



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.

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