dimensions

(awareness, attention, interest, and response) of convenience products outlets. The value of the correlation coefficient equal to (0.886), and the coefficient value is ( $R^2$ ) to (0.808), which explain a percentage of dependent variable variance were equal to (80.8%).

Table (5). electronic sales channels on customer's response analysis of variance test

	Sum of Squares	df	Mean Squares	F	Sig. Value
regression	82.442	3	19.422	172.355	.000
Residuals	32.567	397	.105		
overall	112.362	394			

Source: Prepared by the authors

Table (5) indicates positive impact electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) on customer's response of convenience products outlets dimensions (awareness, attention, interest, and response at significant level of (0.000). Which mean that the ( $H_0$ ) null hypothesis was rejected, and the alternative hypothesis ( $H_A$ ) is accepting at the level of ( $\alpha = 0.05$ ).

Table (6) electronic sales channels on customer's response regression coefficients test

Model	B	Std.Error	Beta	t. value	Sig. value
Constant	.798	.139		5.740	.000
E.applications	.160	.047	.146	3.922	.000
E. mall stores	.141	.048	.193	2.275	.001
Social media Networks	.123	.044	.145	3.899	.000

Source: Prepared by the authors

Table (6) indicates a positive impact of electronic sales channels dimensions (e. applications, social media networks, and e.mall stores), with t. value equal to (3.922, 3.899, 2.275) at significant level (0.000, 0.000, 0.001) on customer's response.

$H_{01}$ : No statistical significant impact of electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) in customer's awareness at the level of ( $\alpha = 0.05$ ).

Table (7) electronic sales channels in customer's awareness regression coefficients test

Model	B	Std.Error	Beta	t. value	Sig. value
Constant	.732	.221		3.456	.001
E.applications	.126	.066	.096	1.711	.000
E. mall stores	.236	.078	.244	3.012	.022
Social media Networks	.147	.069	.176	3.522	.002

Source: Prepared by the authors

Table (7) indicates a positive impact of electronic sales channels dimensions (e.applications, social media networks, and e.mall stores), with a value of t. equal to (1.711, 3.522, 3.012) at significant level equal to (0.000, 0.002, 0.022) in customers awareness.

H02: No statistical significant impact at the level of ( $\alpha = 0.05$ ) of electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) in customer attention.

Table (8) electronic sales channels in customer's attention regression coefficients test

Model	B	Std.Error	Beta	t. value	Sig.value
Constant	.644	.207		3.223	.001
E.applications	.103	.072	.077	1.487	.000
E. mall stores	.245	.069	.271	3.733	.033
Social media Networks	.082	.066	.079	1.241	.001

Source: Prepared by the authors

Table (8) indicates a positive impact of electronic sales channels dimensions (e. applications, social media networks, and e. mall stores), with t. value equal to (1.487, 1.241, 3.733) at significant level equal to (0.000, 0.001, 0.033) in customers attention.

H03: No statistical significant impact of electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) in customers interest at the level of ( $\alpha = 0.05$ ).

Table (9) electronic sales channels in customers interest regression coefficients test

Model	B	Std.Error	Beta	t. value	Sig. value
Constant	-.299	.222		-1.224	.002
E.applications	.356	.070	.354	6.011	.000
E. mall stores	.051	.079	.031	.614	.588
Social media Networks	.232	.073	.182	3.213	.002

Source: Prepared by the authors

Table (9) indicates a positive impact of electronic sales channels dimensions (e. applications, social media networks), with t. value equal to (6.011, 3.213) at significant level equal to (0.000, 0.002), and no significant impact of e. mall stores with t. value equal to (.614) at significant level equal to (0.588) in customers interest.

H04: No statistical significant impact of electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) in customer attention at the level of ( $\alpha = 0.05$ ).

Table (10) electronic sales channels in customer's response regression coefficients test

Model	B	Std.Error	Beta	t. value	Sig. value
Constant	1.501	.264		5.621	.000
E.applications	.231	.082	.172	2.499	.000
E. mall stores	.071	.098	.076	.766	.411
Social media Networks	.201	.084	.192	2.221	.001

Source: Prepared by the authors

Table (10) indicates a positive impact of e. sales channels dimensions as e. applications, social media networks and e.mall stores in customer response, where the t.value is equal to (2.499, 2.221, .766) at significant level equal to (0.000, 0.001,0.411) in customers response.

## DISSCUIONS

Technological progress has made online shopping a very sensitive and important matter for companies in all sectors, especially after the Corona pandemic. This article reports on an empirical study on determining the impact of online sales channels of niche product outlets on customer response. The study reached some important results. Firstly E. applications arithmetic mean was the highest which equal to (4.22), and the overall arithmetic mean of electronic sales channels dimensions indicate a high level of (3.99). Secoundly Customers response arithmetic mean was the highest which equal to (4.41), and the overall arithmetic mean of customer's response was high with a mean equal to (4.13). thirdly A positive impact of e. applications, social media networks, and e. mall stores in customer's response at statistical significant level equal to (0.000,0.000, 0.001), and t. value is equal to (3.922, 3.899, 2.275), which means that the (Ho) null hypothesis was rejected and the (HA) alternative hypothesis was accepting at the level of ( $\alpha = 0.05$ ).The results was agreed with the results of the research of (Alkurdi and Megdadi 2020; Alwafe and Megdadi 2020; Awobamise 2018; Barhemmati and Ahmad 2015; Kumar and Sekhar 2019; QTAISHAT 2022; Rasool et al. 2017; Zuniarti et al. 2020). fourthly There is a positive impact of electronic sales channels dimensions (e. applications, social media networks, and e. mall stores) with a t. value equal to (1.711, 3.522, 2.201) at significant level equal to (0.000,0.002,0.022) in customers awareness. Fifthly there is a positive impact of electronic sales channels dimensions (e. applications, social media networks, and e. mall stores), with a t. value equal to (1.487, 1.241, 3.733) at the level of statistical significance equal to (0.000, 0.001, 0.033) in customers attention. Sixthly There is a positive impact of electronic stores channels dimensions (e. applications, social media networks), with a t.value equal to (6.011, 3.312) at significant level equal to (0.000, 0.002), and no significant impact of e. mall stores with t. value equal to (.614) at significant level equal to (0.588) in customers' interest.

Finally there is a positive impact of electronic stores channels dimensions (e. applications, social media networks, e.mall stores), with a t. value equal to (2.499, 2.221, and .766) at level of significant equal to (0.000, 0.001, and 0.411) in customers responses.

## **CONCLUSION**

The aim of this study is to investigate determining the impact of online sales channels of specialized product outlets on customer response, and the results of the statistical analysis indicated that concluded that the electronic sales channels dimensions (e. applications, e. mall stores, and e. social media networks) influencing customer's response positively in terms of (awareness, attention, interest, and response) toward convenience products outlets based on a number of advantages in terms of ease of use, fast response, and less time and risks were are major concerns of customers response toward business firms products and services. Accordingly, these results confirmed the research model is theoretically valid and can show the online sales channels of specialized product outlets on customer response. Accordingly, decision-makers in the commercial sector must pay attention to social media platforms, electronic applications, and the electronic store, because of their prominent role in enhancing customer response to the goods and services provided by companies through the Internet, and this is due to the advantages of electronic shopping through these channels that facilitate of the purchase process in terms of time and effort, which drives positive customer response.

## **LIMITATIONS & FUTURE RESEARCH**

Despite the significant contribution of this study, there were some limitations in this study represented in the fact that the study included Irbid governorate stores only. And if other governorates are included, there may be more general results in the field of study, and it may lead us to broader perceptions. Therefore, future recommendations among researchers must be made based on the study results were as: Convenience products outlets are required to adopt diversity strategy of e. applications to enlarge the influence customer's interest and purchasing decision. Electronic sales channels of convenience products required to revise continuously e. channels to ensure customers awareness, attention, interest, and response to improve electronic sales channels performance. Researchers recommend more future conducted studies concerning electronic sales channels on customer's response by other dimensions as well as purchasing

decisions, sales and marketing performance, customers trust, customer's intention in different business and marketing environments.

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