ONLINE SHOPPING ADOPTION AMONG WOMEN IN SAUDI ARABIA

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Universiti Utara Malaysia

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IN SAUDI ARABIA

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fulfillment of the requirements for the degree
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Online shopping gives the flexibility and the easy to access anytime and anywhere without need to visit stores physically. Women do not allow driving car in Saudi Arabia. It is difficult for women to go out to buy essential commodities during their husband or (the father of the family) is working or busy. In this project paper I will focus on the women’s who find difficulty to shop by traditional way.
ACKNOWLEDGEMENT

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<tr>
<td>B2B</td>
<td>Business-to-Business</td>
</tr>
<tr>
<td>B2C</td>
<td>Business-to-Consumer</td>
</tr>
<tr>
<td>ICT</td>
<td>Information and Communication Technology</td>
</tr>
<tr>
<td>EC</td>
<td>Electronic Commerce</td>
</tr>
<tr>
<td>C2B</td>
<td>Consumer-to-Business</td>
</tr>
<tr>
<td>C2C</td>
<td>Consumer-to-Consumer</td>
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<tr>
<td>EDI</td>
<td>Electronic Data Interchange</td>
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<tr>
<td>MMO</td>
<td>Massively Multiplayer Online</td>
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<tr>
<td>KACST</td>
<td>King Abdul Aziz City for Science and Technology</td>
</tr>
<tr>
<td>STITC</td>
<td>Saudi Telecommunications and Information Technology Commission</td>
</tr>
<tr>
<td>SNIC</td>
<td>Saudi Network Information Center</td>
</tr>
<tr>
<td>DNS</td>
<td>Domain Name Space</td>
</tr>
<tr>
<td>ISP</td>
<td>Internet Serves Provider</td>
</tr>
<tr>
<td>ADSL</td>
<td>Asymmetric Digital Subscriber Line</td>
</tr>
<tr>
<td>MICT</td>
<td>Ministry of Communications and Information Technology</td>
</tr>
<tr>
<td>FICCI</td>
<td>Federation of Indian Chambers of Commerce and Industry</td>
</tr>
<tr>
<td>ATM</td>
<td>Automatic Teller Machine</td>
</tr>
<tr>
<td>SAMA</td>
<td>Saudi Arabian Monetary Authority</td>
</tr>
<tr>
<td>SPAN</td>
<td>Saudi Payments Network</td>
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<tr>
<td>EFT</td>
<td>Electronic Funds Transfer</td>
</tr>
<tr>
<td>POS</td>
<td>Point of Sale</td>
</tr>
<tr>
<td>SARIE</td>
<td>Saudi Arabia Riyal Interbank Expresses</td>
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<tr>
<td>UPU</td>
<td>Universal Postal Union</td>
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<tr>
<td>GPS</td>
<td>Global Positioning System</td>
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<tr>
<td>Acronym</td>
<td>Definition</td>
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<tr>
<td>---------</td>
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<tr>
<td>AVS</td>
<td>Address Verification System</td>
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<tr>
<td>IP-VPN</td>
<td>Internet Protocol Virtual Private Network</td>
</tr>
<tr>
<td>STC</td>
<td>Saudi Telecommunication Company</td>
</tr>
<tr>
<td>PDA</td>
<td>Personal Digital Assistant</td>
</tr>
<tr>
<td>TAM</td>
<td>Technology Acceptance Model</td>
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<tr>
<td>PEOU</td>
<td>Perceived Ease of Use</td>
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<td>PU</td>
<td>Perceived Usefulness</td>
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<tr>
<td>TPB</td>
<td>Theory of Planned Behavior</td>
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<td>SN</td>
<td>Subjective Norm</td>
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<td>ITU</td>
<td>Intention to Use</td>
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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

With the rapid expansion of e-commerce, more and more products are sold on the web; more and more people are also buying products online. In order to enhance customer satisfaction and shopping experience, it has become a common practice for online merchants to enable their customers to review or to express opinions on the products that they have purchased. With more and more common users becoming comfortable with the web, an increasing number of people are writing reviews. As a result, the number of reviews that a product receives grows rapidly.

Online shopping is the process consumers go through to purchase products or services over the Internet. An online shop, e-shop, e-store, internet shop, web shop or online store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in hypermarkets. It is an electronic commerce application used for business-to-business electronic commerce (B2B) or business-to-consumer electronic commerce (B2C). Online shopping is popular mainly because of its speed and ease of use. Some issues of concern can include fluctuating exchange rates for foreign currencies, local and international laws and delivery methods (Dennis et al, 2002).
The contents of the thesis is for internal user only
REFERENCES


Meanwhile, ecommerce can be defined as a subset of e-business. (http://scholar.google.com/scholar?q=Meanwhile,+ecommerce+can+be+defined+as+a+subset+of+e-business&hl=en&btnG=Search&as 심=1&ie=UTF-8&oi=scholart).


