The Effects of listed Price on the Consumer's Online Search and The Optimal Pricing (Online Shoppers in the Saudi Community)

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Abstract:

Various factors such as disclosure of the item prices on company websites influence consumer responses and activity. This study is a detailed descriptive investigation of the effect that a selected pricing model has on the consumers as they search online for items to purchase. The study is limited to Saudi online shoppers. The research employs a case study approach, where the pricing models of firms such as Uber and Airbnb among others are evaluated. In every particular case study, the maximum price on the prices that appeal to the Saudi community online shoppers was determined. A survey study was executed to collect quantitative and qualitative information from 57 randomly selected Saudi online shoppers using questionnaires. In this case, the independent factor was listed price, whose proxies included the commitment and the non-commitment of the seller and search costs. The dependent elements included consumer online search, optimal pricing, profits, and volume of trade, as influenced by the consumers' chance of visiting. The results of the study indicate that there is a significant positive effect of the listed price on consumer's online search among online shoppers in the Saudi community. The findings also proved that the there is a positive effect of the listed price on optimal price among online shoppers in the Saudi community.

Keywords: Listed Prices, Consumer Search, Optimal Pricing, and Online Shoppers in Saudi Community

1. Introduction

Deciding on a price for a product or service is one of the most important decisions for any organization. Because companies need to cover their costs, it is vital that the price of an item is high enough to cover expenses, but not so high that customers won't be willing to pay for the product.

In many markets, including devices, PCs, and fashions, consumers ordinarily need to visit stores to discover which item they like most. In spite of the fact that elementary data about items sold in these business sectors is generally simple to get either from TV, the Internet, daily papers, specific magazines, or just from neighbors, family, and friends, consumers expression since some applicable item properties are hard to evaluate, print, or promote. In other words, most shoppers take part in a planned action of inquiry for items they want to buy it, since going by stores includes noteworthy search prices (De Los Santos, Hortaçsu, &Wildenbeest, 2017; Honka, 2014; De Los Santos, Hortaçsu, &Wildenbeest, 2012).

In general, consumers prefer the Web, due to the Web offers a place, it offers a more extensive search than what is accessible in physical stores or different channels, and it offers esteem. But, Forrester information indicated that consumers additionally get themselves disappointed from online shopping when its costs are too high. Truth be told, one of the key reasons that customers submission physical shopping because of the cost of buying an item is that transportation expenses are suddenly high (Forrester, 2011).

Moreover, publicized prices are frequently different from conclusive prices in many markets. For instance, web-based shopping, as a rule, includes delivering and shipping, which might be watched simply subsequent to adding an item to a shopping basket or searching for all the important delivery and payment data for items (Dai, 2016). As per Ellison & Ellison (2009), on Pricewatch.com, shipping charges developed to the point that it was normal for firms to list a cost of $1 for a memory module and illuminate consumers of a $40 transporting and shipping at look at. Likewise, a report in the Washington Post archives a case in which one customer expected a $25 ride from Uber, however, a highpoint extra charge prompted a $120 charge.

In a different case, Airbnb postings included $45 benefit charges and $25 cleaning expenses that were not uncovered until the point that well into the booking procedure (Diakopoulos, 2015). These cases pointed the real reasons why most consumers surrender physical shopping for

acquiring an item. A Forrester study found that 44% of Web customers said that they did not finish an online shopping since transportation and its cost was too high (Forrester, 2011).

Hence, in many markets, shoppers cause costs to look/visit a firm, so they seek just in the event that it is justified regardless of the effort. Specifically, customers think about, firstly: what value they pay and secondly: do they get an item. An optimal cost does no use for a thing that is out of stock or an administration that cannot be offered (e.g., no arrangements or seats accessible). What's more, accessibility is not valuable if the cost is too high. So, in these conditions, the firm needs to draw in purchasers with a decent arrangement (cost and accessibility). The firm can do this with two levers: a pricing methodology and a limit decision (Cachon, & Feldman, 2015).

Consumer search models with detectable price have been attracting developing consideration the past studies. The Internet has essentially brought down the cost of gathering valuable data. Presently it is regular to check costs on the web and visit stores just to know all the data of the items and additionally finish a buy. Meanwhile, the model catches some notable highlights of online commercial centers and value correlation sites. A purchaser regularly starts with an outline site page showing different things. She/he clicks a specific arrangement of things, gathers more point-by-point data, and afterward settles on the last buy search (Dai, 2017).

A few consumer search models have been considered in three late papers, Armstrong and Zhou (2011), Shen (2015), and Haan, Moraga-Gonz'alez, &Petrikaite (2015). Each of the three papers investigates asymmetric duopoly condition, however, consider diverse connection structures for purchasers' earlier (known) and coordinate (hidden) values. Both earlier and match values are excellently adversely connected between the items in Armstrong and Zhou (2011), though both are free in Haan, Moraga-Gonz'alez, &Petrikaite (2015). Shen (2015) reviewed a middle of the road situation where every customer earlier values are perfectly poorly agreed, while her match values are free, between the two items.

It is very much perceived that such consumer search models do not accept manageable portrayal. There are two primary troubles. To begin with, the buyer seeks conduct is convoluted and difficult to abridge. Every purchaser experiences successive pursuit, whose multifaceted nature develops quickly as the number of sellers increases or new highlights are brought into the model. This is probably going to be the motivation behind why every past examination has limited thoughtfulness regarding the duopoly case.

Second, the wholesalers' best reaction functions do not carry on well when all is said in done. There may not exist a pure technique balance, and the model once in a while delivers precisely similar statics comes about (Dai, 2017).

1.1. Research statement:

Determining the price of a product or service is one of the most important decisions for any organization, especially if the product is promoted electronically and sold online. Since companies need to cover their costs, it is essential that the price of the commodity is high enough to cover expenses, but not so high that customers do not want to pay for the product. The best strategies for pricing a product or project, and using competitive intelligence from joint market research reports to determine the success of competitors and their failure to help determine pricing strategies that attract or simply discourage customers as a result of their own research should be identified. The problem of the study was the result of the existence of a number of retailers who earn marginal profit every time until the product reaches the consumer, and the lack of clarity of the price fully increase significantly compared to peers who sell the same product and the same specifications.

1.2. Research objectives:

This study aims to achieve the following objectives:

1. Reveal the maximum price to consumers who are looking for online shoppers in the Saudi community.
2. Detection of the maximum price on the best prices among online shoppers in Saudi society.
3. Disclosure of the seller's commitment / non-commitment to the opportunity of consumers to visit online shoppers in Saudi society.
4. Identify the impact of commitment / non-commitment on the seller's search cost among online shoppers in Saudi society.
5. Identify the impact of commitment / non-commitment on the volume of trade between shoppers online in Saudi society
6. Recognize the effect of commitment / non-commitment on the seller's profits to the seller among online shoppers in Saudi society.

1.3. Research questions:

Thus, this study will determine two foremost relationships: the effect of the listed price on consumer's online search and the effect of the listed price on optimal pricing among online shoppers in the Saudi community. Thus, the chief questions of this study are, as follows:

1- What is the effect of the listed price on consumer's online search among online shoppers in the Saudi community?

2- What is the effect of the listed price on optimal pricing among online shoppers in the Saudi community?

Sub-questions of this study are, as follows:

a. What is the effect of the commitment/non-commitment seller on consumers' chance of visiting among online shoppers in the Saudi community?

b. What is the effect of the commitment/non-commitment seller on search cost among online shoppers in the Saudi community?

c. What is the effect of the commitment/non-commitment seller on the volume of trade among online shoppers in the Saudi community?

d. What is the effect of the commitment/non-commitment seller on profits for the seller among online shoppers in the Saudi community?

1.4. The scope of the study

The present study has the following limitations:

1. The study is limited to Saudi community, so the results are not to be generalized to other communities at different countries.

2. This study describes the effect of the listed price (commitment/non-commitment seller) on consumers search (consumers' chance of visiting and search cost) and optimal pricing (volume of trade and profits). Therefore, other factors will not be investigated.

3. The study sample is limited to online Saudi shoppers.

1.5. The Relevance of the Study

We are living in a time described by a wealth of data. Firms are in a race to make utilization of the huge information accessible on their consumers and items. In a comparable manner, consumers have numerous items/administrations to look over and have simple access to an abundance of data sources that can help in their search procedures.

In principle, all the data that is accessible on the web, web-based social networking, item lists, magazines and other distributed media, data communicated on the radio, TV, data got from valued ones are at the transfer of consumers. Notwithstanding, practically, of course, consumers have controlled time and consideration, as well as limited ability to process the data that is obtained (Boyacı&Akçay, 2017).

In this manner, data procurement and handling are an expensive attempt. Thus, consumers need to search how much and what kind of data to focus on (and what to overlook) and settle on buys searches on the premise of this small data. Seeing such limits and how they change into decision conduct is of critical worry to the offering firm (e.g., a retailer) since there is a relationship between the pricing and consumer search techniques (Sims 2006).

With a specific end goal to look at the ideal pricing estimating methodologies of the store, it is basic to catch the prominent highlights of listed price consideration and consumer search in a decision display. Perceptive obliviousness hypothesis (Sims 2006) offers an undoubted methodology for this reason. Differentiation to the perceptive desires hypothesis, which expects that consumers can completely process all openly accessible data about the item, balanced inaccuracy hypothesis accept that they do not have the ability to comprehend the accessible data thoroughly and make an interpretation of it into choices (Akçay, Natarajan, & Xu, 2010).

By the side of the fundamental of rational inattention is thoughtful that consideration is a rare means and consequently must be to be paid intelligently. Especially, the original works of Sims (2006) suggested an outline that is founded on a flow of works on data philosophy, which procedures doubt through entropy and measures data as a discount in doubt. This method does not kind specific expectations on in what way decision-makers obtain data and what they acquire knowledge of.

It expands on utility-boosting consumers who procure data ideally, exchanging off the normal advantage of better data against the cost related to obtain it. In like manner, the consumers ideally select the sort and amount of data they require and overlook the data that does not quality acquiring and not easy to handle with (Boyacı&Akçay, 2017).

Truth be told, in a current paper, Matejka& McKay (2014) demonstrated that when looked with detached decisions with stochastic (pay-off) values, a normally forgetful chief's ideal data handling system endogenously prompts a decision conduct that can be portrayed as summed up

Multinomial Logit (MNL). Specifically, the decision probabilities depend not just on the genuine acknowledge of the decisions, yet additionally on the consumer search and the cost of items.

Consequently, this study is looking to know the relation between the listed price and the customer search and the optimal price, in trying to understand the continuance behavior of online shoppers inside Saudi Arabia.

1.6. Terminology of study:

- Listed price: is the price at which the manufacturer recommends that the retailer sell the product.

- Consumer search: is the foundation of many marketing departments. The information it provides gives you feedback on products, marketing campaigns and future products or services

- Optimal pricing: is the price point at which the seller's total profit is maximized

2. The Review of the Literature

Online shopping conduct and encounters are generally unique to the physical shopping experience. Nelmapius & others (2005) recommend that the idea of the web (where an individual sit alone, in a commonplace situation, before a between associated arrange) imply that a large portion of the basic leadership in regards to Internet shopping is done in disconnection with practically zero connection with others. They consider that the online shopping condition is generally new and complex and that the feeling of novelty and unpredictability is to make worse by the nonattendance of the reminders of touch, taste, and notice, which are accessible in the physical shopping condition. When utilizing the web, on the grounds that the shopping happens in a virtual domain, the buyer is free either to finish the buy or to reject it anytime, if not by any means satisfied, with no social impact from different consumers.

The web has made it simple for consumers to think about prices and get the best prices by means of data cooperation (Punj, 2012). Truth be told, consumers have a few choices through media, which incorporate physical shopping, home-shopping, mail arrange shopping and the web (Card et al., 2003). The WWW has turned into an essential hotspot for information creation, utilization through online groups (Seraj, 2012). The consumers can undoubtedly stream the data through different channels. Past examinations in attire items additionally demonstrate that shopper shopping behavioral goal from the online clothing e-retailers is definitely identified with the data honestly and accessibility from the online trader (Park & Kim, 2007).

Be that as it may, one of the greatest contrasts amongst on the web and physical shopping conditions is how much customers think about prices. In web-based shopping situations, value correlation locales are boundless (Pan, Ratchford, & Shankar, 2004; Iyer&Pazgal, 2003; Häubl&Trifts, 2000). The nearness of value examination destinations brings down buyers' inquiry prices (Brynjolfsson& Smith, 2000). While web-based shopping has turned into a general pattern, online shops have a significantly harder time than at any other time finding a grand slam procedure to protect themselves from cruel competition including data on competitors' prices from value examination destinations, which work as outer reference prices (Kang & Jung, 2015).

Trust has been broadly perceived as a key factor in online buy (Ba &Pavlou, 2002). It decides purchasers' goal to buy and their selection of sellers to visit. Since online purchasers cannot completely recognize either wholesalers or items before buy, they utilize an assortment of accessible signals (e.g., value, notoriety, audits) to help them to decide which items and online shops are the best (Hsieh & Tsao, 2014; Roest&Rindfleisch, 2010). Among these prompts, cost is thought to be essential in assessing future item and the sellers (Han & Ryu, 2009), in light of the fact that individuals as often as possible expect that cost and quality are exceptionally related (Kim et al., 2012; Jin and Kato, 2006; Kardes et al., 2004). Given the way that notoriety and audits can be controlled, it is sensible to expect that cost related data to be essential in consumer's search.

As Wu & others (2015) proposed a hypothetical model to clarify how price scattering cooperates with different factors in Chinese Online Consumer-To-Consumer (C2C) buy, for example, primary trust, supposed price, buying intention and supposed risk. Item sort is considered as a mediator. A total of 261 students were welcomed in a questionnaire-based test. The outcomes from Partial Least Squares (PLS) investigation demonstrate that price scattering contrarily influences consumer search, while, emphatically influences supposed risk, which additionally impacts consumer search adversely. Price scattering additionally adversely impacts primary trust through supposed risk. Besides, the negative impacts of price scattering are more limited when purchasers buy high-touch items.

Escobar-Rodríguez & Carvajal-Trujillo (2014) analyzed determinants of buying flights from Low-Cost Carrier (LCC) sites. In doing as such an increased Unified Theory of Acceptance and Use of Technology (UTAUT) demonstrate is proposed expanding on before work by Venkatesh,

Thong, & Xu (2012). The outcomes, got from test of 1096 Spanish shoppers of LCC flights, demonstrated that key determinants of buying are: propensity, limited price, opportuneness, consumer search, completed buying process, six-factor hedonic shopping motivation (minimalists, the gatherers, the providers, the enthusiasts, and the traditionalists) as well as social variables. Of these factors, online buy goals, tendency, and opportuneness are the most essential.

Besides, Dai (2016) examined the impacts of limited price on the consumer search and the optimal price. It considered a situation in which purchasers are indeterminate about a seller's sense of duty regarding the shown cost. This investigation described the arrangement of pure methodology balances and find that a higher level of seller commitment prompts to decrease the costs. It demonstrated that the effect of the search costs on optimal prices is non-monotone and relies upon the level of seller commitment, in addition, the extent of the search cost. It likewise measured the impacts of regulation that limits the degree of a seller's deviation from the promoted cost and show that limited regulation may not be usefulness improving shopping process. At long last, it considered the situation where sellers have heterogeneous levels of commitment control and explore how the difference in commitment control impacts showcase results of items for consumers. It found that full commitment enables a consumer to continuation visit sellers since match sellers have limited price, while a higher level of limited price does not allow the consumer to decide the request.

Thus, online shoppers are still considered as a difficult issue since they do not have full data about their search for the items. In this condition, prices influence every seller's request not just through their consequences for customers' last buy choices, yet in addition to their impacts on shopper search (Choi, Dai, and Kim, 2016). According to the above past studies, it can be concluded that most of the past studies focus on the consumer and price in general, but there are little past studies that study the relationship between the listed price and the consumer search and the optimal price, in addition, there is no study determine these relationships among the online shopper in Saudi community.

3. The Research Design

The research design of this study followed a quantitative approach since the research design of this study followed a quantitative approach since it is utilized to pick up a comprehension of fundamental reasons, theories, and Perceptions of the study issue (Padgett, 2016). It additionally used to measure the study issue by a method for creating numerical information or information

that can be changed into usable insights. It is utilized to measure mentalities, suppositions, practices, and selected factors, as well as generalize results because of a bigger sample populace. It also utilizes quantifiable information to figure actualities and reveal designs in look into (Wincup, 2017).

3.1. Type of Study

The information gathered by primary source which is a questionnaire that the researcher designed concerning the study issue; which includes three main section: the personal information of the sample and the effect of commitment/non-commitment seller on consumers' chance of visiting and search cost, as well as the effect of commitment/non-commitment seller on volume of trade and profits.

3.2. Hypothesis

Main hypothesis:

H_1: There is a positive effect of the listed price on consumer's online search among online shoppers in the Saudi community

H_2: There is a positive effect of the listed price on optimal price among online shoppers in the Saudi community

Sub-hypothesis:

H_{1a}: There is a positive effect of the non-commitment seller on consumers' chance of visiting among online shoppers in the Saudi community

H_{1b}: There is a positive effect of the commitment seller on consumers' chance of visiting among online shoppers in the Saudi community

H_{1c}: There is a positive effect of the commitment seller on search cost among online shoppers in the Saudi community

H_{1d}: There is a positive effect of the non-commitment seller on search cost among online shoppers in the Saudi community

H_{2a}: There is a positive effect of the commitment seller on the volume of trade among online shoppers in the Saudi community

H_{2b}: There is a positive effect of the non-commitment seller on the volume of trade among online shoppers in the Saudi community

H_{2c}: There is a positive effect of the commitment seller on profits for the seller among online shoppers in the Saudi community

H_{2d}: There is a positive effect of the non-commitment seller on profits for the seller among online shoppers in the Saudi community

3.3. The Sampling Design

This descriptive study aims to study the relationships between the listed price and consumer search and optimal price among the online Saudi shoppers. Thus, the population of this study is the Saudi community. Then, the sample of this study is randomly selected from the online shoppers in Saudi Arabia.

3.4. Statistical Analysis Technique

The collected data has analyzed through the Statistical Package for the Social Sciences (SPSS) program, using the Analysis of Variance (ANOVA) and Multivariate Analysis of Variance (MANOVA) techniques. SPSS is a valuable package for determining variable influences for complex ideas (Kline, 2014). In this study, these statistical procedures were used in the determination of the links between the independent factor; listed price, whose proxies included the commitment and the non-commitment seller, and the dependent elements; consumers' search and optimal pricing. The consumers' chance of visiting and search cost represented the former variable, whereas the volume of trade and the profits denoted the latter.

ANOVA is a statistical technique that is used in assessing the existence or absence of significant differences between the means of two or more groups. It tests the influence of one or more elements by comparing the averages of distinct samples (Loerts, 2008). In this case, the repeated measure ANOVA was used. This procedure entails the comparison of means across one or more variables whose bases are repeated observations (Rayner, 2017). This analysis examined the relationships between the non-commitment seller and the consumers' chance of visiting, the commitment seller and the consumers' chance of visiting, the non-commitment seller and the search cost, the commitment seller and the search cost, the commitment seller and the volume of trade, the non-commitment seller and the volume of trade, the commitment seller and the profits, and the non-commitment seller and the profits.

Conversely, MANOVA compares three or more categories, where two or more dependent variables are involved. Moreover, this technique compares the differences between categories

with variation within groups (Loerts, 2008). Its primary assumptions include the independence of observations, the multivariate normality for explained variables, and the equality of covariance matrices. In this study, the mixed between-within subject MANOVA, which examines the influence of two factors on a group of dependent variables, was performed (Caruth, 2014). This procedure involved the determination of the main effect and the interaction effect among variables, such as the listed price and consumers' online search, the non-commitment seller and consumers' chance of visiting, the commitment seller and the consumers' chance of visiting, the commitment seller and the search cost, and the non-commitment seller and the search cost. Further, the significant value for Box's Test of Equality of Covariance Matrices was evaluated.

Besides the exhibition of the various associations between different variables, the SPSS program displays Cronbach's alpha test which measures indicate the reliability of the study instruments (Rayner, 2017). This survey will be conveyed to a panel of scholarly teachers and specialists for the validation of its contents.

3.5. The Research Model

The research model separated into two foremost portions: depended and independent variables, independent variable is listed price that includes according to (Choi, Dai, and Kim, 2016; Dai, 2016; Wu, et al., 2015; Escobar-Rodríguez & Carvajal-Trujillo, 2014; Venkatesh, Thong, & Xu, 2012): non-commitment and commitment seller, while dependent variables are consumer search and optimal price, which includes: consumers' chance of visiting, search cost, the volume of trade and profits for the seller. Figure 1 below shows the research-developed model.

$$Y_1 = \beta_0 + \beta_1 X_1 \qquad Y_2 = \beta_0 + \beta_1 X_1 \qquad Y_3 = \beta_0 + \beta_1 X_1 \qquad Y_4 = \beta_0 + \beta_1 X_1$$

$$Y_1 = \beta_0 + \beta_2 X_2 \qquad Y_2 = \beta_0 + \beta_2 X_2 \qquad Y_3 = \beta_0 + \beta_2 X_2 \qquad Y_4 = \beta_0 + \beta_2 X_2$$

Independent Variable

Listed price

1. Non-commitment seller (X_1)
2. Commitment seller (X_2)

Dependent Variable

Consumer search and optimal price

1. Consumers' chance of visiting, (Y1)
2. Search cost, (Y2)
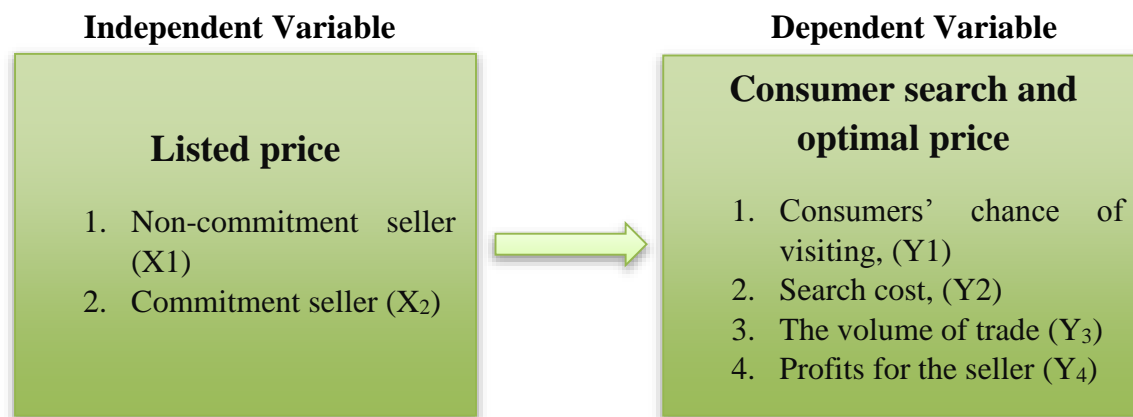3. The volume of trade (Y_3)
4. Profits for the seller (Y_4)

Figure 1: The Research developed Model

4. Analysis and Results

The focus of this study is to the effects of listed price on the consumer's online search and the optimal pricing: online shoppers in the Saudi community. Thus, this study uses a quantitative approach that is the questionnaire. Furthermore, this chapter describes in detail the quantitative data that was obtained throughout this study.

4.1. Reliability Analysis

The researcher has distributed the questionnaire on sample pilot of study (57 respondents) and computes extents questionnaire reliability by calculation of internal consistency using Cronbach' alpha values, table (1) shows that:

Table 1. The result of reliability

No	Variables	Cronbach's Alpha	Item No
1	Listed price	0.502	9
2	Consumer Search	0.814	12
3	Optimal Price	0.771	7
	The effects of listed price on the consumer's online search and the optimal pricing	0.819	28

Table (1) shows that the reliability of the Consumer Search is equal to 0.814, the reliability of Optimal Price is equal to 0.771; and the reliability of listed price is equal to 0.502. The highest Cronbach' alpha value reached (0.814) for the total alpha values of **the effects of listed price on the consumer's online search and the optimal pricing** reached (0.819). This indicates to accept reliability.

4.2. The study sample and sampling

A questionnaire was designed to elicit responses on the main constructs investigated in this study (see Appendix A) to gather primary data. The questionnaires were then distributed to (57) the online shoppers in Saudi Arabia. They were selected using the random sampling method. Table 4.1 displays the distribution of respondents.

Table 4.1. Demographic profile of respondents (Source: SPSS results of the field work)

Demographic variable		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	12	21.1	21.1	21.1
	Female	45	78.9	78.9	100.0
	Total	**57**	**100.0**	**100.0**	-
Live	Qassim	36	63.2	63.2	63.2
	Badays	1	1.8	1.8	63.2
	Riyadh	6	10.5	10.5	73.7
	Medina	1	1.8	1.8	75.4
	Najran	8	14.0	14.0	89.5
	Jeddah	1	1.8	1.8	91.2
	Taif	1	1.8	1.8	93.0
	Dammam	1	1.8	1.8	94.7
	Jubail	2	3.5	3.5	100.0
	Total	**57**	**100.0**	**100.0**	-
Age (in years)	19-24	12	21.1	21.1	21.1
	25-30	15	26.3	26.3	47.4
	31-36	17	29.8	29.8	77.2
	More than 36	13	22.8	22.8	100.0
	Total	**57**	**100.0**	**100.0**	-
Monthly income	Less than 10000	32	56.1	56.1	56.1
	10000-20000	21	36.8	36.8	93.0
	More than 20000	4	7.0	7.0	100.0
	Total	**57**	**100.0**	**100.0**	-
Presently	In university	11	19.3	19.3	19.3
	Working	33	57.9	57.9	77.2
	Workless	12	21.1	21.1	98.2
	Superannuated	1	1.8	1.8	100.0

	Total	**57**	**100.0**	**100.0**	**-**
shop online	Monthly	34	59.6	59.6	59.6
	Around once a year	23	40.4	40.4	100.0
	Total	**57**	**100.0**	**100.0**	**-**
Educational level	Secondary educational level	5	8.8	8.8	8.8
	Diploma	4	7.0	7.0	15.8
	Bachelor	39	68.4	68.4	84.2
	Master	8	14.0	14.0	98.2
	High Diploma	1	1.8	1.8	100.0
	Total	**57**	**100.0**	**100.0**	**-**
Ever shopped online	Yes	56	98.2	98.2	98.2
	No	1	1.8	1.8	100.0
	Total	**57**	**100.0**	**100.0**	**-**

The demographic profile of the respondents in the research is presented in Table 4.1 above and graphically depicted in Appendix A. The results reveal that out of the 57 sampled online shoppers in Saudi Arabia, about 21.1% are males while females represented about 78.9% of the respondents; with an approximate live distribution of Qassim (63.2%), Najran (14%), Riyadh (10.5%), Jubail (3.5%), and other categories such as (Badays, Medina, Jeddah, Taif, and Dammam) accounted in 1.8% of the respondents. Within the age segment, 29.8% of the respondents lie between the age limit of 31 to 36 years, 26.3% lie between age limit of 25 to 30 years, 21.1% lie between age limit of 19 to 24 years, and the remaining 22.8% of the respondents are 36 years and above. Analysis of the presently segment indicate that about 57.9% of the respondents are Working (35%) and Workless (21.1%), with the remaining 19.3% as in university, Superannuated (1.8%). The educational segment of the respondents indicates predominance of educational level (68.4%) from Bachelor, Master (14%) and Secondary educational level (8.8%), Diploma (7%), and High Diploma (1.8%). However, about 56.1% of the respondents relatively earn monthly incomes below 10000, incomes between 10000 to 20000 (36.8%), and incomes more than 20000 (7%); explained shop online of the respondents' are

monthly (59.6%) and the Around once a year (40.4%), about ever shopped online 98.2%, while not ever shopped online represented about 1.8% of the respondents.

4.2.1 Descriptive Statistics Analysis of the Mean Scores in Listed price

Table 4.2. Mean, Standard Deviation, Minimum and Maximum Values

	Listed price
N	57
Mean	3.18
Standard Deviation	0.433
Minimum	2
Maximum	4.11

Table 4.3. Mean and Standard Deviation in Listed price variable

Variable	N	Mean	Standard Deviation
Commitment seller	57	3.08	0.666
Non-commitment seller	57	3.26	0.659

Table 4.2. It shows the mean, standard deviation, minimum and maximum value for the listed price. Whilst in Table 4.3, the mean and standard deviation value is displayed for all listed price variables. It was found that the Non-commitment seller had the highest mean from the Commitment seller.

4.2.2 Descriptive Statistics Analysis of the Mean Scores in Consumer's Online Search

Table 4.4. Mean, Standard Deviation, Minimum and Maximum Values

	Consumer Search	Optimal Price
N	57	57
Mean	3.79	3.85
Standard Deviation	0.479	0.529
Minimum	2.17	1.43
Maximum	4.58	4.86

Table 4.5. Mean and Standard Deviation in Consumer's Online Search variables

Type	N	Mean	Standard Deviation
Consumers' Chance of Visiting	57	3.75	0.469
Search Cost	57	3.89	0.668
The Volume of Trade	57	3.89	0.598
Profits for The Seller	57	3.81	0.433

Table 4.4. It shows the mean, standard deviation, minimum and maximum value for the Consumer Search and Optimal Price. Meanwhile in Table 4.5, the mean and standard deviation value is displayed for all Consumers' Online Search variables. It was found that the Search Cost and The Volume of Trade had the highest mean from the Profits for The Seller. The Consumers' Chance of Visiting obtained the lowest mean.

4.2.3 Inferential Statistics Analysis on the Effect of Between and Within Subjects for listed price and consumer's online search

This section covers the analysis of main effect the listed price on consumer's online search among online shoppers in the Saudi community, mixed between-within subject MANOVA used. The hypothesis measured is as stated:

H1: There is a positive effect of the listed price on consumer's online search among online shoppers in the Saudi community.

H1a: There is a positive effect of the non-commitment seller on consumers' chance of visiting among online shoppers in the Saudi community.

H1b: There is a positive effect of the commitment seller on consumers' chance of visiting among online shoppers in the Saudi community.

H1c: There is a positive effect of the commitment seller on search cost among online shoppers in the Saudi community.

H1d: There is a positive effect of the non-commitment seller on search cost among online shoppers in the Saudi community

A- MANOVA Assumptions and Univariate Analysis

Preliminary assumption testing was conducted for Mixed Between-Within Subject MANOVA. The significant value for Box's Test of Equality of Covariance Matrices was checked.

B- MANOVA Results

The analysis of main effect and the interaction was conducted using MANOVA. Table 4.6 displays the MANOVA results, the analysis showed that the main effect for Non-commitment seller was significant, Wilks'=0.282, $F_{(26, 28)}$= 0.950, p=0.550, partial eta squared=0.469; main effect for commitment seller was significant, Wilks'=0.319, $F_{(24, 28)}$= 0.897, p=0.603, partial eta squared=0.435; interaction effect for commitment seller and non-commitment seller was significant, Wilks'=0.318, $F_{(32, 28)}$= 0.677, p=0.857, partial eta squared=0.436.

Table 4.6. MANOVA Results

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Non-commitment seller	Pillai's Trace	.907	.958	26.000	30.000	.541	.454
	Wilks' Lambda	.282	.950	26.000	28.000	.550	.469
	Hotelling's Trace	1.872	.936	26.000	26.000	.566	.483
	Roy's Largest Root	1.388	1.601	13.000	15.000	.190	.581
Commitment seller	Pillai's Trace	.846	.916	24.000	30.000	.583	.423
	Wilks' Lambda	.319	.897	24.000	28.000	.603	.435
	Hotelling's Trace	1.613	.874	24.000	26.000	.629	.446
	Roy's Largest Root	1.171	1.464	12.000	15.000	.240	.539
Non-commitment seller * Commitment seller	Pillai's Trace	.841	.681	32.000	30.000	.857	.421
	Wilks' Lambda	.318	.677	32.000	28.000	.857	.436
	Hotelling's Trace	1.645	.668	32.000	26.000	.861	.451
	Roy's Largest Root	1.242	1.165	16.000	15.000	.386	.554

C- ANOVA Results

The analysis for ANOVA is displayed in Table 4.7. All the results that were significant are as stated below:

(i) The main effect for Non-commitment seller on Consumers' Chance of Visiting was no significant, F= 0.571, p=0.842, partial eta squared = 0.331. In addition, the main effect for Non-commitment seller on Search Cost was no significant, F= 1.109, p=0.420, partial eta squared = 0.490.

(ii) The interaction effect for Non-commitment seller and commitment seller on Consumers' Chance of Visiting was no significant, F=0.425, p=0.950, partial eta squared =0.312. In addition, the main effect for Non-commitment seller and commitment seller on Search Cost was no significant, F= 0.530, p=0.890, partial eta squared = 0.361.

(iii) The main effect for commitment seller on Consumers' Chance of Visiting was no significant, F=0.624, p=0.792, partial eta squared =0.333. In addition, the main effect for commitment seller on Search Cost was no significant, F= 0.703, p=0.727, partial eta squared = 0.360.

Table 4.7. Tests of Within-Subjects Effects

Source		Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
Non-commitment seller	Consumers' Chance of Visiting	1.812	13	.139	.571	.842	.331
	Search Cost	6.497	13	.500	1.109	.420	.490
Commitment seller	Consumers' Chance of Visiting	1.829	12	.152	.624	.792	.333
	Search Cost	3.804	12	.317	.703	.727	.360
Non-commitment seller * commitment seller	Consumers' Chance of Visiting	1.662	16	.104	.425	.950	.312

	Search Cost	3.822	16	.239	.530	.890	.361
Error	Consumers' Chance of Visiting	3.663	15	.244			
	Search Cost	6.759	15	.451			

i. Analysis of the effect for non-commitment seller on consumers' chance of visiting

An ANOVA repeated measure was conducted to analyze the between non-commitment seller and consumers' chance of visiting. The analysis showed that the main effect for non-commitment seller on consumers' chance of visiting was significant, $F_{(1)} = 13.660$, p=0.001, partial eta squared = 0.199. Table 4.8 shows the results.

Table 4.8. Tests of Within-Subjects Effects Results

Source	Type II Sum of square	Df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	16.234	1	16.234	90.598	.000	.622
Non-commitment seller	2.448	1	2.448	13.660	.001	.199
Error	9.856	55	.179			
Corrected total	12.303	56				

ii. Analysis of the effect for commitment seller on consumers' chance of visiting

An ANOVA repeated measure was conducted to analyze the between commitment seller and consumers' chance of visiting. The analysis showed that the main effect for commitment seller on consumers' chance of visiting was significant, $F_{(1)} = 4.708$, p=0.034, partial eta squared = 0.070. Table 4.9 shows the results.

Table 4.9. Tests of Within-Subjects Effects Results

Source	Type II Sum of square	Df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	47.757	1	47.757	231.765	.000	.808
Commitment seller	.970	1	.970	4.708	.034	.079
Error	11.333	55	.206			
Corrected total	12.303	56				

iii. Analysis of the effect for non-commitment seller on search cost

An ANOVA repeated measure was conducted to analyze the between non-commitment seller and search cost. The main effect for non-commitment seller on search cost was significant, F (1) = 15.587, p=0.000, partial eta squared = 0.221. Table 4.10 shows the multivariate results.

Table 4.10. Tests of Within-Subjects Effects

Source	Type II Sum of square	Df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	12.016	1	12.016	33.978	.000	.382
Non-commitment seller	5.512	1	5.512	15.587	.000	.221
Error	19.451	55	.354			
Corrected total	24.963	56				

iv. Analysis of the effect for commitment seller on search cost

An ANOVA repeated measure was conducted to analyze the between commitment seller and search cost. The main effect for commitment seller on search cost was no significant, F (1) = 1.072, p=0.305, partial eta squared = 0.019. Table 4.11 shows the multivariate results.

Table 4.11. Tests of Within-Subjects Effects

Source	Type II Sum of square	Df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	46.819	1	46.819	105.165	.000	.657
Commitment seller	.477	1	.477	1.072	.305	.019
Error	24.486	55	.445			
Corrected total	24.963	56				

4.2.4 Inferential Statistics Analysis on the Effect of Between and Within Subjects for listed price and optimal price

This section covers the analysis of main effect the listed price on optimal price among online shoppers in the Saudi community, mixed between-within subject MANOVA used. The hypothesis measured is as stated:

H2: There is a positive effect of the listed price on optimal price among online shoppers in the Saudi community

Sub-hypothesis:

H1d: There is a positive effect of the non-commitment seller on search cost among online shoppers in the Saudi community.

H2a: There is a positive effect of the commitment seller on the volume of trade among online shoppers in the Saudi community.

H2b: There is a positive effect of the non-commitment seller on the volume of trade among online shoppers in the Saudi community.

H2c: There is a positive effect of the commitment seller on profits for the seller among online shoppers in the Saudi community.

H2d: There is a positive effect of the non-commitment seller on profits for the seller among online shoppers in the Saudi community.

A. MANOVA Assumptions and Univariate Analysis for listed price and optimal price

Preliminary assumption testing was conducted for Mixed Between-Within Subject MANOVA. The significant value for Box's Test of Equality of Covariance Matrices was checked.

B. MANOVA Results for listed price and optimal price

The analysis of main effect and the interaction was conducted using MANOVA. Table 4.12 displays the MANOVA results, the analysis showed that the main effect for Non-commitment seller on optimal price was significant, Wilks'=0.243, $F_{(26, 28)}$= 1.110, p=0.393, partial eta squared=0.508; main effect for commitment seller on optimal price was significant, Wilks'=0.276, $F_{(24, 28)}$= 1.054, p=0.444, partial eta squared=0.475; interaction effect for commitment seller and non-commitment seller on optimal price was significant, Wilks'=0.467, $F_{(32, 28)}$= 0.406, p=0.993, partial eta squared=0.317.

Table 4.12. MANOVA Results

Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared
Non-commitment seller	Pillai's Trace	.910	.963	26.000	30.000	.535	.455
	Wilks'	.243	1.110	26.000	28.000	.393	.508

	Lambda						
	Hotelling's Trace	2.493	1.247	26.000	26.000	.289	.555
	Roy's Largest Root	2.209	2.548	13.000	15.000	.043	.688
Commitment seller	Pillai's Trace	.874	.971	24.000	30.000	.524	.437
	Wilks' Lambda	.276	1.054	24.000	28.000	.444	.475
	Hotelling's Trace	2.077	1.125	24.000	26.000	.383	.509
	Roy's Largest Root	1.769	2.211	12.000	15.000	.074	.639
Non-commitment seller * Commitment seller	Pillai's Trace	.623	.425	32.000	30.000	.990	.312
	Wilks' Lambda	.467	.406	32.000	28.000	.993	.317
	Hotelling's Trace	.950	.386	32.000	26.000	.994	.322
	Roy's Largest Root	.655	.614	16.000	15.000	.828	.396

C. ANOVA Results

The analysis for ANOVA is displayed in Table 4.13. All the results that were significant are as stated below:

(i) The main effect for Non-commitment seller on **The Volume of Trade** was no significant, F= 0.762, p=0.685, partial eta squared = 0.389. In addition, the main effect for Non-commitment seller on Profits for The Seller was no significant, F= 0.475, p=0.907, partial eta squared = 0.292.

(ii) The interaction effect for Non-commitment seller and commitment seller on The Volume of Trade was no significant, F=0.289, p=0.991, partial eta squared =0.235. In addition, the main effect for Non-commitment seller and commitment seller on Profits for The Seller was no significant, F= 0.360, p=0.975, partial eta squared = 0.278.

(iii)   The main effect for commitment seller on The Volume of Trade was no significant, $F=0.430$, $p=0.926$, partial eta squared $=0.256$. In addition, the main effect for commitment seller on Profits for The Seller was no significant, $F= 0.900$, $p=0.567$, partial eta squared $= 0.419$.

Table 4.13. Tests of Within-Subjects Effects

Source		Type III Sum of Squares	Df	Mean Square	F	Sig.	Partial Eta Squared
Non-commitment seller	Volume of Trade	5.675	13	.437	.762	.685	.398
	Profits for The Seller	4.104	13	.316	.475	.907	.292
Commitment seller	Volume of Trade	2.956	12	.246	.430	.926	.256
	Profits for The Seller	7.172	12	.598	.900	.567	.419
Non-commitment seller * commitment seller	Volume of Trade	2.646	16	.165	.289	.991	.235
	Profits for The Seller	3.828	16	.239	.360	.975	.278
Error	Volume of Trade	8.594	15	.573			
	Profits for The Seller	9.963	15	.664			

i. Analysis of the effect for non-commitment seller on Volume of Trade

An ANOVA repeated measure was conducted to analyze the between non-commitment seller and Volume of Trade. The analysis showed that the main effect for non-commitment seller on Volume of Trade was significant, $F (1) = 5.660$, $p=0.021$, partial eta squared $= 0.093$. Table 4.14 shows the results.

Table 4.14. Tests of Within-Subjects Effects Results

Source	Type II Sum of square	Df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	19.576	1	19.576	59.347	.000	.519

Non-commitment seller	1.867	1	1.867	5.660	.021	.093
Error	18.142	55	.330			
Corrected total	20.009	56				

ii. Analysis of the effect for commitment seller on Volume of Trade

An ANOVA repeated measure was conducted to analyze the between commitment seller and Volume of Trade. The analysis showed that the main effect for commitment seller on Volume of Trade was no significant, $F(1) = 0.542$, $p=0.465$, partial eta squared = 0.010. Table 4.15 shows the results.

Table 4.15. Tests of Within-Subjects Effects Results

Source	Type II Sum of square	Df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	43.486	1	43.486	120.712	.000	.687
Commitment seller	.195	1	.195	.542	.465	.010
Error	19.814	55	.360			
Corrected total	20.009	56				

iii. Analysis of the effect for non-commitment seller on Profits for The Seller

An ANOVA repeated measure was conducted to analyze the between non-commitment seller and Profits for The Seller. The main effect for non-commitment seller on Profits for The Seller was no significant, $F(1) = 0.011$, $p=0.915$, partial eta squared = 0.000. Table 4.16 shows the multivariate results.

Table 4.16. Tests of Within-Subjects Effects

Source	Type II Sum of square	Df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	32.666	1	32.666	77.054	.000	.584
Non-commitment seller	.005	1	.005	.011	.915	.000
Error	23.317	55	.424			
Corrected total	23.322	56				

iv. Analysis of the effect for commitment seller on Profits for The Seller

An ANOVA repeated measure was conducted to analyze the between commitment seller and Profits for The Seller. The main effect for commitment seller on Profits for The Seller was no significant, F (1) = 1.029, p=0.315, partial eta squared = 0.018. Table 4.17 shows the multivariate results.

Table 4.17. Tests of Within-Subjects Effects

Source	Type II Sum of square	Df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	44.583	1	44.583	107.108	.000	.661
Commitment seller	.428	1	.428	1.029	.315	.018
Error	22.893	55	.416			
Corrected total	23.322	56				

5. Conclusion

There were two research hypotheses addressed in this chapter. The areas that were measured are a Listed price (Commitment seller, Non-commitment seller), Consumer Search (Consumers' Chance of Visiting, Search Cost), and Optimal Price (The Volume of Trade, Profits for The Seller).

The analyses of the results of the present study revealed that the there is a positive effect of the listed price on consumer's online search among online shoppers in the Saudi community. The results proved that the there is a positive effect of the listed price on optimal price among online shoppers in the Saudi community.

Many previous studies have confirmed the importance of examining the effects of listed price on the consumer's online search and the optimal pricing: Online Shoppers in the Saudi Community, Choi, Dai, Besides and Kim (2016) found that prices influence every seller's request not just through their consequences for customers' last buy choices.

On the other hand, the outcomes by Venkatesh, Thong, & Xu (2012) that key determinants of buying are: propensity, limited price, opportuneness, consumer search, completed buying process, six-factor hedonic shopping motivation (minimalists, the gatherers, the providers, the enthusiasts, and the traditionalists) as well as social variables. Of these factors, online buy goals, tendency, and opportuneness are the most essential.

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