

Consumer Behavior Towards Online Shopping in Kuwait: A Quantitative Analysis

Authors : Mitra Arami

Abstract : The main objective of this paper is to identify the factors that influence Kuwaiti consumers' behavior towards online shopping. A survey was conducted among B2C e-commerce customers using a structured self-administered questionnaire. The findings of this study show that B2C e-commerce customer behavior in Kuwait is strongly influenced by customer entertainment but weakly influenced by customer trust. While the overall research project involves exploratory research using mixed methods, the focus of this paper is on a quantitative analysis of responses obtained from a survey of Kuwaiti customers, with the design of the questionnaire instrument being based on the findings of a qualitative analysis. The main findings of the analysis include a list of key factors that affect Kuwait online shoppers, and quantitative indications of the relative strengths of the various relationships. This study provides a basis for further research and more in depth studies to find the scope of online shopping in Kuwait especially, the influence of hedonic and utilitarian motivations on user engagement.

Keywords : e-commerce, online shopping, customer behavior, quantitative analysis, Kuwait

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