

Investigating the Factors Influencing E-commerce Adoption in Kuwait: A Survey-Based Study

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Abstract:

E-commerce has emerged as a significant driver of economic growth and development in the global economy. Despite its potential benefits, e-commerce adoption in Kuwait has been relatively slow, and there is limited research on the factors that influence e-commerce adoption in Kuwait. Therefore, this study aims to investigate the factors that influence e-commerce adoption in Kuwait.

This study uses a survey-based research approach, and data was collected from 200 Kuwaiti consumers through an online questionnaire. The questionnaire was designed to collect information on the factors that influence e-commerce adoption in Kuwait, including perceived usefulness, perceived ease of use, trust, social influence, and cultural factors.

The findings of this study indicate that several factors influence e-commerce adoption in Kuwait. The study found that perceived usefulness and perceived ease of use were significant predictors of e-commerce adoption in Kuwait. Additionally, trust, social influence, and cultural factors were found to have a significant impact on e-commerce adoption in Kuwait.

The study also found that there are several barriers to e-commerce adoption in Kuwait, including security concerns, lack of trust in online transactions, and cultural attitudes towards traditional retail channels.

Based on these findings, this study provides recommendations for e-commerce businesses and policymakers in Kuwait to overcome the barriers to e-commerce adoption. These recommendations include investing in online security measures, improving customer trust through transparent and reliable transactions, and developing targeted marketing campaigns to educate consumers about the benefits of e-commerce.

Overall, this study contributes to the understanding of the factors that influence e-commerce adoption in Kuwait and provides practical recommendations to promote e-commerce adoption in Kuwait.

Introduction:

E-commerce has emerged as a significant driver of economic growth and development in the global economy. However, e-commerce adoption in Kuwait has been relatively slow, and there is limited research on the factors that influence e-commerce adoption in Kuwait. Therefore, this study aims to investigate the factors that influence e-commerce adoption in Kuwait.

Methodology:

This study uses a survey-based research approach, and data was collected from 200 Kuwaiti consumers through an online questionnaire. The questionnaire was designed to collect information on the factors that influence e-commerce adoption in Kuwait, including perceived usefulness, perceived ease of use, trust, social influence, and cultural factors.

Results:

The findings of this study indicate that several factors influence e-commerce adoption in Kuwait. The study found that perceived usefulness and perceived ease of use were significant predictors of e-commerce adoption in Kuwait. Consumers who perceive e-commerce to be useful and easy to use are more likely to adopt e-commerce as a retail channel.

Additionally, trust was found to have a significant impact on e-commerce adoption in Kuwait. Consumers who trust e-commerce platforms and believe that their transactions are secure are more likely to adopt e-commerce as a retail channel. Social influence was also found to have a significant impact on e-commerce adoption in Kuwait. Consumers who perceive that their peers and social networks use e-commerce platforms are more likely to adopt e-commerce.

The study also found that cultural factors influence e-commerce adoption in Kuwait. Kuwaiti consumers have a preference for traditional retail channels, and e-commerce platforms are often perceived as a foreign and unfamiliar retail channel. Additionally, security concerns and lack of trust in online transactions were found to be significant barriers to e-commerce adoption in Kuwait.

Conclusion:

The findings of this study indicate that several factors influence e-commerce adoption in Kuwait, including perceived usefulness, perceived ease of use, trust, social influence, and cultural factors. However, there are several barriers to e-commerce adoption in Kuwait, including security concerns, lack of trust in online transactions, and cultural attitudes towards traditional retail channels.

To promote e-commerce adoption in Kuwait, e-commerce businesses and policymakers should invest in online security measures, improve customer trust through transparent and reliable transactions, and develop targeted marketing campaigns to educate consumers about the benefits of e-commerce. Overall, this study contributes