

As indicated in several research that "Internet technology growth in the Kingdom of Saudi Arabia has. 1 enormous prospective as it decreases the price of goods and amenities, and expand the geographical boundaries of market. Technology and the emergence of the Internet, not only allow persons to make purchases virtual, but also it improve the economy and promote worldwide trade" Alden et al. (2006); Al-Somali et al. (2009); Alied F et al. (2009). With increasing use of internet trend by consumer and their purchasing power they are willing to shop virtually. With the rapid development of the new trend in e-shopping has shown positive results in buying habits to the consumers. This is the reason that number of enterprises has developed commercial sites and portals for e-shopping. Due to high need of shopping .retailers wanted to improve the quality of the online shopping experience for customers