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Attitudes Towards The E-Shopping for Ready-Made clothing in Saudi Arabia An Analytical Study of Yanbu Governorate

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Original work submitted for Master's degree in clothing and textile Specialty garments manufacturing

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Abstract:

E-Shopping is considered as one of the fastest modern trade fields in terms of development, it is one of the most supportive in the economies of countries. This is due to its positive effects on merchants, companies, country and consumers equally. E-Shopping has spread in the developed countries rapidly and its revenues have reached great rates, yet it is still very limited in the Arab countries in general and Saudi Arabia in particular. This has deprived these countries from exploiting the positive aspects of this type of commerce and hindering the potential benefits in the economic development. Ready-made clothing is one of the least on-demand products on the internet by the Arab consumers in general and particularly in Saudi Arabia, due to several factors such as sizes, colors and raw materials. This makes the decision to buy via the internet more complex in comparison with other products. This research tries to shed light on the scale of youth- consumers' demand on e-shopping of the ready-made clothing in the Kingdom. and to what extent purchasing process factors impact the demand. The research has used the analytical method; in order to obtain results, we have used a form of electronic questionnaire as well as sample focus groups aged from 18 to 35 years among the residents of Yanbu Governorate with its three parts (Yanbu Al-Bahr, Yanbu Industrial city and Yanbu Al-Nakhl). In addition to interviews conducted with relevant authorities and companies. Results 1) 29.6% of the changes of the increased demand to purchase ready-made clothing via the internet was due to mailing service, 2) 14.6% home internet service 3) 12.9% the credibility of the information that is available on the e-commerce websites, and 4) 12.4% methods of payment. It was highly recommended that further studies that tackle the field of e-commerce generally in the Kingdom, Like the Analysis of legislative, legal, psychological and financial aspects of the consumer, On top of urban planning, infrastructure, and freight companies should also be studied.

Keywords:

*E-commerce,
E-Shopping,
E-Payment,
Clothing,
Saudi Arabia,
Yanbu*

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Introduction

Recently, the internet has become a fundamental need in many aspects of developed life. The developed countries have been able to turn it into a tool for the progression of their economies by supporting its usage in commercial and industrial areas. The internet is a leap in the commercial field in general. The presence of the internet has led to an increase in the ability of the facility to carry out its work in a faster and more accurate manner with lower coast and time, with increase in the ability to adapt products to consumers needs. (Jaheen, 558, 2009)

Both (Deise, Nowiknow & King Wright 2000) confirmed the positive impact of online sale on countries economy. They mentioned that the economy of the countries that uses the internet

characterized by rapid growth and force, on the other hand the economy of the countries that did not apply the use of this technology grows slower. (Aletaiwe, 2004, 3)

Moreover, the consumers online purchases across the world jumped from 23 billion US Dollar in 1999 to reach more than 162 billion US Dollar in 2003, while the united states at that time was responsible for 72% of E-commerce transactions. This was estimated to be 52% in 2003. that means there is an increase in online sale and purchase by each of companies and consumers in other countries(Jaheen, 2009, 562)

In contrast, Arab countries had little attention to the e-commerce at that time. When comparing the previous statistics with statistics of the e-commerce in Gulf Cooperation Council (GCC) we find that in 2002 the volume of e-commerce

between institutions and consumers was only 481 million US Dollar, the Saudi Arabia share was 278 million Dollar (King Abdul-Aziz University, 2010, 65) (Abu Amsha, 2011, 2).

However, a research was conducted in Saudi Arabia showed that firms and companies in Saudi market move slowly in the area of electronic marketing. Out of 103 questioners distributed, only 7 was received, this indicates that E-commerce is negligible in those companies and firms despite the growing number of internet users locally. The results of demographic search in 1428 showed that the percentage of families using the internet reached 41.23% (statistics and information department, 1428, 47, 48) (Aljerefani, 2004, 10) When comparing the type products that consumers purchase through the internet, we find that ready-made clothes are the less attractive products for Arabian consumer. A study carried out by (Ibrahim, Fawzi,2) on a sample of consumers in Algeria found that ready-made clothes ranked as 6th by 7.06% followed by perfumes, presents and food.

In addition, the expansion of online shopping for all goods in general and for ready-made clothes in particular in KSA will provide a lot of opportunities for many segments of society, that means the internet allows a wider purchase choices for small cities and villages. It will also provide a lot of employment opportunities in the time of increased rate of unemployment which reached 8.5% in 2005, Whereas 5 million women (in working age range) only 5.8% work, this is due to the Saudi cultural perspective. (king AbdulAziz University, 2010, 61-71)

We can conclude that, the environment of Saudi Arabia is the most in need for e-shopping. However, we find that the fact is contrary. The number of websites that provide services such as easy delivery decrease; this will affect the e-commerce. In addition, few studies were conducted in the e-shopping field. As a result, this study was delivered.

Statement of the problem

The problem of the research could be formed in the following main question:

What is the reality of online shopping for ready-made clothes?

Sub questions are driven from that question:

1. What are the obstacles of e-shopping for ready-made clothes in Yanbu?
2. What is the impact of mail services costs, speed and quality on e-shopping for ready-made clothes?
3. What is the level of consumer awareness in safety of money transfer through the internet in

Yanbu?

4. What is the impact of internet access at home to the willing on online shopping of ready-made clothes in Yanbu?
5. Does the consumer trust the companies that sell ready-made clothes online in Yanbu?
6. Is there a difference in the degree of consumer demand for ready-made clothes e-shopping between Yanbu parts (Yanbu Industrial city, Yanbu Al Nakhal, Yanbu Al bahr)?

Study Significance

We can see the importance of this research in several factors:

Determine the main reasons preventing Saudi Arabian consumers from getting benefits from online shopping especially for ready-made clothing including its options and services. Or in other sense, diagnose the problem of low demand for clothes online shopping.

1. Highlight the importance of the pillars of the process of e-commerce in the Kingdom like mail service, internet and banks which will help to locate the shortage.
2. This research is a good resource for further researches, which specialized in the field of online shopping in the Kingdom and Arab countries, the researchers will refer to this search.
3. This study is one of the first studies that examine the reasons behind the limited online shopping of ready-made clothing by individuals in Saudi Arabia. This coincides with the time when the kingdom is trying to create new jobs fits the nature of society.
4. This study was conducted in 2014, slightly before the accelerating development of recent e-commerce system of Saudi Arabia, especially before the Ministry of Commerce and Industry announced the "e-commerce regulation" project at the beginning of year 2015. This could make it an essential source to measure the e-commerce development in the Kingdom.

Objective

The aim of this research is to achieve the following:

1. Identify the extent of e-shopping for ready-made clothing in Yanbu.
2. Study the impact of mail services costs, speed and quality on the e-shopping in Yanbu.
3. Identify the consumer assurance in Yanbu of safe ways of money transfer through the internet.
4. Explore the impact of the availability of

internet access at home in Yanbu on the e-shopping of ready-made clothing.

5. Identify the consumer confidence in Yanbu to deal with ready-made clothing companies via the internet and its obstacles.
6. Find the difference in the level of consumer demand for online shopping for ready-made clothing between Yanbu parts (Yanbu Industrial city, Yanbu Al Nakhal, Yanbu Al bahr).

Literature Review

Bakhti & Fawzi study (2004) "field study about online shopping in Algeria" Aimed to study the variables related to e-commerce users in Algeria, the study was carried out using electronic survey. the most important results was that only 7.06% of those included in the survey purchased ready-made clothes through the internet, 28% used bank transfer as payment method, 21.7% used credit cards.

1. Mubarak study (1425H) "the role of the internet in direct marketing between business firms" aimed to describe the current situation of using the internet by Egyptian companies in the field of direct marketing and trade. The most prominent results was that the internet has considerable positive effects on business establishments with regard to its direct marketing practice among them in addition to the technical and legal obstacles that prevent its use.
2. Raid Shadeed (2005) "E-commerce" aimed to identify the payment systems for e-commerce, its danger, its future and explain its legality. One of the most important results that there is a lack of understanding of the importance of using the e-commerce system.
3. (Rhee, Young-Ju) (2006) "Online Impulse Buying Behavior with Apparel Product: Relationships with Apparel Involvement, Web Attributes, and Product Category/Price " aimed to examine the relationship between the rush to purchase ready-made garments through the internet and each of the following: the link in the field of ready-made garments, websites features, products classification and price. The study carried out using electronic survey. One of the most important results was that there is a great relation between the rush to purchase ready-made garments and other factors included in the study.
4. (Lin, Hsiao-Ling)(2008) study Consumer Satisfaction/Dissatisfaction in Apparel Online Shopping at the Product-Receiving Stage: The Effects of Brand Image and Product Performance " the main goal of this study was

to know the extent of adoption of online shoppers to brand names to take decision to buy as they can't examine the garments in terms of color and texture. The study proved that the quality of the product is the most important factor influencing consumer satisfaction, while the trademark has a great positive impact in making a decision to buy.

General comment on previous studies:

We can summarize the previous studies in several key points:

- Through previous readings, the researcher has concludes that there is large scarcity in Arab studies related to e-shopping by Arabs in Saudi Arabia and Arabs countries generally.
- Arabic studies reached by a researcher unanimously agreed on the presence of obstacles preventing the use of electronic commerce in Arab countries in general. These constraints vary between shorten government legislation and ignorance of consumers and traders of the importance of e-commerce.
- Some of the studies dealt with the electronic financial contracts in particular. They all agreed on the importance of ensuring the financial contracts to support the spread of e-commerce in the Arab world.

With regard to non-Arabs studies, it was clear that they exceeded hundreds, researcher found many points in line with this study, the content of these studies can be summarized in two major points:

- Case study for two samples differ in the area of living, the extent of the use of the internet, job title, economic statues and ability to drive a car, and the impact of these factors toward the attitude of e-shopping services.
- Study the impact of certain factors on the process of online shopping and its various aspects, such as the impact of consumer gender and internet experience and online store structures on the intention to purchase. And also study the impact of the prior knowledge of trademark and available information of goods on consumer willing to purchase through the internet.

The electronic survey was the common factor between most of previous studies as an exploratory tool.

Research Hypotheses

- There is a statistical impact reflects the increased demand for online purchasing of ready-made clothing if mail services was available, its speed and quality were high and its cost was low.
- There is a statistical impact reflects the increased demand for online purchasing of

ready-made clothing if payment methods were safe and easy.

- There is a statistical impact reflects the increased demand for online purchasing of ready-made clothing if internet service at home is high in speed and appropriate in cost.
- There are statistical differences reflects the increased demand for online purchasing of ready-made clothing if consumer satisfaction increased towards the available information on these websites.
- There are statistical differences in the degree of consumers demand for online shopping for ready-made clothing between Yanbu parts (Yanbu Industrial city, Yanbu Al Nakhal, Yanbu Al bahr)

Research tools and methodology

Research methodology:

The research has used the analytical method.

Research limitations:

- The study will focus on e-shopping of ready-made clothing for young consumers in Yanbu in the western region of Saudi Arabia parts (Yanbu Industrial city, Yanbu Al Nakhal, Yanbu Al bahr).

Research sample:

- 235 young individuals (males and females) between the age 18 and 35, the study includes three parts of Yanbu (Yanbu Industrial city, Yanbu Al Nakhal, Yanbu Al bahr).

| Gender | Number | Percentage% |
|---------------|------------|-------------|
| Male | 139 | 59.1 |
| Female | 96 | 40.9 |
| Total | 235 | 100.0 |

Yanbu was chosen to conduct the field study because of the following two main reasons:

Researcher lived in Yanbu for more than 20 years. This helped her to feel the problem under the lack of shopping centers. In addition to her knowledge with the nature of the city and the social, cultural and structural configuration.

Because Yanbu is divided into three parts, it vary considerably in levels of services, which help to measure the impact of these services on the e-shopping of ready-made garments. In this regard, researcher consult Professor Intisar Shishah, a lecture in the Department of Geography at the Faculty of Arts and Humanities.

Young people are selected because of flexibility toward using technology applications in daily life. while the age (18-35 years) is selected after consulting professor Sanaa Mohammad Salem, Assistant Professor in Department of Psychology Faculty of Arts in King Abdulaziz University .

Research tools

1. Personal interviews :

Interviews attached with the form were conducted with a number of bank officers, Telecom companies employers, mail employers and relevant government agencies. Interviews were direct, over the phone or via e-mail in addition to noticing services provided in areas related to the study.

2. Focus groups :

Researcher preferred to use focus groups for two reasons:

- Support the results of the questionnaire. Focus groups is a tool for collecting qualitative data, which gives another dimension to the results.
- Interpretation of the questionnaire results as there are a lot of details cannot be asked about in the questionnaire either to avoid increasing the number of questions or their need for discussion.

Focus groups were 6 and The total number of participants was 31 people.

3. Electronic and paper-based questionnaire:

The researcher designed electronic questionnaire using Google Drive. The questionnaire contains questions study the research themes. It was evaluated by 4 experts and then apply their modifications and publish it between the research sample through Yanbu electronic forums and mobile chat applications. The questionnaire was published on Sunday 19/12/1433 – 4/11/2012. But the researcher faced the problem of the low number of respondents, so she also used the paper-based questionnaire and distributed it in places where the members of the sample gathered; especially in Yanbu Alnakhl.

The researcher stated the reasons behind the low number of respondents:

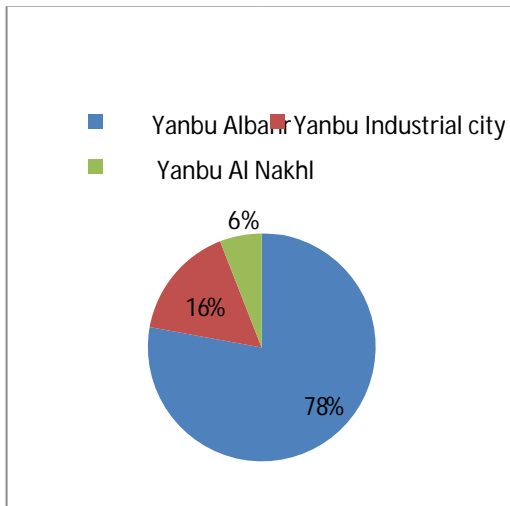
- A. The sample is placed in a narrow area (geographically), that makes the gathering of paper-based questionnaire answers faster and easier than the electronic questionnaire; which depends on its publication on websites and its distribution among sample members.
- B. The lack of awareness to participate in electronic scientific questionnaires.
- C. Low performance of Internet services within the houses of the sample especially Yanbu Alnakhl that had the lowest number of participants.

(SPSS) was used to analyze the collected data.

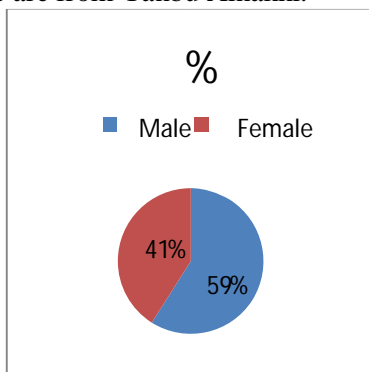
Statistical Analysis

First: sample description

1. description of the sample in terms of location :



From the previous table it is clear that 78% of the sample are from Yanbu Albahr, 16% of the sample are from Yanbu Industrial city and 6% of the sample are from Yanbu Alnakhl.



From the previous table it is clear that 59% of the sample are males while 41% are females.

Second: test the validity of the study hypotheses

First hypotheses : There is a statistical impact reflects the increased demand for online purchasing of ready-made clothing if mail services was available , its speed and quality were high and its cost is low

The following are the results of multiple regression analysis

| Correlation coefficient | Determination Coefficient |
|-------------------------|---------------------------|
| 0.544 | 0.296 |

From the previous table it is clear that Correlation coefficient = 0.54 at the level 0.01 which means there is an intermediate proportional relationship between the dependent and independent variables. The determination coefficient=296, it shows that 29.6% of changes that occur in the increased demand to buy ready-made clothing through the internet is because of the availability of mail service, speed of service, quality and cost.

Second hypotheses : There is a statistical impact reflects the increased demand for

2. description of the sample in terms of gender

| Gender | Number | Percentage% |
|--------|--------|-------------|
| Male | 139 | 59.1 |
| Female | 96 | 40.9 |
| Total | 235 | 100.0 |

online purchasing of ready-made clothing if payment methods were safe and easy.

The following are the results of simple regression analysis

| Correlation coefficient | Determination Coefficient |
|-------------------------|---------------------------|
| 0.35 | 0.124 |

From the previous table it is clear that Correlation coefficient = 0.35 at the level 0.01 which means there is a weak proportional relationship between the dependent and independent variables. The determination coefficient=124, it shows that 12.4% of changes that occur in the increased demand to buy ready-made clothing through the internet is because of the availability of safe and easy payment methods.

Third hypotheses : There is a statistical impact reflects the increased demand for online purchasing of ready-made clothing if internet service at home is high in speed and appropriate in cost.

The following are the results of simple regression analysis

| | |
|-------------------------|---------------------------|
| Correlation coefficient | Determination Coefficient |
| 0.38 | 0.146 |

From the previous table it is clear that Correlation coefficient = 0.38 at the level 0.01 which means there is a weak proportional relationship between the dependent and independent variables. The determination coefficient=146, it shows that 14.6% of changes that occur in the increased demand to buy ready-made clothing through the internet is because of availability of good internet services with high speed and appropriate cost.

Forth Hypotheses: There are statistical differences reflects the increased demand for online purchasing of ready-made clothing if consumer contentment Increased to the information available on these websites.

The following are the results of simple regression analysis

| | |
|-------------------------|---------------------------|
| Correlation coefficient | Determination Coefficient |
| 0.36 | 0.129 |

| Source of variance | Sum of squares | Degrees of freedom | Mean quares | F value | Significance |
|--------------------|----------------|--------------------|-------------|---------|--------------|
| Between groups | 0.017 | 2 | .008 | 0.092 | 0.912 |
| Between groups | 14.244 | 155 | 0.092 | | |
| Total | 14.261 | 157 | | | |

It is clear from the above table that $f = 0.092$ with significance value 0.912 and it is greater than the significance level 0.05 which indicates that there were no statistically significant differences in the customer demand for online shopping for ready-made clothing between Yanbu parts (Yanbu Industrial city, Yanbu Al Nakhal, Yanbu Al bahr).

Results

- 29.6% of the changes of the increased demand to purchase ready-made clothing via the internet was due to the availability of mail service, speed of service, quality and cost.
- 12.4% of the changes of the increased demand to purchase ready-made clothing via the internet was due to the availability of safe and easy payment methods.
- 14.6% of the changes of the increased demand to purchase ready-made clothing via the internet was due to availability of good internet services with high speed and appropriate cost.
- 12.9% of the changes of the increased demand to purchase ready-made clothing via the

From the previous table it is clear that Correlation coefficient = 0.36 at the level 0.01 which means there is a weak proportional relationship between the dependent and independent variables. The determination coefficient=129, it shows that 12.9% of changes that occur in the increased demand to buy ready-made clothing through the internet is because of consumer contentment Increased to the information available on these websites.

Fifth Hypotheses: There are statistical differences in the degree of consumers demand for online shopping for ready-made clothing between Yanbu parts (Yanbu Industrial city, Yanbu Al Nakhal, Yanbu Al bahr)

In order to answer this question the researcher used One-way analysis of variance whereas the dependent variable is the Provinces difference (Yanbu Industrial city, Yanbu Al Nakhal, Yanbu Al bahr) and the independent variable is the degree of consumer demand to purchase ready-made clothing through the internet. The following is the results of variance analysis:

internet was due to the credibility of the information that is available on the e-commerce websites.

- There were no statistically significant differences in the customer demand for online shopping for ready-made garments between Yanbu parts (Yanbu Industrial city, Yanbu Al Nakhal, Yanbu Al bahr).

Discussion

- The proportion of respondents who tried the online shopping is 39.6% of the sample, 37% were satisfied and 42% showed that they have the intention to purchase ready-made clothes through the internet in the future.
- In regard to the internet connectivity services at home, it shows that the level of these services is acceptable in Yanbu Albahr and Yanbu Industrial city while it was bad in Yanbu Alnakhal, Nevertheless, the sample assessment of the level and price of these services was relatively acceptable to the majority
- There is a positive increasing relationship

between age and owning a credit card.

- Researcher found through the interviews that there is a considerable variability in the knowledge of e-commerce among employees of government agencies and chambers of commerce. The response of the Chamber of Commerce employee to interview questions was extensive and statistically informative while the response of the Ministry of Trade and Industry Branch was unclear and imprecise and the e-commerce terminology was not known to the respondent. The researcher believes that there is such a large gap in the e-commerce perception in some employees of government agencies and the Ministry of Commerce in particular. This may be a major reason for the lack of activation of the government's efforts to implement the proposals and demands of the Technical Committee of E-Commerce in the Kingdom.
- The researcher realized through interviews with employees of banks that all banks in the study provide special services to facilitate the payment of the online purchases such as Issuing prepaid bank cards of simplified terms and low costs. These banks also work on the promotion of these services through its branches and websites which provide sufficient information. But the researcher noticed from the focus groups that consumers are unaware of the availability of these facilities although most of them show enthusiasm about the cards when they figure out the special offer of it. This may be due to two reasons: 1) The possibility of negative attitude toward local banking services that discourage them from searching these services. 2) Inadequate promotional plans and advertisement of the banks.
- There are relatively good deals offered by telecommunications companies to connect to the Internet from home. But the proper coverage for 3G network is not good enough in Yanbu Alnakhil in particular, this will explain the limited number of respondents to the questionnaire in this area. It was realized that telecommunication companies have low services to areas with low population, that means it is difficult for the residents of these areas to depend on the Internet in purchasing and services.
- Consumers consider the delivery that extends for more than a week as (short and quick), while the majority of commercial websites in developed countries in the field of e-commerce provide free delivery within a period not exceeding three days. This indicates a lack of

consumer conception in the kingdom with the level of the same e-services companies in those countries.

Recommendations

- Studies should be carried out in the field of e-commerce in the various regions of the Kingdom and focusing on the fundamental aspects by analysis such as Financial and legal aspects, psychological aspects, aspects of urban planning and infrastructure and shipping companies.
- Increase the collaboration between the branches of the Ministry of Commerce and Industry and the Chambers of Commerce in supporting the growth of e-commerce in the Kingdom and educate traders and consumers in all aspects such as implementing workshops and educational campaigns.
- Implementation of courses and training programs for workers In the Ministry of Trade and Industry Specialized in explaining what e-commerce is and its importance to the economy of the Kingdom.
- Enrolment of curriculums specializes in teaching the skills of e-commerce in universities, colleges and institutes of vocational training of Business Administration.
- Directing Chambers of Commerce to set up centers to train young people to e-commerce skills professionally and encourage them towards the establishment of their own electronic stores in order to stimulate the national economy.
- Increase focus on the recommendations of the Technical Committee of E-commerce under the Ministry of Trade and Industry and analyzing the reasons behind the failure to achieve these recommendations and to develop plans to overcome the difficulties impeding the progress of the e-commerce in the kingdom.
- Increase the information of goods on local commercial websites specialized in clothing such as explaining size details of each garment, mention the texture, workmanship and illustration of the product.

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