

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

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

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By

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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.

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List of ABBREVIATION

WWW	World Wide Web
EC	Electronic Commerce
IT	Information Technology
KSA	Kingdom of Saudi Arabia
C2C	Commerce-to-Customer
C2B	Commerce -to-Business
B2B	Business-to-Business
B2C	Business-to-Commerce
MMO	Massively Multiplayer Online
KACST	King Abdul Aziz City for Science
STITC	Saudi Telecommunications and Information Technology Commission
SNIC	Saudi Network Information Center
DNS	Domain Name Space
ISP	Internet Serves Provider
IP	Internet Protocol
ATM	Automatic Teller Machine
SAMA	Saudi Arabian Monetary Authority
SPAN	Saudi Payments Network
EFT	Electronic Funds Transfer
POS	Point of Sale
SARIE	Saudi Arabia Riyal Interbank Expresses

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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