

**The Impact of the Smartphone's Applications Service on the
Purchasing Patterns of Consumers
An applied Study on Food Applications in Jordan**

Prepared By

Mohammad Mustafa Ali Mallu Al Ain

Supervisor

Prof. Dr. Mahmoud Jassim Al-Sumaidaie

Co-supervisor

Dr. Dima Dima Mousa Dajani

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ABSTRACT

This study aims to identify the impact of the smartphone's application service on the purchasing patterns of consumers. To achieve the objectives of the study, a questionnaire was designed and validated by the researcher and its validity was verified. The study population consisted of consumers in Amman City. In order to achieve the study objectives, convenience sample was needed and consisted of (500) consumer . After that the researcher, distributed of (500) questionnaires, and retrieved (485) questionnaires, and was excluded (9) questionnaires for not suitable for the statistical analysis tests, so a number of questionnaires for the statistical analysis (476), The data were analyzed using the Statistical Package for Social Sciences (SPSS). After analyzing the data, the study reached to some results most notably that there exists a statistically

significant impact at the significance level ($\alpha = 0.05$), to four dimensions of the smartphone's application service are represented by (application attractiveness, ease of use of the application, benefits of use, and reference groups affecting on use), on the purchasing patterns of consumers in Amman City. The results of that stepwise multiple linear regression showed that the most influential variable is the dimension (reference groups affecting on the use) compared to other dimensions. The study recommended the need to continually maintain and improve the dimensions of the smartphone's applications service represented by (application attractiveness, response speed, and ease of use of the application, benefits of use, reference groups affecting on the use, and extent of application compatibility).

Keywords: Smartphones, Food applications, Application attractiveness, Purchasing patterns of consumers.