Abstract;

This study is an attempt to reach a clear understanding of the Jordanian consumer’s shopping orientations toward convenience goods. Subsequently the study comes up with the following finding: The Jordanian consumer’s shopping action take place weekly with one to two hours for each shopping case. The Jordanian consumer have a certain shopping orientations, that he is not an apathetic shopper, he is price sensitive, economy planner shopper, involved traditional shopper and he is personalized Shopper. But he is not a heavy user for credit card through shopping process. The finding shows significant differences of Jordanian consumer’s shopping orientations according demographical variables.

The researchers submitted some recommendations which would improve the retailing strategies including merchandise mix and retail service mix.