

## **E-Purchasing Behaviour of Consumers in Saudi Arabia: Implications for B2C Marketers**

**M Sadiq Sohail**

\*Associate Professor of Marketing  
Department of Management and Marketing  
College of Industrial Management  
King Fahd University of Petroleum and Minerals  
P.O. Box 210, Dhahran 31261, Saudi Arabia  
E-mail: ssohail@kfupm.edu.sa

and,

Mohammad Aamir Sayeed  
Department of Management and Marketing  
College of Industrial Management  
King Fahd University of Petroleum and Minerals  
Dhahran, Saudi Arabia

and

Mohammed Kaleemuddin  
Task Advisory Services  
Ernst and Young  
Al-Khobar, Saudi Arabia

**Abstract:** In-depth studies on consumers' awareness and perceived risk of e-shopping experience and its relations with online purchasing behaviour have received little attention in the current e-commerce literature. This paper attempts to investigate these relationships. Based on an extensive review of literature, a model is developed for the study and hypotheses formulated. Empirical research has been used to test the hypotheses developed. Primary data were collected through online surveys in Saudi Arabia. Results based on the use of multiple regression procedures suggest that perceived benefits of e-shopping along with household income and Internet experience are significantly associated with the amount and frequency of online purchases made. The results of this study highlight the issues facing e-purchasing in Saudi Arabia and the measures that e-tailors would have to take to achieve success in the e-commerce market of Saudi Arabia. This study makes a valuable contribution given the fact that there is a dearth of empirical studies of this nature focusing on Saudi Arabia.

**Keywords:** e-purchase; buyer behaviour; Saudi Arabia; Internet, e-tailors.

**Reference** to this paper should be made as follows: Sohail, M.S., Sayeed, M.A. and Kaleemuddin (2008). 'E-Purchasing Behaviour of Consumers in Saudi Arabia: Implications for B2C Marketers', *International Journal of Excellence in e-Solutions for Management*, Vol. 1, No. 2. pp. 9-25.