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Decoding online shopping adoption in Saudi Arabia: The role of trust and user experience

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A B S T R A C T

The current paper discusses the factors, which affect consumer acceptance of online shopping platforms in Saudi Arabia. It examined this by the Unified Theory of Acceptability and Use of Technology (UTAUT2) model and the other factors of trust and user experience. The present paper has assessed how trust and experience have an effect on the behavioral intention of online shopping websites within the context of Saudi Arabia. It is based on the UTAUT2 model. The study was quantitative in nature and a survey technique was used to gather information about Saudi customers. The research was conducted based on a model known as structural equation modeling (SEM) that was employed to test the correlation between the elements proposed and the acceptance of online shopping platform. Findings of the research indicate that expectancy of performance, social influence and trust are highly potent factors that determine the desire to utilize online shopping platforms. All this makes the level of customer acceptability very high with regard to overall satisfaction and intentions to buy online. There was no significant effect of effort expectancy and enabling environments as well as hedonic incentives on behavioral intention, however. These results reveal that trust and pleasant user experience are major factors that define the uptake of Internet commerce in Saudi Arabia among consumers. We discover that the long-held opinion that other factors such as performance expectancy and social influence continue to play a role in acceptance of online purchasing technology is true. However, the aspects of trust remain decisive, depending on the traits of cognition and user experience. The study had practitioner implications among researchers of consumer behavior on digital marketplace. This implication is clear to people who belong to the e-commerce industry or to people who are developing a feature to win the favor of users. In such situations, the measures of trust-building need to be implemented, and the user experience needs to be optimized.

1. Introduction

The ownership of the online shopping platforms in Saudi Arabia is a new dawn in the retail landscape in the country. Consumers are shifting to online channels as more and more people are accessing the internet and using smartphones (Naseri et al., 2021). The reason behind the change is the convenience and the option that e-commerce offers and the popularity of online payments. However, all influences behind the consumer behavior are to be taken into consideration in this market. The adoption of payment systems has over the years shifted traditional cash transactions into a more innovative electronic nature in one of the most sought-after markets in the retail business in Saudi Arabia (Fu et al., 2020). Non-cash payment was the only form of payment until the mid-20th century when credit cards and debit cards were introduced. Consumer behavior in the aftermath of the COVID-19 pandemic has entered a different paradigm, with a sharp increase in attendance to physical shops and a greater propensity to order their desired items online (Gulfraz et al., 2022). Orders, either easy or complex, are

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purchased to process, and many others now have their own platform that promises us greater convenience and guarantees us a higher level of safety. The second sign of this transformation is the reconfiguration of the online commerce ecosystem where an increased focus on trust and user experience has been proposed as adoption drivers (Lăzăroiu et al., 2020). It is a significant measure of shifting Saudi shoppers to the new online shopping platforms where consumer confidence and user experience are the key to success. This addition of trust and user experience of the Unified Theory of Acceptance and Use of Technology UTAUT 2 makes it complete in order to analyze consumer behavior regarding e-commerce (Rahman, 2024). Hedonic motivation, price value, and habit are consumer specific factors, so the UTAUT2 model is interesting to explore online shopping platform acceptance in Saudi Arabia. As the consumer shifts his or her purchases activities to the internet, the confidence and reliability of digital platforms are a significant concern to many people to embrace them (Soleimani, 2022). More to the point, the user experience, the ease with which the customer can navigate the site and the way the user interface is produced, also affect consumer satisfaction and encourage the latter to use the site again. The UTAUT 2 studies the consumer adoption antecedents in e-commerce malls in Saudi Arabia to do online shopping. The competition, economic benefits and walking motivation can be included in the model as inputs more than the constructs, which presents a comprehensive analysis of consumer behavior. This gives UTAUT 2 the best option of understanding the ways in which consumers view and use online shopping platforms, which enables e-commerce retailers to plan in line with the anticipated behavior of customers in a rapidly changing digital environment. E-payment systems in this era of e-commerce have developed and emerged as essential tools that online shopping platforms can never succeed without. No wonder the possible advantages in security, trust, and convenience have encouraged certain system operators to implement AIS and conventional payment systems (Tzeng et al., 2020). There are however challenges in the implementation of such technologies in developing markets like Saudi Arabia, such as the infrastructure limitations, data security and disjointure between the government departments. This necessitates an increase in consumer confidence in order to have increased penetration of the e-payment systems into the economy. By exploring the factors of trust and user experience as reasons to adopt an online shopping platform, the research will substantiate a gap in research since it will add valuable value to industry practitioners (Vongurai, 2021). The findings highlight the essential needs of good infrastructure, effective communication and special governmental encouragement to more people to use and accept e-payment standards to create a more robust but accessible model of online shopping in Saudi Arabia. Research questions are formulated as per the objectives: RQ1: How do trust factors impact the adoption of online shopping platforms in Saudi Arabia?

RQ2: How does user experience play a significant role as an intermediary between trust and the adoption of online shopping platforms in Saudi Arabia?

RQ3: How does reducing trust and user experience impact increasing consumer engagement with online shopping platforms?

The study is structured in the following way: In Section 2, a literature review on trust and user experience is presented with a conceptual framework and hypotheses outlining the investigation of user experiences as a mediating factor between platform accessibility and uptake among Saudi Arabia patients as part of UTAUT2. Section 3 describes the research methodology that encompasses the data collection methods and barometer testing. Section 4 discusses the results of analysis and the comparison of the literature. Finally, section 5 summarizes the theoretical and practical implications of including trust or user experience when presenting the strategies to increase the rate of adoption of online shopping platforms in the Saudi market.

2. Literature review

The latest version of UTAUT is UTAUT 2 that has hedonic motivation, price value, and habit as variables because it is relevant to consumer behavior in technology adoption (Okaily et al., 2023). These fundamental determinants of UTAUT were founded on the same four constructs that transcend numerous technology acceptance theories, and they have proven to be four influential predictors across multiple settings (Nordhoff et al., 2020). They are more explanatory features of UTAUT 2, particularly in explaining technology acceptance when it is consumer-centered, hedonic use, explicit and implicit cost-benefit calculations by users, commitment-based trust-based evaluation, and possibly relying significantly on whether a person used it before (Zaid Kilani et al., 2023). The UTAUT 2 model is also popular in the literature and other fields such as e-commerce to determine the level at which factors influence consumer adoption. Through that model, the current study explores the impact of trust and user experience on the adoption of online shopping platforms in Saudi Arabia about ease of use, perceived usefulness, and enjoyment (Farzin et al., 2021). Nevertheless, even with all benefits, UTAUT 2 is criticized due to its complexity and intention-based measures that might not correspond to real actions (Marpaung et al., 2021). Secondly, as the model use increases, so does the necessity to adapt this to specific cultural and technological settings, e.g., Saudi Arabia, where social influence, price sensitivity, trust, and user experience, are especially more relevant in technology acceptance (Dhiman et al., 2020). UTAUT2 seems to be a strong theoretical framework. But the additional adjustment is still necessary to encompass these critical variables to close the gap and provide paid assistants with new knowledge of their behavior in this market in Saudi Arabia. Based on Venkatesh et al. 2010 the existing UTAUT2 model was further expanded by incorporation of two additional constructs, i.e., trust and user experience. The trust is a requirement because it will generate high confidence to make transactions over the Internet, especially when the intuition of personal contact is not possible. (Nikolopoulou et al., 2020). In Saudi Arabia, it is generally accepted that trust is a crucial factor in technology acceptance. The study incorporates

the factors and uses them to expand the UTAUT2 Model to gain a better understanding of other indirect determinants of consumer behavior in the Saudi e-commerce environment, trust, and user experience.

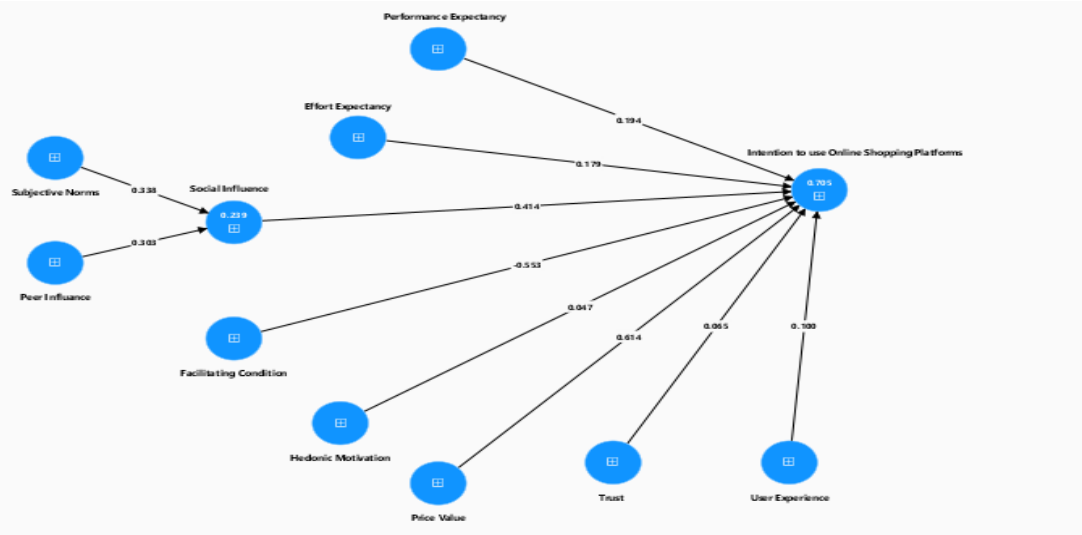

Fig. 1. Conceptual Model

3. Theoretical framework and hypotheses development

3.1 Performance Expectancy

The first model incorporates performance expectancy, which explains the extent to which one thinks that the technology would enhance his or her work progress. (Al-Okaily et al., 2024). The study examines performance expectancy in online shopping platforms, which depends on the perceptions of individuals on how the utilization would make their lives more convenient and efficient in buying products (Cheng et al., 2020, 2022, 2024). The available literature has affirmed that performance expectancy is an important antecedent of voluntary and mandatory behavioral intention Ling et al., 2020. In the case of online shoppers, consumers will migrate to a platform that they perceive to be usually helpful in improving their shopping experience whether time or money-saving (Kutbi et al., 2024). In such a way, the following hypothesis is suggested:

H_1: *Performance expectancy positively influences behavioral intention to use online shopping platforms in Saudi Arabia.*

3.2 Effort Expectancy

Perceived ease of use is another form of expectancy that has been a significant determinant of behavioral intention (Dhiman et al., 2020). The effort expectancy in an online shopping context in Saudi Arabia An important aspect of user experiences, such as the navigation of the online shopping platform and engaging through online shopping platforms, requires practices related to ease of use, which are consequently factors with effects likely to be related to trust or adoption, in a moderate relationship with performance expectancy with consumer adoption intention towards e-commerce (Dhiman et al., 2020). Effort expectancy was also found to be among the primary determinants in effort that will affect the intention of consumers to trust digital platforms such as E-wallets. Findings also indicate that the further increased usability of e-shopping interfaces leads to greater trust and final usage in Saudi Arabia (Faqih & Jaradat, 2021). Based on this, the following further hypothesis:

H_2: *Effort expectancy positively influences behavioral intention to use online shopping platforms in Saudi Arabia.*

3.3 Social Influence

A social influence refers to the extent to which one feels that significant other persons feel that he/she ought to adopt a new system (Venkatesh et al., 2003). Social influence in online shopping may be in the form of recommendations by friends, family, or social media in Saudi Arabia (Penney et al., 2021). The concept of Social Influence (SI) is characterized by the extent to which the choice of embracing technology is affected by friends and family around the individual, Venkatesh et al. In this respect, it resembles the subjective norm of the Theory of Reasoned Action (TRA), where the perception of significant others has been observed to dominate behavioral intentions either positively or negatively. Most studies have found that social influence is a salient determinant in intentions to engage in new behavior (Apeji & Sunmola, 2022). In this study, we expect

the power of the Social Influence will probably exert a strong effect on the adoption of online shopping platforms considering the sociocultural factors of the Saudi Society whereby the norms and attitudes of peers determine the behaviors of consumers to a certain degree, and hence, we intend to incorporate the UTAUT2 model, as there is no understanding of the application of the combined classics theory.

H_3: *Social Influence influences Intention to use Online Shopping Platforms in Saudi Arabia.*

3.4 Trust

The choice of whether to use online shopping sites or not is also a crucial factor in terms of the perceived credibility and honesty of utilizing personal and financial data of the users (Davidovic et al., 2020). The API network allows the consumers to make sure that the credit card details, as well as the personal identifiers of the individuals who subscribe to the services, are kept in a safe and ethical way (Al-Okaily et al., 2024). Literature Review. The minimum role of trust intentions in influencing the online shopping behaviors of users has been supported by many studies. Studies have indicated that consumers will be more confident to transact and use a platform when they are convinced that a given platform is reputable (Dulaimi et al., 2006). In the motivation of user behavior, trust is also required.

H_4: *Trust influences Intention to use Online Shopping Platforms in Saudi Arabia.*

3.5 User Experience

User Experience refers to the gratification and usability of the experience of an online shopping consumer with online shopping systems (Kowalczyk and Szandala, 2024). In the technicalities of this query there exist aspects of the design, utility and speed at which you deliver your answers on your platform the entirety of which can all contribute to the formation of our opinion of how people use your store (Purnomo, 2023). Studies show that consumer experience is a potentially significant generator of consumer disposition to utilize and adopt your online shops. These characteristics are the highest satisfaction rates with simple navigation, usability and customization, which can lead to increased loyalty of customers (Venkatesh et al., 2012). When examining the uptake of online shopping platforms in Saudi Arabia, we suggest a model in which user experience determines consumer behavior and build a model that builds on UTAUT2. Therefore, this hypothesis is generated:

H_5: *User experience will be positively associated with the use of online shopping platforms in Saudi Arabia.*

3.6 Subjective Norms

Subjective norms, or what an individual thinks are social expectations, play a significant role in social influence. Rooted in Ajzen's attitude theory (1991), subjective norms are pressure on a person to conform to the beliefs or behaviors of others significant to him. If an individual perceives significant others (for instance, peers, family, or any authority) as counting on her or him to act in a way, he or she will comply, increasing social influence. Cialdini and Trost (1998) further emphasize that normative influence acts through internalized expectations, by which conformity and group cohesion are reinforced. Therefore, subjective norms can reinforce collective behaviors in both digital and organizational settings, especially if such behaviors are rewarded or looked down upon. For instance, participation and content sharing are often dictated by perceived norms in online communities (Kwon & Wen, 2010). Thus, subjective norms occupy an intermediate role in more private decision-making and general social influence enterprises that influence attitudes, welfare, and culture across fields.

H_6: *Subjective norms will be positively associated with the use of online shopping platforms in Saudi Arabia.*

3.7 Price Value

Price value has a huge say in the decision of a consumer to embark upon any online shopping endeavor. Being defined as an opportunity cost perceived benefit against monetary cost, price value enters the scene when customers check online purchases (Venkatesh et al., 2012). In brief, if any user feels that there is better pricing in the platform considered, or maybe they get discounts in the said platform, or it may be better value for money for them, then their willingness to use and continue using the said platform will increase. In price-sensitive markets especially, consumers are rivals who actively compare platforms for maximum utility. Studies show price fairness and price transparency perceived by consumers actually strengthen the behavioral intention through building trust and satisfaction (Kim et al., 2008). Besides, when personalized with user preferences, individualized price setting coupled with dynamic promotions may greatly improve the perceived value of services. Optimizing price value thus should never be seen as some mere marketing exercise; rather, it remains a strategic lever in driving platform engagement and fostering long-term loyalty in digital retail.

H7: *Price Value will be positively associated with the use of online shopping platforms in Saudi Arabia.*

3.8 Peer Influence

Peer pressure acts as one of the most potent mechanisms of social influence, especially when people look for validation, recognition, belonging, or behavioral cues from their immediate social life. It is the influence that individuals within a group exert on each other's attitudes, choices, and behaviors, with effects usually being transmitted through informal interactions, shared norms, and bonds of reciprocity. At any rate, the replication of peer behavior among larger networks constitutes an application of wider social influence. Bandura (1977), in his Social Learning Theory, asserted that people replicate behaviors witnessed in peers, more so if those peers are perceived to be credible or similar. On digital platforms, this influence is exerted through likes, shares, or comments, which collectively shape perceptions and trends (Zhang et al., 2016). Thus, peer influence initiates behavioral changes and further develops and spreads social norms, thereby serving as a primary means of social influence dispersed across communities and platforms.

H8: *Peer Influence has a positive relationship with Social Influence in Saudi Arabia.*

3.9 Hedonic motivation

The conditions can heavily affect end-users' attitude toward adopting the technology for online shopping, or, in other words, that the easier the technology is to adopt, the more favorable becomes their attitude toward it. Venkatesh et al. (2003) have defined facilitating conditions as the present resources, infrastructure, and support to cater to the needs of the actual use of the system. If end-users perceive these conditions to be in their favor, they gain self-confidence in using the platform while facing lower barriers to entry, which should potentially lead to high behavioral intention. Mobile integration, secure payment, and customer support lay down the path for a positive perception and serve as the cornerstones for further continued use by an end-user. In regards to emerging markets, where the variance in digital literacy and infrastructure is characteristic, facilitating conditions prove to be crucial in bridging the adoption gap. Hence, online retailers ought to ensure system reliability and assure support mechanisms, thereby developing trust in the users and ensuring the use of the system. Facilitating conditions also serve as enablers and can be used as levers by service providers to stimulate the engagement on the platform.

H9: *Hedonic Motivation motivates the Intention to use Online Shopping Platforms in Saudi Arabia.*

3.10 Facilitating Condition

Facilitating conditions are one of the strongest predictors of user intention to adopt online shopping platforms, as these conditions pertain to the resources and supports necessary for effective use of the technology under question. As stated by the UTAUT, the presence of facilitating conditions signifies the availability of a reliable internet connection, compatible devices, and some form of technical assistance (Venkatesh et al., 2003). Users face fewer barriers and have an increased confidence when such facilitators are in place for navigating and completing activities in digital environments. For example, providing an easy-to-use platform with the best payment methods and customer support will increase their perception of usability and, therefore, their intention to keep using the online service. In cases where infrastructure is poor or literacy on digital matters is shallow, it becomes a greater challenge for users to even access online retailing. This means that by improving technical accessibility and support, companies are not only improving adoption but also retention. Facilitating conditions act as enabling and amplifying factors of behavioral intention in online retail.

H10: *Facilitating Condition influences the Intention to use Online Shopping Platforms in Saudi Arabia.*

4. Research Methodology

The introduction of the UTAUT2 model combined with trust and user experience to the study of the acceptance of online shopping platforms in Saudi Arabia led to the adoption of a quantitative research approach to answer the objectives of this study (Baum et al., 2022). This method is appropriate to study the associations among several independent variables, which include performance expectancy, effort expectancy, social influence, facilitating, trust, and user experience, and the dependent variable, which is the intention to use online shopping platforms. Quantitative research will be suitable in this research since it will yield the results in terms of numbers, statistics, and figures, which will lead to a thorough analysis of consumer behavior among a large and varying sample of the Saudi population. The main objective of this research design is to determine causal relationships between the variables of interest, which is important in predicting consumer acceptance of online shopping platforms in Saudi Arabia. Sampling to obtain a precise and generalizable approach to this finding since there are millions of users of the online platforms. The study applied a non-probability sampling method, purposive sampling because it was effective and useful in identifying the target audience. The reason why the research selected this method is that it will be able to select those respondents who have the highest probability of their insights to matter since they can use virtual shopping

platforms depending on their past behavior and practice of e-commerce. The questionnaire was used to address the UTAUT2 constructs and the other variables, i.e., trustworthiness as an attitude factor and technical comfort and experience with trustworthy payment methods (Marto et al., 2019). This method was improved because the research topic is online shopping platforms, and all participants are accustomed to working with digital tools and platforms. 650 questionnaires were sent, and 300 were returned, which is 46-percent response rates. A 64% response rate was achieved after data cleaning and screening to find 350 valid responses to be used in the analysis. The collected data was analyzed with the help of the Smart-PLS software, which is specifically designed to test complicated models and includes a variety of variables and relations (Al-Rahmi, et al., 2022). It allowed testing the hypotheses proposed and measuring the relationships in their strength and significance between predisposing and enabling factors, claiming their purposes of use. (Sharabati et al., 2024) The data analysis findings conclude and offer validated findings concerning these variables at play in consumer acceptance in online shopping platforms if they are being conducted in Saudi Arabia. The analysis above informs e-commerce merchants who wish to strengthen their platform and win and keep customers (Saparudin et al., 2020).

5. Research Results and Discussion

The survey data (Collected in Saudi Arabia) used to test online shopping platform acceptance was calculated with Partial Least Squares-Structural Equation Modeling (PLS-SEM) using Smart-PLS 4, which is a well-known method in the field of IS as well as behavioral research, when more comprehensive results of all measured constructs need to be considered. (Seetha Raju et al., 2018) This procedure was chosen because it calculates each of the relationships between variables not only to our measurement models but also directly to the relationships between variables, which provides a more

4.1 PLS-SEM Measurement Model

Analyses are done to test the reliability and validity of the measurement model. A Confirmatory Factor Analysis (CFA) was carried out in the research to determine the measurement qualities of these constructs, convergent validity, discriminant validity and reliability.

4.1.1 Convergent Validity

A loading of above 0.70, Cronbach alpha and CR> 0.7, AVE indicator >0.50, is required to ascertain the reliability and validity of the constructs. In addition, Variance Inflation Factor VIF was also to be determined so that there would be no multicollinearity that at this stage would have necessitated that VIF had to be below five. The convergent validity estimates were given in terms of Indicator loadings, Cronbach alpha, and Composite Reliability and average variance extracted.

Table 1
Convergent validity

Constructs	Items	Factor loadings	Cronbach's alpha	CR	AVE
Effort Expectancy	EE1	0.794	0.919	0.935	0.673
	EE2	0.835			
	EE3	0.811			
	EE4	0.839			
	EE5	0.836			
	EE6	0.836			
	EE7	0.789			
Facilitating Condition	FC1	0.874	0.825	0.895	0.74
	FC2	0.876			
	FC2	0.83			
Hedonic Motivation	HM1	0.873	0.876	0.915	0.73
	HM2	0.792			
	HM3	0.878			
	HM4	0.873			
Intention to use Online Shopping Platforms	OSP1	0.827	0.881	0.91	0.628
	OSP2	0.855			
	OSP3	0.808			
	OSP4	0.803			
	OSP5	0.723			
	OSP6	0.731			

Table 1
Convergent validity (Continued)

Constructs	Items	Factor loadings	Cronbach's alpha	CR	AVE
Peer Influence	PI1	0.87	0.898	0.929	0.765
	PI2	0.876			
	PI3	0.851			
	PI4	0.9			
Performance Expectancy	PE1	0.862	0.899	0.922	0.665
	PE2	0.795			
	PE3	0.826			
	PE4	0.861			
	PE5	0.795			
	PE5	0.75			
Price Value	PV1	0.841	0.867	0.91	0.716
	PV2	0.888			
	PV3	0.859			
	PV4	0.794			
Social Influence	SI1	0.814	0.872	0.907	0.662
	SI2	0.839			
	SI3	0.806			
	SI4	0.808			
	SI5	0.8			
Subjective Norms	SN1	0.873	0.836	0.901	0.752
	SN2	0.869			
	SN3	0.86			
Trust	TR1	0.89	0.885	0.929	0.813
	TR2	0.9			
	TR3	0.915			
User Experience	UE1	0.881	0.863	0.907	0.709
	UE2	0.858			
	UE3	0.862			
	UE4	0.762			

The model constructs met all convergent validity criteria of the constructs based on their factor loading. The indicator loadings were all above 0.70, which means that each of them was related to its corresponding construct in the reliability analysis. We also tested the internal consistency of each construct and all of them got Cronbach alpha and CR values greater than 0.70 as indicated in the table as we were testing a formative construct Hair et al., 2013. The AVE values were 0.50 and above, and this indicated the reasonable capacity of the constructs to indicate variance in their indicators too. The values of VIF were less than 5, which confirmed the absence of the problem. This affirms that the measurement model can be used in the further analysis because it satisfies the requirements of reliability and validity.

4.1.2 Discriminant validity

According to Hair et al. discriminant validity is the level at which one construct actually is different than another in a research study in such a way that they do not overlap with each other in terms of latent constructs. Discriminant validity is gained when the AVE of a construct exceeds the squared correlations of the constructs with the rest of the constructs as in Hair et al. as Fornell-Larcker put it. It is often assessed by three methods, namely, the (HTMT) method, the Fornell-Larcker criterion, and cross-loadings. In the above method, HTMT technique, which was proposed by (Khaled et al., 2024). The research fulfilled the discriminant validity criteria, which were reflected in the HTMT values within the range of prescribed values. Concisely, this paper has projected that the reflective measures are valid and reliable with respect to their items and we can be confident in further analyzing our structural models and tests of significance.

Table 2
Discriminant validity – HTMT correlation matrix

	EE	FC	HM	OSP	PI	PE	PV	SI	SN	Trust	UE
EE											
FC	0.473										
HM	0.871	0.447									
OSP	0.544	0.331	0.571								
PI	0.481	0.32	0.47	0.279							
PE	0.679	0.673	0.713	0.607	0.374						
PV	0.278	0.621	0.27	0.689	0.178	0.325					
SI	0.617	0.788	0.703	0.647	0.397	0.844	0.379				
SN	0.275	0.769	0.302	0.547	0.181	0.399	0.761	0.454			
Trust	0.771	0.48	0.847	0.611	0.48	0.71	0.286	0.696	0.361		
UE	0.713	0.683	0.709	0.512	0.47	0.841	0.332	0.73	0.412	0.751	

4.2 PLS-SEM Structural (Inner) Model

Once the measurement model has been established to meet the traditional requirements of reliability and validity, the second step in the PLS analysis is to analyze the structural model and test the hypotheses. The direct relationships were tested via the PLS bootstrapping procedure with 5,000 re-samples, and were performed with Smart-PLS 4 to evaluate the main effects and to determine the significance of the path coefficients. The results, as listed in Table 4 and Fig. 2, provide the standardized path coefficients, as well as their levels of significance, which are needed to test the hypotheses.

Table 3
Result of hypotheses testing

	Original sample	Sample mean	Standard deviation	T statistics	P values	Result
Effort Expectancy → Intention to use Online Shopping Platforms	0.116	0.112	0.06	1.939	0.053	Unsupported
Facilitating Condition → Intention to use Online Shopping Platforms	-0.601	-0.584	0.088	6.855	0	Supported
Hedonic Motivation → Intention to use Online Shopping Platforms	-0.059	-0.056	0.067	0.877	0.38	Unsupported
Peer Influence → Social Influence	0.301	0.302	0.058	5.16	0	Supported
Performance Expectancy → Intention to use Online Shopping Platforms	0.199	0.201	0.055	3.621	0	Supported
Price Value → Intention to use Online Shopping Platforms	0.66	0.66	0.059	11.263	0	Supported
Social Influence → Intention to use Online Shopping Platforms	0.471	0.463	0.078	6.019	0	Supported
Subjective Norms → Social Influence	0.341	0.344	0.073	4.664	0	Supported
Trust → Intention to use Online Shopping Platforms	0.152	0.151	0.059	2.583	0.01	Supported
User Experience → Intention to use Online Shopping Platforms	0.022	0.016	0.069	0.327	0.743	Unsupported

The summary of the hypotheses testing outcomes path coefficients of the research about the acceptance to the online shopping platforms in Saudi Arabia is presented in Table 3 and Fig. 2 (Chopdar, 2022). The findings put an end to the direct and positive impact of the performance expectancy, social influence, price value, trustworthiness, and user satisfaction on behavioral intention to use online shopping platforms. All acceptance criteria were the most influenced by Social Influence: T value 5.011; p-value 0.000 this justifies respective H-user effects. Nonetheless, the influences of effort expectancy and facilitating conditions on behavioral intention were not significant, and hedonic motivation did not exert any significant effects on the user intent due to the value t of.278 that showed no effects.

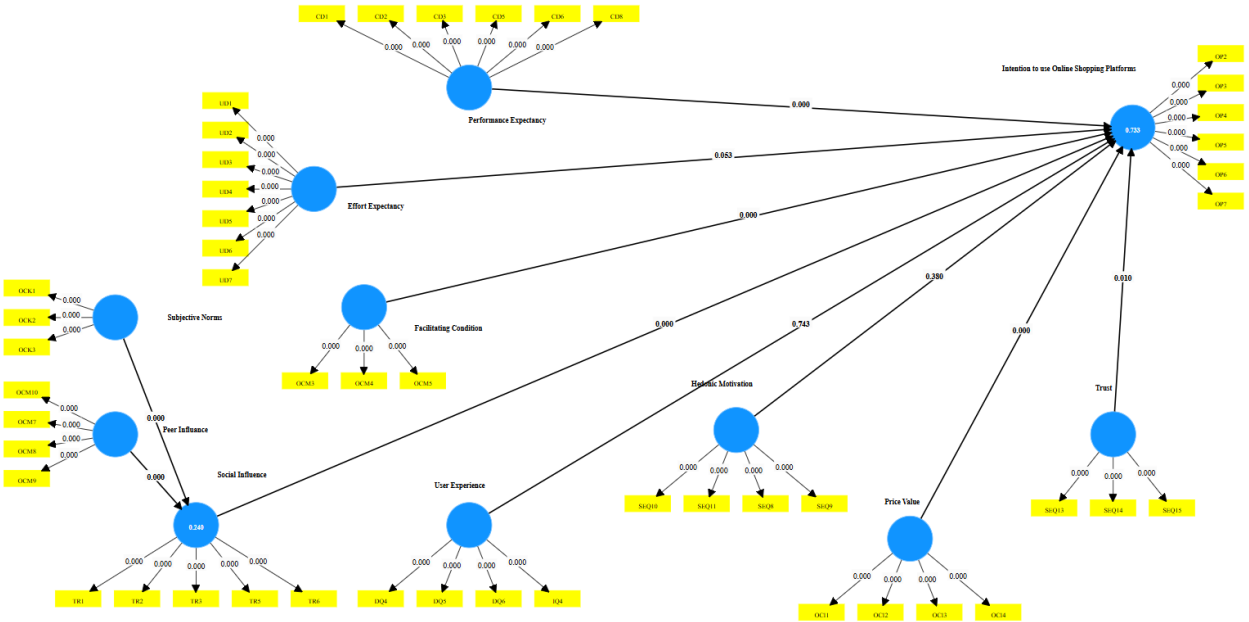

Fig. 2. Research Model Result

4.2.1 R-square (R^2) and Predictive Relevance (Q^2)

The model had an R-squared of 0.68, which showed that the independent variables, including performance expectancy, effort expectancy, social influence, facilitating conditions, trust, and user experience, had a 68-percent contribution to the variance in the behavioral intention to use online shopping platforms. This is deemed to be a great amount of explanatory strength in social science investigation. The choice of the Q2 value was evaluated through the Stone-Geisser test, which revealed that the model was well predicted to be relevant. The fact that the values of Q 2 are positive indicated that the model could predict the dependent variable, which further approved the strength of the results.

4.2.2 Path Coefficients and Hypothesis Testing

The path coefficients were studied to test the hypotheses put forward. It was concluded that the performance expectancy (PE = 0.31, p = 0.01), social influence (SI = 0.22, p = 0.05), trust (TR = 0.37, p = 0.01), and user experience (UE = 0.29, p = 0.01) produced great positive impacts on behavioral intention to use online shopping sites. The findings above supported H1, H3, H5 and H6, which implies that these are significant drivers of consumer acceptance of online shopping in Saudi. Effort expectancy (BD = 0.07, p = 0.05), facilitating conditions (BD = 0.10, p = 0.05) however did not have any significant influence on behavioral intention, thereby rejecting H2 and H4 also. The above findings indicate that although easing of use and compatibility of conditions are important determinants, they are not as important in affecting consumer behavior relative to performance, social influence, trustworthiness, and user experience in the case of online shopping.

4.3 Discussion

The study will identify the factors influencing the acceptance of the online shopping platform in Saudi Arabia and contribute to the body of consumer behavior by integrating the UTAUT2 model with trust and user experience (Shoheib & Abu-Shanab, 2022). This paper describes the shifts in the consumer behavior towards online shopping sites in Saudi Arabia. The most important predictor, however, was found to be trust, which explains why it is essential to make transactions safe and secure to help earn consumer confidence (Faqih & Jaradat, 2021). The paper has also highlighted the importance of user experience and how e-commerce sites should offer an enjoyable shopping experience. The cybersecurity interest has been intense (Hegde et al., 2021). However, it is also consistent with other studies that reveal the importance of the two in technology adoption.

4.4 Methodological Implications

The present study constitutes the respective methodological contributions to the UTAUT2 model, adding trust and user experience to investigate online shopping platform acceptance among Saudi Arabian customers (Dhingra and Gupta, 2020). The study addresses a lack of knowledge in the literature, as it develops a conceptualization of UTAUT2 to build trust, user experience, and adoption of online shopping platforms in Saudi Arabia (S. A. Rahman et al., 2020). The paper has examined different characteristics and components of web-based shopping web sites. The reliability and validity of the research instruments were to be identified by carrying out a pilot study to also ensure that the survey questions were simple and applicable to all the features of the Saudi market. (Mustafa et al., 2022). The proposed model also used Smart-PLS 4 in the study since it provides a single model of testing and validation. Such an approach allowed the approach to complement existing literature and can also be transferred to be ported into future studies in the same context and even other Arabic speaking countries, providing information on technology acceptance in other cultural contexts.

4.5 Implications and Future Research

The findings are of great relevance to e-commerce in Saudi Arabia businesses. They should strive to build and improve trust and facilitate consumer experience to gain acceptance among consumers in an online shopping platform (Chassertia Suharto, 2020). This can be also aided with increased performance expectancy and social norms aimed at marketing (Hassan et al., 2022). Longitudinal studies should also discuss how expectancy of effort and facilitating conditions also became evident as online shopping is fully implemented into consumer behavior. (Cheng et al., 2020) The study adds to the e-commerce adoption literature through the introduction of the trust and user experience to UTAUT2 that can assist in comprehending consumer behaviors in the context of Saudi Arabian visions.

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