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Customers Preferences for Grocery Shopping in Riyadh Saudi Arabia

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Abstract

In this paper, the transferability of supermarket and online shopping mall in developing countries are examined by focusing the capital city of Saudi Arabia Riyadh as case in point to find out the correct figures of customers who are using the latest technology for their personal use in Riyadh regions. The data about gender males and females are collected regarding their preferences for grocery products shopping. It also presents the expression of their views about their shopping choices. The result of empirical studies comparing the grocery shopping online and super market in central city Riyadh; it also bestows insight diffusion of super market and online shopping mall among the local population in Riyadh and offer to facilitate the diffusion process. The purpose of this study is to identify the factors which promote the customers of e-shopping services in Saudi Arabia. This research is conducted with the help of primary data survey, collected in Riyadh from online Costumers services and online customers, the implications of the findings are discussed and suggestions for future research are presented

Keywords: Supermarket, Saudi Arabia, Shopping, Costumers, Online Shopping, Riyadh.

Introduction

The grocery retailers industry rather than traditionally complex trading structure and manual process, E commerce has provided a great opportunity for consuming the and provide us best option choice for customers, The question of the user experience have plays an important role in the success of an online shopping store (Consumer Trends Report 2014). However, there is no published research on this topic on several control points have been. In the area of the supermarket, there is much competition between the two chains of the large physical supermarkets and online shopping mall in Riyadh Saudi Arabia, Othaim market and Souq.com both traditional stores and online. The main competitor is Shop Fast who is no traditional supermarket showcase, its online activities to supplement online. This is Paper are comparative analysis about the availability of the control systems of the supermarkets perform and Online Shopping Store, Hines T. (2001), the main competitor is online, the Quick Shop, no traditional supermarket showcase, to complement its online activities, The study was a comparative analysis of the user friendliness of control systems perform supermarkets online, Saudi consumers focused to specifically include Souq.com in 2014, on the sites, provide Woolworths and fast shop. This problem was revealed as a major problem of these companies identified with one of these companies, in an interview, that they have more than 200,0 registered customers, but only 1000 had already made a purchase, and these customers, 30 000 made only a purchase. With figures mentioned above, it is understandable that these companies would be interested in ways to increase the usability of their Web sites, which could lead to an increase in the number of sales. Although many studies on the usability (Tilson, 1998) have been conducted, no research was ordering multiple elements that are of utmost importance to supermarkets.

Background of the Research

With customer performances becoming an integral process of many traditional online shopping, and with an increasing number of online businesses, it is important for customers to feel comfortable using the online ordering systems provided if the businesses are to be successful. Despite most online ordering systems requiring similar facilities and information, there is no standard for creating such a system. The inherent differences of such systems affect the usability of these ordering systems to date, Corporation, I. (1997) there appears to be a lack of scientific research into this issue.

This study aimed to evaluate the usability of the customers preferences implemented by the grocery products main online and supermarkets available for use by Saudi Arabia Internet consumers: All online stores the interfaces of these online businesses were assessed using mechanisms from published studies and the perceptions of users, exploring issues of familiarity, navigation, aesthetics, the perception of trust and security, and whether each site was designed to be used intuitively, For a supermarket to become successful, an interface which is simple to use and navigate is of high importance, with shoppers commonly purchasing multiple items from online supermarkets. Therefore, frustration experienced when locating a single item is likely to be multiplied in situations where the user repeatedly experiences difficulty. It is probable that poor

navigation is a contributing factor in a high percentage of incomplete transactions. Khan, A. A. (2014)

Literature Review

Attitude towards the online grocery shopping Internet tends to improve, as users become more experienced with computers technology and Internet. Technological advances have increased the growing acceptance and use of computers and the Internet, the number of Internet users, and many people spend more time on the Internet for their searching and shopping. They compare their commodity price and improve their knowledge regarding the malls, competition between Internet service providers pushing the cost of access to Internet. These factors have a wider range of economic available Internet access classes for their personal uses. In addition the most broadband network provides faster connections and relieves the frustration of waiting for Web pages to download. Forrester Research estimates that more than 80 percent of Americans, access to Internet connections for their online shopping. In addition, mobile technology now offers access to the Internet consumer during the absence of your computer for their personal booking and grocery shopping.

Kim and Stoel (2004), use Web Quale Loiacono scale studied the dimensionality of the quality of the website specifically for retailers and identifies the following six dimensions: website, entertainment, accommodation and details of the task, the ability, transaction, response time and trust.

In this study the element of entertainment in addition to these aspects such as security, user friendliness and usefulness recorded over the Internet however, most studies have focused on the utility aspect of the Internet attitude to the Internet (Davis et al., 1989 and LeBlanc, 2002).

The researchers found that the effect of specific dimensions to the quality of the website in terms of behavioral intentions of products. For services and products with the attributes, while buyers potential before you buy it (such as books, clothing and gifts), all five dimensions to predict the location meaning, the behavioral disorders to determine but not to the specific quality of the clients for products or services with the attributes of this unknown, until the purchase and prior to the purchase (such as Travel and Hotels) were not on a behavioral intention

While the General access and familiarity with Internet, different attitude of the consumer have improved very different levels of skill, experience levels of risk tolerance, racing, guidelines and demographics (Durndell and den Haag, 2002; LeBlanc, 2002). For example, Durndell and The Hague (2002) found that positive self-efficacy Internet and Computer Associates fear negative attitude. LeBlanc (2002) pointed out that it was connected with a positive attitude to the Internet with a higher level of prior experience with the Internet. It revealed positive attitude toward the Internet among students male than female students (Durndell and den Haag, 2002; LeBlanc, 2002).

Methodology of Research

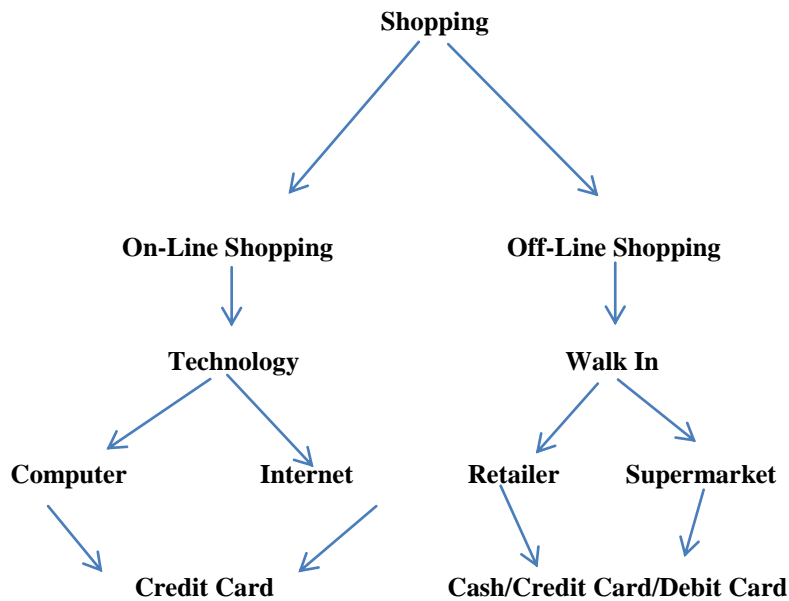
This questionnaire has been prepared and distributed in different shopping malls. The questionnaire was divided into two parts. The first part contains personal profile (Sex, Age, level of education,

etc.). The second part is representing the customers preferences of shopping and this part the information regarding the shopping related grocery is representing the opinion of the about to collect the various facets of the online shopping and satisfaction. The last part of research to we collect the data from customers, which already developed from the customers, a copy of the questionnaire is available in appendix A. A. (2014)

To collect the research premises, to find the attitude towards the two steps survey question from their grocery online or super market shopping experience, each hypothesis are measured with using multiple items and second point(9 a, b and c) and its scale are (strongly disagree, disagree, agree, strongly disagree)

The questioner survey has collected the total of 100 replies. The replies show to eliminate those invalid. The process which was made elimination, to make sure that all the answers have been implemented, the Saudi respondents had tried before online shopping. We used statically analysis in this research on the basis of the respondent data, 100 responses were valid and analyzed for this research. Results of the survey appear in the next section.

A Theoretical Research Work



General Compression Between Online and Offline Shopping

Valued	Online-Shopping	Offline-Shopping	Compression
Time	Less	More	↓ ↑
Cost	Low	More Tax Free 2-Taxable	↓ ↑
Delivery Time	More	Less	↑ ↓
Guaranty	Yes	Yes	↑ ↑
Refund/Change	Yes	Yes	↑ ↑
Services (after sale)	Yes	Yes	↑ ↑
Safety	Yes	Yes	↑ ↑

Analyzing and Result

Section-1: Personal Information of the Respondents

This section presents several respondents profile as the condition of Sex, Age, Marital Status (Gender), and education levels information. Statistics for each attribute are shown in the following graphs.

1- Gender: The Data are collected from male and female regarding to the grocery shopping the Total male and females are shown in the table (Table-1)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Male	54	54.0	54.0	54.0
Female	46	46.0	46.0	100.0
Total	100	100.0	100.0	

Sex of the Respondent



2-Age: In age respondents the data are collected from different age peoples which result are shown in the age table targeted different type of age including males and females in (Table-2) are shown related age table

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
15-19	4	4.0	4.0	4.0
20-24	9	9.0	9.0	13.0
25-29	15	15.0	15.0	28.0
30-34	26	26.0	26.0	54.0
35-39	20	20.0	20.0	74.0
40-44	13	13.0	13.0	87.0
45-49	9	9.0	9.0	96.0
50-Pluse	4	4.0	4.0	100.0
Total	100	100.0	100.0	

3-Marital Status: The data are collected from different marital status of peoples which result are shown in the marital status table targeted different type of marital status including males, females and divorced in (Table-3)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Single	34	34.0	34.0	34.0
Married	62	62.0	62.0	96.0
Divorced	4	4.0	4.0	100.0
Total	100	100.0	100.0	

4- Education Level of the Respondents: In education respondent both male and female from (higher secondary school to Ph.D.) are shown in the table (Table-4)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
High School	4	4.0	4.0	4.0
Higher Secondary School	7	7.0	7.0	11.0
Diploma	12	12.0	12.0	23.0
Bachelor Degree	32	32.0	32.0	55.0
Master Degree	27	27.0	27.0	82.0
PhD	12	12.0	12.0	94.0
Others	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Section-2: Customer Preferences to Grocery Shopping

In the third part of questioner contain the respondent's view about some Features related to grocery shopping related from super market or online grocery shopping malls. This section contain of nine parts in each parts have their own questions and theirs answer which are from the respondents, Below the Following table show respondent answers.

1- Where do you usually buy your groceries from? In this part of question contain the question are asked from respondents usually where are you going for shopping and what you preference regarding in the data are shown in (Table-5)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Online grocery retailer	20	20.0	20.0	20.0
Supermarket store	26	26.0	26.0	46.0
Online grocery retailers and supermarket stores	22	22.0	22.0	68.0
All of the above	32	32.0	32.0	100.0
Total	100	100.0	100.0	

2- How often do you purchase grocery shopping online? In this part some of question is asked from the respondents related to grocery products. In these six questions tried to find from the respondent regarding theirs grocery shopping. The data are shown in (Table-6)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Weekly	15	15.0	15.0	15.0
One Twice/week	16	16.0	16.0	31.0
Monthly	17	17.0	17.0	48.0
One Twice/Months	24	24.0	24.0	72.0
Only use for special occasion	17	17.0	17.0	89.0
I never do my grocery shopping online	11	11.0	11.0	100.0
Total	100	100.0	100.0	

3- Which best describes the type of grocery shopping online you do? In this question some question are asked from respondent If you are too busy to get to the grocery store, there are many possibilities for shopping, come to you! Make online grocery store to have increased in recent years, with many different websites offer delivered food directly to you. Supermarket online can save your time, stress, gas money and put on new types of foods and brands you don't arrive at your local supermarket, the respondent are answered which are shown in the following (Table-7)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Main Grocery Shop	19	19.0	19.0	19.0
High Street Store	18	18.0	18.0	37.0
Special occasion/party	18	18.0	18.0	55.0
Bulk-buy shop	27	27.0	27.0	82.0
Other, please specify	18	18.0	18.0	100.0
Total	100	100.0	100.0	

4-Which of the following reasons describes your reasons for grocery shopping online? In This section some question are asked from the respondent related their grocery shopping to get their observation and their preferences, in this section many query related to the customers like where you usually buy your grocery products i.e. Main Grocery Shop, High Street Super Store, Special occasion/party, Bulk-buy shop and Other, please specify, the respondent are answered which are shown in the following (Table-8)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Main Grocery Shop	19	19.0	19.0	19.0
High Street Store	18	18.0	18.0	37.0
Special occasion/party	18	18.0	18.0	55.0
Bulk-buy shop	27	27.0	27.0	82.0
Other, please specify	18	18.0	18.0	100.0
Total	100	100.0	100.0	

5-Dose online shopping helps to control my spending habits? In this section of research some question are asked from the respondent related to the customers conducts their grocery shopping and affect their psychological factors. Supposes are you agree doses online shopping control your most of time in your precious life, there are some query which are given to the respondent and they filled these queries , the respondent query and there answers are show below in the which are shown in the following (Table-9)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strong Agree	42	42.0	42.0	42.0
Agree	30	30.0	30.0	72.0
Do not Know	14	14.0	14.0	86.0
Disagree	8	8.0	8.0	94.0
Strongly Disagree	6	6.0	6.0	100.0
Total	100	100.0	100.0	

6-Dose online shopping is too much hassle to set up I would prefer to visit a supermarket store?

In this part of section some question are asked from the respondent related to online shopping and tried to collect their view about the online shopping. The title of this part online shopping is disturbing as compare to supermarket, the respondent are answered which are shown in the following (Table-10)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	40	40.0	40.0	40.0
Disagree	24	24.0	24.0	64.0
I do not know	22	22.0	22.0	86.0
Agree	10	10.0	10.0	96.0
Strong Agree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

7- Which of the following online grocery retailers are you aware of? This part of section are related to the customers and asking some question from the respondent, are you aware from online shopping malls in Riyadh city. In Riyadh city there are lots of online shopping mall and super stores. So these are question are asking from the respondent regarding their grocery shopping (Table-11)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Talabat.com	6	6.0	6.0	6.0
Online food grocery	9	9.0	9.0	15.0
Carrefour KSA	12	12.0	12.0	27.0
The-super basket	21	21.0	21.0	48.0
Dukaany.com Supermarket	18	18.0	18.0	66.0
Tamimi Market	18	18.0	18.0	84.0
Marks and Spencer	9	9.0	9.0	93.0
Iceland	5	5.0	5.0	98.0
Somerfield	2	2.0	2.0	100.0
Total	100	100.0	100.0	

8- Which of the following online grocery retailers have you previously bought from?

In this part of section some question is asked from the respondent did you buy some grocery products from online shopping mall? Its means did you buy from the following online shopping malls and have you some experience online shopping mall (Table-12)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Talabat.com	8	8.0	8.0	8.0
Online food grocery	10	10.0	10.0	18.0
Carrefour KSA	12	12.0	12.0	30.0
The-super basket	23	23.0	23.0	53.0
Dukaany.com Supermarket	15	15.0	15.0	68.0
Tamimi Market	17	17.0	17.0	85.0
Marks and Spencer	7	7.0	7.0	92.0
Iceland	5	5.0	5.0	97.0
Somerfield	3	3.0	3.0	100.0
Total	100	100.0	100.0	

9- If you were to buy your groceries from an online retailer, at what time of the day, would you?

In this section some question are asked from respondent about the online shopping time and what time of the day are suited for your grocery time, we categorized the time from 9:00 AM between 11:00 PM so suited time for on line shopping. The customer answer are shown in in below Table (Table-13)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
9.00am -11.00am	7	7.0	7.0	7.0
11.00am - 1.00pm	11	11.0	11.0	18.0
1.00 pm - 3.00pm	8	8.0	8.0	26.0
3.00pm - 5.00pm	23	23.0	23.0	49.0
5.00 pm -7.00pm	18	18.0	18.0	67.0
7.00pm - 9.00pm	15	15.0	15.0	82.0
9.00pm - 11.00pm	18	18.0	18.0	100.0
Total	100	100.0	100.0	

10- Some online grocery retailers offer one hour delivery slots, would buying from these retailers encourage you to buy your groceries online rather than from a supermarket store?

In this section some question are asked from respondent to about the online grocery stores and they offers one hour devilry for their customers to home, in this section many question are asked from the customers are you agreed then select (Yes) if you are not interested then select (No) if you have no knowledge then select (I do not know) the result you are shown in the following table (Table-14)

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	48	48.0	48.0	48.0
No	30	30.0	30.0	78.0
Don't Know	22	22.0	22.0	100.0
Total	100	100.0	100.0	

Generally Result

Generally speaking, the factors have not implicated any significant relations between the variables and customers' preferences except in age group and what they have previously bought from (P=0.040).

Conclusion and Recommendation

The results of this study conclude that the main factor of influence on the Customers Preferences for grocery shopping in Saudi Arabia. Companies are willing that offer their online stores for your customers are pushed managed to strong attention to security and the protection customers. In addition management should take account of other factors-da turned correlated with the acceptance of the customers, In Saudi Arabia the trained of online shopping are grooming like Europe and USA. The people of Saudi Arabia Specially young's are taking interest in on-line shopping's, Many multinational online shopping Mall have started to open their stores in GCC Countries, According to this survey I tried to collect the exact figure of the customers they are taking interest in online shopping. We also targeted the all ages and theirs education levels, Martials status and theirs preferences regarding to online or offline Shopping Malls all these information are clearly mention in this Research Paper

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