

**factors affecting the consumer's purchase decision via the Internet ( the case of Amman – Jordan)**

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**Abstract**

This study aimed to identify the factors affecting the consumer's purchase decision via the Internet, the case of Amman - Jordan, where the study relied on the descriptive and analytical approach in its survey form, using the electronic questionnaire as a tool for collecting data and information related to the study, where 500 questionnaires were distributed through social networking sites (Whatsapp & Facebook), and e-mail, so 397 suitable samples were selected for analysis from individual consumers in the city of Amman, and the researcher used the SPSS program to analyze the data.

The study found several results, the most important of which is the existence of a statistically significant relationship at the significance level ( $\alpha \leq 0.05$ ) for ease of dealing with the consumer's purchase decision via the Internet in Jordan. Purchasing and thus positively influence the process of making various purchasing decisions through the Internet.

according to these results, several recommendations were made, the most important of which is the need for the companies operating via the Internet to provide applications that facilitate the browsing and selling process to consumers, and recommending companies operating via the Internet to pay attention to display more information about the products offered through the Internet, in addition to focusing on spreading confidence and credibility in The minds of consumers by providing support tools to make them feel confident when shopping via the Internet.

**Keywords: online purchase, purchase decision, reference groups, corona pandemic**