

IMPACT OF SAUDI ARABIA ECONOMIC CHANGES (OIL SHOCK) 2016 ON CONSUMER PURCHASING HABITS; WITH SPECIAL REFERENCE TO RETAIL SHOPPING IN KSA

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ABSTRACT: *Consumer behaviour is a complex phenomenon, consisting of a set of decision-making processes, economic determinants and market incentives. The complexity of the buying processes of consumers may be largely linked to a sensation that 's hard to predict and control. However, consumers are a primary source of income for business organisations, so knowing their behaviour has a great importance for the survival of business and market prosperity. For this, the researcher focuses primarily on highlighting the effects of the current economic recession (oil shock) of Saudi Arabia among the behaviour of consumers, in particular for household goods. An explorative research followed by descriptive research has been taken. Primary data has been obtained through a close-ended questionnaire, and it was collected using online Google form and the personal basis from the consumer of Saudi Arabia during January 2017 March 2017. Following receiving the data, it was examined with deceptive statistics. Chi2 test at P. Value 0.05, correlation coefficient has been utilised to check the validity and reliability of the hypothesis, and results were interpreted accordingly in the article. It was investigated that the majority of the respondents had a negative impact of the current economic crisis on the household purchase. Besides, it was also found that there was a variation in opinion among the respondents regarding the changes of their household consumption and expenses before and after the economic crisis (Oil shock).*

Keywords: *Consumer Behavior, Consumer Perception, Economic Crisis, Oil Shock, Household, Retailing, Saudi Arabia*

INTRODUCTION

With the growing globalization and new challenges in the retail, market have changed and brought in the competitive market scenario. Marketers are exploring new opportunities in the market industries day by day. Besides, the retail market in Saudi Arabia is no exception in getting new opportunities. The appearance of a vast amount of foreign residents contributes significantly to the Kingdom, giving the retail sector a major incentive for growth and increasing the purchasing power of local consumers. Conscious consumer retail market is now getting online, Facebook, Twitter and so on so far. Clients from the industries that come with online advertising now successfully attract and provide potential focus to customers. Marketers are trying to attract a buyer with attractive options and integrate market to appeal retailers as well as to attract consumers significantly. Furthermore, retailers are growing wider enough to respond to new forms of retail marketing and marketing based on preferential attitude, taste and consumer behavior. Now the beginning of new consumption patterns and local consumption tend to avail the opportunities that can give a big push to achieve the goals with good profit.

Since a decade of global trade is rolling to the economic recession in general and especially for KSA, which has been facing economic problems during the past three years due to the oil shock. As the country are facing enormous challenges to the expansion of their economic base (<https://www.bloomberg.com>, 2016). Since last two to three years, a slight impact on oil prices rang the bell to the country economy not to be only depended on oil only otherwise dependency on it will be the country in a deep recession. In other words, we can have an adverse impact on the status of the global recipe for market goods that stimulate some social and economic problems in the Kingdom. Because of this economic problem in the Kingdome retail sector has had a clear impact on it. However, inflation or recession can have an adverse impact on the retail sector. With the economic situation of sudden turmoil, consumers gradually lose interest in the purchase.

An Increasing in the market share during the recession is tough, because of every Riyal matters and saving money become the important part during this period for customers that leads them to use more discretion in making purchasing decisions. They keep withholding not to try new brands and trying to be stick to the brands on that they have trust. As a result, companies often face difficulty in putting their brands on the market during the recession. However, despite of these challenges, companies can succeed if they put their brands: taking into account the brand, product category and proper understanding of consumer expectations. Hence, the immediate objectives of the study are to understand the impact of the country economy deficit (Oil Shock Period) of the Saudi Arabian consumers as well, its impression on intentions of the purchase with a particular reference to retailing and household items in the region.

Scope of the Study

The area of this study covers retail sectors within the KSA. However, the study is especially focused on the household products retailers who trade their goods inside the Kingdome of Saudi Arab and to sell shortly.

The importance of the research

- This research will be helpful to some business groups in KSA.
- Another set of the interest group that will be profited from the verdicts of this analysis will be Government, the marketer in general and particularly retailers in KSA.
- The beneficiaries of this study is the national and global society especially in the area of similar field of research
- This study will be valuable to the researcher for further in depth study.

Objectives of the Study

- To explore and compare the household expenses of respondents before and after economy shock
- To investigate is there any changes in the consumption pattern of consumer due to the current economy situation after oil shock
- To understand the respondent's observant attitude before the product purchase in current economic condition

- To evaluate the respondent's opinion of their worrying tendency towards the current economic condition
- To assess the respondents' opinion about the changes in their buying situations after oil shock

LITERATURE REVIEW

The Consumer Behavior

Consumer behavior can be described as a process in which individuals or groups purchase tangible or intangible products to suit their needs or preferences (Perner, 2008). In another definition, consumer behavior refers to consumer buying who buy goods and services for personal consumption (Kotler & Armstrong, 2010) and "is a study of processes that occur when individuals or groups are selected, or experience to meet the needs and wishes" (Solomon, 2009). As noted by Mansour and Jalal (2011), the behavior of purchase usually has many forms of consumer choices can range from a wide variety of factors such as population interest and social and cultural data, such as purchasing behavior is determined by two key factors. Internal and external. Provided internal factors that determine consumer behavior for different segments of customers. In different words, it can be said that a unique set of characteristics of the client such as demographic, social, cultural, lifestyle can be described as determinants of purchasing. Moreover, it can be divided into internal factors that define consumer behavior in the following categories: (Ie, common sense, history, beliefs, and knowledge (Groucutt et al., 2004).

Moreover, some external factors can play a significant role in determining consumer behavior, such as promotion. Declaration of customer service, economic stability, market, and so on. One can infer strongly influenced by the overlay that the behavior of the designer is buying, and the consumer is highly conscious and buying external factors (Dawson et al., 2006), group (as you can see, the behavior mainly decided to buy internal factors), i.e., the principle of economy. , Status, social class, external effects, marketing. Promotion, advertising and the economic environment (Dawson et al., 2006). Arnold, Price, Znkham (2002), depending largely on the frequency of their occurrence, emotional involvement, and the complexity of decision-making and risk. These behaviors are called programmed buying behavior. In any case, the driving force behind these actions is consumer confidence. At the same time, the influence of internal and external factors (Chaudhry, 2006).

The Economic Crisis

The financial crisis is a set of unforeseen events that create results of which will affect the micro level corporate banking crises and global of-turkish-currency-and-banking-crisis-in-2000-and-2001. In other words, it can be defined as an economic crisis such as land swings beyond the limits of acceptable change in price or supply of any goods, services, and factors of the production market (Flatters and Willmott, 2009). The expansion of the crisis was to a decline in many industries and failure of large enterprises at the time of the global economic recession in countries such as the France, Germany, and United Kingdom, (Deutsche Welle, 2008). The performance of the multi-dimensional financial crisis has adverse effects on commercial and non-commercial consumers. Some of the main consequences of the current financial crisis on the consumer are job insecurity and unemployment. The decrease in

disposable income, Low savings rates, fewer chances of credit financing increasing consumption risk and rising prices of goods and services (Allen and Gale, 2007; Gramley, 2008).

Economic Crisis and its Effect on Consumption

The economic crisis may have a significant impact on consumer behavior. Also, income affects not only domestic consumption in the period of economic crisis often reduces consumption and gives priority to goods and products of the most important (Ang, 2001). It is often said that the economic crisis has had an adverse impact on the global economy. The credit crunch in the market can have a negative impact on businesses and households in the economy. Business interests in the economy, which must deal with low incomes and jobs in times of economic crisis. Some families begin to decline consumption and depend on others in the family in times of crisis to overcome the financial crisis (Fiszbein., et al. 2003).

Many studied had the relationship between the credit crunches and reduced in consumption at the macro level during the economic crisis. That indicates that during the period of the financial crisis, the overall level of consumption will be less that will lead to less disposable income and fewer employment opportunities that reduced revenue. Because of their high prices in a period of stagflation, families tend to choose less expensive products (Ang, 2001). The economic crisis is changing the buying patterns of people due to challenging and stressful situations (Lelia Voinea, Alina Filip, 2011). Regardless of the economic conditions, consumer awareness of the risks that affect the change in consumption patterns (Mansoor & Jalal, 2011). As the economic environment resulting from the crisis has changed, consumers have decreased confidence too in recent years (McGregor, 2011).

Mansoor & Jalal (2011), described changes in consumer behavior: when accept shopping behavior and have made a decision in the decision-making process or are limited. Economic concerns for consumers, trying to look for alternatives after the process of buying behavior has become seen in widespread. Amalia & Ionut (2009), reported in her report some facts that affect consumers who suffer from high unemployment, high inflation or freezing or lower wages and less purchasing power results. Also, media is one of the main factors of influence during this period. During the recession, high savings rates increased due to the fearing the loss of their jobs Amalia & Ionut (2009), point out that, like all people, they do not have the same view of the effects of the crisis. In another study of Flatters and Willmott (2009), people streamline their demands, save expenses; switching brands looking for cheaper price requirements than cut quality.

Krishna S (2016), Analyzed and examined the effects of the financial crisis on the purchasing behavior of consumers in the kingdom The following factors that have a direct impact on the labor uncertainty of consumer spending are included, the low level of savings, increased risk aversion and less disposable income. Because of these factors, limit consumers spend; especially they focus on important things. Therefore, Morris (2009) highlights the fact that disposable income is the driving force during the recession that restricts consumers' buying at a certain level. The economic crisis has serious effects on the behavior and attitudes of consumers (Zhigalova, 2012). Studies in different countries indicate that the financial crisis has high consumer social and economic impact. Different attitudes, expectations, and consumer buying patterns are affected by the crisis before the recession (Sharma & Sonwalkar, 2013).

Research in various countries has shown that recession has had a substantial impact on consumer and their purchase behavior. The article analyzes the results of research conducted in different countries in the recession to highlight the significant changes in the new purchasing behavior of consumers and make the drawing after the economic crisis (Lelia et al., 2011). Consumers should buy very carefully, they also focus on efficiency purchasing, and product quality, but do not expect customers to reduce regular consumption. Change behavior to buy good quality products with a relatively small price (Hawkins, 2008; Aliqah & Al-rfou 2010). Moreover, assistance consumption is the largest component of GDP. Also, had a significant impact on the pace of recovery of the economic crisis. During the first shock, consumers are turning to cheaper products and reducing overall consumer spending. Open credit lines, temporary decrease in the value of taxes and tax on private consumption added in some goods and future marketing campaigns through the Chambers of Commerce and non-governmental activities in activities affected by the increase in the specific use of the promotion (Mehmet K and Misra C., 2014).

Economic Crisis and Saudi Arabia

The Saudi economy continues to rely heavily on oil revenues to support the growth of foreign financial assets, more than 90 percent of the government and 80 percent of income from export earnings come from oil sales. The fall in oil prices has a direct negative impact on financial and external balances, is likely to slow growth in the final (Ahmed A Darwish et al., 2015). The Saudis are entering a period of extreme uncertainty, as the kingdom progresses ahead of the National Transition Plan and Vision 2030 announced by Deputy Prince Mohammed bin Salman in April. However, changes in the social and economic system of the Kingdom could lay the foundation for a similar disparity. The resulting political and social reforms undermine the demands of Saudi cohesion (<http://journal-neo.org>, 2016). The Kingdom faces enormous challenges in expanding its economic base. (<https://www.bloomberg.com>, 2016). Two years of the little impact of oiliness in most commodity-dependent countries pushed into a deep recession. In other words, the negative situation on the global commodity market could stimulate some social and economic problems in the kingdom. For example, Saudi Arabia, whose budget reached an unprecedented level of 15% of GDP deficit last year, the highest figure in 30 years since 1987 (<http://journal-neo.org>, 2016).

The economy of Saudi Arabia is relatively unique. It also, reveals one limits of analysis of Saudi Arabia regarding traditional scope, monetary, trade, and fiscal, macroeconomic policies. The heavy dependence on oil prices in the context of institutions to the constant commitment to maintaining the level of monetary policy creates problems that may require profound changes. Under the current configuration, Saudi Arabia has become "bankrupt" concerning the US dollar, especially if oil prices are not recovering significantly. Uncertainty, over in the future oil prices will be a difficult time for a country like Saudi Arabia, suffering from unrest on multiple fronts (Krishna S., 2016). In another study, the results of the survey showed that the impact of the global financial crisis initiative to the next decline in the system, take to reduce economic growth in exports for three years. (Hassan B. et al., 2013). Besides, the study found that most of the Arab countries that have raised the price of crude oil to finance their budgets are in great danger due to low oil prices. Risk management should be useful during a period of inactivity to prevent control or mitigation of risk. Moreover, an empirical study showed that consumers changed dramatically after the recession. The evidence also showed a stagnant visit affects the purchasing behavior of clients, especially in a Muslim country (Ghazal M. and Jha, S., (2015). The organized retail trade is to regulate with various factors, such as

changing social and economic income, the changing role of women, age factors, and the role of the dynamic banking system at the end of the day. (www.researchgate.net, 2017).

Research Gap

A research gap is described as a subject or field for that is missing or inadequate knowledge restricts the powers to give judgment for an interrogation. From the literature review, we found that economic crisis or financial crisis had a great impact on consumer behaviour and their attitude of shopping during the recession period. Although, many research has been undertaken to determine and measure the impact of economic crisis on consumer buying habits and their perceptions around the world and in the region. However, a very few research have been done to investigate the impact of economic crisis in this area, and even those research were related to the impact of economic crisis on consumer behaviour globally, and that was done before the oil shock of this country. Besides, especially we found that there is a very few research has been done to see the impact of the economic problem of Saudi Arabian consumer behaviour within near past and after Oil Shock of the country. Therefore, it shows there is a big call to identify and measure the impact of economic crisis on consumer buying habits and their perceptions on the current economic scenario that may arise after the Oil Shock. Consequently, the present study is an effort to this direction.

Research Hypothesis

Based on the literature review to ascertain the buying behaviors of consumers during the recession the following hypotheses were formed:

- ✓ **H₀₁**: There is a significant variation in consumer expenses during before and after the economy shock.
- ✓ **H₀₂**: There is a notable variation in opinion between genders regarding the worrying tendency for the current economic situation.
- ✓ **H₀₃**: There is no association between genders in the buying habits changes in quantity of branded products purchased due to the current economic condition.
- ✓ **H₀₄**: There is no relationship between job status and with the changes of buying habits in number of branded products purchased due to the current economic condition

METHODOLOGY OF RESEARCH

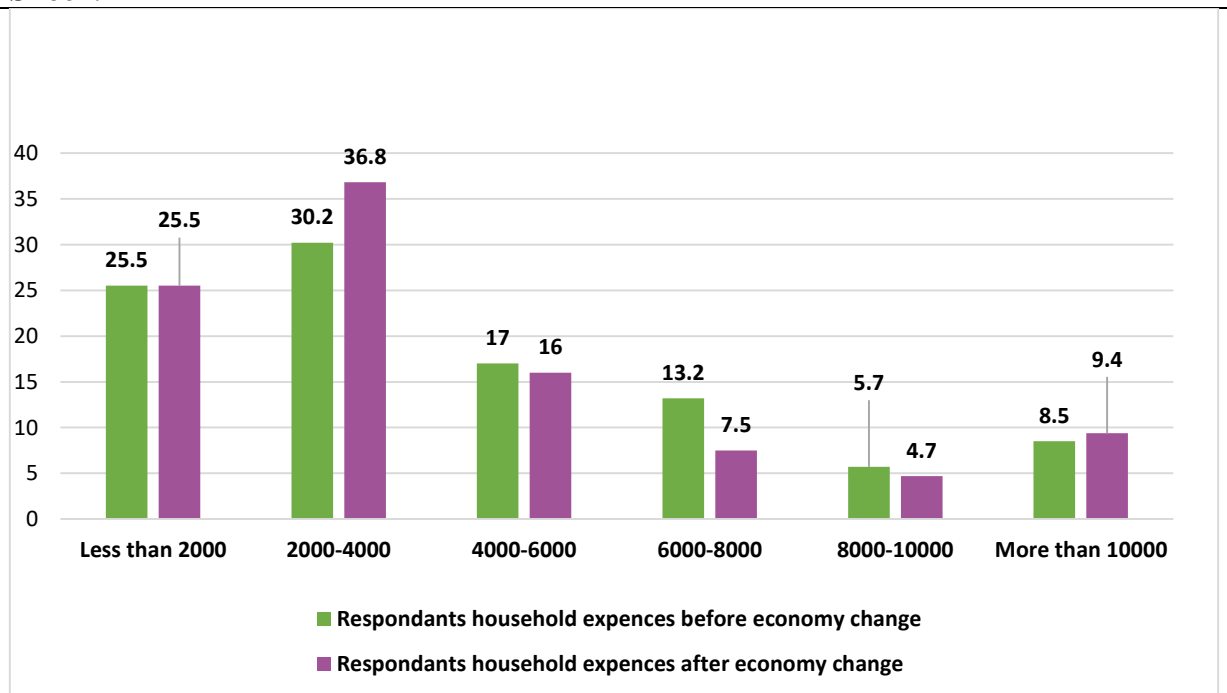
Present research work is descriptive in nature wherein a survey was conducted of 212 consumers in Saudi Arabia. The study has been done through secondary and primary data collection. Primary data were collected with a convenience sampling, close-ended structured questionnaire. For obtaining, the data Online Google form and the personal basis from the consumer during the January 2017 March 2017 were used for the investigation. Particular care has been given to reduce the error in the investigated result. The information was assessed with descriptive statistics. To check the validity of the hypothesis Chi² test and correlation coefficient has been utilized, and results were interpreted accordingly in the article.

RESULT ANALYSIS AND DISCUSSIONS

Table 1: Demographic Information Of Respondents.					
	Level		Counts	Proportion	p
1. Gender:	Female		52	0.245	< .001
	Male		160	0.755	< .001
2. Age:	26 to 35		78	0.368	< .001
	36 to 45		64	0.302	< .001
	46 -55		28	0.132	< .001
	56 and above		18	0.085	< .001
	Less than 25		24	0.113	< .001
3.Educational Level:	Graduate degree		92	0.434	<.063
	High School		10	0.047	< .001
	More than graduate		76	0.358	< .001
	Undergraduate degrees		34	0.160	< .001
4.Working Status:	Governmental employ		44	0.208	< .001
	Private employ		126	0.594	<.007
	Self-employed		8	0.038	< .001
	Student		26	0.123	< .001
	Unemployed		8	0.038	< .001
7. Nationality:	Non Saudi (Expatriate)		48	0.226	< .001
	Saudi		164	0.774	< .001
6.Monthly family income level (in S.R):	Less than 5,000		16	0.075	< .001
	11000-15000		52	0.245	< .001
	16000-20000		46	0.217	< .001
	21000-25000		44	0.208	< .001
	6,000-10000		24	0.113	< .001
	Above 25000		30	0.142	< .001
8.Region (Province):	Al Madinah Munawwarah		6	0.028	< .001
	Al Qassim		2	0.009	< .001
	Al Riyadh		8	0.038	< .001
	Al-baha		2	0.009	< .001
	Eastern Province		6	0.028	< .001
	Jeddah		36	0.170	< .001
	Jordanian		2	0.009	< .001
	Makkah		149	0.703	< .001

From the Table 1, the demographic information of the respondents can be seen. A percentage of 75.5% of the total sample (N=212) were male and the rest of the sample 24.5% were female. Majority 36.80% of the respondents belongs to the age group range 26-35 years followed by 36-45 age range 30.2%, between 46-55 ages range 13.2%, less than 25 age 11.3% and above 56 age were 8.5% respectively. In conclusion, about 80% of the respondents belong to the range between 26-55 years of the age group. Educational level of interviewees was most of them graduate degree 43% followed by above graduate degree 35.8%, holding undergraduate degree 16% and very few had high school passed 4.7%. Regarding the job status of the Respondents' it can also be seen in the table that majority 59.4% were private employed followed by government employed 20.8%, the student 12.3%, and the rest were unemployed 3.8% of the respondents. Furthermore, the table shows that the income levels of the participants; more than 80% of the participants belongs to the monthly family income range of higher than 11,000/- SR and more. Less than 20% of the respondents belong to the regularly less than 11000 SR of their monthly family income. This sequence shows that the majority of the population belongs to the higher middle-income class of the society. As far as geographical location is concerned majority 87.3% belongs to the Makkah region followed by Al Riyadh 3.8%, Al Madinah Munawwarh, Eastern Province was 2.8% respectively of the sample size.

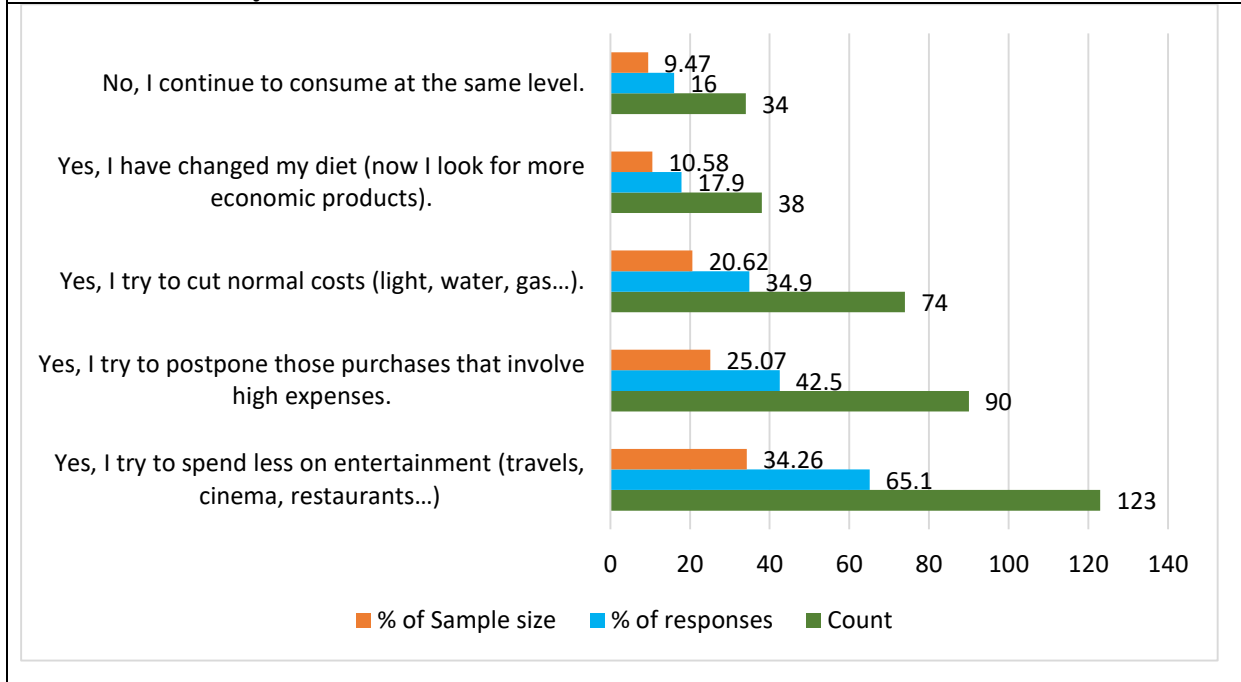
Figure: 1. Comparison of Respondent's Household Expenses, Before And After Economy Shock.



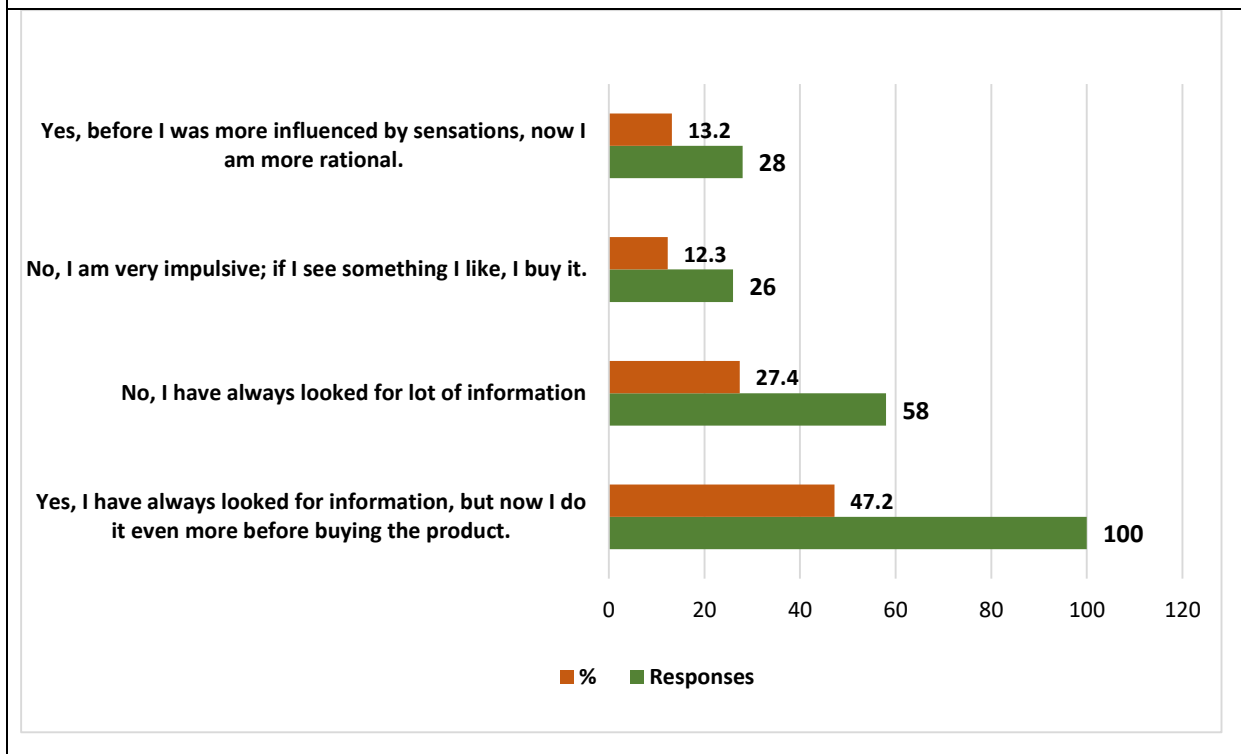
The correlation coefficient value of R is 0.94286 and the two-tailed value of P is 0.0048. By normal standards, the association between the two variables would be considered statistically significant.

In a question, the respondents were asked to indicate the impact of the economic crisis had on their overall spending and consumption as well as how much they were spending before the oil shock and after it. Figure 1 shows the relevant details from the responses given. In the trend of expenses indicated that majority of the participant's one-fourth 25% of the respondents' asserted that there is no change in the family expenses before and after the economic shock those categories belongs to the less than 2000 SR per month. It can be noted that the ratio of this group are fulfilling the basic needs of the household that is necessary to spend in any circumstances and it is highly significant. About 29% of the respondents' claim that they have minimized the expenses due current economic situation as compare to before economic shock. It is commonly believed that a consumer would become more money minded when going through financial difficulties. The respondents' have minimized their expenses due to a current economic situation as their monthly payments were between 4000 SR to 10000 SR. It was noted that these groups were spending their disposable income not only in basic need but also they were buying shopping products when it needed, but after a crisis, they were more sensitive to save the money for future. It is exciting to note that there is a group of respondents' they stated they expend more during the crisis as compare to the expenses before the oil shock. That group belongs to the expending pattern of 2000-4000 SR and more than 10000 SR monthly expenses.

The group of respondents' that claim they expend more belongs to below the middle-income grope, and they are in the category of promotion prone consumer. Another group belongs to the higher middle-income group they spend monthly income more than 10000 SR the slight claim change in exceeding the expenses in the crisis period. This type of consumer not a price sensitive but they want to take the recession benefit as every seller selling branded and specialty product in discount, so they want to grab the interest even this is not the necessary for them. In conclusion, it can be said that the respondents' opinion about the impact of the economic shock on household expenses varied differently and it did not show the symmetry pattern. For H1; there is a significant variation in consumer expenditures during before and after the economy shock, calculated value of the correlation coefficient R is 0.94286, and the two-tailed value of P is 0.0048. By reasonable standards, the association between the two variables would be considered statistically strong significant relation between before and after the economic shock in the country. Therefore, the result is significant at $P \leq 0.05$. Hence null hypothesis is rejected, and alternative hypothesis will be accepted.

Figure: 2. Consumer Perceptions Regarding The changes in the consumption Due to Current Economy Situation After Oil Shock.

Respondents' were asked about the perception regarding the changes in the consumption due to the current economy situation. It can be revealed from the figure 2 that 34.26% of the respondents' tried to spend less on the entertainment such as travel, restaurants, etc. Followed by 25.07% of the interviewees' said yes I try to postpone those purchases that involve in high expenses, 20.62% of respondents' said yes I try to cut average costs and try to save the consumption of light water, etc. Besides, 10.59% of the interviewees' claimed that they had changed their diet before they were not concerned with expensive food and the quantity bought but after the economic crisis the look for economical food and not buying more than the need. They are more rational in the current situation but before they were more impulsive to buy. Only 9.47% of the consumer said that they are consuming at the same level. That category of users belongs to the less income group and in every economic situation; they have to expend that minimum level of living standard. It can be concluded from the result that a high majority of (90%) of the respondents'' have changed their consumption pattern due to current economic shock in a different way. It showed that they become more sensitive as they move from one level to another level of the hierarchy of demands as described by Maslow's hierarchy of needs. From the result, it is also concluded that marketers should understand the phenomena of consumption trend in economic crisis. Moreover, they should try to promote their product as per the product types that are covalence, shopping, and specialty products. They should give more attention in comparison to the commonly available product, to buying the product and the specialty product in increasing order.

Figure 3. Respondent Observant Attitude before the Product Purchase in Current Economic Condition

According to the results, 47.2% of the buyers were highly committed when looking for information before the product purchase in a current economic situation. In addition, they confessed that they had always looked for information, but it was extensive data search before deciding to buy in current economic conditions. The 27.4 % of respondents' confessed that they had always looked for information search before deciding to purchase a product. And 13.2 % respondents acknowledged being before more influenced by sensations before the economic crisis, but after the financial crisis, they become more rational consumer. 12.3% of respondents' claim that they are very impulsive and don't care about the situation what they like to buy. Thus, taking into analysis the model of Doyle & Stern (2006), we noticed that consumers had changed their buying behavior from more emotional and impulsive behavior to a more extensive decision-making behavior. Kotler and Armstrong (2010) affirmed that the evaluation of the alternatives process depended not only on the individual consumer but also on the specific buying situation, in this case, a reduction of income due to a crisis period. Nistorescu and Puiu (2009) affirmed that consumers compare the different products by price and quality in the evaluation process. Our empirical analysis supported these affirmations too. According to Delgado (2008), consumers are expected to be more rational and less impulsive when there is an economic downturn. This observation was also confirmed by our experimental study (See the Figure 3).

Figure 4. Respondent’s Opinion of their Worrying Tendency towards the Current Economic Condition

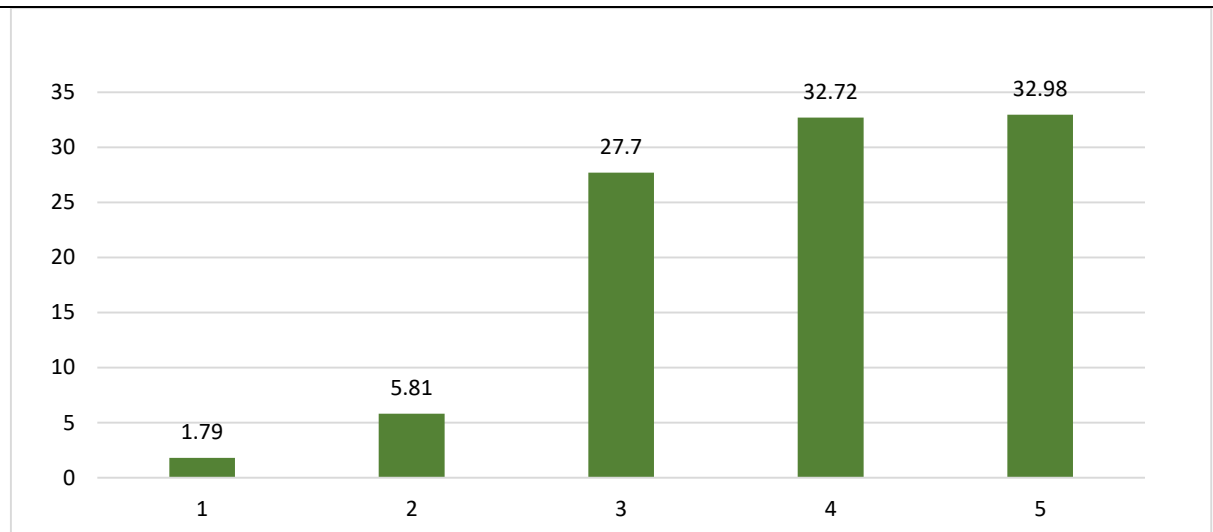


Table 2. Opinion Between Genders Regarding The Worrying Tendency For The Current Economic Situation

		Are you worried with your economic situation now?					Total
		1	2	3	4	5	
Female	Count	0.00	4.00	24.00	14.00	10.00	52.00
	% within row	0.0 %	7.7 %	46.2 %	26.9 %	19.2 %	100.0 %
Male	Count	6.00	18.00	46.00	48.00	42.00	160.00
	% within row	3.8 %	11.3 %	28.7 %	30.0 %	26.3 %	100.0 %
Total	Count	6.00	22.00	70.00	62.00	52.00	212.00

Chi-Squared Tests		
Value	df	p
X ² 6.944	4	0.139
N 212		

During the Respondents’ were asked regarding the worrying tendency towards the current economic condition. The result shows that 65% of respondents’ were worried about the present economic situation besides, 27.7 percentage of the interviewees’ were in neutral in this regards, but very few percentage of respondents’ about 7% indicated that people are not worried about the current situation. This result infers that the Respondents' are not concerned the high-income level of a consumer (See the Figure 4).

From the table 2. It can also conclude the worrying tendency between genders wise. Male respondents' are more worried than the female respondents,' and the majority of women respondents' (46%) were neutral level or no matters than the male (28%) about the current economic condition. From the result, it can be revealed that in Saudi Arab culture all the responsibility of household expenses and the management handled by male members, so it is evident that male respondents are more worried than the female respondents because of a majority of the female are not working so they not concerned about an economic crisis. We can conclude that during economic downturns unemployment rates increase so male members are more concerned about the current situations. Ho2: There is a notable variation in opinion between genders regarding the worrying tendency for the present economic conditions; the Chi-square independent test calculated p-value is 0.139 (Table 2). Therefore, the resulting valve is greater than the record value that is insignificant at $p \leq 0.05$. Therefore, it can be assumed that there is a considerable variation in opinion on worrying tendency gender wise related to the economic crisis, so the null hypothesis is accepted.

Figure 5. Respondents' Opinion About the Changes in their Buying habits after Oil Shock.

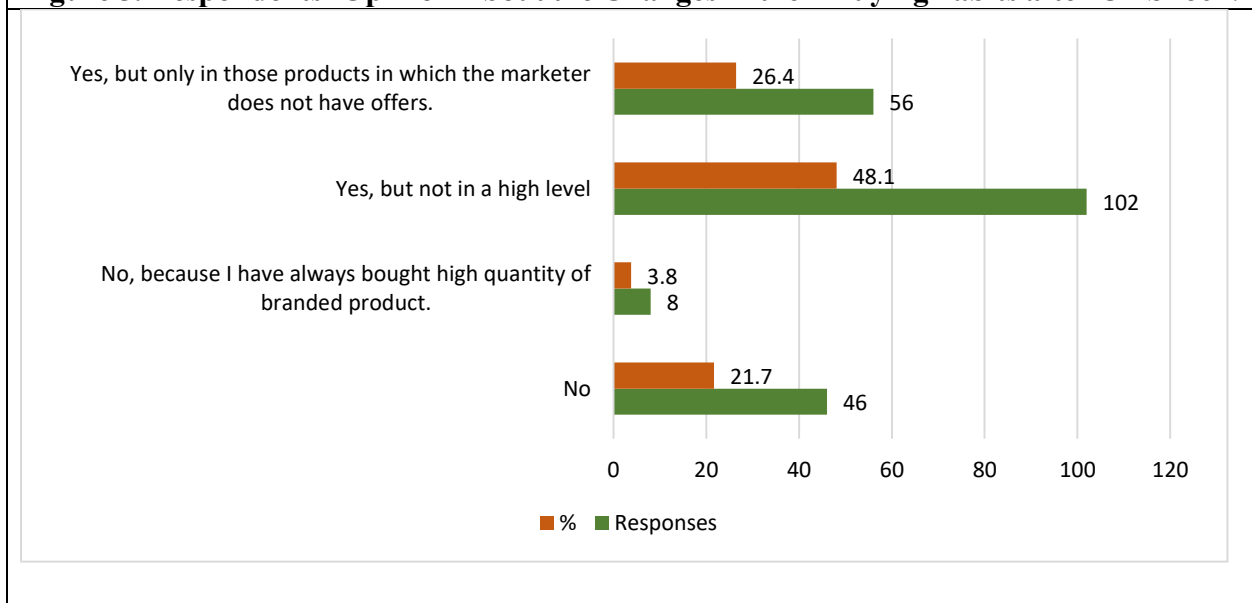


Table 3. Respondents' opinion about Buying Habits Changes In Quantity Of Branded Products Purchased Due To The Current Economic Condition Gender Wise

		Have you changed your buying habits in quantity of branded products purchased since the economic changes appeared? If yes, at what level?				
		No	No, because I have always bought high quantity of branded product.	Yes, but not in a high level	Yes, but only in those products in which the marketer does not have offers.	Total
Female	Count	0.00	4.00	30.00	18.00	52.00
	% within row	0.0 %	7.7 %	57.7 %	34.6 %	100.0 %
Male	Count	46.00	4.00	72.00	38.00	160.00
	% within row	28.7 %	2.5 %	45.0 %	23.8 %	100.0 %
Total	Count	46.00	8.00	102.00	56.00	212.00
	% within row	21.7 %	3.8 %	48.1 %	26.4 %	100.0 %

Chi-Squared Tests			
	Value	df	p
X ²	20.82	3	< .001
N	212		

Table 4. Respondents' opinion about Buying Habits Changes In Quantity Of Branded Products Purchased Due To The Current Economic Condition with Different Job Status.

		Have you changed your buying habits in quantity of branded products purchased since the economic changes appeared? If yes, at what level?				
What is your current working situation?		No	No, because I have always bought high quantity of branded product.	Yes, but not in a high level	Yes, but only in those products in which the marketer does not have offers.	Total
Count		10.00	0.00	22.00	12.00	44.00

Governmental employed	% within row	22.7 %	0.0 %	50.0 %	27.3 %	100.0 %
	Count	26.00	8.00	52.00	40.00	126.00
Private employed	% within row	20.6 %	6.3 %	41.3 %	31.7 %	100.0 %
	Count	2.00	0.00	4.00	2.00	8.00
Self-employed	% within row	25.0 %	0.0 %	50.0 %	25.0 %	100.0 %
	Count	8.00	0.00	16.00	2.00	26.00
Student	% within row	30.8 %	0.0 %	61.5 %	7.7 %	100.0 %
	Count	0.00	0.00	8.00	0.00	8.00
Unemployed	% within row	0.0 %	0.0 %	100.0 %	0.0 %	100.0 %
	Count	46.00	8.00	102.00	56.00	212.00
Total	% within row	21.7 %	3.8 %	48.1 %	26.4 %	100.0 %
Chi-Squared Tests						
	Value	df	p			
X ²	21.96	12	0.038			
N	212					

From the Figure 5. It is analyzed the respondents' opinion about the changes in their buying habits after oil shock. In this regards the majority of those surveyed' 48.1% agreed that they had changed their habits of buying but not on high level. Followed by 26.4% claimed that they had changed the buying habits after oil shock but only in those products in which the marketer does not have offer and 21.7% of the respondents' indicated that they did not change the buying habit even in the economic crisis after oil shock in the region. Interesting to note that very few 3.8% of respondents' claimed that they did not change the purchasing habits because they are very loyal to buy the high quantity of branded product. From the result, it can be inferred that more than 70% of consumers have changed their buying habits due to the current economic condition, but they can continue the same purchasing habits if marketers provide the offer to the required product to them. So it is advised to the marketer if they want to get the responses of buying from the old customer in this down economic condition they should try to attract the customers through different types of promotions so the consumer can stay with them still in the worst situation. However, for the extreme brand loyal customers, it will not work that much, but they should also try to give some offers to make them happier to repeat buy.

The table 3 revealed the buying habits changes in the quantity of branded products purchased due to the current economic condition gender wise. The majority about 92% of female respondents' indicated that they had changed the buying habits in the present economic situation. 57.7% female consumer confirmed that they changed but not in a high level followed by 34.6% said they modified for that product not having the offer. Regarding the male consumer, 45% of them claim that they changed but not high level followed by no change, and 23.8% have changed the purchasing habits those products not having off and promotion so they shifted to the other options. Ho3: There is no association between genders in the buying habits changes in the quantity of branded products purchased in the current economic condition; the Chi-square independent test calculated p-value is $< .001$ (Table 3). Therefore, the result value is less than the table value that is significant at $p \leq 0.05$. Therefore, it can be assumed that there is an important relationship in buying habits with gender wise in the economic crisis period, so the null hypothesis is rejected.

Table 4 has Indicates the respondents' opinion about buying habits changes in the quantity of branded products purchased due to the current economic condition with different job status. Unemployed (100%) consumers have changed their buying habits due to the financial situation followed by Students 61%, self-employed 50% and privately employed 41.3%. Other than unemployed consumers, all the job status respondents' have been changed their buying habits almost on the same level that is about more than 75%. In conclusion, it can be stated that there is a high impact of the economic shock in the buying habits of consumers in the region and it has the great relation with the gender wise and job status wise. Through the strategic promotional methods, marketers can handle such situation in the short-term basis. It is also suggested that marketer should focus on natural product and running product than the specialty and high innovative product during the recession period. Ho4: There is no relationship between job status and with the changes of buying habits in some branded products purchased due to the current economic condition; the Chi-square independent test calculated p-value is $< .038$ (Table 4). Therefore, the result value is less than the table value that is significant at $p \leq 0.05$. Consequently, it can be concluded that there is a highly significant relationship in buying habits within job status in the economic crisis period, so the null hypothesis is rejected.

CONCLUSION

Saudi Arab is an among the Gulf countries that suffering oil shock problem which leads to an economic crisis and that, affects many aspects of business and human life, such as investments, spending, savings, consumption, etc. Triggered by the adverse economic conditions, the researcher tried to explore the current study focused on the impact of the current Oil shock situation and economic downfall on the spending and behavior of Saudi consumers. Specifically, the research was driven by the need to identify the impact of the current economic crisis (Oil shock) on consumer household spending in Saudi Arabia. The study identified unfriendly changes in the attitudes, habits, and perceptions of consumers. It was reported to influence negatively, approaches towards spending leads in less frequent purchases and money in the importance assigned to specific purchase drivers. Analytically, the study revealed that the crisis makes consumers more conservative regarding spending and to exercise higher control over their spending. Further, regarding purchasing practices and household shopping, the investigation show that the economic crisis has no influence on buying of necessary goods, while it leads to diminishing the spending for the goods such as clothes, luxurious assets, and electronics, however, though they consume less for entertainment. The investigation also

reveals that the crisis makes consumers more price sensitive and discriminating buyer than the impulse purchase.

Overall, the study identified the customers were highly involved when looking for information on the product procurement in a current economic situation; also, they confessed that they have always looked for information but having increased their information search before deciding to buy a product in current economic conditions. Almost 65% of the respondents' indicate that they are worried about the present economic situation that happens after the oil shock in Saudi Arab. The result also concludes that the respondents those belong to the high-income level consumer are not concerned about it. It was also found that male respondents' are more worried than the female respondents about the economic crisis. The majority of those surveyed' 48.1% agreed that they had changed their habits of buying but not on the high level, besides, it was inferred that more than 70% of consumers had changed their buying habits due to the current economic condition. However, they could continue the same purchasing habits if marketers will provide the offer to the required product to them. The majority about 92% of female respondents indicate that they have changed the buying habits in the current economic situation. Hundred percent of Unemployed consumers have changed their buying habits due to the financial condition followed by Students 61%, self-employed 50% and privately employed 41.3%. It is suggested that through the strategic promotional methods marketers can handle the situation. It is also suggested that marketer should focus on regular product and running product than the specialty and high innovative product during the recession period. It is advised if the marketer wants to get the responses of repeat buying from the old customer in the current economic condition they should try to attract the customers through different types of promotions so a consumer can stay with them. However, for the extreme brand loyal customers, it will not work that much, but they should also try to give some offers to make them happier to repeat buy always. It is also concluded that marketers should understand the phenomena of consumption trend in economic crisis. Moreover, they should try to promote their product as per the product types that are the convenience, shopping, and specialty products. They should give more attention in comparison to the available product, to buying the product and the specialty product in increasing order.

Limitations of the Study

Although good effort has been made to put up for the study however the following factors have been unavoidable absent as a result of their critical limiting factors for this study:

- ✓ This study could not cover all products of retailing as only household goods retailing has been taken for the survey.
- ✓ Conducting the research to more households could have given additional information that would provide better results, ensuring very higher reliability at country level but due to the lack of time and resources it, could not be done as needed.
- ✓ There is a likely problem of inferring too widely based on a small sample size (N: 212 consumers only) which can cause limitations by affecting the assumption of homogeneity of variance.

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