CRITICAL SUCCESS FACTORS ON APPLICATION OF E-COMMERCE IN SAUDI ARABIA

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UNIVERSITY UTARA MALAYSIA

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CRITICAL SUCCESS FACTORS ON APPLICATION OF E-COMMERCE IN SAUDI ARABIA

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Universiti Utara Malaysia

By

Eid, Abdullah Ali

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ABSTRACT

Nowadays, E-commerce services used widely in different fields for providing and facilitating user needs. Most of these services give the flexibility and easy to access anytime and anywhere without need to waste the time. Saudi Arabia customers and other internet users are facing a lack in optimizing these services (E-commerce) to do their business and other issues. Hence, this study aimed to determine the critical success factors of optimizing E-commerce application in Saudi Arabia. The study has been addressed the E-commerce application as independent variables and culture, security, and knowledge as dependent variables. The study has been adopted a questionnaire survey for investigating the relationship among the study factors. The analyzing of the variables shows the significant relationship among optimizing E-commerce services by Saudi people are dependent on culture, security, and knowledge.
ACKNOWLEDGEMENTS

Praise to Allah for his guidance and blessing for giving me the strength and perseverance to complete this project. I would foremost like to thank my Father, my brothers, and my sisters for providing me with the opportunity to pursue my goals and for his love and affection, which has helped me through the most trying times. Equal gratitude goes out to my siblings and brothers. I would like to thank my supervisor: Assoc. Prof. Dr. Mohammad Basir Saud for his guidance and constant motivation that has enabled me to complete my project work. Moreover, I would also like to thank him for the opportunities that he have made available to me.

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<tr>
<td>WWW</td>
<td>World Wide Web</td>
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<tr>
<td>EC</td>
<td>Electronic Commerce</td>
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<tr>
<td>IT</td>
<td>Information Technology</td>
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<tr>
<td>KSA</td>
<td>Kingdom of Saudi Arabia</td>
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<tr>
<td>C2C</td>
<td>Commerce-to-Customer</td>
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<tr>
<td>C2B</td>
<td>Commerce-to-Business</td>
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<td>B2B</td>
<td>Business-to-Business</td>
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<td>B2C</td>
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<td>MMO</td>
<td>Massively Multiplayer Online</td>
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<tr>
<td>KACST</td>
<td>King Abdul Aziz City for Science</td>
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<tr>
<td>STITC</td>
<td>Saudi Telecommunications and Information Technology Commission</td>
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<td>SNIC</td>
<td>Saudi Network Information Center</td>
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<tr>
<td>DNS</td>
<td>Domain Name Space</td>
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<tr>
<td>ISP</td>
<td>Internet Services Provider</td>
</tr>
<tr>
<td>IP</td>
<td>Internet Protocol</td>
</tr>
<tr>
<td>ATM</td>
<td>Automatic Teller Machine</td>
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<tr>
<td>SAMA</td>
<td>Saudi Arabian Monetary Authority</td>
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<td>SPAN</td>
<td>Saudi Payments Network</td>
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<tr>
<td>EFT</td>
<td>Electronic Funds Transfer</td>
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<td>POS</td>
<td>Point of Sale</td>
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<tr>
<td>SARIE</td>
<td>Saudi Arabia Riyal Interbank Expresses</td>
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H  Hypothesis
SPSS  Statistical Package for the Social Sciences
N  Number
The global economic growth increasingly depends on information and communication technologies, many authors argue that E-commerce will play a key role in the new knowledge economy which is expected to remove barriers of language, culture and national boundaries creating a global unified society (Shankaranarayan, G., 2000). It is strongly believed that E-commerce could drive the global economic forces for the current century. Shankaranarayan, (2000) have identified "Reality" and "Virtuality" terms; these terms differentiate traditional commerce from E-commerce.

1.1 Problem Statement

Saudi Arabia is one of the largest markets in the Middle East; however its application or implementation of E-commerce is still limited and ineffective. In the Kingdom of Saudi Arabia (KSA), E-commerce adoption can be considered as inefficient or improperly implemented is due to the existing barriers, e.g. lack of English language, lack of electronic technology knowledge or computer literacy among people, and untrustworthiness of websites. The low level of intention to use the E-commerce application among the Saudi Arabia citizen made the usage of E-commerce still remain in low level. Therefore, there has been a lot of interest to overcome such barriers, both in the government and private sectors. A number of conferences, seminars, and workshops were held by the Ministry of Commerce and other private and governmental sectors to address the current E-commerce issues.
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REFERENCES


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**Web Site and Conferences:**


