



# Measuring the factors influencing e-Commerce growth in Saudi Arabia: I.S. Success factors and Demographics measurements

*Bander Almeahmadi*

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The construction of an evaluation mechanism for entrepreneurial e-Commerce projects can be foreseen as vital to help tolerate any obstacles or source of failure that might arise in the path of the new business. Establishing a framework that encapsulates all crucial factors is a mandatory requirement in this evaluation process in order to set standers by which a firm could measure its success ability and predict and reveal all bottlenecks by carrying a full proactive inspection rather than taken by surprise. This research investigates the factors that are acting as stimulators to expand entrepreneurial e-Commerce activity amongst Saudis in the Arabian market. Based on a quantitative survey by way of a structured questionnaire, this study identifies (through factor analysis) the important factors that are impacting on rapid growth/development among entrepreneurial e-Commerce business in Saudi Arabia. The study also uses descriptive statistics to establish the level of the gap between the importance of these factors, as perceived by consumers.

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