Factors Affecting Saudi Consumer Trust in E-commerce: A Quantitative Analysis

Abstract

E-commerce has become one of the best significant businesses around the world. The tremendous development in online shopping makes the business easy to be global and increase the market segmentation for customer’s demand. In World Wide Web huge e-commerce their owners in different geographical. So, this the paper focuses on identifying the main influencing factors on trust for e-commerce based on previous studies and result survey questionnaire. The result of this study clearly shows that which factor is more efficient on trust in e-commerce based on random sample customers in Saudi Arabia.

References


Index Terms

Computer Science

Information Sciences

Keywords