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AN EMPIRICAL STUDY OF THE CONSUMER AWARENESS AND ACCEPTANCE OF ONLINE SHOPPING IN SAUDI ARABIA

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ABSTRACT

Purpose: The main objective of this study is to find out the level of consumer awareness about online shopping in Saudi Arabia. The study also aims to compare the awareness level about online shopping between Saudi and Non Saudi consumers. The study aims to suggest the needed action for enhancing the online shopping activity in the country.

Methodology: The study was based on primary data collected from 400 respondents residing across the country in Saudi Arabia. The data was collected through structured close ended questionnaire originally written in English language and translated into Arabic language to encourage high response rate from the respondents who were mainly Arabic speakers.

Findings: The people of Saudi Arabia including Saudis and Non Saudis are aware about the concept of online shopping, and its scope. However they are not aware of the benefits mainly the competitive prices offered on online shops. It seems that due to the lack of awareness about the benefits of online they are not much interested. The enablers of online shopping such as use of smart phone, tablets, laptops and internet are very encouraging.

Implications: The people should be made aware about various benefits of online shopping. The marketing campaign may focus educating people about the price competitiveness of online shops, payment options, safety and security of personal and financial information.

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INTRODUCTION

The development of Information Technology such as Internet has transformed the world in many ways including the way business is transacted today. One such contribution of Internet is the development of online shopping, also known as e-commerce. For private consumers around the globe the most well-known form of e-commerce falls into the business to consumer (B2C) category, also known as online retail or online shopping. In this study the researchers study the behaviour of online shopping consumer behaviour (B2C). E-commerce has become a major component of business operations for many organizations, allowing for new electronic purchasing (e-purchase) practices and led business organizations, operating under intensive competitive market to employ the internet as an innovative marketing tool in offering information and online transaction (Becerra and Korgaonkar 2011; Grandon *et al.*, 2011; Hernandez 2010; Kim *et al.*, 2011; Kim *et al.*, 2010; and Lu *et al.*, 2010).

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In ten years duration the value of online transaction has grown exponentially to US\$1471 billion in 2015 and is projected to grow to US\$ 2365 billion in 2018 (<http://www.statista.com/statistics/261245/b2c-e-commerce-sales-worldwide/>). Although it is growing business around the globe, with some 41 percent of global internet users having purchased products online in 2013, the online shopping penetration rate varies from one country to another. In 2015, China was the country where most internet users had bought a product online within the previous month. Other countries where online shopping is thriving are Germany, India, Brazil, and United Kingdom. The online retail industry in developed countries contributed significantly in total retail sales the developing countries online industry remained underdeveloped. Saudi Arabia is the largest economy of the middle-east as well as the fastest growing economy in the region. The e-commerce (online retailing) is not much developed here. In this study the researchers hypothesize that the customers here are not much aware about the concept of online shopping and about its benefits. Therefore this study aimed at finding the awareness level among the people (customer) about the online shopping.

Ecommerce in Saudi Arabia

Saudi Arabia is one of the most important markets in the developing Arab world which is growing by all means, the internet penetration rate has grown to 60% in 2015 from 5% in 2003 (Sait, *et al.*, 2004). The increase in the number of internet users from 5% in 2003, to 60% in 2015 is strong indicator of development of information and communication technology in the country. The number of internet users in the Saudi Arabia are fast increasing. Besides internet penetration other indicators such as high disposable income indicated by high per capita income of USD52300 (PPP) (World Factbook, 2014).

As per the report of Euro monitor International (2015), Saudi customers are willing to spend online but they lack confidence in making payment online. To promote online shopping (Internet retailing in Saudi Arabia, 2015), many companies facilitate different payment methods, including cash on delivery, other secure and trustworthy online payment solutions such as payfort, a sister company of souq.com, Telr, the brainchild of an ex-PayPal executive. The Saudi Arabian online retail market leader Souq group had 41% market share in 2014. The company owns the most popular regional online retailing website, souq.com, and a smaller website sukar.com. Internet retailing is forecasted to grow remarkably at around 35% in future. The growth may be driven due to, internet penetration growth due to expected lower prices and attractive data packages offer, easy online shopping due to the 4G, and the aggressive growth plans of the e-retailers.

Research Problem

Recently the online shopping registered high growth in sales volume by leaps and bound reaching to US\$1471 billion in 2015. Beyond doubt there is growth in online sales volume across the world, but the sales are highly skewed towards the developed countries. Not only these researches in the field of e-commerce are conducted and relate mostly to the behaviour, problems, challenges etc., of developed countries. There is need of extending the researches to developing countries with different cultures, and demographics. One such developing country is Saudi Arabia, where 59.24% of the population is using internet on one or other devices but online shopping is still hugely underperformed. The first step in consumer behaviour is the consumer awareness about anything which, leads to consumer interest followed by other steps in purchase process. Thus the researchers in this study would like to know the level of public awareness about online shopping concept and its benefits among the people of Saudi Arabia including Saudi nationals and Non Saudi nationals.

Framework of the study

In adoption of a product a customer generally goes through five stages, namely Awareness, Interest, Evaluation, Trial, and Adoption. The current study is an extension of product adoption process to the adoption of 'Online shopping concept'. The researchers hypothesized that the awareness level of the consumers about the benefits of the online shopping in terms of scope of selection, low prices, easiness of shopping, etc., will lead to the rest of the four stages such as a good

awareness will lead to interest in shopping online, evaluation of the benefits of shopping online, Trying shopping online, and if satisfied will adopt online shopping for future shopping.

Review of literature

According to Elliot and Fowell (2009) online shopping is emerging fast and more and more consumers are shopping online compared to visiting the shops. Alsuwat (2013) signifies that more and more organizations are shifting from bricks to clicks due to new opportunities as well as challenges that have emerged in the market. The growing popularity and importance of online shopping has given birth to a large number of e-retailers and therefore has attracted the attention of researchers to study the e-consumer behaviour (Dennis *et al.*, 2004; Harris and Dennis, 2008; Jarvenpaa and Todd, 1997). One of the obvious benefit of the online shopping is the flexibility of time and place (Xiaofen and Yiling, 2009). The consumers can shop online any time from any place, what they need is a device (Smart phone, Laptop, or computer) with internet connection. In developed countries online shopping has been established and accepted by the people and became a common mode of shopping. Early researches in econsumer behaviour indicated that e-shoppers tended to be concerned mainly with functional and utilitarian considerations (Brown *et al.*, 2003).

Some of the important characteristics of the early online shoppers indicated that as "innovators" the consumers shopping online were more educated (Li *et.*, 1999), higher socio economic status (Tan, 1999), younger than average and more likely to be male (Korgaonkar and Wolin, 1999). Developed countries took the lead in the development of online shopping. The developed countries managed carefully the privacy and use of personal information of customers (Reichheld and Scefte, 2000). Developing countries mainly the followers of the developed countries in trends and development are still in the initial development phase of the online shopping cultures. These markets are still dominated by beliefs and behaviour which hinder the development of online shopping culture. One of the major obstacles in the development of online shopping in developing countries is the lack of consumer confidence (Xi-aofen and Yiling, 2009).

The econsumer lacks confidence in security of the online transaction and perceived it as a risk, this is main obstacle in the development of e-commerce (Dong-Her, 2004). Another study by Flavian and Guialy'u (2006) demonstrated that trust in the internet is particularly influenced by the security perceived by consumers regarding the handling of their private data. Websites may increase consumer trust by decreasing perceived environmental risk or by raising security (Warrington *et al.*, 2000). Thus security is one of the main concerns of the econsumer which prevents them from online shopping. Consumers seek protection in their transactions, they look for safe channels through which they can enjoy more advantages when compared to buying in physical markets (Reichheld and Schefter, 2000).

Factors which may have positive critical impact on customers' e-purchase behaviour are perceived ease of use of e-commerce (usability), perceived usefulness of e-commerce, perceived

reputation of the online store and perceived familiarity (Hernandez *et al.*, 2009, 2010; and Chen *et al.*, 2010). Ecommerce is beneficial not for the consumers only, it offers equal opportunities for the business organizations. It enhances the efficiency and maximizes profit margins by reducing operational cost, sales and marketing cost (Almahroos, 2010).

benefits of online shopping. The study is quantitative and descriptive in nature.

Data Sources

As mentioned earlier in accordance with the problem statement, research objectives and research hypothesis the study is primarily based on primary data.

Table No. 1. Reliability Statistics

Awareness Variables	Cronbach Alpha	No. of Items
You are aware of online shopping concept	.900	8
You know that you can shop world class brands from home		
You know that you can shop from anywhere in the world from home		
You know online shopping prices are much less than traditional shopping		
You are interested in online shopping		
You know the benefits of online shopping		
You find the idea of shopping online as fun		
The idea of shopping online is exciting		

But the question is are people aware about the concept of online shopping? Do they know about the various benefits of buying online? Jawa and Chaichi (2015) found that although Saudi Arabia has the largest and fastest growing ICT in the Middle East and the online shopping activities in Saudi are increasing rapidly, it is still lagging behind the global development another study by Qamar, (2014) says it has a slower pace with regard to e-commerce development.

Whatever researches in e-commerce have been conducted in e-consumer behaviour or online shopping behaviour it mainly focusses on factors those encourage online shopping or those discourage online shopping whether in developed or developing countries. In this study the researchers investigate a different aspect of online shopping 'awareness' among the people about the benefits of online shopping. This study hypothesized that awareness is the first step in the adoption process of a new product which is followed by interest, evaluation, purchase and adoption.

Hypotheses

In this study the researchers proposed the following hypothesis to be tested from the empirical results;

- H1:** People in Saudi Arabia are aware about the online shopping concept
- H2:** People are aware through online shopping they can shop global brands from home
- H3:** People are aware that through online shopping they can shop from anywhere in the world
- H4:** People know that online prices are competitive than traditional shopping
- H5:** People in Saudi Arabia are interested in online shopping
- H6:** People in Saudi Arabia find the idea of online shopping as fun
- H7:** People in Saudi Arabia find the idea of online shopping exciting
- H8:** People in Saudi Arabia are aware about the overall benefits of online shopping

MATERIALS AND METHODS

The main objective of the study was to find out the awareness level of the people of Saudi Arabia about the concept and

Primary Data

As mentioned earlier the study is empirical in nature based on primary data collected through structured questionnaire. Apart from demographic questions the questionnaire contained eight variables on various aspect of online shopping. The awareness level of measured on five point Likert scale 1 to 5, where 1 equalled to least agree to 5 highly agree. The questions were close ended. The questionnaire was originally developed in English and translated into Arabic (native language of Saudi Arabia) to ensure high response rate from the respondents.

Population of the Study

The study was conducted in Jeddah city of Saudi Arabia. The Jeddah city was selected based its population size, economic and political importance. Though the study was conducted in Jeddah city the data was mainly collected from the respondents who had come to College of Business at King Abdulaziz University for the counselling classes followed by final exams. These respondents were students for part time program at the college and came from across the country of Saudi Arabia thus representing the population of the country. The respondents in the study were both Saudi nationals and non-Saudi nationals.

Sample Size

In this research, the sampling unit were Saudi nationals and non-Saudi nationals, males and females. The respondents were with online shopping experience and without online shopping experience. The sample size of the study was 385 customers (rounded to 400) for administering the questionnaire. The size of the sample had been calculated with the statistical formula for sample size estimation: $S = z^2(pq)/d^2 = 384.16 = 385$

EMPIRICAL RESULTS

Cronbach Alpha Test: The results in table 1, show that the collected data were highly reliable indicated by very high Cronbach value of .900, thus enhancing the reliability of results.

Demographic profile of the respondents

Table 3 presents the demographic profile of the respondents along the following variables namely; Nationality, Gender, Age, Education, Marital status, Occupation, and income. These variable serve as independent variable for the further analysis. Approximately 86% of the respondents were Saudi nationals and only 14% were Non-Saudi nationals. The data was collected mainly from the male respondents 80% of them were male and only 20 were females. The respondents are mainly young people as 75% are less than 30 years and only 25% are 30 and above 30 years. When it comes to education, the respondents are mainly high school 35.25%, Bachelors' degree 46.5%, Master degree holder were 7.75%, Ph.D. 3.75%, and 6% had done only intermediate. Approximately 49% of the respondents were married and 51% were still unmarried. To the category of occupation the majority of the respondents were students 49.75%, employed 41.25%, self-employed 4.75%, housewives 3.75%, and unemployed respondents were 1.75%. The last demographic variable was the income of the respondents, the students in government universities receive stipends in Saudi Arabia therefore they will also be having some disposable income. Large number of respondents were students therefore 55.25% of the respondents income was less than SAR 5000, 21.75% respondents' income was between SAR 5001 to SAR 10000, 12% were between SAR 10001 to SAR 15000, 6.75% respondents' income was in the range of SAR 15001 to SAR 20000, and 4.25% were having monthly income more than SAR 20,000.

Table 2. Demographic profile of respondents

Profile	N	%
Nationality		
Saudi	345	86.25
Non-Saudi	55	13.75
Gender		
Male	319	79.75
Female	81	20.25
Age		
15 to 19	29	7.25
20 to 24	178	44.50
25 to 29	81	20.25
30 to 34	41	10.25
35 to 39	40	10.00
40 and above	31	7.75
Education		
Intermediate	24	6.00
High School	141	35.25
Bachelors	186	46.50
Masters	31	7.75
Ph.D.	15	3.75
No Formal Education	3	0.75
Marital status		
Married	195	48.8
Single	205	51.3
Occupation		
Student	199	49.75
Employed	161	40.25
Self Employed	19	4.75
Housewife	14	3.50
Unemployed	7	1.75
Income		
Less than SAR 5000	221	55.25
5001 to 10000	87	21.75
10001 to 15000	48	12.00
15100 to 20000	27	6.75
More than 20000	17	4.25

Enablers of E-Commerce

E-commerce is online transaction of mainly buying and selling goods and services between the buyers (online buyers) and the sellers (E-retailers). For online transaction the buyers must have the enablers of E-commerce. These enablers are the electronic gadgets such as computer, laptop, smart phones, and internet connection. Table 4 presents the popularity of use of the enablers among the respondents interesting the result shows that 95% of the respondents were owing Laptop/Computer and 97.5% were having Mobile phones. Further in response to the 'Type of mobile phone they own' 72.3% said they have smart phones, 10.35 own basic phone for calling, and 17.5% have basic phone with internet. Since the internet is a must for online transaction to take place Internet usage was enquired in detail, 97.8% respondents said they use internet, 90% respondents said that they use internet at home, 68% use in office, interestingly 59% respondents said they use internet at Internet café and 57% use internet at all the places indicating that they always connected on internet irrespective of the place. To the question 'Devices for accessing internet', 84.3% access internet on smart phones, 56% on pads and tablets, 63% on personal laptops, and 66.8% on computers. The results in table 4 show that the people in Saudi Arabia are well equipped with the enablers of e-commerce in terms of devices and internet connectivity. Thus, enhancing the scope of e-commerce in the country.

Table 3. Enablers of E-Commerce (N=400)

E Assets	N	Percent
Consumers owning E Assets		
Laptop/Computer	380	95.0
Mobile Phone	390	97.5
Type of Mobile Phone		
Basic phone for calling	41	10.3
Basic with internet	70	17.5
Smart Phone	289	72.3
Consumer response on internet usage		
Do you use Internet?		
Yes	391	97.8
No	9	2.3
Places of accessing internet		
Home	360	90.0
Office	272	68.0
Internet Cafe	236	59.0
All the places	229	57.3
Devices of accessing internet		
Smart Phones	337	84.3
Pad/ Tablets	224	56.0
Personal Laptop	252	63.0
Computer	267	66.8

Experience of buying online

To analyze the present status of e-commerce in the country following question was asked about the experience of buying online.

Table 4. Experience of Online Purchase

	Frequency	Percent
Yes	233	58.3%
No	167	41.8%
Total	400	100.0



Figure 1.

The results showed that 58.3% had the experience of buying online. To analyze how contemporary the concept of e-commerce is another question was asked 'years of experience of online shopping'.

Years of experience of online shopping

Table 5 show the years of experience of using online shopping. From 233 respondents having experience of online shopping, 61% had more than 2 years of online shopping and 39% respondents experience was less than one year indicating the increase in popularity of ecommerce in Saudi Arabia.

Table 5. Years of using online shopping

Years of Experience	Frequency	Percent
Less than 2 years	92	39%
More than two years	141	61%
Total - Experience of online shopping	233	58.3%
No Experience of Online shopping	167	41.8
Total	400	100.0

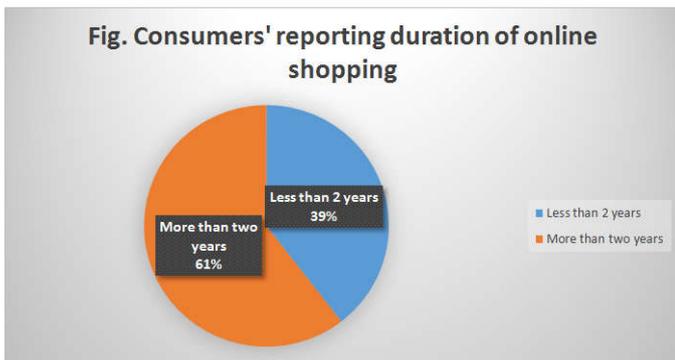


Figure 2.

Awareness of online shopping in Saudi Arabia

The first question investigated the awareness of the respondents about the various aspects of online shopping in Saudi Arabia. The results in table 6, present the mean value for eight aspects of awareness and knowledge among the people about online shopping. The first question was directly asked as 'you are aware about online shopping concept', the result

show high mean value at 4.24 and Standard Deviation 1.123. It indicates that people are aware about online shopping, however the standard at 1.123 deviates the mean value. The weakness of awareness is further evident by the percentage results where only 5.5% strongly agreed that they are aware about online shopping concept, 3.3% agreed about it, and 11% respondents somewhat agreed. The percentage of disagreed respondents was high at 22.3%, whereas percentage of strongly disagreed respondents was very high at 58%.

Further going deep into their awareness about the benefits of online shopping the second question enquired 'awareness that they can shop world class brands from home', the result shown by the mean value at 4.13 indicates that they are aware about the scope of online shopping in terms of world class range of brands, but the percentage show that majority of respondents were in disagreed category 76.8% (jointly for disagreed and strongly disagreed). The third enquiry was 'aware that you can purchase from any place in the world from home', the result is similar to the earlier investigations, the mean value is above four at 4.18 indicating that people are aware width and largeness of the market but again the percentage results show that more than 77.3% respondents disagreed to it. The fourth question asked 'are they aware that online prices are comparatively much less than traditional shopping', the mean value result for this question was under four at 3.93 indicating people are not much aware about this fact. Only 10.8% of the people were aware about this fact and 67.8% were not aware, 21.5% said they somewhat agreed. Other awareness question asked was 'aware about the benefits of online shopping'.

The mean value was lowest for this at 3.68 indicating that in general the awareness level about the benefits of the online shopping was low, though general awareness about online shopping and its various aspects exists among the people however, they do not have deep knowledge about it. After awareness the next three enquiries were regarding their interest and opinion about online shopping namely; 'you are interested in online shopping', 'find the idea of shopping as fun', and to them 'the idea of online shopping is exciting'. The results in table 7 show that the mean value for the first is 3.80 indicating that they are interested but not enthusiastic about online shopping. The percentage show that around 60% of the respondents said they are not interested in online shopping, only 10.8% are agreed that they are interested 28.8% said they were somewhat interested.

These 28.8% may become interested if the e-retailers launches effective awareness campaign where they are educated about the benefits of the online shopping. The mean value for their opinion on online shopping as fun was 3.89 and also for idea of online shopping is exciting was 3.89. These mean value indicate the positive opinion of the respondents about the online shopping. However majority 66.3% and 66.6% disagreed in their opinion about online shopping as fun and exciting. A large number of respondents 22.5% and 21.3% consider it as somewhat fun and exciting activity, these people's opinion may be positively influenced towards online shopping.

Table 6. Consumer awareness on online shopping

E-Shopping	Mean	Std. Deviation	Percent of respondent				
			SA	A	SWA	DA	SDA
Aware about online shopping concept	4.24	1.123	5.5	3.3	11.0	22.3	58.0
Aware about product scope	4.13	1.070	3.8	4.8	14.8	28.3	48.5
Aware about place scope	4.18	1.103	4.0	5.3	13.5	23.0	54.3
Aware that online prices are competitive	3.93	1.120	4.3	6.5	21.5	27.8	40.0
Interested in online shopping	3.80	1.084	3.3	7.5	28.8	27.3	33.3
Find the idea of online shopping as fun	3.89	1.100	3.5	7.8	22.5	29.3	37.0
Idea of online shopping is exciting	3.89	1.124	3.8	8.5	21.3	28.3	38.3
Aware about the overall benefits of online shopping	3.68	1.171	5.0	10.8	27.5	25.0	31.8

SA=Strongly Agree; A=Agree; SWA= Somewhat Agree; DA=Disagree; SDA=Strongly Disagree

Table 7. Consumer awareness about online shopping among Saudi and Non Saudi respondents

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Aware about online shopping concept	Saudi	345	4.26	1.106	.060
	Non Saudi	55	4.09	1.221	.165
Aware about product scope	Saudi	345	4.16	1.058	.057
	Non Saudi	55	3.93	1.136	.153
Aware about place scope	Saudi	345	4.16	1.116	.060
	Non Saudi	55	4.33	1.019	.137
Aware that online prices are competitive	Saudi	345	3.96	1.124	.060
	Non Saudi	55	3.75	1.092	.147
Interested in online shopping	Saudi	345	3.81	1.108	.060
	Non Saudi	55	3.75	.927	.125
Find the idea of online shopping as fun	Saudi	345	3.90	1.109	.060
	Non Saudi	55	3.80	1.043	.141
Idea of online shopping is exciting	Saudi	345	3.92	1.127	.061
	Non Saudi	55	3.71	1.100	.148
Aware about the overall benefits of online shopping	Saudi	345	3.68	1.191	.064
	Non Saudi	55	3.69	1.052	.142

Table 8. Hypothesis Testing

Variables	Mean	Results
Aware about online shopping concept	4.24	Accepted
Aware about product scope	4.13	Accepted
Aware about place scope	4.18	Accepted
Aware that online prices are competitive	3.93	Partially Accepted
Interested in online shopping	3.80	Partially Accepted
Find the idea of online shopping as fun	3.89	Partially Accepted
Idea of online shopping is exciting	3.89	Partially Accepted
Aware about the overall benefits of online shopping	3.68	Partially Accepted

Comparison of Awareness Level among Saudi and Non Saudi Respondents

The results in table 7 present the comparison of the awareness level between Saudis and Non Saudis. The Non Saudi respondents were mainly from other developing countries like India, Pakistan, Yemen, Egypt, Lebanon, Jordan et. al., who were employed here. It is interesting to know that awareness level of Saudis for all the variables except their knowledge about ‘place scope’ was more than Non Saudis. The results clearly show that Saudis are aware about the concept of online shopping, they are aware about the product scope of online shopping, and also aware about the place scope, as these variables’ mean value is more than 4. But when it comes to their knowledge about the price of the mean value goes below 4, though it is more than non-Saudis. The same pattern follows for rest of the variables namely, interested in online shopping, find the idea of online shopping as fun, idea of online shopping exciting, and their awareness about overall benefits of online shopping.

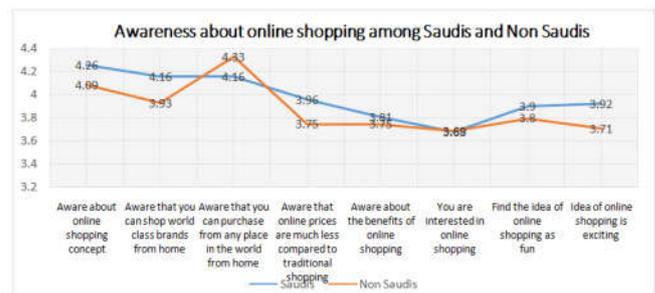


Figure 3.

DISCUSSION

The study was conducted with the main objective of finding out the awareness level of the people in Saudi Arabia about the online shopping and its’ benefits. The study also aimed to know the interest of the people towards online shopping. The respondents’ demographic profile included the following variables namely; nationality, gender, age, education, marital

status, occupation, and income (Table 2). Besides demographic profile the study also investigated from the respondents about those items which are important for the online shopping presented in table 3 as 'enablers of e-commerce'. It included information regarding, e-assets (laptop/computer, mobile phones), type of mobile phones, internet use, place of accessing internet, and devices on which they access internet. Some very promising results were in table 3, such as 95% respondents owned laptop/computer and 97.5% had phones. 84.3% respondents owned smart phone and all the smart phone owners use internet on it. The result strongly shows that the enablers of online shopping are very popular among the people of Saudi Arabia. The results in Table 4 suggest that a large number of people, 233 respondents or more than 58.3%, have the experience of online shopping. From those with experience 141 respondents (61%) said they had experience of more than two years on online shopping.

Eight hypotheses were proposed for testing from the empirical results. The results in table 8 show that from eight hypothesis first three are accepted as they have mean value more than 4. The first hypothesis was for the awareness level of the concept. The results mean value of 4.24 indicate that the people living in Saudi Arabia including non-Saudis are well aware of the concept of online shopping, they are also aware about the 'product scope' of online shopping which mean that they can buy from wide range of products from across the globe indicated by high mean value of 4.13, and they are also aware about the 'place scope' of online shopping which mean that they can do the online shopping from any place without going any place indicated by high mean value of 4.18.

But when it comes to the awareness or knowledge that the online prices are much less than the traditional shop the mean values goes below 4 and the same is about their interest. The respondents do not show interest in online shopping indicated by the low mean value of 3.80, also the respondents do not find online shopping as fun and exciting activity. The low mean value at 3.68 for the last variable, 'awareness about the overall benefits of online shopping', strongly and sufficiently suggested that people lack knowledge about the benefits of the online shopping.

Thus the results suggest that though the people are aware about the concept and scope of online shopping, they are not aware about the benefits of online shopping due to which they may not be interested in buying things online. Price works as a strong motivator, but the people are not much aware that the prices of online shops are very competitive in comparison to traditional shops. Thus, the marketing activities of the e-retailers must focus on price components.

Not only price but other components of online shopping such as warranty on product quality, delivery time, and various modes of payment, safety and security of personal and financial information should be campaigned. Ones the people get confident about the online shopping and become aware of the benefits their interest will increase which may make online shopping as fun and exciting for the shoppers.

Conclusion

The results of the study show that people are not completely ignorant about the concept of online shopping in Saudi Arabia. However, they are not much aware of the benefits of online shopping which may be stopping them from buying online. They lack interest and do not find the online shopping as fun and exciting. The other indicators such as enablers of online shopping are very strong as most of the people use computers, laptops, tablets, smart phones and internet.

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