

CHAPTER V

CONCLUSION

In the final part of this study, conclusions, implications, limitations, and suggestions for future research are presented. Conclusions are drawn based on the results of the data analysis, referring to the problems addressed at the beginning of the study.

5.1 Conclusion

There is no significant impact of convenience on online purchase intention, and there is a significant impact of perceived trust on online purchase intentions. In addition, there is no significant impact of web quality on online purchase intentions, and there is a significant impact of social influences on online purchase intentions.

5.2 Implication

Based on this study, the independent variables of the customer have a significant impact on purchasing intent. This result is the same as other previous studies because there are some different elements on the effect properties that give a strong and weak effect to every online store. This phenomenon can occur depends on the search sites. As we all know each site has its own environment that is different. From the study of can be considered that trust is the most important element of online shopping compared to other elements. This means that if the company wants to get a high value of perceived trust and social influences online, in any case this does not mean that other items can not be used or excluded in the online shop study.

The independent variable of trust can be stated as the most important variable of online purchase intentions compared with other elements. Social influences has a significant level of impact on online purchase intentions. It means that if online shops want to get high intent of customers to purchase online intentions, they can focus on advertising. However, it does not mean that other elements cannot be ruled out by the online shop.

5.3 Limitations

There are many limitations to this search. First, due to time and also resource constraints, the researcher did not calculate data over a long period of time. So this maybe evidence of the samples does not represent all vision of consumer purchase intention on online shopping in Palestine. Second, the online store is a new e-commerce shopping model in Palestine. Most Palestinian consumers are on their way to accepting and using online shopping, and these markets are not yet grown, so there are other factors that are relevant to the intentions of buying online for consumers in Palestine. Further research is needed. Thirdly, the Palestinian online shopping market is complex because it varies among cities since each city has different types of consumers and different levels of economy. The samples in this study are people in the city of Hebron, and the results indicate that these findings have a special conclusion. However, if this research is to be conducted in other cities, such as Jerusalem and Ramallah in Palestine, the results may be different.

5.4 Suggestions for Future Research

This study refers to several areas of potential future research. First, empirical data for this study were collected only using quantitative research and the questionnaire method. For future studies, other researchers may want to bring in qualitative research to obtain more detailed information from consumers. It is useful to explain the results of the empirical data. Second, the results show that the model only explained 41.8% of the variation in Palestinian consumers purchase intentions. This is due to other factors influencing the intentions of Palestinian consumers. More variables that impact online purchase intentions in Palestine can be added. Third, online store consumption model also exist in Europe (LetsBuyIt.com) and USA (for example, Groupon.com and BuyWithMe.com).

Future research could include comparative research between an online store in Palestine and elsewhere. Moreover if another research will be conducted again in

the same location in Palestine (Hebron), after few years there will be different results because Palestine is not developed yet and the occupation does not give a space to let the online market available as in other countries.