

Culture and E-Commerce: An Exploration of the Perceptions and Attitudes of Egyptian Internet Users.

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Abstract

This paper examines the perceptions and attitudes that Egyptian users hold towards electronic shopping sites. Internet sites are globally available, opening up huge potential markets for online retailers. However, it remains unclear whether sites designed for the US or European markets will be acceptable in other cultures. This paper describes an exploratory card sorting study conducted with Egyptian consumers. The study was designed to examine the e-commerce interface features that are most salient to this user group and to explore how these relate to user intentions to engage in internet shopping. The results support the role of site familiarity in predicting purchase intentions within this cultural setting.

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