

# Table of Contents

## International Journal of Online Marketing

Volume 8 • Issue 3 • July-September-2018 • ISSN: 2156-1753 • eISSN: 2156-1745

*An official publication of the Information Resources Management Association*

### Research Articles

- 1      **Understanding Egyptian Consumers' Intentions in Online Shopping**  
Reham I. Elseidi, Ain Shams University, Faculty of Commerce, Business Department, Cairo, Egypt, & Badr University in Cairo, Cairo, Egypt
- 19     **Predictors of Nigeria's Premier University Undergraduate Students' Online Shopping Adoption**  
Adeola Omobola Opesade, University of Ibadan, Ibadan, Nigeria  
Omotola A. Fabowale, Africa Regional Centre for Information Science, University of Ibadan, Ibadan, Nigeria
- 36     **Components of Consumer Factor and Its Influence on Attitude of the Student Online Shopping Community: Consumer Factor and Its Influence on Attitude**  
R.Rajendra Kumar, Research Scholar, Anna University, Chennai, India
- 52     **An Evaluation of the Impact of Keyword Frequency on Keyword Prominence**  
Edwin Mwosa Kivuti, Poultry Kenya, Nairobi, Kenya
- 71     **Exploring Online Marketing Adoption Factors Among Used Car Sellers in Ghana**  
Masud Ibrahim, University of Education, Winneba, Ghana  
Anthony' Freeman Mensah, University of Education, Winneba, Ghana  
Frederick Asare, Kumasi Technical University, Kumasi, Ghana

### COPYRIGHT

The **International Journal of Online Marketing (IJOM)** (ISSN 2156-1753; eISSN 2156-1745), Copyright © 2018 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Online Marketing* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; DBLP; Google Scholar; INSPEC; JournalTOCs; MediaFinder; ProQuest Advanced Technologies & Aerospace Journals; ProQuest Computer Science Journals; ProQuest Illustrata: Technology; ProQuest SciTech Journals; ProQuest Technology Journals; PsycINFO®; The Standard Periodical Directory; Ulrich's Periodicals Directory; Web of Science; Web of Science Emerging Sources Citation Index (ESCI)