

University of New England

**Cultural changes and the impact of
social influences in Saudi women's
purchasing behaviour**

Submitted by

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Abstract

The modern shopping environment in the capital city of Riyadh seems something of a contradiction to the casual observer. Since the proliferation of modern shopping centres and the relatively easy availability of western goods, the traditional conformation to the expectations of Saudi customers have changed considerably. In order to address these ever-changing dynamics in the Saudi shopping environment, the present research outlined the following three research objectives:

- 1) to understand the perceptions of Saudi women shoppers towards traditional and modern shopping centres;
- 2) to explore the nature and characteristics of Saudi women shoppers' apparel purchasing behaviour; and
- 3) to investigate the influence exerted by family members and friends on Saudi women shoppers' during the purchase of western apparel.

This study focused on the examination of literature in the areas of consumer behaviour, specifically in exploring Saudi women's shopping behaviour towards apparel purchasing. These identified gaps in the extant literature points towards the influence of cultural changes, the impact of social influences on Saudi women's purchasing, and shopping behavioural patterns related to the proliferation of modern shopping centres in Riyadh. The present research investigated "how the introduction of modern shopping centres has an impact on the consumer behaviour of Saudi women and what are the influences exerted by culture and family on Saudi women shoppers' purchasing behaviour", as these areas have been underexplored in the existing academic research. Therefore, the overarching aim of this research is to investigate the cultural changes and the impact of social influences on Saudi women's purchasing behaviour towards apparel at traditional and modern shopping centres in Saudi Arabia.

In order to provide answers to the stated research objectives a qualitative research method was chosen. Saudi women shoppers undertook a qualitative in-depth interview at both traditional and modern shopping centres in Riyadh. The interviews set out to explore the impact of modern shopping centres on the consumption behaviour of women shoppers in Saudi Arabia. The views, opinions and perceptions of Women shoppers' were gathered

and analysed in order to investigate the possible reasons for the success of the aggressive marketing of modern shopping centres. This analysis specifically aligned to understand the proliferation of high-priced prestigious/luxury goods and the impact of 'easy credit' purchasing arrangements within the Saudi society.

This study confirmed the phenomenal uptake of high-end branded apparel impulsive purchasing by Saudi women shoppers from modern shopping centres in Riyadh. It is evident modern shopping centres have significantly influenced Saudi women shoppers' apparel purchasing behaviour, changing their overall perception of traditional shopping centres. Moreover, Saudi women shoppers tend to purchase more in modern shopping centres in comparison to the traditional shopping centres. Saudi women have a positive experience with modern shopping centres, which offered high-end apparel shops, clean restrooms, high quality services, advanced payment facilities, cafés, restaurants and places for functional and prestigious purposes. Whereas traditional shopping centres have a negative shopping experience, due to inadequate services and an uncomfortable environment for social interaction. Saudi women visited and shopped at traditional shopping centres only if they are alone or with family members, maintaining their position high amongst their friends and relatives. Influenced by primary reference groups to visit the most sophisticated and modern shopping centres Saudi women were influenced in their decisions related to purchasing expensive high-end apparel based on their friends' comments, fashion in season and current trends just to keep up their perceived position as high as their companions.

The study offered some insights into observed relationships between purchasing behaviour changes and the impact of social influences in terms of proliferation of modern shopping centres in Riyadh. Six important changes involve ideologies, role of relatives and friends, shifts in needs, consumerism, the uncovering of female faces in modern shopping centres offering a place to exercise their freedom. These changes influenced by the increase of modern shopping centres where Saudi women could expose what they wear to others. Companies in the Saudi market should consider the unique characteristics of Saudi women consumers, the shift in their shopping orientations, and embrace the modern values emphasised by this segment for effective marketing of branded apparel.

Saudi women expressed their affinity towards western apparel brands to ensure a high position amongst their relatives and friends in Saudi Arabia. They have clear desires and

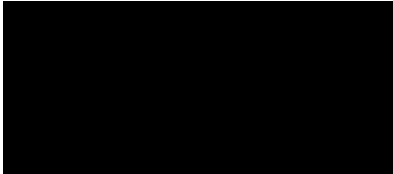
needs for possessing high-ended apparel brands, which marketers engage with when targeting Saudi women or in designing and refining a brand image for upper-upper class people. This study revealed that friends would influence their purchases and decision-making process to buy only high-end fashion apparel from certain shops to maintain a positive position amongst their friends.

Based on these findings, retail marketers and managers should focus on providing unique types of information and messages by identifying the above-mentioned sources when communicating their marketing messages to Saudi women. Future research should examine the relationships between cultural changes and the proliferation of modern shopping centres in Saudi Arabia and the subsequent impact on the traditional shopping centres. However, the findings obtained from this study cannot be generalised to other contexts, as this study focused only on Saudi women in Riyadh city in Saudi Arabia. The conclusion is based on a sample of Saudi women in Riyadh and specifically their apparel purchasing patterns. and cannot be applied to other countries. This study could be expanded by inclusion of variables related to shopping orientation, shopping motivation and product involvement.

Certification

I certify that the substance of this thesis has not previously been submitted for any degree and is not being currently submitted for any other degree.

I certify that to the best of my knowledge, any help received in preparing this thesis, and all sources used, have been acknowledged in this thesis.



Haya Nasser Alsubaie

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Chapter 1. Introduction

This chapter introduces the main topic of the research, with a focus on cultural changes and the impact of social influences on Saudi women's purchasing behaviour at traditional and modern shopping centres in Saudi Arabia. The overarching aim of this study is to explore apparel purchasing behaviour of Saudi women consumers in order to identify any similarities and/or differences in the shopping patterns of these women when using traditional or modern shopping centres. This chapter introduces the nature of the research followed by a discussion of the methodological overview. A brief discussion of the context of the research, and then the significance of the research, will be presented in the following sections. This chapter concludes by providing an outline of the organisation of the thesis.

1.1. Nature of the Research

1.1.1. Nature of the Research Problem

Saudi Arabia is a country with one of the world's most authoritarian societies. In Saudi Arabia traditional demands and observance of strict social mores are very evident (Rice, 2004). Therefore, the current modern shopping environment in the capital city of Riyadh seems something of a contradiction to the casual observer. Since the proliferation of modern shopping centres and the relatively easy availability of western goods, the traditional expectations of Saudi customers have changed considerably (Saudi expectations have changed, 2013). Consequently, modern women have also started demanding dynamic and entertaining shopping experiences provided by an attractive and contemporary Western retail environment (Bhuiyan, 1997). With no shortage of choice, Saudi women congregate in the modern shopping centres to embrace consumerism and spend whatever it costs to satisfy their desire for prestige and luxury products (Assad, 2007). Assad (2007) also indicates that consumer lifestyle and consumerist attitudes are spreading rapidly in Saudi Arabia. The spread of consumerism in the country is a consequence of a combination of global and local factors, including the proliferation of commercial advertisements, extensive uptake of the Internet, attractive marketing strategies and rapid urbanisation processes (Soraya, 2007). This mixture of global and

local factors has changed Saudi Arabian culture at a rapid pace and characterises modern-day Riyadh, as well as the country's current shopping environment.

Hofstede's work on culture in the 1980s characterised Saudi society as exhibiting a high level of conservative culture. Hofstede's work, although extensively cited, also has been widely criticised by many scholars in recent years (Jones, 2007; Michael, 2007). It has been discredited in part or completely, as many researchers find culture to be a dynamic, continually changing concept, coupled with forces such as globalisation and westernisation, which change the way we trade, communicate and act. The common expectation is that the advent of the modern shopping centres in Saudi Arabia resulted in Saudi women shoppers spending more via extended credit limits that were not a characteristic of traditional shopping patterns (Soraya, 2007). Alsubaie, Valenzuela, & Adapa (2015) states that the family, or even extended family, significantly influences Saudi women shoppers' consumption behaviour, thereby creating a 'must have' attitude towards material goods in order to maintain social prestige. In addition, with high levels of government spending, rising levels of disposable income and no personal income tax, it is not surprising that confidence in spending money is notably high amongst Saudi consumers. As Saudis enjoy access to theatres and cinemas and other leisure activities only on a limited basis, shopping is the most popular way to spend time and shopping centres therefore have become popular social venues (Rajkhan, 2014). Also a recent public report announced that appropriate measures will be taken to make Saudi women feel less marginalised, and this is expected to affect shopping patterns in the near future (NewsRX, 2012). Hence, there is a need to conduct a study that investigates how the purchasing behaviour of Saudi women has changed over time and to understand the different factors that have influenced the shift in the purchasing behaviour of women shoppers. Consumer behaviour studies exploring the Saudi Arabian context are rare in the existing literature, and, to the best of the researcher's knowledge there are no studies exploring Saudi women shoppers' purchasing patterns. Given this context, it is important to understand the role exerted by the emergence of modern shopping centres in relation to traditional ones in impacting the purchasing behaviour of women shoppers.

Given the prevalence of traditional conservative types of culture in Riyadh, the proliferation of modern shopping centres posits a new research context for academic researchers to investigate further. This study context also provides important implications

for the existing regulatory and legal system transformations in Saudi Arabia (Trade & Industrial Ministry, 2016). The awareness, emergence and acceptance of modern shopping centres by Saudi consumers presents a call to researchers to investigate the perceptions of female consumers towards global brands in comparison to local brands. Some of the existing studies on consumer behaviour have explored the purchasing patterns of consumers within the context of Middle Eastern countries. There is almost no information about apparel purchasing behaviour and patterns shown by Saudi women shoppers in Riyadh. This sample group is distinct and possesses unique characteristics, with different cultural and socio-economic backgrounds. Considering these differences, the main aim of this research is to explore the phenomenal uptake of high-end brand apparel purchasing among Saudi women shoppers in Riyadh. It is envisaged that the proliferation of modern shopping centres may have an impact on Saudi women shoppers' consumer behaviour in Riyadh and their overall perception regarding shopping centres. Existing studies are limited in the extent they explore the nexus of Saudi women shoppers' buying behaviour. Reports indicate that Saudi customers spend more money and time at modern shopping centres in comparison to traditional shopping centres (Assad, 2007). Research also highlights that Saudi women tend to purchase very expensive products more than their male counterparts (Alhwiti, 2011). Another study of Opoku (2012) showed the impact of peer group influence on product purchase-related decision-making amongst male adults in Saudi Arabia. The sample was limited to male adults; thus, these findings could not be generalised to female consumers in Saudi Arabia. However, to date there seems to be a dearth of in-depth studies that explore the aforementioned purchasing phenomena. Thus, further academic inquiry is needed in order to understand Saudi women shoppers' apparel purchasing patterns.

This research is of high relevance due to the confluence of factors such as globalisation, privatisation, deregulation and digitisation that are radically transforming several economies, including the Saudi economy. Many authors have argued that the influence of globalisation leads to a convergence of the world's cultures and that this phenomenon will lead to the emergence of homogeneous needs, lifestyles and tastes (Alhayari, Alnsour & Alweshah, 2011). According to Levitt (1984), the globalisation of markets eliminates many prevailing national differences of world culture. Additionally, using new technologies would tend to create homogenisation of consumer wants and needs. However, a study indicated that although globalisation has exerted some influence on the

Saudi population in changing some of their old traditions, and the impact of globalisation is visible to some extent, the significant importance still given to religion is undeniable. Similarly, the patterns of changes exhibited by consumers in shifting their purchasing attitudes from local brands to global brands are worth investigating in tandem with the growing nature of consumerism. Therefore, the purpose of this study is to investigate the extensive acceptance of modern shopping centres by women shoppers in Saudi Arabia and how it inter-relates with these matters. This study therefore sets out to explore the impact of modern shopping centres on the consumption behaviour of women shoppers in Saudi Arabia. Women shoppers' views, opinions and perceptions will be gathered and analysed in order to investigate the possible reasons for the success of the aggressive marketing of these modern shopping centres, the proliferation of high-priced prestigious/luxury goods and the impact of 'easy credit' purchasing arrangements. The possible repercussions, if any, on lower socioeconomic sectors of women, who cannot afford but want to imitate those women who are able to purchase high-priced luxury goods, will also be studied in detail. Personal beliefs held by women towards these modern shopping centres and the associated impact of Saudi Arabian culture will also be investigated.

There are significant reasons to investigate in the Saudi context as the integral values, norms, cultural changes, and family impacts on women shoppers, following on the social shift associated with the emergence of new shopping centres. Many western companies with a western image faced some sort of uncertainty when they began to enter the Saudi market. Hofstede's (1980) study based on cultural dimensions indicated that Saudi people exhibited a high level of uncertainty avoidance index, so that leading companies tended to refrain from entering the Saudi market. For example, BlackBerry phones represented by Research In Motion Company (RIM) entered the Saudi market only late in 2008. Although the first generation of BlackBerry phones were released in 1996, RIM Company, like other western companies, was of the view that entering the Saudi market would be highly risk-oriented, in alignment with Hofstede's cultural dimensions (Jones, 2007). Thus, it is clear that not much research has been conducted within the Saudi context and therefore there exists a need to investigate Saudi women consumers' consumption-related concepts; cultural changes, and changes in consumer behaviour during the last decade. Behaviour change might be increasing or decreasing the consumption or even acceptance of foreign culture. The knowledge pertaining to the acceptance of foreign culture in Saudi Arabia is limited and not much research has been

conducted on this topic, to the best of this researcher's knowledge. Therefore, it is very significant for researchers and marketers to understand issues related to the emergence and proliferation of modern shopping centres in a conservative Saudi society, alongside associated cultural transformations of consumers' behaviour resulting in distinct shopping patterns. The study aims, firstly, to investigate the views of Saudi women shoppers towards the advent of modern shopping centres, secondly, to explore consumer behaviour changes among Saudi women shoppers and thirdly, to explore the stereotypical image that exists about modern shopping centres amongst Saudi women shoppers. The study will also extend to investigate the Saudi women shoppers' motivation and decision strategies when confronted by "must have" products in conjunction with the purchases made by friends and family. Finally, the present study aims to fill the research gaps that exist in this area.

The present research study aims to understand issues that relate to the changing consumer behaviour and culture of women in Saudi Arabia. Most importantly purpose of the study will be the examination of consumer lifestyle, the rise of consumerism, Saudi women shoppers' personal attitudes towards modern and traditional shopping centres, social group influences, such as keeping up to date with emerging fashion styles and imitation and the purchase of unaffordable items. The aforementioned issues pertain to the emergence of modern shopping centres with western type stores and brands that align with elements of western culture, such as liberality and civilisation (Buhian, 1997). The findings obtained from this research will inform marketers, to be able to formulate effective strategies and design appropriate promotional programs that cater specifically for changing modern Saudi women shoppers' perceptions.

In order to obtain answers to the stated issues, the structure of the thesis firstly presents the review of relevant literature, followed by the methodology. The findings chapter will analyse and discuss in detail outcomes from the in-depth interviews. These results will be analysed by using thematic content analysis and comparative analysis to explore the themes and issues emerging from the data (Schreier, 2015). The data will be analysed by qualitative content analysis, where coded categories discovered in the interview transcripts will be inductively developed according to grounded theory techniques, but also drawing on the theoretical concepts wherever they appear in the data (Saunders et al., 2009). The categories will be grouped into themes at the end of analysis (Burnard, 1991). The themes

will be reviewed and key findings will be developed, including those regarding major influences and new trends that will be presented in the results chapter. The significance of the research and finally conclusions will be presented. This involves reading and re-reading transcripts a number of times to immerse oneself in the recorded information in order to identify any emergence of new data and to become fully aware of themes and issues rising from the interviews (Glaser, 1978).

1.1.2. Research Questions

The research questions that this thesis will investigate should help in understanding the changes in Saudi women shoppers' buying behaviour and associated shopping patterns in relation to the proliferation of modern shopping centres, as compared to traditional shopping centres in Riyadh, Saudi Arabia. The present research sets out to explore the following three research questions:

- 1 How do Saudi women perceive modern shopping centres compared to traditional shopping centres?
- 2 What is the buying behaviour of Saudi women in relation to shopping centres?
- 3 What social influences affect Saudi women's decision-making process?

1.2. Research Objectives

This chapter outlines the following research objectives in understanding the stated research questions:

- 1 To understand the perceptions of Saudi women shoppers towards modern shopping centres and traditional shopping centres;
- 2 To explore the nature and characteristics of Saudi women shoppers' buying behaviour when purchasing apparel; and
- 3 To investigate the influence exerted by family members and friends on Saudi women shoppers' purchasing of western apparel.

The data collection methods used in this study relate to the researcher's ability to investigate and assist in understanding the changes in Saudi women's buying behaviour and associated shopping patterns in relation to the proliferation of modern shopping

centres, as compared to traditional shopping centres in Riyadh, Saudi Arabia. The data collection approaches outlined in this study will help the researcher to understand and draw inferences about the most significant changes occurring in Saudi shopping culture and the emerging shopping patterns that appeal to the wider cohort of Saudi women shoppers. The pronounced rise of consumerism is evident among Saudi women shoppers, as expressed by their frequent and continued purchase of high-end apparel brands (Soraya, 2007). The proposed methodology will use the interpretivist/constructivist paradigm, which guides the stated research questions mentioned earlier in order to obtain a deeper understanding of Saudi women shoppers' purchasing behaviour.

Due to the exploratory nature of the study, it was decided to use qualitative research methods by way of employing in-depth interviews to investigate the research questions and research objectives stated earlier. The in-depth interview gathering strategy is suitable for this research because of the exploratory nature of the investigation. Therefore, the researcher needs to collect the maximum amount of information from the interviewees (Bryman & Bell, 2011), in order to understand the underlying shopping patterns. In addition, as the researcher is more interested in listening and observing in order to investigate and confirm the stated research objectives and questions, the researcher plays the role of an uninvolved observer to attain more objectivity (Bryman & Bell, 2011).

In-depth interview techniques will be used where further information is collected with a view to acquire and apply new knowledge that will address the research questions specific to the present study context that are underexplored (Miller & Salkind, 2002). Also, the researcher is interested in how participants perceive the underexplored phenomena. The researcher will discuss the merits and demerits of using qualitative versus quantitative methods, in order to make a case for the use of qualitative methods for the present research study in chapter three.

The rationale for using in-depth interviewing technique to gather data concerns the importance of getting closer to the participants under investigation and exploring reasons that have not been explored in previous studies. This relates to exploring Saudi women shoppers' buying behaviour, particularly in the Saudi cultural context of the present study. A convenience sampling technique has been identified as the most commonly used in retrieving samples for conducting qualitative research (Burns & Bush, 2006). Therefore,

this study uses content data analysis and comparative data analysis to compare Saudi women shoppers' buying behaviour and patterns in understanding the different styles of shopping centres in Riyadh.

1.3. The Context of the Research

1.3.1. Saudi Arabia Profile

The retail business is the process of selling consumer goods or services to customers through multiple channels of distributions in order to earn a profit (Moye, 2000). This sector includes shops on residential streets, shopping streets, and shopping centres. A shopping mall is a cluster of stores located in a single building, planned and designed and built for retailing and retail-related issues, usually managed as a single unit by a centre management team (Lynn, 2013). The most common aim of the shopping mall is to attract more consumers by increasing the attractiveness of the retail-shopping environment, and focus on creating a preference by the customers over the shopping streets. In contrast to shopping malls, the shopping streets lack such a concerted management concept (Teller, 2009; Lynn, 2013). This format has developed close to the main street of district, town, or city centres or found in general urban areas that were not exclusively designed and managed in terms of commercial and retailing matters. Moye (2000) stated that early department stores were free standing. However, most of them moved into shopping centres as they expanded into the suburbs. Politicians, property owners and residents commonly influence the development of shopping malls in any city, apart from the changing economy (Teller, 2009).

Facing aggressive competition from power centres, outlets and lifestyles, shopping malls rely more than ever on branded fashion merchandise, including luxury retailers. The mall image assists in shaping perceptions of merchandise and service quality. It gives shopping as well as entertainment options to some customers. In addition, a centre contains speciality stores for clothes, high-end brand apparel, home needs, books, and grocery supermarkets, as well as food courts. According to Nicholls et al. (2002) a shopping mall is a place with a diversity of stores situated under one roof, usually anchored by one or more feature such as a department store. Of all the innovations in the retailing sector, the most evident and widely publicised information relates to the transformation of the

traditional shopping centres. In Canada and the United States of America, the concept of retailing has driven a revolution of urban outlands, which have taken a huge share of new retail construction, and forced the reassessment of the future of central business districts. Retailing has changed consumer-buying habits and encouraged the impact of the different stakeholders. In many ways, the proliferation of the shopping centres in the North American market has been identified as a pervasive force that influenced retailing environment in other countries (Lugmani & Quraeshi, 1998).

Although shopping centre development has occurred since 1980, this concept is relatively new in Saudi Arabia. The first market formats in Saudi Arabia included traditional shopping centres and open-air markets. The traditional shopping centres were built before the Kingdom of Saudi Arabia had been integrated, and continued unchallenged until 1981. In April 1981, people saw the birth of Euro Marché. Euro Marché was the first modern shopping centre located in the fashionable Olaya district in Riyadh (Ahmed, 2012; Frasquet, Gil, & Molla, 2001). Additionally, the Middle East is currently proving to be an attractive destination for more retailers. The opportunities opened after Debenhams outlet (British brand) first expanded its stores internationally into the Saudi market. Potential franchise partners approached it, and opened the store in 1980. Debenhams looks out for countries where there is an opportunity for emerging as a large space retailer. A report published by the Wall Street Journal suggested there are a number of reasons to be optimistic about the prospects for retailing in Gulf countries (Saudi Arabia, Bahrain, Kuwait, Qatar and United Arab Emirates) due to a shift to open economies and competition, an openness to embrace foreign investors and the modernisation of economies (Jones, 2003). Promoters of the World Class Retailing Conference held in 2001 suggested that retailers should consider the Gulf region for further expansion for two reasons:

1. Copious supply of quality real estate and on-going investment in shopping centres;
and
2. Rapid increase of population in Saudi Arabia with a young demographic.

More than 120 existing shopping centres in Riyadh support the above-mentioned claim. From 1981 to 2011, traditional shopping centres have gradually decreased as most Saudi women stopped purchasing traditional clothing, due to a drastic shift in their attitudes.

Additionally, to compare consumerism in 1981 and 2011, a study has shown that the market for apparel sales for women in Saudi Arabia was estimated at \$13 billion in 2006 and expected to double by 2011 (*Saudi women spent, 2006, June 03*; Business Monitor International, 2011). In contrast, a large segment of spending on apparel indicates that Saudi women shoppers make more purchases in new shopping centres, as a result of various global and local factors. Saudi Arabian society became more effective at engaging different types of lifestyles. Consequently, the role of parents and families in influencing the individual decision-making process is showing a rapid change (Alhwiti, 2011, March 6). This change is evident, as more and more Saudi women working outside the home increase their ability to make independent family decisions. As such, women may also desire social prestige, to achieve career goals and thus be regarded by others as successful, influential and high class. Moreover, Saudi women have become more complex in regards to what they buy following a process of comparison between themselves and other family relatives in relation to brands that they possess, and how much money to spend (Alhwiti, 2011, March 6). Further, with massive exposure to advertisements, increased levels of education, frequent travel to the developed world, the proliferation of modern shopping centres and women assuming more active roles in Saudi culture, Saudi women shoppers' purchase decision-making processes tend to be worth exploring more than those of their male counterparts (Yavas et al., 1994).

Consequently, traditional shopping centres have gradually decreased, as most Saudi women shoppers stopped purchasing traditional- styled clothing, due to a drastic shift in their attitudes (Riyadh newspaper, 2009). Biba et al. (2006) stated that the competition between traditional and new shopping centres is unique to Canada. However, in Saudi Arabia, the capital city Riyadh was considered to be rich in traditional shopping centres, which were characterised by stocking national clothing and household needs (High Commission for the Development of Riyadh Report, 2013). Moreover, there are a number of traditional shopping centres, which have become antique markets in order to survive the change that has occurred due to globalisation and ever-changing consumer needs and trends (High Commission for the Development of Riyadh Report, 2013). The decrease of traditional shopping centres in the country is a consequence of Saudi consumers being better informed as a result of exposure to a complex combination of global and local factors, such as commercial advertisements, uptake of the Internet, access to satellite

television channels, increased foreign travel, enhanced marketing strategies and the process of urbanisation (Assad, 2007). Moreover, there is a rapid growth in the middle class as an emerging market in Saudi Arabia, which drives increasing demand for foreign items (Jones, 2003).

1.3.2. Role and Background of the Researcher

The researcher is from Saudi Arabia, and has undertaken a Master of Marketing Management degree at La Trobe University, Australia and has been motivated to study and investigate the changes in Saudi women shoppers' purchasing behaviour in Riyadh. Significant changes to the existing norms and traditions of conservative Saudi society are the ongoing motivation for the researcher to study and investigate the new phenomena of shopping and behavioural changes that have been occurring in Saudi society for the past three decades. Furthermore, the researcher is also motivated by the dearth of research studies in this specific context. Therefore, the researcher is interested in listening to and closely observing Saudi women shoppers and their purchasing patterns, in order to investigate and confirm the stated research objectives and attain answers to the research questions. It is also of interest to the researcher to explore to what extent the shopping patterns of Saudi women are actually influenced by social factors and existing cultural expectations.

1.4. Significance of the Research

The present research stems from the need to obtain a better understanding of the changes in Saudi women shoppers' purchasing behaviour in relation to the advent of modern shopping centres in comparison to traditional shopping centres.

1.4.1. Theoretical Perspective

The present research investigates "how the introduction of modern shopping centres has an impact on the consumer behaviour of women in terms of culture and family." This has not been investigated in the existing research. In addition, the most commonly evident behaviour directed towards "keeping up with fashion will be studied in detail. The advent of modern shopping centres in Saudi Arabia has resulted in a surge in Saudi women shopping and spending; and extending their credit limits, as they would not otherwise

have done in the traditional shopping centres. The study also focuses on exploring whether or not family influence is affecting purchasing behaviour of Saudi women shoppers due to their orientation towards ‘must have’; and ‘what others have’ irrespective of them needing it or not. The impact of aggressive advertising and various promotional material in motivating Saudi women shoppers to change their purchase behaviours will also be investigated. Therefore, the findings of this study should provide valuable information on the issues related to the rise of consumerism, cultural shifts, westernisation and other socio-political factors in Saudi Arabia.

1.4.2. Contribution to Management

In understanding the context of shopping centres and the retail-shopping environment, marketers should pay more attention to shoppers’ buying intentions and the length of time that they spend at these shopping centres. It is accepted that shopping patterns are generally enhanced by customised advertisements and promotional material. However, marketers need to take into consideration the impact exerted by the family when designing promotional programs so as to target relatives and friends of mall shoppers. Hence, the present study will add to the pool of existing knowledge related to consumer behaviour by specifically examining the purchasing patterns and associated influences on women shoppers in Saudi Arabia. The findings should provide new and previously untapped information for the academic literature, thus being of value to marketers and interested academics. In addition, it may provide data that can assist the Saudi government in adapting to or regulating spending among lower socio- economic groups of women, to ensure that the Kingdom of Saudi Arabia economy does not deteriorate through consumer-induced debt. The next section will discuss the organisation of various chapters in the present study.

1.5. Organisation of the Thesis

The thesis consists of six chapters. Chapter One presents a discussion of the research questions, statement of the research problem, introduction of the context for the research, the significance of the research, and outlines the structure of the thesis.

Chapter Two will present a brief description of women consumers’ purchasing behaviour. Chapter Two also will provide a synthesis of existing literature on consumers’ purchasing

behaviour and decision-making processes. A literature review offers deconstruction of the existing literature, by establishing an overall view of themes and issues related to the topic under investigation and further assess relevant constructs that should be studied. The aim of this chapter is to examine and present a comprehensive analysis of existing literature on the research topic. Thus, this chapter presents discussion of extant research in the fields of buying behaviour and explains how the buying behaviour of consumers varies in relation to shopping centres and surrounding shopping environment. The literature review presented in this chapter relates to the major focus of the study, and is outlined and organised into four major sections useful in the development of the conceptual framework for the thesis. These include: (1) an overall view of consumer behaviour theory: approaches and models, (2) changes to Saudi culture and shopping patterns of Saudi women shoppers, (3) an overall view of traditional and modern shopping centres, and (4) influences of social groups on Saudi women shoppers' purchasing behaviour.

Chapter Three will discuss the research methodology adopted for the present research. This chapter will outline the research methodology used in the present study for addressing the following research objectives: (1) What patterns of buying behaviour are exhibited by Saudi women shoppers when purchasing apparel? (2) How do Saudi women perceive modern shopping centres in comparison to traditional shopping centres? and (3) What influences do family members and friends exert on Saudi women shoppers purchase of western apparel? Chapter Three also outlines the relevance of including qualitative open-ended questions in the questionnaire in order to obtain responses from the participants through the in-depth interviewing process.

Chapter Four will present the results of qualitative research obtained from the interviews conducted with Saudi women in Riyadh. This chapter will provide a summary of the key results obtained from the qualitative in-depth interviews conducted with a sample of Saudi women shoppers at shopping centres in Riyadh, Saudi Arabia. Firstly, the demographic characteristics of Saudi women who participated in in-depth interviews will be discussed in detail, and then the results of the qualitative study will be presented, revealing the relevant themes of importance attributed to Saudi women shoppers' purchasing behaviour and the prevailing culture in Riyadh. These results will be presented in three broad headings (a) similarities and differences of traditional and modern shopping centres in Saudi Arabia, (b) motivations for Saudi women shoppers to shop in traditional and

modern shopping centres, and (c) Saudi women's buying behaviour patterns in relation to shopping centres. Results will be presented based on the stated research questions and research objectives in Chapter One.

Chapter Five presents the main discussion of the present research by providing a critical review of the main results obtained by interviewing the Saudi women shoppers' buying behaviour towards the purchase of apparel. The findings will be discussed in line with the results presented in Chapter Four and further will be compared and contrasted with those of other relevant studies in the extant research. It also will provide the theoretical, methodological and practical implications of the research study. Limitations of the present research study will be identified and directions for future research will be outlined.

The next chapter will discuss the existing literature related to the consumer buyer behaviour and the consumer decision-making process, alongside the women shoppers' motivations to purchase apparel and factors impacting Saudi women shoppers' purchasing behaviour.

Chapter 2. Literature Review

2.1. Introduction

Chapter 2 synthesises existing literature on consumers' purchasing behaviour and decision-making processes are reviewed. Rowley and Slack (2004) define a literature review as a summary of a theme field to identify specific research questions. A literature review offers deconstruction of the existing literature by establishing an overall view of themes and issues that are related to the topic and assessing categories that should be investigated. The aim of this chapter is to examine and present a comprehensive analysis of existing literature on the research topic. Thus this chapter presents discussion of extant research in the fields of buying behaviour in relation to shopping centres. However, the literature review presented in this part relates to the major focus of the study, and is outlined and organised into four major sections that serve as the conceptual framework for the thesis. These include: (1) an overall view of traditional and modern shopping centres, (2) an overall view of consumer behaviour theory: approaches and models, (3) changes to Saudi culture and shopping patterns of Saudi women, and (4) influences of social groups on Saudi women's purchasing behaviour.

2.2. Overall View of Traditional and Modern Shopping Centres

Moyer (1973) defined a shopping centre as a "group of stores which are planned, developed and designed as a unit". Sankar (2005) defined a shopping centre as a shopping complex by walkways. Furthermore, Underhill (2004) defined the shopping mall as a store of stores. Teller (2008) stated the basic conceptual and structural differences between shopping streets and shopping mall. A shopping mall is a cluster of stores located in a single building planned, and designed and built for retailing and retail-related issues; they are managed as a single unit by a centre management team (Jackson & Stoel, 2011). One aim of the shopping mall is to attract more consumers by increasing the attractiveness, synonymous for significance and drawing power or preference over the shopping streets (Oon, 2013). In contrast to shopping malls, the shopping streets lack such a concerted management concept. This format is close to the main street of district, town, or city centres or found in urban areas that are not exclusively designed and managed in terms of

commercial matters generally and retailing matters particularly. Moye (2000) stated that early stores on street were free standing. However, most of them moved into shopping centres as they were constructed in the suburbs. The developments of shopping malls in any city are normally influenced by politicians, landlords and residents (Teller, 2009). Facing aggressive competition from power centres, outlets and lifestyles, shopping malls rely more than ever on branded fashion merchandise, including luxury retailers (Michon, Yu, Smith, and Chebat, 2008). The mall image assists in shaping perceptions of merchandise and service quality. It gives shopping, as well as entertainment options, to some customers (Sit, Merriless, & Birch, 2003). In addition, a centre contains speciality stores for clothes, high-end brand apparel, home needs, books, grocery supermarkets, as well as food courts. According to Nicholls et al. (2002), a shopping mall is a place where a diversity of stores is situated under one roof, and is usually anchored by one or more features such as a department store. Of all the innovations in the retailing sector, the most evident and widely publicised is the transformation of the traditional shopping centres. In Canada and the United States of America, the concept of retailing has driven a revolution of urban outlands, which have taken a huge share of new retail construction, and forced the reassessment of the future of central business districts. Retailing has changed consumer-buying habits and encouraged the impact of the different stakeholders. In many ways, the proliferation of the shopping centres in the North American market has been identified as a pervasive force that impacted retailing in other countries (Lugmani & Quraeshi, 1998).

Extant studies have dealt with shoppers' response to shopping centres and some studies specifically highlighted the influence of shopping centres with advanced leisure facilities. A few studies highlighted the impact of entertainment and/or pleasure as an important factor for predicting consumers' response (Guijun, Tsang, Zhou, Li, & Nicholls, 2006; Sit, Merriless, & Birch, 2003). Millan and Howard (2007) have explored the impact of the national culture on leisure shopping. Invariably, shopping habits vary across countries as places to spend time with relatives and friends or even to spend time in pleasant (climate controlled) settings, completely contrasting the general opinions held by Europeans about shopping centres (Millan & Howard, 2007). Another study of Chilean and American mall shoppers conducted by Millan & Howard (2007) found that Chilean consumers visit shopping centres primarily for product reasons and most of their purchases were planned. In the views of Sinah and Banerjee (2004), shopping centre choice behaviour of a

customer consisted of a cognitive procedure. It starts with an information-seeking process as the brand choice or any buying decision is considered (Khan Yaseen, Zafar & Tariq, 2011). Also, it is similar to the decision making of a purchase, but otherwise is influenced by the location aspect (Ayanwale, Alimi, & Ayanbimipe, 2005). The experiences of shopping centres are also greatly influenced by a country's economic circumstances (Mooradian, & Olver, 2006). Thus, a country's culture might moderate the level of utilitarian and hedonic shopping motives and experiences (Guijun et al., 2006).

Well-known attributes affecting the success of shopping centres include choice of anchor stores and parking facilities. For the customer, there may be more than one shopping centre close to their place that rate highly on these attributes (Dennis, 2005). The differences between shopping centres based on distinctiveness might play a greater part in patronage decisions. In "branding" terms this makes a store distinctive and can add a value to a shopping centre (Floor, 2006). Mall image is a multi-dimensional component, consisting of both visible features such as the superiority and availability of goods, and less tangible features like the atmosphere and ambience of the mall (Field, Bergiel, & Giesen, 2012). Mall image is defined by a consumer holistically perceiving mall attributes, formed as a result of shopping practice. In addition, it can be described as the overall consumer evaluation of all perceived features of the shopping centre (Dorah & Job, 2014). It has been noted that there are three main brand qualities of shopping centre malls. These are "assortment" including quality of apparel, diversity of stores, range of apparel, sales promotion; "facilities", including layout of a shopping mall, parking lot, relaxed recreational areas; and "market position" including overall price level, staff and shopping mall characteristics. Another study evaluates the reason for visiting a given shopping mall by shoppers of different educational levels, incomes and occupational classification. Previous research also noted that better interior design promotes the mall image over a period of time. Thus, the interaction of these tangible and intangible fundamentals widely determines mall image.

Dorah & Job (2014) indicated that customers behaved in similar ways in choosing a shopping mall. The five most essential image attributes of a shopping centre include: merchandise (type of product and variety and availability), atmosphere (pleasant interior design of the shopping mall), accessibility (distance to the shopping mall), entertainment (the variety of recreation and catering services), and convenience environment (ease of

navigation inside the shopping mall) (Dorah & Job, 2014); (Teller, 2008). In addition, merchandise has been identified as the most significant image attribute in choosing the shopping mall (Ahmed, Morry, & Zainurin, 2007). Availability of brands is considered as the second important factor, followed by the atmosphere, which is the significance of designs and pleasant interior decors of the shopping mall. The third factor is accessibility of the shopping mall, which includes the location of the shopping mall, parking lots, road arteries and transportation systems (Sharma, 2015). Although entertainment was considered as a fourth factor involved in visiting a shopping mall, it also attracts new visitors to the mall, through a variety of recreational activities and other services. The fifth factor is convenience, which refers to the convenience of navigation within the shopping mall, as customers like the ease of movement from one store to another store, and comfortable escalators and lifts from one floor to another. Teller (2008) differentiated shopping malls versus shopping streets from the consumers' point of view. The benefits in choosing certain groups when satisfying demand can be categorised as a convenience aspect to minimise shopping endeavours in a multi-purpose shopping trip and an entertainment aspect to visit a shopping centre as a place to spend time being entertained or spoiled by specific facilities such as restaurants, bars or cinemas.

Although the shopping centre industry has greatly developed since 1980, this concept was new in Saudi. The first market formats were traditional shopping centres and open-air markets. It is believed that traditional shopping centres were built before the Kingdom of Saudi Arabia had been integrated, and continued till 1981. In April 1981 people saw the birth of Euro Marché. Euro Marché is considered the number one modern shopping centre located in the fashionable Olaya district in Riyadh. Additionally, the Middle East is currently proving an attractive destination for retailers. This case considered the opportunities after Debenhams outlet (British brand) first expanded its stores internationally into the Saudi market when potential franchise partners approached it, and opened in 1980. Debenhams looks for countries where there is an opportunity for a large space retailer. A report published by the Wall Street Journal suggested that there are a number of reasons to be optimistic about the Gulf countries' prospects (Saudi Arabia, Bahrain, Kuwait, Qatar and United Arab Emirates), including moves to open economies to competition, welcoming foreign investors and the modernisation of economics (Jones, 2003). Promoters of the World Class Retailing Conference held in 2001 suggested that retailers should consider this region for expansion for two reasons:

- Copious supply of quality real estate and on-going investment in shopping centres
- Rapid increase of population in Saudi Arabia with young population

Consequently, traditional shopping centres have gradually decreased as most Saudi women stopped purchasing traditional styled clothing due to a drastic shift in their attitudes. Biba et al., (2006) stated that the competition between traditional and new shopping centres is unique in Canada. However, in Saudi Arabia, the capital city Riyadh was considered as rich in traditional shopping centres, which were characterised by national clothing and household needs. Moreover, there are a number of traditional shopping centres, which have become antique markets to survive the change in consumer trends. The decrease of traditional shopping centres in the country is a consequence of Saudi consumers being better informed, as a result of exposure to a complex combination of global and local factors, such as commercial advertisements, uptake of the Internet, access to satellite television channels, increased foreign travel, enhanced marketing strategies and a progressing process of urbanisation (Assad, 2007). There is a rapid growth in the middle class in Saudi Arabia and increasing demand for foreign items (Jones, 2003).

Literature highlights that a high level of hedonic shopping experiences might be encountered in developed societies, but might be commonly absent in less or least developed societies (Michon et al., 2004). Another study found that Hungarian consumers, when visiting shopping centres, seemed to be motivated by product-related reasons rather than experiential ones, and they are more utilitarian and task-oriented shoppers than recreational shoppers (Taneja, 2007). A majority of the purchases made in the shopping centres were pre-planned by the consumers (Millan & Howard, 2007). Further, shopper motivations in choices of shopping centres are also multidimensional. Researchers indicate that shoppers' spending is significantly related to the attractiveness of shopping centres (Michon et al., 2004). Moreover, store personality is identified as an important variable in the extant research and its impact has been explored on consumers' perception of merchandise and service quality in a shopping centre setting. Thus, an effective mall environment might increase shopping value and influence consumers to exhibit more amenable behaviour, staying longer in the mall. Those consumers who experienced a pleasurable shopping trip were more likely to exhibit patronage intention. Shopping value involves an interaction between a consumer and a product that affects not only the object

itself, but also purchasing experience. Shopping goes way beyond just functional utility and task orientation. It is believed that women shoppers' fashion orientation would shape their perception of the mall. Women shoppers looking for something in particular, such as fashion, would be expected to have a more selective perception of their environments in preferred shopping centres. Thus, the perception of the mall environment has a positive impact on the perception of product quality. Another study found that store design perceptions influenced the service quality dimensions (Michon, Yu, Smith, and Chebat, 2008). Previous studies have discussed that shoppers derive value from purchasing items or services, because they hold unique qualities (Lynn, 2013). Shopping centre developers have also tried to cope in the emerging economy in the recent past by providing consumers with good store ambience, as well as entertainment areas, to offer unique experiences apart from shopping (Howard, 2007). Contemporary shopping centres have combined shopping experiences with recreational facilities, such as cinema theatres for the consumers in which they can engage and enjoy their experiences while shopping in the centre (Virdi, 2011). Taneja (2007) stated that shoppers are searching for unique and novel experiences. The shoppers in the Indian market also tend to look at visits to stores and malls as an enjoyable experience, a gathering for the family, and receiving value for money while shopping. They experience an entertaining time while in shopping centres. Shopping developers therefore try to provide worthwhile experience based on customers' expectations. Thus the overall shopping experience which includes shopping, and leisure as well as entertainment is a key determinant for consumers' perception of overall mall attractiveness.

Saudi customers are becoming very demanding, primarily due to the explosion of fashion in the country (Jones, 2003). Middle Eastern consumers prefer to shop and the younger people spend a lot of money on high-end brands and middle market fashion. Additionally, a strong brand image is vital to win consumers in the region, but there is no guarantee that a brand, which is successful in Dubai, will be successful in Riyadh. According to Ahmad (2012) modern shopping centres attract customers by aesthetic, convenience and accessibility attributes associated with a shopping centre, such as entertainment, service quality and product variety. However, it has been suggested that in the short term, Saudi Arabia is the country that is the key to the region's success. The country has a wealthy young population. As a strict Islamic country, western business needs to act with caution in embracing the dominant Arab culture within the region. Conversely, with the

proliferation of department stores, modern shopping centres, fast food restaurants and fashion house outlets in Saudi Arabia, there seems to be clear evidence of the emergence of distinct consumption and purchasing patterns amongst Saudi consumers (Assad, 2007). Furthermore, the high correlation between shopping centre experiences and centre environment suggests that mature customers value store location, design and security availability, as compared to traditional shopping centres which do not have these attributes. According to Rousseau & Venter (2014) customers like to visit a shopping centre that provides efficient security, safe parking areas, in store benches for disabled people and store layout that ensures ease of entry and exit. Also, people look for social interaction and leisure experiences in the sophisticated and convenience environment of shopping centres, as often these places are associated with entertainment related purposes. Thus, mature people are wiser, more experienced and have plenty of time to choose which products to buy as well as gathering information before they make decisions about which shopping centre they should they go to.

The existing literature highlights that Saudi women like to move towards Western fashion and it seems that more than 120 shopping centres currently operating in Riyadh evidently confirm the acceptance of the modern shopping centres by the Saudi customers. Reports also indicate that Saudi customers spend more money and time at the modern shopping centres in comparison to traditional shopping centres (Assad, 2007). Moreover, the researcher is specifically concerned with the changes in Saudi women's purchasing behaviour related to the advent of modern shopping centres. Modern shopping centres indicate that Saudi women have shifted from strict conservative social constraints to a less restrictive way of living, as a result of positive and massive developments launched by the Saudi government to equalise gender inequality in education and the workplace. In doing so, Saudi women have more freedom and rights, which include working in historically male-dominated industries, improved educational opportunities and outcomes, and being perceived and treated as equal to men in social, political and economic issues. Further, Saudi women can engage in international business as well as study overseas, thereby gaining international experiences and perspectives (Shoult, 2002).

In light of this discussion, within the context of Saudi Arabia, the modern shopping centres have proliferated during the last decade as a result of westernisation, globalisation, seductive advertising, and the emergence of consumer-oriented societies (Assad, 2007).

There are many crucial factors that translate to change in shopping centre patterns, from traditional to the more modern one stop centres. These factors, include increasing economic wealth, shifting lifestyle, cultural differences among the residents and visitors, ethnic mix and hot weather. Thus, consumerist attitudes and lifestyles are spreading rapidly in Saudi Arabia (Ahmad, 2012). As mentioned, the spread of consumerism in the country is a consequence of a complex combination of global and local factors such as commercial advertisements, the high uptake of the Internet, marketing strategies and the process of urbanisation (Assad, 2007).

There are more than 120 shopping centres in Riyadh that support the above-mentioned claim. From 1981 to 2011, traditional shopping centres have gradually decreased, as most Saudi women stopped purchasing traditional clothing due to a drastic shift in their attitudes. Additionally, to compare consumerism in 1981 and 2011, a study has shown that the market for apparel sales for women in Saudi Arabia was estimated at 13 billion in 2006 and expected to double in 2011 (Saudi expectations have changed, 2013). In contrast, a large segment of spending on apparel indicates that Saudi women are making more and more purchases in new shopping centres as a result of global and local factors. This is the result of Saudi Arabia becoming more effective at engaging different types of lifestyles and in doing so has changed the role of parents and families in individual decision making. Additionally, the parent's role, as discussed earlier, has changed as a result of changes to women's roles in society - specifically in regards to working outside of the home and therefore women's ability to make family decisions. As such, women may also desire social prestige, to achieve career goals and thus be regarded by others as successful, influential and high class. Moreover, Saudi women have become more complex in regards to what they buy, following a process of comparison between themselves and other relatives in relation to brands, how much money to spend and which brands they have purchased (Alhwiti, 2011, March 6). Further, with massive exposure to advertisements, increased levels of education, frequent travel to the developed world, the proliferation of modern shopping centres and women assuming more active roles Saudi women's purchase decision-making processes may be more heavily influenced than that of men (Yavas et al., 1994).

Considering the fact that Saudi women have a distinctive, hedonic, aesthetic and ritualistic purchasing behaviour, with a desire for expensive brands, there is the impression that there

is a relationship between modern shopping centres and the rise of consumerism by Saudi women, as evidenced by an increase in unnecessary and excessive consumption for social prestige (Ahmed, 2012; Arnould & Thompson, 2005). In light of these dynamics however, there are no in-depth studies to date which explore the impact of the modern shopping centres, as well as whether Saudi women prefer shopping at traditional or modern shopping centres, and the reasons for their preferences. Further academic inquiries are needed to understand how Saudi women shoppers are influenced by the proliferation of modern shopping centres and what experiences Saudi women have when visiting modern shopping centres. Therefore, this study sets out to explore the following research question:

RQ1: How do Saudi women perceive modern shopping centres compared to traditional shopping centres?

2.3. An overall View of Consumer Behaviour Theory: Approaches and Models of Consumer Behaviour Theory

Consumer behaviour is a concept which continues to be redefined and redeveloped. As such, the early definitions of this concept have evolved to include modern marketing strategies and a more holistic range of activities that impact upon consumer behaviour. This is evident in contemporary definitions of consumer behaviour, like that from Solomon et al. (2010, p 6): “consumer behaviour is the study of the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires”. The aim of consumer behaviour research is to describe and predict how consumers will behave when faced with product choices (Hauser & Urban, 1979). This study seeks to explore how consumers behave when making purchasing decisions. The stimulus-response model of consumer behaviour is shown in Figure 2.1.

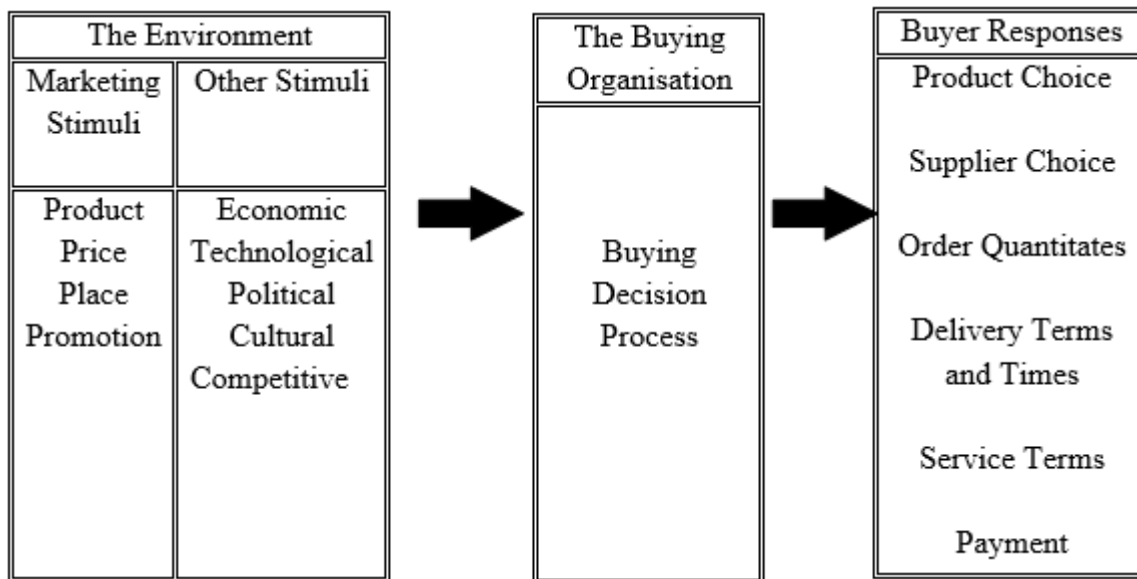


Figure 2.1 The stimulus-response model of consumer behaviour (Hauser and Urban, 1979).

Figure 2.1 indicates how consumers respond to various marketing stimuli, such as product, price, family, or culture. First, buyer characteristics influence how they perceive and react to the stimuli. Second, the buyer's decision process itself affects consumer behaviour. In respect to the current study, variables such as traditional culture and family values will be explored in relation to the proliferation of modern shopping centres and their effect on Saudi women's purchasing behaviour. Whilst culture and tradition have been identified as significant variables, researchers (Kotler, Brown, Adam, Burton, & Armstrong, 2007) have demonstrated that consumers make purchase decisions every day, and consumers make many different types of purchases, not all of which may be influenced by the aforementioned variables.

2.3.1. Consumer buying behaviour

According to Taneja (2011) the choice of shopping centre is related to need recognition, when an individual comes to know that she/he wants to buy an item. Once the individual recognises the need, then she moves to seek information about the wanted item. Later, the individual starts to evaluate the alternatives available to her. Lastly, she moves to make a decision to buy the item. This process may include visiting certain stores, consulting friends/relatives and searching online/offline for more information about the products/services under consideration (Shaheen, & Lodhi, 2016; Kotler et al., 2007). However, customer shopping behaviour is different in different countries (Taneja, 2007). The reasons for different shopping behaviour may be attributed to the diverse cultures and

changing economies of scale of different countries (Loudon, Albert, & Bitta, 2007).

According to Kim, Kim, & Sohn (2009) Korean consumers are more interested to buy luxury brand representing perceived visible and unique value, social value, hedonic and quality values. Another study indicated that functional value, vanity achievement and household income directly influence Malaysian consumers to buy luxury brands (Mamat, Noor, & Noor, 2015). The shopping centre's architectural design in Indonesia has been formed by food court, and thematic halls with various art sculptures and customers are influenced by the interior element and design of a shopping centre, which is an indicator for the success of public space design for Indonesian people (Kusumowidagdo, Sachari, & Widodo, 2015). According to Hedhli, Zourrig, & Chebat (2016) hedonic value influence shopping well-being, which results in more enjoyment and pleasure for shoppers during shopping activities. Dholakia (1999) provided a framework to understand the shopping behaviour of consumers presented in Figure 2.2 and throughout the chapter.

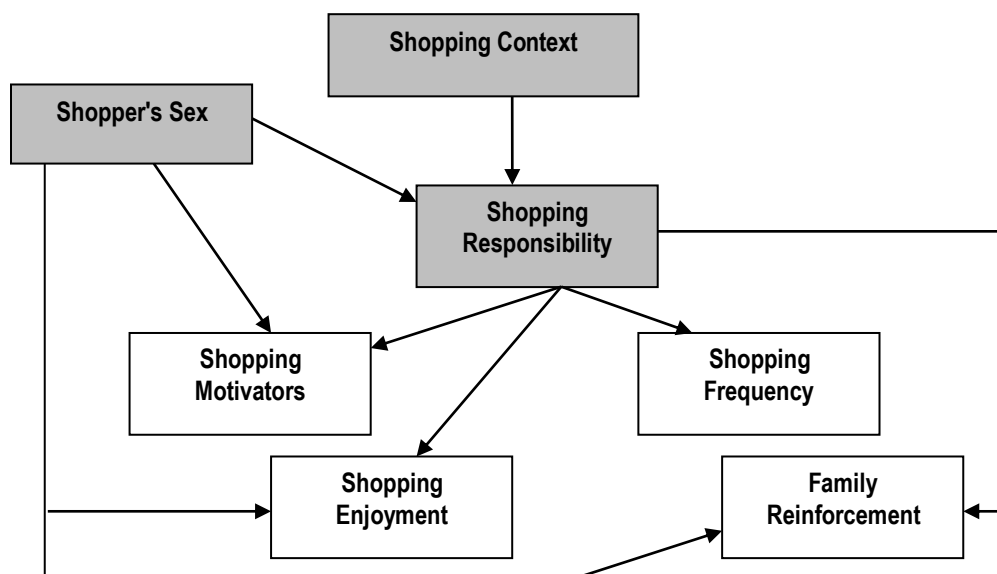


Figure 2.2 Framework to Understanding shopping behaviour

Figure 2.2 shows how the reasons for this varying shopping behaviour are the diverse cultures and changes of economics in different countries. However, in considering customer shopping behaviour as a key to understanding how customers shop and when and why they decide to buy items, we should first understand the shopping context. Tauber (1972) stated that if the motive for shopping occurs only as a function of purchasing, the decision to shop will happen when an individual's need for a particular item becomes strong enough to engender a purchase of it. Solomon (2002) identified four

types of purchase behaviours, namely, planned, unplanned, impulse, and compulsive buying. Planned buying behaviour involves an information search about the product to be bought, an evaluation of alternative items and then making rational decisions whether or not to purchase a specific product (Dennis, 2005). Unplanned buying behaviour does not include this kind of initial planning. It comes when an individual sees an item in a store and accidentally buys something (Lynn, 2013). Compulsive buying is defined as when a customer continuously repeats purchasing items that become a primary response to negative feeling such as boredom, depression, obsession, a tendency to dream and having lower levels of self-esteem (Taneja, 2007).

Impulse buying behaviour happens when a customer finds an item in the store and is unable to resist the urge to purchase (Kollat & Willett, 1967). In other words, impulse buying behaviour represents unplanned purchasing and takes place when a customer experiences a sudden urge to purchase something immediately, with no prior plans to buy, and does not actively look for a link between product and the associated need (Khan, Humayun, & Sajjad, 2015). There are many factors that influence customers to buy impulsively, as identified by Yang, Huang & Feng (2011) such as:

- 1 **External Stimuli:** advertising, promotion, image of the store and buying frequently;
- 2 **Internal Perceptions:** emotion, lifestyle, time pressure and personality;
- 3 **Buying Behaviour:** price, payment, newness of clothes and the time of purchasing;
and
- 4 **Demographic variables:** age, gender, education, income, occupation, marital status and residence place.

The preferences for consumers' shopping tasks (planned shopping) are significantly related to shopping orientations (Preez, Visser, & Zietsman, 2007). Many researchers have investigated the existence of various types of shoppers on the basis of shopping orientations. Stone (1954) identified four types of shoppers: the economic shopper, the personalising shopper, the ethical shopper, and the apathetic shopper. Shopping types were identified based on consumers' orientation toward shopping in view of alternative product uses and expenditure of time (Moye, 2000). An economic shopper is defined as having concern for finances and a preference to shop at large chain stores because of cheaper prices, rather than shopping at speciality stores (Karande & Merchant, 2012). The economic shoppers are also identified as strictly minimising the time required to

accomplish the shopping task (Bellenger & Korgaonkar, 1980); (Moye, 2000). The personalised shopper will only shop at a store with which the shopper has formed a strong attachment. The apathetic shopper does not like to do shopping but continues to engage in shopping activities to purchase what is needed (Tiwari & Abraham, 2010). Lastly, the ethical shopper is very concerned and aware about the local stores and will prefer them over the big outlets.

In comparison to economic buying behaviour, the recreational shopper sees shopping as a means of socialising, spending, and having leisure time. Shopping for him/her is fun. Also, the recreational shopper spends more time shopping, even after making the required purchases, tends to buy something he/she likes, regardless of necessity or urgency, and thus spends less time considering before purchasing (Bellenger & Korgaonkar, 1980). Moreover, the recreational shopper likes to engage in more information seeking than the economic shopper does. Recreational shoppers enjoy shopping as the best use of their leisure time, tend to be active, and like a pleasant store atmosphere with a large variety of high quality apparel (Taneja, 2007). Also, shopping means socialising, spending leisure time and a fun experience for the recreational shoppers. However, when choosing a store, the recreational shopper considers the quality of products, the convenience of place and time, variety of stocks, reputation, well-known brands and labels, and décor of the centre, which are very important for the recreational shopper, whereas sales, credit availability, and discounts are more important to the economic shopper (Moye, 2000). However, the literature highlights that many researchers address differences between economic shoppers and recreational shoppers. For example, a high-quality shopping centre, with extensive variety and a large number of related services, is more important than convenience and economy for recreational shoppers. In contrast, the economic shopper values convenience and cost, compared to the recreational shopper who enjoys browsing and window-shopping.

2.3.2. Stages in the Consumer’s Purchasing Decision- Making Process

The consumer decision-making process involves a series of related and sequential stages of activity (Tabur, 1972). Figure 2.3 represents various stages in the consumer’s purchasing process and summarises the purchasing stages that consumers go through (Solomon et al., 2007) on a day-to-day basis whilst making purchases.

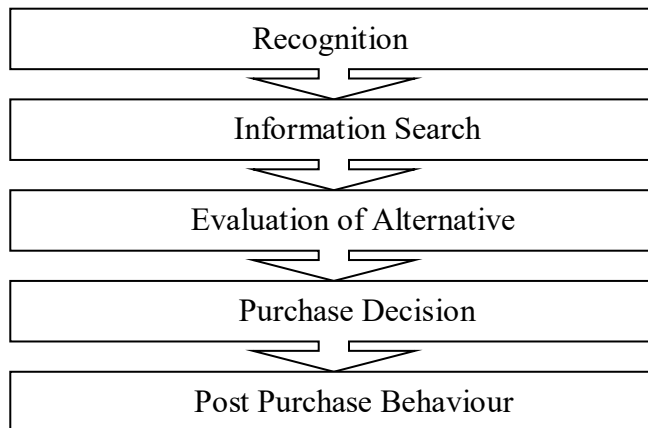


Figure 2.3 Stages of Purchasing Behaviour Process

Figure 2.3 illustrates how a consumer buys a product. The first stage of the buying decision process is “need recognition” and it occurs when a consumer plans to buy apparel for a special occasion or dinner, because she/he does not have particularly good apparel. However, the consumer realises that she/he must purchase new apparel. The second stage is when a consumer needs more information about what apparel he/she needs to buy and then he/she goes to a store to find which apparel to buy. In addition, information sources can be broadly divided into two types: internal and external (Mourali, Laroche, Pons, 2005). The consumer has previous knowledge in his/her memory about a product. Likewise, a consumer might get information from advertisements, friends, relatives or immediate family. Thus, the consumer might engage internal or external sources when confronted with a purchase decision. The third stage is when a consumer wants to choose between different apparel. It is not possible for the consumer to examine all the apparel in the marketplace (Kwan, 2006). A consumer might develop evaluative criteria to assist in narrowing down his/her choices. Evaluative criteria can be used to judge which product to buy, from functional attributes to experiential. Other criteria can be used if the products are similar; then the consumer may use determinant attributes to differentiate between choices. Later, with low-involvement purchases, a consumer might go from recognising a

need for buying an item of apparel, to a decision to purchase it after he/she has evaluated different alternatives, further, deciding which items of apparel to purchase and which store to purchase them from. Lastly, at this point in the process, the consumer decides, whether in the light of the item purchased, there should be a repeat purchase of similar items (Tanner & Raymond, 2012).

2.3.3. Situational Influences on Buying Behaviour

Previous studies of consumer buying behaviour demonstrate that many factors, such as situational factors may influence the decision-making of consumers' purchases, (Nicholls et al., 2006). Researchers have categorised influences into two broad groups: non-situational factors, which refer to those general characteristics of an individual or an object. For example, personality, gender, intellect and race of an individual; and brand image, and an item's quality, size and function can influence the intention to purchase (Tanner & Raymond, 2012). On the other hand, situational factors refer to all of those factors that are specific to a time and place of observation, which do not follow from a knowledge of personal and stimulus attributes that have an effect on current behaviour (Khan et al., 2015). Situational factors include physical/social surroundings, time, shopping tasks and antecedent states, and are presented in Figure 2.3 (Zhuang, Tsang, Zhou, Li & Nicholls, 2005). However, Xuanxiaoqing, Yang & Huang (2012) state that different situations are associated with purchasing results in different types of impulsive buying behaviours (Wong, Osman, Said, & Feng, 2014). The influence of these factors varies between different occasions as well as amongst individuals for the same type of items purchased. Also, when an individual enjoys shopping, there is a tendency for customers to purchase impulsively (Shen, 2012). Moreover, the greater the availability of time for consumers to engage in shopping and associated activities, the greater is the likelihood that consumers will engage in impulse shopping (Khan et al., 2015). Thus, situational factors are stimuli's temporary conditions that affect a consumer's behaviour when it comes to purchasing apparel, for instance, and are presented in Figure 2.4

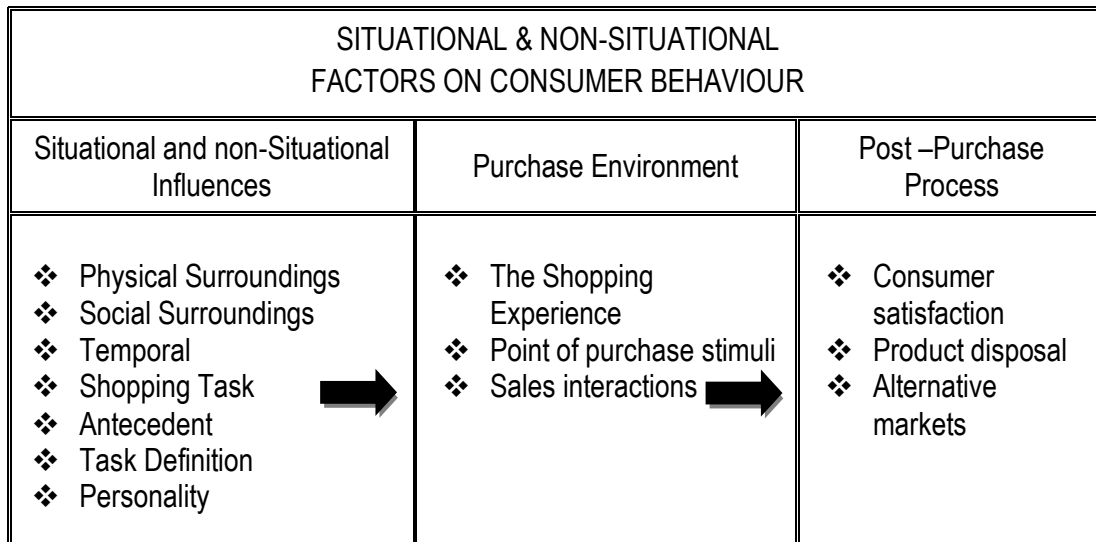


Figure 2.4 Situational Factors on Consumer Behaviour (Tanner & Raymond, 2012).

As illustrated by figure 2.4, a consumer’s choice is affected by many personal factors, such as his/ her mood, whether an individual’s purchase time is limited and the particular situation for which the product is needed. The consumer’s situation is defined by factors beyond the characteristics of the individual and the product that influences the buying and/or using of the product (Kotler et al., 2007). Situational factors can be related to the behavioural patterns of the individual. For example, entertaining friends or engaging in shopping is associated in the existing literature with a need to overcome an individual’s boredom, depression or anxiety at that point of time. Firstly, physical surroundings mean geographical and institutional locations, décor, sounds, aromas, music, store layouts and organised and visible configurations. They affect consumers’ motives for a product usage and how customers evaluate the products. A study found that spraying certain odours into a casino increased the amount of money spent into the slot machines (Kotler et al., 2007).

According to Tsang et al., (2012) the impact of physical surroundings on shopping behaviour has also been well documented. It has been found that purchase behaviour can be modified by the way in which merchandise is arranged. Moreover, to stimulate sales, it is more important to maintain a point of purchase display visible to customers. The location of the store, the background colour, the height of a product on a shelf, visual signals (décor) and auditory signals (music), all influence shoppers’ behaviour (Tanner and Raymond, 2012). Secondly, social surroundings include the presence of other individuals, their roles and characteristics and interpersonal reactions (Zhuang et al., 2006). For example, the presence of friends, relatives or family members might have a significant role in influencing consumers’ purchasing decisions or impact their sensitivity

to product prices. The presence of a number of companions in a consumer environment as social shopper's increases arousal levels needed to purchase a product (Nicholls et al., 2006). The third factor, temporal perspective, is defined as a dimension attributed to specific situations that arise at that point in time that may control buying behaviour. For example, shortage of time can reduce both planned and unplanned purchases and frequency of purchases, as customers who are more familiar with a store's design might make fewer unplanned purchases, and thus it could significantly alter shopping behaviour (Nicholls, Roselow, Dublisch & Comer, 1996).

Investigating consumers' time pressure and knowledge of store environment on their shopping patterns has resulted in modifications of planned and unplanned shopping behaviour. Tanner & Raymond (2012) considered the amount of time spent in shopping was based on the purpose of shopping, e.g. is it an emergency purchase. What if you need apparel for an important dinner or you are shopping for a gift for a special occasion? In addition, travel time associated with the shopping mall influences consumers to consider which shopping mall to visit and make purchases. Similarly, the distance to the mall has been associated with the time spent within the shopping mall (Nicholls et al., 2006). The fourth factor is the task factor, which refers to the mission intended to purchase a product, or get information about a general or specific purchase, for example, an individual's intention to buy a specific product and which shopping mall to visit (Nicholls et al., 1996). An individual who planned to shop for specific items tended to buy more than planned for (Nicholls et al., 2006).

Lastly, antecedent states are identified as momentary moods or conditions of buying, such as boredom, cash in hand, fatigue, illness, and anxiety, often associated with the number of stores visited and satisfaction generated by consumers. The more time spent at a shopping centre, the more stores that a shopper visits, the more likely it is that the shopper will purchase something. Even with a consistent behaviour pattern such as window shopping by those who tend to browse more than buy (Tanner & Raymond, 2012). However, the impact of satisfaction was positively significant in a study conducted in the USA by Nicholls et al., (1996). It is evident that the more satisfied customers at a shopping centre engage in more purchases. Zhu, Timmemans & Wang (2006) also found that situational factors could have an impact on consumers' shopping behaviour and purchase decisions.

Taneja (2007) found that situational factors have an impact on shopping behaviour and purchase decisions. Many other factors may also affect consumers' purchase decisions. A customer is likely to be influenced by others while making a shopping trip, in making a purchase decision. Also, a person will tend to shop more and more and spend more money when shopping with someone else. Extensive efforts have been made in investigating the situational impact on shoppers' buying decisions. For example, previous studies indicate that people have various motivations for shopping trips: some for purely utilitarian purposes and others for hedonic purposes (Dhar, Wertebroch, 2000). It is evident that utilitarian shoppers are strongly motivated by purchase considerations that are more likely to lead to purchase than hedonistic shoppers. Similarly, purchases made during shopping trips might be either planned or unplanned. Because of the nature of their task, shoppers with a purchase plan are more likely to buy than those without one (Park-Poaps, 2010).

2.3.4. Consumer Decision Making Process

There are many theoretical models, which illustrate how consumers make purchase decisions. Since the 1940's, consumer decision-making research has been an area of interest. One of the most well-known consumer decision-making models is that of Howard and Sheth (1974); this model depicts that customers apply certain optional criteria to alternative brands, even for the simplest and habitual choices (Sharon, 2008). Evidence suggests that consumers do not only apply deliberate reasoning to identify the best potential solution or even use rational rules for making their decisions (Baumeister, 2002), but are often guided by subjective reactions, impulses, personal impressions or mental images stimulated by marketing stimuli (Hawkins, Roger, Coney & Mookerjee, 2007). Subjective knowledge, objective knowledge and familiarity are three distinct constructs of consumer product knowledge. Objective knowledge is what the consumer actually knows about a product class, while subjective knowledge is a consumer's perception of how much they know about a product class (Michael, Stephen, Susan, & Rebekah, 2007; Sharon, 2008).

Consumer decision-making style of shopping is a consumer buying decision process, characterised as the same as the way consumers make buying decisions (Song, Kong & Wang, 2011). Sproles, in 1986 recognised a consumer purchasing decision-making style model, which consists of eight factors, which can be tested by the sophisticated consumer style inventory (CSI). The factors are the pursuit of perfection, fashion, entertainment,

brand awareness, impulse shopping, dazzling aspect, price sensitivity and customary features (Esch, Langner, Schmit, Geus, 2006). Every type of consumer considers more than one factor, while the eight factors affect every consumer, but consumers pay more attention to one or a few factors that influence their shopping decision-making styles differently (Song et al., 2011). However, luxury fashion represents a significant and increasing sector in worldwide retail. It has been described as a global multi-billion-dollar sector, comprising a multitude of reputable brands such as Chanel, Louis Vuitton, Hermes and Gucci, which are most influential and valuable across the globe (Perry, 2013). In addition, consumers are attracted by a combination of quality, emotion and rarity or the illusion of rarity, and buying decisions are largely motivated by intangible benefits, rather than functional attributes. Consumers purchase luxury fashion items for style and status reasons, as the use and display of such apparel brings prestige to the buyer (Silvera, Lavack, Kropp, 2008). In addition, consumers may buy a luxury fashion item to impress others as a distinguishing factor. Hence, consumers of luxury fashion items are typically less motivated by functional attributes than by the desire to communicate their ability to pay high prices for prestige fashion apparel, thus conveying their high social status to others (Perry, 2013).

2.3.5. Types of Consumer Decision-Making Behaviour

Tanner & Raymond (2012) identified different factors that affect consumers' decision-making behaviour. Depending on a consumer's experience and knowledge about a product he/she intends to purchase, some consumers make a quick purchase decision to buy an item while others might need more time to seek information and be more involved in the decision process before the purchase is made. The level of involvement in the buying decision might be considered from a range of decisions that are fairly routine (in which a consumer is not very involved) to decisions that need extensive thought and a high level of involvement (Karande & Merchant, 2012). Whether a decision results from a low or high level of involvement varies by consumer, not by product. Although some purchases, such as a diamond necklace typically need a high-involvement for all consumers, those with little experience in purchasing high-end apparel brands might have more involvement than someone who is upgrading from cheaper brands. However, numerous studies have examined the impact of unplanned and impulse buying on consumers' post-purchase sentiments, which often contained some post-purchase regret (Tanner & Raymond, 2012).

High-involvement decisions usually have a higher risk to the consumer than low-involvement purchases, particularly if the product category under consideration fails to meet consumers' expectations in terms of their performance. For example, a buyer intends to buy a dress from a fashion house boutique. This item of apparel is not purchased often but the purchase of it is very important to the buyer. The customer, instead of engaging in routine response behaviour when purchasing high-involvement products, engages in what is called extended problem solving, where he/she spends a lot of time comparing different aspects of high brand apparel, such as the features of the apparel, considering its image, price, quality and warranty. High-involvement decisions could cause the buyer a great deal of post-purchase dissonance (anxiety) if he/she is unsure about their purchases, or if the buyer had a difficult time deciding between the available alternatives (Bushra, 2015). Khan et al. (2015) pointed out that consumers, who are interested in the latest fashion trend, are characterised by a high degree of involvement in fashion and impulsive purchasing. High involvement in fashion motivates impulsive purchasing because of existing experience and sensual signals, where a fashion oriented impulsive purchase may be closely related to hedonistic consuming tendencies. Companies that sell high-involvement products are aware that post-purchase dissonance may be a problem. Thus, they try to provide a buyer with all information about their products, including why their products are superior compared to their competitors and how a competitive advantage is maintained to meet the buyer's expectations.

Limited/medium involvement decisions fall somewhere between low-involvement (routine) and high-involvement (extended problem solving) decisions. A buyer engages in limited problem solving when they already have some information available to him/her about the product; the buyer intends to purchase but continues to seek more information. For example, the buyer is familiar with a T-shirt. The buyer knows that few features and materials are available since he previously bought T-shirts. He/she likes to spend some time looking for one that's appropriate because the buyer doesn't want a low quality or uncomfortable T-shirt, for she would then be better off purchasing books, music, other apparel etc. The buyer might consider the choices available at their favourite retail outlets before the decision is made. Alternatively, the buyer takes comments from friends, relatives or family he/she knows who are knowledgeable about T-shirts. In some way, the buyer limits his/her involvement in the decision-making process (Pandey et al., 2013).

Low involvement decisions are typically products such as apparel that are relatively inexpensive and pose a low risk to the purchaser, if he/she makes a mistake by purchasing them. Consumers usually engage in routine response behaviour when they make low involvement decisions, possibly making instant purchase decisions based on limited information. For example, if someone makes a purchase on a regular basis, such as bread, he/she is engaging in routine response behaviour. Some low-involvement purchases are made on a routinised basis without any prior planning or any information gathered beforehand (Pandey et al., 2013). These purchasing decisions are called impulse buying, as will be mentioned in the following discussions. Kotler et al. (2007) identified consumption at a low level of involvement as characterised by inertia, where decisions are made out of habit, because a consumer is not motivated to find any alternatives. For example, a buyer wants to purchase toothpaste, but sees an accessory and buys it on the spot, simply because the buyer wants it. This kind of purchase would involve a typical low-involvement decision. Low-involvement decisions are not necessarily products purchased simply on impulse, but may simply result from a conjunction of circumstances.

A consumer can be influenced by different factors, such as social, cultural, economic and personal factors. Pandey et al., (2013) identified four types of buying behaviour, based on the type of brands a consumer intends to purchase as presented in table 2.1.

Table 2.1 The Level of Involvement in Buying Decision Processes

	High Involvement	Low Involvement
Significant Difference between Brands	Complex Buying Behaviour	Variety Seeking Behaviour
Few Differences between Brands	Cognitive Dissonance Theory	Habitual Buying Behaviour

Source: Pandey et al., (2013)

Pandey et al. (2013) identified four typical types of buying behaviour based on involvement theory. Complex buying behaviour is the first type, where the individual purchases a high value brand and seeks a lot of information before he/she purchases the product under consideration. Habitual buying behaviour is where the individual purchases an item out of habit; for example, a daily newspaper, or a cup of coffee. Variety seeking buying behaviour is where the individual likes to shop around and try different products. Therefore, the individual shops around for different breakfast cereals because he/she wants to have a different breakfast every day. Dissonance reducing buying behaviour is

when an individual is highly involved with the purchase of the item, because the item is either expensive or bought infrequently. This is often when there is little difference between existing brands: an example would be buying a diamond ring, where there is little perceived difference between existing diamond brand manufacturers. However, a study conducted by Moye (2000) was built on a study of Shim and Kotsiopoulos, who classified female shopping behaviour into three shopping orientation segments. They identified women who were highly involved in purchasing certain types of product categories and classified them as apparel shoppers, apathetic apparel shoppers, and convenience-oriented catalogue shoppers. Highly involved apparel shoppers were described as fashion leaders, with a high involvement in clothing, and interested in the apparel shopping process. Shoppers in this category were more concerned with appearance, liked to be considered as well-groomed, and believed that dressing well was an important part of women's lives. They liked to keep their wardrobe up-to-date with fashion trends (Moye, 2000). The second category was apathetic apparel shoppers. Women in this category were unlikely to be the same as the highly involved shoppers; they were not so interested in apparel and the shopping process, and were least confident in their choice of apparel. They were not interested in fashion trends and brands, were not concerned with the impact of success-oriented dressing, and were least likely of all groups to engage in planned shopping. Lastly, the convenience-oriented shoppers prefer to shop by catalogue, rather than visiting retail stores. They were concerned with convenience/time requirement for apparel shopping, were only slightly confident in apparel shopping, and were interested in appearance, fashion and brands (Moye, 2000).

Many studies have identified four dimensions of orientation to fashion: 1- fashion leadership, 2- interest in fashion, 3- the need to be dressed well and 4- fashion failure. Michon, Smith, Yu & Chebat (2004) reported that fashion leaders considered themselves as more excitable, indulgent, contemporary, formal, colourful and vain than fashion followers. Also, they indicated that consumers who processed high values of entertainment, fun and excitement in their lives were indeed more fashion-conscious. However, shoppers' fashion attitudes have no significant influence on the perception of the mall environment, and mall sophistication only affects the perception of product quality. In another study, Workman and Kidd (2000) used the need for unique items to characterise fashion consumer groups. They found significantly greater need for uniqueness among fashion opinion leaders than fashion followers.

Another study done by Moye (2000) integrated the previous concepts to study motivations in apparel shopping for the previous types of shoppers: fashion-conscious, independent, anxious, and apathetic. Fashion-conscious shoppers were more oriented towards people. They were more sociable, and active participants in the society. These shoppers tend to be competitive, self-confident, with satisfied self-esteem, and proud of themselves in society. Also, they were both skilled and motivated, and they needed little assistance while shopping. Stores that personalise a novel and entertaining stores' environment were more preferable places for shopping amongst these shoppers (Xu, 2007). Independent shoppers were capable of shopping and dressing themselves, but involved in the same shopping process as the first shoppers' type discussed above. These shoppers were self-confident, as they take a practical, systematic approach to shopping for apparel and they preferred quality and traditional apparel. They were concerned about the store environment not preventing them facilitating task-oriented shopping. The anxious shoppers were more worried about dressing incorrectly, unattractively or even looking silly. These shoppers usually needed assistance from others for reassurance and advice when shopping for apparel, and needed a feeling of security while shopping. Finally, the apathetic shoppers did not like to shop, wanted to go shopping with less effort and time and had negative views of stores and their policies. The shoppers often make relationships with salespersons, specifically in specialty stores, to help them select their apparel. An example of a speciality store is Lane Bryant that specialises in fashions for tall and large women. Also, boutiques are similar to speciality stores but they are located in most fashionable shopping districts and upscale shopping centres (Kang & Poaps, 2009).

Several studies have suggested possible relationships between fashion leadership and shopping motivations. Kang & Park-Poaps (2010) found that primary motivations of fashion are associated with two dimensions of fashion leadership: fashion innovativeness and fashion opinion leadership. This result indicated that fashion innovativeness was associated with hedonic shopping motivations, whereas fashion opinion leadership was associated with a utilitarian shopping motivation (Yu & Bastin, 2010). Also, these findings suggest that motivations are driven by adventure-seeking and desires for newness, and clarify the fundamental reason a consumer with a high level of fashion innovativeness is willing to try new fashion trends. These consumers are also less concerned with discount items at sales and searching for efficiency apparel. On the other hand, fashion opinion leadership is more linked to the achievement of shopping purposes

and the efficiency of the shopping process that is utilitarian shopping motivations rather than hedonic reasons (Michon et al., 2004).

2.3.6. Shopping Behaviour

Understanding customers' shopping behaviour is of prime importance to marketers and retailers. Consequently, extant studies have examined various aspects of the customer's shopping behaviour, including the amount of money spent in one shopping trip, the frequency of shopping, time spent on shopping and categories and items purchased, emotional benefit derived from shopping, browsing behaviour and socialising while shopping (Karande & Merchant, 2012). Shopping frequency is also a significant concept to help understand shopping behaviour (Chetthamrongcha, 1998). It is defined as the number of visits by someone in person to purchase a product from a store (Mundell, Mary & Lynn, 2013). Dholakia (1999) stated that the rationale for shopping for consumers is to make physical visits to a shopping centre. Although the act of shopping is considered as a household task, many consumers also relate shopping to recreation, entertainment, relaxation and a gathering of relatives and friends. A trip to a shopping centre by a customer consumes time. Most researchers have studied shopping behaviour in more detail, considering shopping as gendered activity. South and Spitze (1994) stated that shopping is normally associated with women, as an activity to be carried out on a day-to-day basis. According to Oakley (1974) shopping is also considered as having the most positive attribute of being a leisure activity combined with shopping activities. Moreover, it is believed that shopping can be recreational. Retailers and developers of shopping centres are trying to make shopping more of a pleasure activity. According to Tauber (1972), there are many motives for shopping that have been identified in broad themes; personal motives, and social motives. Table 2.2 shows the eleven motives of social factors that have an impact on the shopping behaviour of consumers.

Table 2.2 Motives for Shopping (Tabur, 1972)

Personal Motives	Social Motives
Role Playing	Social Experiences
Diversion	Communication with others
Learning about new trends	Peer group attraction
Physical activities	Enjoying status and authority
Sensory stimulation	Status and Bargaining
	Pleasure of bargaining

Personal Motives

Role playing is defined as many activities that include learned behaviour, traditionally expected or accepted as part of a certain position or role in society by individuals such as mother, housewife and husband (Tabur, 1972). A person is motivated to participate in an expected activity assigned to him/her. For example, grocery shopping is an activity often associated with a housewife, but in Saudi Arabia, grocery shopping is a household activity normally carried out by a male person, as a husband, due to greater emphasis attached to the males as breadwinners. However, Saudi women can share household grocery shopping alongside their husbands, or women can order the required groceries by phone to be delivered to their home. The Diversion motive offers an opportunity for an individual to have entertainment and get away from the routine of daily life and this can be recreation. Individuals also engage in shopping activities for different emotional purposes. For example, a person might go to a shopping centre in search of social acquaintances when she/he feels lonely (Mattila & Wirtz, 2008). Also, a person can go to a shopping centre to buy something new and nice to satisfy their emotional states and varying moods. Retailers try to provide a short distance to their store from residential areas to make it more convenient for customers, because an urban environment characterised by enormous transportation and highway driving provides little opportunity for individuals to exercise at a leisurely pace. The last motive is the personal one of sensory stimulation. A retailer offers potential sensory benefits for shoppers to come into a shop.

Individuals spend some time outside the home with relatives and friends at shopping centres, as the marketplace has traditionally been a place where people gather as a social activity. Some people like to communicate with others having common interests at a particular shopping centre. Also, others like to meet with friends at a certain shopping centre as a meeting attraction. Many shopping experiences provide the opportunity for an

individual to show others what she/he can pay for expensive items. In such instances, shopping can be more enjoyable than simply buying, for some people enjoying this sense of power. The last motive for some shoppers is the social pleasure of bargaining. Items on sale are more desirable if a cheaper price is bargained for, and many enjoy buying products at the lowest price.

Bloch, Ridgway, and Dawson (1994) identified seven dimensions, which motivate customers to visit and shop at shopping centres that are slightly different from Tabur's study (1972) of shopping motives

- Aesthetics
- Convenience
- Escape
- Exploration
- Flow
- Role selection, and
- Social

Aesthetics Dimension

Architectural design of the shopping centres has contributed the most desirable dimension to the centre excitement, and the centre's interior design has a strong influence on customers' desire to stay longer in the shopping centre (Baker, Parasurman, Greewal, & Voss, 2002). A study conducted by Loudon and Britta (1993) stated that a beautiful design could help customers to evaluate the image of the centre over a period of time and visit after visit.

Convenience Dimension

The atmosphere, trading hours, security guards, location of mall and time taken to reach the mall are identified as the main criteria considered by the shopper for selecting which shopping centre to visit (Guido, 2006). A study has shown that customers give higher priority to a specific shopping centre, which is near their homes. Also, other customers seek high convenience, based on the availability of parking spaces and not having to spend much time and effort finding parking spaces (Tiwari & Abraham, 2010).

Escape Dimension

Shopping centres are considered as informal gathering places for people who want to break from personal and professional routine rituals. A trip to a shopping centre could provide an individual or family an economic means of entertainment, leisure and recreation with a great deal of effortless planning. A shopper is motivated by a desire to have fun. Therefore, the escapism motive reflects the experiential values of shopping that constitute arousal, sensory stimulation, enjoyment and pleasure (Kang & Poaps, 2009).

Exploration Dimension

According to Tauber (1972), shopping centres attract shoppers by offering an opportunity to learn new trends by exploration. Customers who perceive the need to accumulate information by exploration of various products in store benefit from this dimension. Customers always look for something new, or upgraded versions of products. Their desire for variety is met through the process of exploration.

Flow Dimension

Flow dimension is the meaning of a blissful state of absorption, which is related with tolerance about the sense of time (Tiwari & Abraham, 2010). It is considered that a customer does not mind the time spent in a shopping centre, as long as she/he has a good experience at the shopping centre.

Role Selection Dimension

Individuals do their shopping activities that are socially expected, depending on the cohort they belong to. For example, housewives normally carry out shopping for household products and individuals carry out shopping for clothes.

Social Dimension

Shopping activities offer an opportunity for people to socialise with others whether old friends or new acquaintances. A Study done by Tabur (1972) has suggested that the opportunity of socialisation is an important factor related to shopping experience. For example, most of the people prefer to shop at a mall where employees' behaviour towards them is polite and friendly.

2.4. Traditional Saudi Culture and Role of Saudi Women

The decline of the traditional family unit has been demonstrated in academic and popular literature. Although there are still traditional families consisting of a married couple with children living at home, this is a declining phenomenon, with many types of other modern family structures growing rapidly around the globe. Moreover, scholars indicate that, as traditional family living arrangements wane, people place greater emphasis on siblings, close friends and other relatives to provide companionship and social support. Family can also include extended family and consist of three generations (including grandparents, aunts, uncles and cousins) living together (Solomon et al., 2007) in some cultural contexts. Families in Saudi Arabia used to, on average, have ten children, which has now declined to an average of five children. According to the Central Department of Statistics and Information (2012) a family unit can consist of parents with their children, three flat mates, and recently married couples. Family needs and expenditures are affected by factors such as the number of children and adults in the family, their ages, and adults' employment status. Two important factors that determine how a couple spend their time and money are: 1) whether they have children, and 2) whether the woman works specifically in Saudi Arabia.

Family life can be described as essential to Saudi culture. Family unity and cohesion are related to the psychological wellbeing of family members. Other factors helping to preserve the Saudi family system include dependence on the family, unquestioned acceptance of parental authority and preservation of status (Long, 2005). There are three key aspects of the family: parent's roles, gender roles, and the decision making process.

- 1- The role of parents: people are given respect based on age. Therefore, parental authority is seldom challenged. Young men and women must wait their turn. However, in the traditional Saudi family, men have sole responsibility for selecting a product, whereas decorating choices are left to the women. As such, it is important for marketers to identify who the decision maker is (Inglehart & Norris, 2003, p29). In the Riyadh city of Saudi Arabia, fathers generally still retain most responsibility for household roles, such as spending, guidance, and counselling the family (Alsaedy, 2015). According to Islamic laws, the males as the head of the family should be responsible for spending on their families even though their

sisters or wives are employed or earn a good salary from their job. The law also explains that money possessed by females is theirs to spend freely. However, their role has weakened with respect to the greater role played by working females in family decision-making processes (Alsaedy, 2015).

2. Gender roles: it is notable that the roles played by Saudi men outside of the home as family providers are vital. However, recently, and because of changes in roles, women also work outside the home and can be more independent if they desire. Previously, women used to be housewives and only worked at home.
3. Saudi families have relationships with each other, which support constant connectivity. Parents can prevent children from doing something undesirable or even making unapproved purchases. In addition, children find it difficult to leave home at the age of 18 years, because of the prevalence of the common practice of parents assisting them socially and financially (Long, 2005); (Fletcher & Brown, 2008).

Traditional and religious views require that Saudi women do not work alone in places far from their homes. Furthermore, women are obliged by Islamic rules to be accompanied when travelling by an adult man who is a relative (Sowide, 2006). Also, women are not allowed to drive a car. This restriction makes it difficult, if not impossible, for them to reach a workplace that is distant from home. Adding to this problem is the fact that public transport is not part of the existing infrastructure in most Saudi regions (AlKholi, 2001). Thus, many women have few options but to remain at home; the strong culture, traditions, and religious rules force them to do so (AlBakr, 2011). Such a cultural and religious framework has effects for women's social status and their economic role and, thus, decreases their participation in decision-making. Further, with the continuous and rapid change in contemporary Saudi society, many family members have become more flexible and inclusive about others' ideas. Saudi women have been able to access western ideas and fashion through television, the Internet, Twitter and Facebook. These changes has led to a change in the social status of many women (Alsaedy, 2015). For example, in Saudi Arabia family members seem to have a significant impact on the decision-making process, more than before, in terms of a shift to a modern country. Researchers have paid attention to the family member who is financially responsible for paying bills within a household and who decides how any surplus funds will be spent.

2.5. Changes to National Culture and Shopping Patterns of Consumers

In spite of increasing concentration on cultural research, there is no single or common definition of the term culture (Lee, 2006). For instance, according to Solomon and colleagues (2007), culture is defined as the accumulation of shared meanings, norms, rituals and traditions among the members of society. Culture also represents a specific set of values, wants, perceptions and behaviours learned by a family and/ or other important institutions. In addition, culture is considered to have a major influence on consumer behaviour (Kotler et al., 2007). Currently, the existence of Western culture in any country within Eastern geographical boundaries is quite common (Lee, 2006). Taneja (2007) found that the consumers' shopping habits have changed with upcoming retail formats, specifically malls. Taneja (2007) found that the income level and the purchasing power of the Indian consumer is increasing, but the majority of retailers still have the perception that most Indian people are price sensitive. Even though a market for high-end luxury brands exists in the country, the vast majority of Indian people do not buy these expensive brands (Kaur & Singh, 2007).

Specifically, national culture in Saudi Arabia is fundamentally related to the Islamic religion so that national culture and legislation have been consolidated and developed within the framework and teachings of Islam. This may be due to the fact that the territory of Saudi Arabia houses some of Islam's most revered and sacred sites in the world, Mecca and Medina. Pilgrimage for prayer, five times a day, to mosques scattered throughout the country is also common practice (Bladeknight, 2009). In Western cultures, on the other hand, people are encouraged to act in more individualistic ways, thus maintaining their personal distinctiveness and autonomy. Conversely, in Saudi culture individuals are highly interdependent, encouraged to focus on their relationships and to behave in ways which maintain harmony within a group. Interestingly however, Saudi Arabian society has experienced increased development and patterns of growth, which mirror those of Western societies, over the past decade (Assad, 2007).

According to Opoku (2012), the recognition of the importance of cultural norms within national culture in consumer research has led to an increasing amount of research study in this area. Researchers state that collectivistic cultures, such as those in Asia, emphasise conformity to group norms and social acceptance. For example, Saudi Arabia can be very collectivist, as indicated by a higher reference to group influence. According to Hofstede's national culture dimensions (1980), in collectivistic societies (like Saudi Arabia) people belong to 'in groups' in which individuals take care of, and have a responsibility to one another in exchange for loyalty – a vital staple of collectivistic societies. This is evidenced by long-term commitments to the family, extended family and even friendships. Further, submission by children to parental wishes is treasured and expected. In collectivist cultures like Saudi culture, breaches of social and/or religious norms create social offence and can lead to loss of face and shame for that individual and those who associate with them. In this regard, communal influences can be a significant factor in individual behaviour. Collectivist cultures may be structured as such in order to reduce uncertainty. This ambiguity brings with it anxiety, which different cultures have learnt to deal with in a variety of ways (Hofstede, 1980). For instance, by cohering as a group it may be easier to predict aspects of the future in order to preserve culture and the group's prosperity. Although researchers have recognised the importance of cultural values, the existence of different sub-cultures within Asian countries is often ignored. Simplistically, researchers may only differentiate Asian cultures, based on collectivism, from Western cultures, based on individualism. However, in Korea and Japan for instance, the unique social and cultural factors of each country accounted for the differences in consumption/purchasing behaviours amongst consumers (Lee, 2006).

With reference to the cultural context, Hofstede (1980), in his work on cultural dimensions, stated that Saudi people had high levels of uncertainty avoidance, which led companies to refrain from entering the Saudi market. For example, the BlackberryTM phone, represented by the Research In Motion (RIM) Company entered the Saudi market for the first time in late 2008. Although the first generation of BlackberryTM phones was released in 1996 RIM, as with other Western companies, initially considered that entering the Saudi market was a high-risk strategy. Hofstede's work on culture has been cited and criticised since its introduction (Jones, 2007). It has been discredited in part or whole, as many researchers found culture to be a dynamic, continually changing field, coupled with

forces such as globalisation and westernisation changing the way we trade, communicate and act (Gupta, 2001).

The literature synthesis highlights the complexity and contradictory nature of cultural dynamics with respect to the rise of consumerism and the acceptance of Western apparel, as well as ever-changing consumer behaviour. Most studies focus generally on the rise and impact of consumerism in Saudi society, as a result of modernisation, westernisation, globalisation, seductive advertising and the emergence of consumer-oriented shopping behaviour (Assad, 2007). Additionally, Assad (2007) also pointed out that consumerism-based attitudes and lifestyles, as evidenced by the acceptance of Western apparel, are spreading rapidly in Saudi Arabia. For instance, past research has shown that Saudi teenagers are spending more resources on high-end luxury goods, such as handbags and cars (Al- Hanai, 2011; Al-Kinani, 2010). Considering the above review of literature, it seems that the proliferation of modern shopping centres may have an impact on Saudi women's consumer behaviour in Riyadh and their perceptions of the notion of culture. However, there are no studies available which explore the nexus of Saudi women's culture and modern shopping centres. As such, the following research question was developed:

RQ 2: What is the buying behaviour of Saudi women in relation to shopping centres?

2.6. Influences of Social Groups on Saudi Women's Purchasing Behaviour

Social influences relate to the impact of friends or relatives in determining consumers' purchasing decisions or in affecting their sensitivity to a product's price (Midgley, Dowling, & Morrison, 1989). Social influences include relatives, friends and family members whose opinions influence individual values. For instance, it may be easier for shoppers to solve difficult purchasing decisions when the suggestions of their companions reinforce refusing or buying a specific product (Chuang, Tian, & Lin, 2015). Extant literature highlights that shopping centre visitors tend to purchase more products and spend more money when accompanied by a friend (Zhuang et al. 2006). Extensive efforts have been made in the existing literature in investigating the impact of situational factors on shoppers' buying decisions. For instance, marketing literature has revealed that factors such as individual and psychological characteristics, cultural, social and environmental

variables might affect women shoppers' purchasing decisions (Bladeknight, 2009). While most of these studies focused on social influences, none explored the impact of the sociocultural influence of modern shopping centres. This influence may be significant considering the Saudi context in which family life is pivotal to Saudi culture. In this regard, family unity and cohesion are related to the psychological well-being of the family members (Bladeknight, 2009). These cultural values are exhibited through unique characteristics such as heavy dependence on the family unit, unquestioned acceptance of parental authority and preservation of social status (Long, 2005). While research suggests that family influences are associated with decision making, other studies point out that religion and religious teachings play a significant role in identifying changes in purchasing behaviour and patterns (Assad, 2007).

As to the role of social group influence on product purchase decisions, a review of the literature has also identified previous research about how social group influence differs across types of products based on its image. Product conspicuousness is defined as the extent to which a product stands out or is noticeable to consumers. It is perceived as a function of two dimensions. The first dimension is concerned with the degree to which a product category is perceived to be a luxury versus a need. Also, luxury product categories are considered as not to be owned by everybody, and thus tend to be relatively more conspicuous. The second dimension refers to the degree to which product usage is performed in public versus private. Luxury products are consumed in public view, which makes them attractive and lets others pay more attention to them. On the other hand, luxury products consumed in private attract higher influence from friends because they are important and command more discretionary purchases. However, the study of Opoku (2012) showed the impact of peer group influence on product purchase decision-making amongst young adults in Saudi Arabia. However, the sample was limited to male students, thus these findings could not be generalised to female consumers in Saudi Arabia. These findings of Opoku (2012) rejected previous studies, which state that peer influence on public necessities will be generally lower compared to private luxuries.

Considering social group influences, there are three dimensions that describe to what extent the social group has an impact on a consumer:

- Informational;
- Utilitarian; and

- Value-expressive

Informational gathering starts when an individual faces uncertainty and seeks information regarding product categories for purchase, and counts on sources with high credibility or a person who has a long experience in order to assist him/her to make a decision. Utilitarian influence is considered when an individual act according to the desires of others that are important to him/her in order to obtain a reward or to prevent some punishment. Value-expressive influence is characterised by the individual's acceptance of certain external positions given his/her psychological need to associate with a person or group (Opoku, 2012). Another classification identified two dominant main influences, namely informational and normative influence (Rook & Fisher, 1995). The first influence has been defined above but utilitarian and value-expressive have been combined together into a single concept, referred to as normative influence in this research. Normative influence is defined as the tendency to fulfil the positive expectations of others (Opoku, 2012).

Guiry (2012) states that shopping with others, namely relatives, friends or a family member is commonly seen in shopping malls and retail stores. Consumers shop for different reasons, including social motives, to make positive and/or negative comments about a product intended to be purchased or to join purchase related decisions. Shopping companions to assist these needs have been referred to as purchase pals in the consumer behaviour literature, which is defined as an individual who accompanies a shopper on their shopping trips in order to assist him/her with their on-site purchase decisions (Schiffman, O'cass, Paladino, Carlson, 2014). Research on purchase pals has been focused on the use of purchase pals (companions) as information sources to assist shoppers to reduce the risk related purchase decision-making, also to reduce uncertainty and increase their confidence when making buying decisions. This perspective corresponds with the traditional focus of shopping research on the utilitarian product acquisition aspects of shopping activity, as opposed to hedonic shopping experiences (Guiry, 2012). Another study of mall shoppers conducted by Bloch et al. (1994) found that "Mall enthusiasts," who are similar to recreational shoppers, are more likely to satisfy social needs when in a shopping centre than the other three groups of mall shoppers mentioned earlier. In addition, Guiry (2013) stated that shopping provides a means of creation and maintenance of social relations, since it is a way to spend time together and makes possible the shared creation of taste and style. Most studies have developed a six-dimensional measure of

hedonic shopping motivations that includes social shopping purposes as one of the motives for gathering at a shopping centre (Arnold & Reynolds, 2003). They describe social shopping as the enjoyment of shopping with friends, relatives and family, socialising while shopping and connecting with others while shopping. As a result, little attention has been given to the role played by companions in assisting to satisfy shoppers' social motives while shopping and also how companions influence consumers' perceptions of their shopping experience, i.e., enjoyment and recreation purposes (Chang, Eckman, Yan, 2011).

A greater understanding of social group and how companions influence shoppers' perceptions of shopping as a leisure experience not only enhances knowledge of social and non-social shoppers as well as recreational shopping, but also may assist marketers and retailers develop more effective and attractive merchandising, store layout and design, and promotion strategies. However, a study by the Chicago Tribune (1955) found that some shoppers viewed shopping as an outing or all day activity to socialise with friends, while another study suggested that shoppers enjoy a shopping experience from socialising with friends met at the shopping centre. Tauber (1972) mentioned that a shopping centre is a place for people to gather and interact outside the home, communicating with others having the same interests and affiliation with peer or aspirational groups. In addition, affiliation includes "shopping with friends as a social occasion and talking to personnel staff and other people" (Westbrook & Black (1985). However, a study conducted by Guiry (2012) identified two types of recreational shoppers; 1) social recreational shoppers and 2) non-social non-recreational shoppers. This study showed that social recreational shoppers experienced higher levels of involvement and arousal shopping for apparel than non-social recreational shoppers did. In addition, non-social recreational shoppers realised higher levels of inherent satisfaction, perceived freedom, involvement, arousal, and mastery than social non-recreational shoppers did, and social non-recreational shoppers perceived higher levels of basic satisfaction, involvement, arousal, mastery, and impulse than non-social non-recreational shoppers did (Sohail, 2013).

Presently, the Saudi nation is no longer considered to be a closed desert society. This is, in part, characterised by changes in the social status and influence of women in Saudi Arabia (Yavas & Babakus, 1995). For instance, there has been a dramatic improvement in education levels amongst women in the country. During the last ten years, studies show

that female students enrolled at the higher education institutions constitute up to 39% of all the students in Saudi Arabia (Yavas & Babakus, 1995). In addition, representation of women in the labour force has been continually increasing. In 2011 in Saudi the government introduced new regulations in order to strategically employ more women in all sectors (Labour Ministry, 2012). Also, there are reasons why United States of America (USA) retailers wish to increase their trading with the Saudi Arabia market. As an oil-rich country, Saudi Arabia consumers have a comparatively high per capita income, which has increased individual purchasing power, and in turn, contributed to changing Saudi lifestyles and increasing their desire for non- national goods. The importance of U.S. retailers reaching the Saudi customer base was confirmed by a recent PayPal survey that found online shoppers from the Middle East conduct about 35% of all their online business with retailers based in the U.S. (Almoussa & Brosdahl, 2014). These changes may contribute to changes in patterns of consumption/purchasing of Saudi women, as they now have more disposable income and are more educated about their financial rights (Yavas, Babakus, & Delener, 1994; Dawson & Kim, 2007).

In recent decades, Saudi women have doubled their spending money to purchase products and apparel of their choice thereby encouraging the spread of consumerism in Saudi Arabia (Assad, 2007). Between 1981 and 2011, traditional shopping centres in Saudi have gradually decreased, as Saudi women have moved to modern shopping centres to purchase modern and contemporary fashion apparel. This is evident through the proliferation of more than 120 shopping centres in Riyadh and confirms the acceptance of Western ideologies about shopping by Saudi customers. In support of this theory, a study showed that the market for apparel in Saudi Arabia was estimated at 13 billion in 2006 and was expected to double by 2011 (*Aleqtasadiyah*, 2006). In summary, in Saudi Arabia factors such as increased exposure to advertisements, increased levels of education and disposable income, frequent travel to the Western world and the proliferation of the modern shopping centres, encourage Saudi women to assume a more active social and financial role thereby changing their consumption/purchasing behaviour (Yavas et al., 1994).

Reports indicate that Saudi customers spend more money and time at the modern shopping centres in comparison to time spent at traditional shopping centres (Assad, 2007). Research also highlights that Saudi women tend to purchase very expensive products (Alhwiti, 2011) and that the influence of peer groups on young Saudi adults could be

dictated by culture (Opoku, 2012). However, there are no in-depth studies to date that explore the impact of these trends on social groups. Thus, further academic inquiry is needed to understand how Saudi women-shoppers are influenced by the proliferation of the modern shopping centres and to what extent Saudi women imitate family members and friends in order to keep up with the latest fashion trends. Therefore, this study also seeks to explore the following research question:

RQ3- What social influences affect Saudi women's decision making process?

Gaps in Literature

This chapter has focused on an examination of literature in the areas of consumers' behaviour, specifically in Saudi women's behaviour, with gaps in the research dealing with cultural changes and the impact of social influences on Saudi women's purchasing behaviour. The literature review was examined in order to determine research questions to be investigated in the current research. Summarising, considering the literature synthesis, it seems that the proliferation of the modern shopping centres may have an impact on Saudi women's consumer behaviour in Riyadh and their perceptions towards shopping centres. However, there are no studies available which explore the nexus of Saudi women's buying behaviour. As such, the following research question was developed: 1) What is the buying behaviour of Saudi women when purchasing apparel?

In relation to shopping centre impacts, there are no in-depth studies to date which explore the impact of modern shopping centres, as well as whether Saudi women prefer shopping at traditional or modern shopping centres, and their reasons for their preferences. Further academic inquiries are needed to understand how Saudi women shoppers are influenced by the proliferation of modern shopping centres and what experiences Saudi women have when visiting modern shopping centres. As such, this study sets out to explore the following research question: (2) How do Saudi women perceive modern shopping centres compared to traditional shopping centres? Lastly, further academic inquiry is needed to understand how Saudi women-shoppers are influenced by the proliferation of modern shopping centres and to what extent Saudi women imitate family members and friends in order to keep up with the latest fashion trends. (3) What influence do family members and friends have on Saudi women shoppers' purchasing of western apparel? However, up until now there has been very limited research on Saudi women's consumer purchasing

behaviour in Saudi Arabia, especially in Riyadh. There has been little research performed in the last decade examining the changes in Saudi women's purchasing behaviour in relation to shopping centres. In order to successfully address the identified gap in knowledge about Saudi women's purchasing behaviour and its influences based on research questions and objectives presented earlier.

2.7. Conclusion

This chapter has synthesised existing literature on consumers' purchasing behaviour, and decision-making processes have been reviewed. The literature review presented in this chapter related to the major focus of this study, and is outlined and organised into three major sections to serve as the conceptual framework of this research thesis. These include: (1) an overall view of consumer behaviour theory: decision-making processes and types of buying behaviour, (2) changes to Saudi culture and shopping patterns of Saudi women, (3) an overall view of traditional and modern shopping centres, and (4) influences of social groups on Saudi women's purchasing behaviour. The gaps in the literature have been investigated and the questions have been generated. The next chapter will discuss the methodology to be applied in this research.

Chapter 3. Research Methodology

3.1. Introduction and Overview

Chapter Two presented an analysis of the existing literature and highlighted the main concepts, such as consumer buying behaviour, social influences, decision-making and shopping patterns. This chapter outlines the research methodology used in the present study for addressing the following research objectives: (1) What is the buying behaviour of Saudi women when purchasing apparel? (2) How do Saudi women perceive modern shopping centres compared to traditional shopping centres? (3) What influence do family members and friends have on Saudi women shoppers' purchasing of western apparel?

The data collection methods used in this study relate to the researcher's ability to investigate and assist in understanding the changes in Saudi women's buying behaviour and associated shopping patterns, in relation to the proliferation of modern-style shopping centres, as compared to traditional shopping centres in Riyadh, Saudi Arabia. Additionally, the data collection approaches followed in this study helped the researcher to understand and draw inferences on the most significant changes in Saudi shopping culture and the emerging new types of shopping patterns amongst Saudi women-shoppers. This chapter describes the research design, the data collection approaches, the research sample, the research data analysis techniques and lastly, ethics issues.

3.2. Research Paradigm

A paradigm is a cluster of beliefs and practices and dictates, for scientists in a particular discipline, what should be studied (Brymen & Bell, 2011; Raines, 2013). It is defined as the underlying assumptions and intellectual structure on which research and development in an area of inquiry is based. In addition, Guba (1990) mentioned that paradigms can be considered through ontology (what is reality?), epistemology (how do you know something?), and methodology (how do go about finding out?). In the business world, there are two predominant paradigms: (positivist & interpretivist) (Raines, 2013). The choice regarding which paradigm (positivist or interpretive) should be chosen to inform the study comes with assumptions that affect the research (Simon, 2014). Every paradigm

choice implies acceptance of certain patterns of assumptions about the world over other possible patterns of assumptions (Cooksey & McDonald, 2011).

The positivist paradigm is related to a quantitative approach and is concerned with measurement and analysis of variables to find relationships between variables and objectives (Raines, 2013). Positivist paradigms generate hypotheses that can be tested and then allow explanations to be assessed (Bryman & Bell, 2011). For example, researchers might want to test relationships between variables and engage in experimental testing. Quantitative methods use deductive reasoning to move from generalisations to more specific measures of interest. The main focus is on generating large quantities of data to measure concepts of interest by analysing with statistics. The positivist approach is more appropriate to use with quantitative research, to test hypotheses and relationships between objective variables (Cooksey & McDonald, 2007). The quantitative researcher assumes reality is objective and remarkable, and can be separated from the researcher (Simon, 2013). In addition, quantitative methods assume that a study can be replicated and generalised (Zikmund, Babin, Carr, Griffin, 2007). Therefore, the positivist paradigm is most useful in a descending order of experiment, quasi-experiment, structured observation, and survey (Cooksey & Bryman, 2011).

In contrast, the interpretivist paradigm assumes that reality is subjective and multiple, as seen by different people in their study (Saunders, Lewis, Thornhill, 2009). It attempts to find out how people perceive their lives, because different people will have different perspectives (Bryman & Bell, 2011). Moreover, the qualitative researcher assumes that research is context bound, but that patterns and theories can be explicated to develop a philosophical understanding of a phenomenon (Cooksey & McDonald, 2011). According to Merriam (1997) the key philosophical assumption of qualitative research is the view that people interacting with their social worlds construct reality. It is assumed that meaning is found in people's experiences, and this meaning can be investigated through the researcher's own perceptions (Cooksey & McDonald, 2011). Interpretivism suggests that it is important for researchers to understand the differences between individuals' experiences. Also, this emphasises the difference between conducting research among people rather than objects. Cooksey and McDonald (2011) noted that the interpretivist /constructivist paradigm relates well to new and unusual knowledge that may emerge from the research study. Interpretive paradigms often use more appropriate methods to elicit

new data from people by employing semi-structured enquiry techniques (Cooksey, McDonald, 2011). Interpretative paradigms consider that each individual constructs his/her own reality so there may be multiple interpretations of their experiences. Hence, in the interpretivist paradigm, the focus of meaning is relative to the respondents (Simon, 2014).

According to Cooksey and Bryman (2011), researchers can justify a choice of which paradigm to use, based on the research problem and questions. The methodology adopted for this research follows the interpretivist perspective, using in-depth interviews to explore the nature of the 'world reality' being investigated and to determine where 'truth' might be assumed to reside (Cooksey & McDonald, 2011). In the case of this investigation, the interpretivist approach was adopted to allow the researcher to explore the reasons how proliferation of modern shopping centres affected women's culture and shopping patterns in Riyadh and effected shifts from visiting traditional shopping centres. The paradigm has been little used in previous studies exploring women's buying behaviour, at least in the Saudi context, where there is a significant gap in the extant literature of Saudi women's buying behaviour in Saudi Arabia (Assad, 2007). Interpretive types of research produce interpretive findings that are not obtained by using statistical methods. Qualitative research allows the researcher to achieve a holistic understanding of the phenomena under investigation rather than focusing on a reductionist perspective (Saunders et al., 2007). The focus of this type of approach is meaningful relative to participants' own experiences that encompass the different and often not explicit motives that have produced the extensive changes in Saudi women's buying behaviour and shopping patterns. Therefore, the choice of methodology in this research was guided by the following research questions, as stated in Chapter One:

- 1) How do Saudi women perceive modern shopping centres compared to traditional shopping centres?
- 2) What is the buying behaviour of Saudi women in relation to shopping centres?
- 3) What social influences affect Saudi women's decision-making process?

3.3. Qualitative versus Quantitative Research Methods

Qualitative and quantitative research methods are the two major methods used by researchers. These two methods have different purposes in research data collection and analyses (Taneja, 2007). Quantitative research is a method that addresses research objectives through empirical assessments that involve numerical value measurements and analysis approaches (Zikmund et al., 2007). It directs a considerable amount of activity towards measuring concepts with scales that provide numeric values (Cooksey & McDonald, 2011). The numerical values gathered from the respondents can be used in statistical computation and hypotheses development (Saunders et al., 2007). Also, the quantitative method seeks significant representation of concepts through coding, and quantifying various phenomena under examination (Gephart, 2004). Moreover, quantitative research involves descriptive and causal techniques, which are designed to test and measure hypotheses with a large sample to generalise results that may be applied to other situations. Quantitative research, through its emphasis on large samples in order to obtain meaningful statistical results, may overlook the significant outliers that can be vital in understanding changes in human behaviour, which are often of great significance to market researchers. Also, statistical tests often have difficulty revealing the underlying thoughts behind participants' responses, whereas qualitative data may better capture 'lived experience', and are well suited for locating the meanings people put on events (Huberman & Miles, 1994); (Logan, 1997). Many shopping behaviour surveys have a certain number of short generalised questions, which can be quantified, but to get more truthful information qualitative open-ended questions are often added. Quantitative methods provide inexpensive and efficient information and can be assessed numerically and quickly, but, while good to check regular behaviour, this approach may not be so revealing in eliciting the underlying causes of changes in behaviour. Also, self-administered short answer formats are open to administrative error (Zikmund et al., 2007). The quantitative data collection approach is a structured response, with categories provided by using a survey questionnaire (Zikmund et al., 2007). The type of information gathered in a survey can be generalised to a whole population but varies significantly depending on its objectives (Logan, 1997).

In contrast to quantitative research, qualitative research is grounded in an essentially constructivist philosophical position. The researcher is concerned with how the

phenomena are experienced, interpreted, and understood in a particular context (Bloomberg & Volpe, 2008). Qualitative data tends to deal with the essence of people, objects, experience and situations (Saunders et al., 2007). Qualitative research is most often used in exploratory designs. Furthermore, small sample, interpretive procedures that require subjective judgements and the interview format all make traditional hypotheses testing difficult to interpret by the application of quantitative research techniques (Zikmund et al., 2007). Qualitative research seeks to describe and reveal the meaning of naturally happening phenomena in the social world through interpretive paradigm approaches. Also, it is needed to collect information in a detailed and complete form for the current research, and allows investigation of the current phenomena in depth, in order to offer insightful depictions. Qualitative research has a literary focus on behaviours, experiences and actions. Additionally, like literature it uses rich descriptive words, texts and observations as meaningful representations of concepts.

Qualitative research methods were used in this investigation, because it can provide in-depth understanding of the perceptions of the respondents, where a quantitative analysis of their responses would not. The choice of a research method is based on the research questions and a need to get closer to the personal and often partly concealed motivations of Saudi women which was dependent on the depth of personal analysis achieved by the research questions, rather than any statistical analysis of their responses. It was judged therefore that qualitative research methods could get closer to the participants under investigation and explore reasons that have not been explored in previous studies. This relates to exploring Saudi women's buying behaviour, particularly in the Saudi cultural context of the present study.

3.4. Qualitative Research

Qualitative data focus on data in the form of words and images, and qualitative data collection can take different forms. Qualitative data can be collected by employing different interaction strategies, such as focus groups, structured interviews, semi-structured interviews (conversational records) and observation.

- a. Focus group technique focuses on one or more issues that have been identified either by the researcher with consistent positivist assumptions or by the respondents with interpretivist assumptions (Cooksey & McDonald, 2011). This gathering strategy

cannot provide the researcher with an explanation of how every woman behaves or buys apparel, because they might share the same first answer with all the members of the group, and so might not fully represent the opinion and experiences of the larger target population (Bryman & Bell, 2011).

- b. Structured interviews, which are a useful data gathering technique, involve the oral delivery of a structured questionnaire or survey (Zikmund et al., 2010). The technique is more complex and more time consuming, and the interviewee is limited as to what answer she/he can give. Third, semi-structured interviews denote a data gathering strategy that is consistent with interpretivist assumptions and the researcher usually has a list of questions on fairly specific topics to be covered (Bryman & Bell, 2011). It usually yields rich data, details, and new insights, and allows the researcher to have face- to- face contact with respondents. Moreover, it provides significant opportunities to explore topics in depth (Cooksey & McDonald, 2011). Furthermore, it allows the researcher to experience the effective as well as cognitive aspects of responses (Burns & Bush, 2006). Lastly, it helps the interviewer to explain or clarify questions, when needed to increase the likelihood of useful responses. However, it is expensive and time- consuming and the volume of information is large and it might be difficult to transcribe and reduce data.
- c. Observation strategy of data gathering involves direct and indirect observations and recording these observations, but the researchers may have difficulty recording verbal conversations without an ongoing interview interaction with interviewees (Bloomberg & Volpe, 2008). It provides direct information about behaviour of individuals and groups, but the interviewer might affect the behaviour of participants and the observer may have little control over the situation.

A semi-structured interview approach includes an in-depth interview that has a list of questions on specific topics to be investigated (Bryman & Bell, 2007). It refers to a context in which the interviewer has a series of questions that are included within an interview schedule (Cooksey & MacDonald, 2007). Interviews are a useful data gathering technique when a researcher needs to go where the people are, for example to a shopping centre as opposed to simply sending them a survey (Cooksey and MacDonald, 2011). However, qualitative information should focus on naturally occurring, ordinary events in

natural settings, so the researcher has a strong handle on what “real life” is like (Carson, Gilmore, Perry, Gronhaug, 2014). The fact that the data were collected in close proximity to a specific situation, unlike quantitative research, where the survey may be sent by email or over the phone, has several merits (Huberman, Miles, 1994). The qualitative data methods emphasise a specific case and focus more on a phenomenon embedded in its context. Another feature of using qualitative data methods is the richness and meaningfulness with a strong potential for revealing complexity, the data often provide heavy descriptions of complex real life events, and have a sound of truth about a phenomenon that has a strong impact on the reader. Furthermore, qualitative data, with their emphasis on individual experience, are basically well suited to study and to analyse the structure of the participants’ lives, perceptions and prejudgements (Huberman & Miles, 1994).

Within the framework of a qualitative approach, the in-depth interview most suited this study. This particular technique provides the researcher with the opportunity to probe answers, where the researcher wants interviewees to explain and to build on their responses (Carson et al., 2014). This is very important for the researcher adopting an interpretivist paradigm, where the researcher is really concerned to understand the meaning that participants ascribe to various phenomena (Cooksey & McDonald, 2011). Interviewees might use words or ideas in a particular way, and the opportunity to probe these meanings will add significance and depth to the data the researcher accumulates (Saunders et al., 2009). Also, the interviewees might lead the discussion to a new area the researcher never considered before, but which is significant for a holistic understanding to help the researcher to address the research questions and objectives stated in Chapter One (Saunders et al., 2009). This approach to interviewing was to find out the impact of phenomena on Saudi women’s buying behaviour. The researcher, by carrying out the present study is interested in knowing what types of shopping centre have the most significant influence on Saudi women’s buying behaviour. Thus, the choice of data collection was determined by a careful evaluation of its suitability for research purposes and the type of research questions generated in Chapter One.

In relation to the choice of the qualitative method, the in-depth interview gathering strategy was used in this research, because the researcher needs to collect the maximum amount of information from the interviewees (Bryman & Bell, 2011). Also, as the

researcher is more interested in listening and observing in order to investigate and confirm the stated research objectives and questions, the more the researcher plays the role of an uninvolved observer the more objectivity might result (Bryman & Bell, 2011). In-depth interview techniques were used where further information was collected with a view to acquire and apply new knowledge that will address the research questions specific to the present study context that are underexplored (Miller & Salkind, 2002). Also, the researcher was interested in how participants perceive the phenomena. This comprehensive and holistic method allowed the researcher to gather a wide range of data, allow for observation on what people say, and employ written material and documentary evidence on verbal and visually recorded occurrences, such as photography (Saunders et al., 2009). It is deemed to be appropriate from the methodological perspective in order to support the present investigation and to explore changes in Saudi women's buying behaviour and shopping patterns. Conducting interviewing has been one of the most widely used ways of collecting data amongst a variety of qualitative methods (King, 2004). However, other gathering strategies were analysed, while choosing a collection strategy for this study. However, changes in consumer behaviour and patterns, where observation techniques only focus on what people superficially say, or what can be observed, or what has been written, may be inadequate for in depth analysis. Hence, in-depth interviewing techniques were used.

3.5. Qualitative Research Design

In order to answer the research questions established in this investigation, this study employed in-depth interviews as the primary data collection tool for the current research (Cooksey & McDonald, 2011). The purpose of employing in-depth interviews is to investigate in depth and to solve the practical problems of ever changing consumer behaviour amongst modern Saudi women, who often associate their shopping patterns with the proliferation of modern style shopping centres (Zikmund et al., 2010). It is also of interest to the researcher, based on the existing literature, to explore whether the shopping patterns of Saudi women are actually influenced by social group pressures and existing cultural connotations (Assad, 2007). In-depth interviews as a data collection technique also provide an overall understanding of the effects of random spending and the resultant financial pressures experienced by Saudi women shoppers. Exploring Saudi women's shopping patterns is deemed important, due to its criticality to the prosperity of the Saudi

retail economy. This approach will also allow the interviewees the opportunity to express their experiences and perceptions toward modern and traditional shopping centres in Riyadh (Assad, 2007). Glicken (2003) noted face- to- face interviews as data collection methods were recommended for investigation of new phenomena and that this data gathering technique offered the opportunity to personally interact with participants. In addition, the most important advantage of using this method is the opportunity for obtaining detailed feedback and clarification from the respondents, apart from allowing the researcher to request more comprehensive or clearer clarification on site if required (Zikmund, Barry, Griffin, & Carr, 2010).

As a method, in-depth interviews represent an intensive description and analysis of a phenomenon with much greater interest in the interviewee's point of view. They give insight into what the interviewee sees as relevant and important to real life (Bryman & Bell, 2011) Also, qualitative methods were used to capture any deep issues raised in the interview questions (see Appendix 1). However, the interview process was flexible, and also the emphasis was placed on how the interviewee frames and understands issues and events, as their views are considered to be important in explaining and understanding the interviewees' buying behaviour, shopping patterns and motivations to shop.

3.5.1. Qualitative In-depth Interview Objectives:

This data collection method was identified to be cost effective, in terms of monetary resources, though the researcher acknowledges this type of data collection method can be costly in terms of time and effort (Burns & Bush, 2006). Saunder et al., (2009) stated that an investigation study is a valuable means of finding out what is happening, in order to seek new insights, and to ask questions and to assess phenomena in a new light. It was particularly useful for the researcher to clarify and understand the research problem, such as if the researcher wants to investigate the precise nature of the problem. However, it seemed to be a common research practice/technique followed in studies that were of an exploratory nature. Consequently, the choice of strategy was guided by the research questions and objectives.

These six research objectives were:

1. To develop an understanding of preferable shopping places, in relation to their roles as Saudi women shoppers.
2. To ascertain how Saudi women shoppers perceive modern-style and traditional-style shopping centres
3. To find out what they think about the effects of shopping centres on their buying behaviour and shopping patterns.
4. To explore what type of personal experiences are encountered by Saudi women shoppers when shopping at modern-style and/or traditional shopping centres.
5. To develop a better understanding of the apparel buying behaviour of Saudi women consumers.
6. To find out how high-end brand apparel has impacted Saudi women shoppers.

3.5.2. Sampling of Participants

Zikmund et al., (2010) noted sampling is the process of selecting units (e.g., people, organisation, etc.) from a population of interest. By way of investigating the sample's characteristics, the researcher may generalise the results as representative to the population. There are two main types of sampling strategies: a probability sampling scheme and a non-probability sampling scheme (Burns & Bush, 2006). Probability sampling focuses on random selection of the respondents. Each sample from the population of interest has a known, non-zero probability of selection (Doherty, 1994). The technique for selecting a specific type of sample provides a range of alternative techniques to select a sample based on subjective judgment (MacCallum & Browne, 1996). The selection of sampling units in nonprobability sampling is quite haphazard (Grummitt, 1980). Probability sampling is the dominant sampling strategy in quantitative methods, because probability-sampling strategies provide a range of statistically appropriate methods for constructing the sample (Bryman & Bell, 2011). Larger samples are central to establishing value and/or validity in quantitative studies (Krejcie & Morgan, 1970). Non-probability sampling techniques are not required to have a large sample for qualitative

research since the aim is to explore the quality of the data and not the quantity (Cooksey & McDonald, 2007).

The overall sampling technique used in this research was a convenience sampling, as this technique is most commonly used in qualitative research (Burns & Bush, 2006). Bryman and Bell (2011) stated that convenience sampling is commonly used to collect qualitative data. Convenience sampling is a form of non-probability sampling that is performed when a strict level of statistical reliability and validity are not required, due to the fact that the research is exploratory in nature (Cooksey & Bryman, 2011). However, Cooksey and McDonald (2011) stated that a researcher chooses participants according to their ease of access, and samples those participants that are convenient to access. In addition, convenience technique may be attributed to the geographical proximity to the researcher, and to make personal connections to specific gatekeepers who control the organisational access, such as shopping centres in the present study (Rynes & Gephart, 2004).

The sampling frame therefore was based on convenience sampling (Burns & Bush, 2006). Convenience sampling generally assumes a homogeneous population, and in this situation onewoman shopper is presumed to be the same as the next. While it is understood that people are different, the difference is assumed to be probabilistic (Doherty, 1994). As this was exploratory research in nature it was not intended to use a representative random sample of Saudi women shoppers. Consequently, traditional and modern shopping centres in Riyadh were chosen for the research, due to the convenience of greater ease of access to these centres for the researcher. The main criteria for participation in the study were for the potential participant to be over 18 years of age and female.

3.5.3. Interview Questions

The relevant areas of focus for the in-depth interview questions included three different types of issues, namely: a) similarities and differences of traditional and modern shopping centres in Saudi Arabia, b) motivations for Saudi women to shop in traditional and modern shopping centres, c) Saudi women shoppers' buying behaviour in relation to shopping centres. However, in-depth interview schedules were first developed in an English version and reviewed to make sure it was accurate and well-ordered, and then translated into Arabic and reviewed by another person who is fluent in Arabic. As the researcher's aim is

to obtain data to attain answers for all of the stated research questions, this method deemed appropriate.

The in-depth interview was developed to gather data on behaviour, beliefs and observations of Saudi women shoppers at both modern and traditional shopping centres, as discussed above. A flexible approach to the interviews was used, thus allowing interviewees the opportunity to answer the questions in detail. This offered the researcher the benefit of observation and recording non-verbal behaviour of the participants by taking photos of interviewees and shopping centres after the researcher asked the interviewees' permission, but with faces not visible, as they requested. Each interview was structured around 23 questions. An analysis of existing literature did not give a single explanation for the impact of proliferation of modern shopping centres on Saudi women shoppers' buying behaviour in Saudi Arabia. However, all interviewees were asked to respond to the following prompts based on research questions:

RQ1: Perception of modern and traditional shopping centres

1. Atmosphere and facilities of shopping centre. These questions attempt to ascertain any kind of facilities that are not available to other styles of shopping centre, and to explore how Saudi women perceive the facilities and atmosphere in different shopping centres (Assad, 2012).
2. Preference towards other shopping centres in Riyadh. This question was asked because a number of women preferred going to a particular shopping centre and stick to it. The reason for including this question was to investigate if interviewees perceived a difference between different styles of shopping centres, and what influences made Saudi women visit these shopping centres (Musa, Pitt, 2009).
3. The key similarities and/or differences between modern and traditional shopping centres. This question was asked in order to explore Saudi women shoppers' perceptions towards different types of shopping centre (Biba, Rosiers, Theriault & Villeneuve, 2006)
4. The major motivations to visit specific types of shopping centres. This question was asked in order to explore the key motivations of Saudi women shoppers to visit specific types of shopping centre, as outlined in their responses (Biba et al., 2006)

5. The reasons for not visiting the other types of shopping centre. It has been noted that Saudi women do not like to go shopping in a certain style of shopping centre and this question was used to explore the factors that make women not visit a certain shopping centre (Frasquet, Gil & Molla, 2001).

RQ2: Saudi Women's Buying Behaviour

6. The purpose of visiting a specific shopping centre. This question was asked to get a broad idea about the reasons for visiting certain shopping centres in order to start a conversation with the interviewee (Alharairi, 2011).
7. Frequency of visiting a specific type of shopping centre. This question was used to identify factors, such as convenience and time, and for any other specific reasons as outlined by the participants visiting a particular shopping centre (High commission for the development of Riyadh, 2013)
8. The type of mall in relation to spending money. This question was asked to explain the reasons surrounding the financial spending capabilities of the participants (Assad, 2007).
9. Types of stores normally visited.
10. Time spent browsing in these stores. This is to find out the relevance of promotional offers, distinctiveness and exclusiveness of brands, brand orientation etc., (Assad, 2007).
11. Experience of the urge to buy impulsively. The reason for including this question is to obtain an overall view of impulsive buying amongst Saudi women shoppers and to explore what factors actually encourage Saudi women shoppers to indulge in impulsive buying behavioural patterns (Assad, 2007).

12. Saudi women shoppers apparel purchasing habits. Questions asked included:
 - a. The sort of products they intended to buy. This question was further followed up by asking the participants:
 - b. The sort of brand bought on the day of the interview. These questions were asked to obtain an overall view of apparel buying patterns, as perceived by the Saudi women shoppers (Tiwari & Abraham, 2010)
13. Exploring Saudi women shoppers' purchase of apparel, frequency of purchase and reasons for purchase. These questions were included within the interview protocol to understand how much money Saudi women shoppers spend on their apparel purchases (Assad, 2007).
14. The key motivating factors in purchasing apparel. This question was asked in order to discover the factors that motivate Saudi women shoppers to buy apparel, and to compare motivations of their apparel purchases within modern and traditional shopping centres (Guijun, Tasang, Zhou, Li & Nicholls, 2006).

RQ3: Social influences on Saudi women's decision making process

15. Enjoyment of shopping on one's own. This question was asked in order to understand the influences of friends, family or relatives, if any, on Saudi women shoppers' purchasing patterns. (Sit, Merriless, 2003)
16. Enjoyment of shopping with a companion. This question was asked to obtain information related to the influence exerted by social and reference groups on Saudi women shoppers' purchasing behaviour (Mihic & Kursan, 2010).
17. Extent of social involvement on purchase decision. This question was asked to explore how the identified social and reference groups may have an impact on Saudi women shoppers' decision making processes (Solomon, Bamossy, Askegaard & Hogg, 2010).
18. Average time spent on purchasing apparel. This question was asked in order to understand the reasons for the amount of Saudi women shoppers' time spent within

traditional and modern shopping centres, and also to understand why they spend longer at a particular centre than another (Opoku, 2012).

19. The importance of gathering information about the locations where others get their apparel. This question was asked to explore any other factors that may potentially affect buying behaviour of Saudi women shoppers (Mokhtaran & Assar, 2014).
20. Dependency on credit availability to purchase apparel. The participants were also further probed to elaborate on using the various credit options available to them. As a number of women in Saudi Arabia depend on their parent's income to buy apparel, these questions were asked to explore and understand the Saudi women shoppers' financial sources for purchasing and spending within the identified shopping centres (Mihic & Curasan, 2010)
21. Family's socio-economic status. This question was asked to explore the influence family background and social class status exert on their choice to purchase specific types of apparel brands. Additionally, the responses obtained from the participants will also determine their preference for shopping at modern versus traditional shopping centres (Mihic & Curasan, 2010).

At the end of an interview meeting, the researcher asked the interviewees to provide some details about their age, income, education, occupation, marital status, place of birth and how many years they have lived in Riyadh. The purpose of including these demographic factors is to investigate how these factors impact buying behaviour and shopping patterns amongst Saudi women. Specifically, the researcher intended to explore the relationship between education and employment status in spending more and more money on purchasing apparel. This demographic related information was collected from the participants in order to understand the demographic profiling of the Saudi women shoppers. Additionally, the demographic related information is deemed to be useful to draw comparisons between women who shop at modern and traditional shopping centres.

3.6. Data Collection Procedure

For conducting the in-depth interviews, women shoppers in both modern and traditional shopping centres in Riyadh, Saudi Arabia, were intercepted at entry and exit points. The

selection of participants for the interviews was based on the convenience sampling type of procedures followed to recruit Saudi women shoppers from modern and traditional shopping centres in Riyadh. The sample was 40 and represents an equal split between modern and traditional shopping centres with 20 Saudi women from the modern shopping centres and 20 from the traditional shopping centres. The division of the sample was decided to better understand the following relevant themes for the interview including two different types of issues, namely: 1) understanding apparel buying behaviour of Saudi women, and 2) the extent to which proliferating shopping centres affected women shoppers' culture and shopping patterns in Riyadh (see Appendix 1). After interviewing 40 Saudi women shoppers (20 from modern shopping centres and 20 from traditional shopping centres), convergence of opinions, experiences and phenomena began to appear after reaching 15 interviewees from traditional shopping centres and 15 from modern shopping centres, therefore the information obtained was considered sufficient to address the research objectives and research questions stated in Chapter One. However, the researcher continued to conduct the rest of the planned interviews with the identified sample until saturation was reached in the interpretation of themes and issues that arose from respondents' opinions, experiences and point of views. Also, many research text books recommend continuing to collect qualitative data, such as by conducting additional interviews, until the additional data provides only a little information (Saunders, Lewis and Thornhill, 2009). Therefore, as the conduct of additional interviews retrieved no new information, the researcher has heard the full range of ideas by then and reached saturation point.

In conducting in-depth interviews, the researcher used a discussion guide to help control the process of the interview and guide further discussion into each research sub-area. A discussion guide included a typed Participants Information Sheet informing the participants about the purpose of the in-depth interview and rules and then outlined questions mentioned above to be addressed in the in-depth interview (Zikmund et al., 2007). As the researcher is significantly concerned with the qualitative objectives, she points out the degree to which the question on the in-depth interview becomes visible to address these objectives mentioned above.

After intercepting potential participants, all respondents were given Arabic versions of interview documents, and the researcher handed the discussion guide to the interviewees

in order to control the interview process and further direct the research-related discussion. The discussion included the participant information sheet, which informed the participants about the purpose of the in-depth interview alongside the inclusion/exclusion strategies and interview questionnaire (Zikmund et al., 2007). Then, the researcher provided the Participant Information Sheet to the potential interviewees and explained the purpose of study (see Appendix 2). The researcher then obtained interviewees' consent for participation in the present study (see Appendix 3). A consent form was given to the participants before the commencement of the in-depth interviews, so that the participants could choose to participate and to record an interview by signing the consent form or by recording their informed consent at the beginning of the in-depth interview. All interviews were completed in person and on the planned time. This approach has provided the researcher with the benefits of observing the respondents, taking pictures of their shopping patterns and recording nonverbal as well as verbal behaviour. The average length of each interview was between 35 and 45 minutes. After interviews were finished, each interview was typed and stored as a digital Word document in Arabic first and then translated to an English version and saved as a separate digital Word document file. This data cleaning process was reviewed to ensure that the transcripts were translated and transcribed with 100% accuracy. This means that the task of transcribing audio-recorded interviews was time consuming, but the researcher found the process to be useful, as it gave an opportunity of sorting out the photos taken in order to contribute to the contextual information. Saunder et al., (2009) stated that transcription of qualitative data normally takes between six and ten hours to transcribe every hour of audio recording. The researcher transcribed each interview verbatim into English and then to Arabic as soon as possible after it was undertaken in order to avoid a build-up of audio-recordings and associated transcription work. The researcher took approximately 15 hours for each interview verbatim.

3.7. Response Rate

The response rate at both the modern-style and traditional-style shopping centres of the research was well within acceptable limits. Forty-three women were approached but three women rejected participation in the interview process due to time restrictions. All of the other interviewees agreed to participate in face-to-face in-depth interviews and allowed the researcher to audio-record their responses. The researcher also made field notes

alongside the interviews for understanding the respondents' self-reflections. The majority of respondents answered and provided in-depth responses to the questions from the interview schedule.

3.8. Data Analysis

The analysis of the qualitative data took the form of a content analysis of the interview schedule. Qualitative content analysis is a method for systematically unfolding the meaning of qualitative data (Schreier, 2014). This was done by assigning wanted parts of the data to the categories of a coding frame. The data were analysed by qualitative content analysis, where coded categories discovered in the interview transcripts were inductively developed according to grounded theory techniques, but also drawing on the theoretical concepts wherever they appeared in the data (Saunders et al., 2009). The categories were grouped into themes at the end of analysis (Burnard, 1991). The themes were then reviewed and key findings developed including findings regarding major influences and new trends that have been presented in the results chapter. In addition, thematic content analysis was used to explore the themes and issues emerging from the data (Bryman & Bell, 2007). This constant comparative technique was used during data collection in order to assist analysis (Bryman & Bell, 2011). This involved reading and re-reading transcripts again and again whilst identifying any emergence of new data in order to immerse the researcher in the data in an attempt to become fully aware of themes and issues rising from the interviews (Glaser, 1978). However, the objective of content analysis was to explore and establish themes, issues and categories from the collected data. Content analysis and constant comparative techniques were used during the data collection process, as the inductive and deductive form of content analysis (Creswell, 1994). It was decided to summarise categories and then develop a narrative using the research data in order to answer the stated research questions. A summary was most appropriate to develop contextual data (Miles & Huberman, 1994). The primary method to collect data used in narrative approaches is through in-depth interviews (Bryman & Bell 2011). Narrative is defined as an account of an experience that is told in a sequenced way, indicating a flow of related events that occurred together, and is significant for the interviewees and which convey meaning to the researcher (Glaser & Strauss, 1967). This approach to describing and presenting the data will provide the researcher with a very useful supplement to the principal means of analysing the qualitative data (Saunders et al., 2009). Therefore, the

narrative analysis approach was used to create a coherent story from the data collected during an interview. Saunder et al., (2009) stated that narrative analysis allows the nature of the interviewees' engagement, the actions they take, the consequences of themes and the relationship events that followed to be taken within the narrative flow of the account, without losing the significance of the social or organisational context within which these events happened. Third, categorising is most appropriate for deductive approaches in order to develop a provisional set of categories from the research question and objectives. It was used to identify dominant themes and issues related to the research questions stated in Chapter One. Lastly, quantifying the qualitative data obtained is most appropriate in order to pay particular attention to count the frequency of certain events. Interview transcripts were independently highlighted with key words and ideas (Saunder et al., 2009).

The amount of data generated in qualitative research can be difficult to manage and analyse by the researcher. Roulston (2014) discusses how the use of data displays could improve data management and also how the process can assist to make the path from raw data to research findings in qualitative research more transparent. Qualitative content analysis helps with reducing the amount of the material. It requires the researcher to focus on selected aspects of meaning that relate to research questions and display them (Schreier, 2014). Data display can take different forms but shares the benefit of helping to condense large amounts of data into more manageable forms. The data display and analysis approaches are based on the work of Miles and Huberman (1994), whose work focuses on the process of conducting qualitative analysis that consists of three concurrent sub-processes:

- Data reduction;
- Data display; and
- Drawing and verifying conclusions.

As part of the data analysis, the researcher starts to reduce the volume of data gathered through the process of selecting, summarising, simplifying, focusing on some of this data and coding. The aim of this process is to transform the data gathered in order to condense it. The data reduction/ transforming process continues after fieldwork and until the research is completed. The researcher also decided which data chunk to code and which to pull out. Qualitative data was reduced and transferred through summary and through

paraphrase. The second process of data display embodies a number of ways of displaying data, and refers to metrics and networks (Miles and Huberman 1994). Data display in this research involved organising and assembling the data obtained into visual display, tables, quotations and photos. Miles and Huberman (1994) believe that there are a number of advantages related to using these forms of data display. In-depth interviews, as qualitative data collection methods, produce hours of audio-recorded interviews accompanied with notes and photos. Based on the logic described by Miles & Huberman (1994), the analysis of data and the drawing of conclusions from these will be informed by using matrices and other forms of data display techniques, as mentioned above.

Recognising relationships between patterns that appeared in data as well as drawing conclusions are helped by the use of data display (Miles & Huberman, 1994). A data display allows the researcher to compare between the fundamentals of the data and to identify any relationships, key themes, patterns and trends that may be evident from the phenomena. This way of displaying data, such as a clustered matrix display, helps the researcher to interpret the data and to draw meaningful conclusions from it. Miles & Huberman (1994) stated that the use of clustered matrix displays is to reduce data into thematically similar categories. A conceptually clustered matrix was developed using a table format. Forty valid responses were analysed into common themes for the purpose of the present research.

Table 3.1 shows an example of how the researcher analysed the data that emerged from the bulk data and to give macro and micro thematic categories obtained in the first and second columns that emerged from the analysis of respondents' purposes for visiting a certain shopping centre. These themes are then presented as the raw verbatim quotes given by interviewees for modern and traditional shopping centres and presented in the third and fourth columns respectively. The table also provides, in parentheses, the number of interviewees who mentioned a certain response.

Table 3.1 Conceptually-clustered Matrix Display: Purposes of Visiting a Shopping Centre by Saudi Women

Macro themes	Micro themes	Response from modern shopping centre (T=N)	Response from traditional shopping centre (T=N)
Shopping	Prestige	“Buying something distinctive dress” (11)	“There is Abaya only but can be a high fashion” (2)
	Impulsive	“Buying when we like items” (14)	“I only buy what is on my list such as Abaya” (16)
	Recreational	I enjoyed shopping as spending time for fun (6)	“Not considering this shopping as fun” (20)
	Planned shopping	(0)	“Buying Abaya and/or blanket” (20)

The third and fourth steps in qualitative data analysis were conclusion drawing and verification. From the start of data collection, the researcher paid more attention to the emergence of appropriate patterns and, explanations rising during the interviews (Miles & Huberman, 1994). Conclusion drawing was verified back and forth as the researcher proceeded with the data condensation techniques. The verification process is attended to during the identification of themes from the transcriptions and also during reviewing and discussing with other researchers to develop an intersubjective consensus. According to Miles & Huberman (1994) there are different tactics to draw meaningful interpretations from a particular structure of data display that the researcher used to make contrast/comparison tactics for different Saudi women shoppers’ buying behaviour in different types of shopping centres in Riyadh.

These tactics built a coherent understanding of the phenomena and differentiate between two sets, such as the impact of modern and traditional shopping centres on Saudi women’s behaviour and shopping patterns. Another tactic used in this research is the counting tactic, when a theme or a pattern is identified, the researcher isolated something that happens consistently or happens a number of times, and they are based on frequency of counting. The reason for using this tactic is to see what the researcher has in the data and to make it easy to look at the distributions presented as frequency counts. However, the data coding (data reduction) leads to new ideas and themes on what should go into a matrix as used in the results chapter (data display). Also, the researcher is required to

further reduce data. According to Miles and Huberman (1994) coding during data analysis is useful to review a set of field notes and to keep relations between the parts intact.

This part of the analysis involves how I distinguish and combine between the information that has the same codes as I retrieved and to reflect what I make of this information (Miles & Huberman, 1994). These steps allow the researcher to organise and retrieve important conceptually coherent thematic data in an efficient manner and also avoid overloading data. All coded words with similar themes were brought together and listed in the order of the research questions. The display format had different columns to bring up similar responses together that had the same theme. Also, verbatim quotes from respondents were used to clarify each of the research objectives. They were used to indicate that most respondents were referring to the same comment. Also, it indicated the variety of views that women-shoppers held about a particular research objective. The discussion of the results chapter has shown how each direct verbatim comment was used as a specific thematic category.

3.9. Ethics Issues

In relation to the interview process, The University of New England's (UNE) Human Research Ethics Committee (HREC) granted approval for the project to be conducted by the researcher on 28/04/2015 with an approval number HE14-058 to undertake the in-depth interviews. An Information Sheet for Participants was given to participants to explain that any information or personal details gathered in the course of the study will remain confidential. Also, it includes the purpose of this research investigation and how long the interview will take. In addition, no individual will be identified by name in any publication of the results. Also, all names will be replaced by pseudonyms; this will ensure that a potential participant is not identifiable, and it is completely voluntary. Respondents can discontinue at any time without any consequence and without any explanation. There were some issues in conducting the interviews in traditional shopping centres as three women rejected interviews in the day time due to the hot weather and because there are no air conditioning systems in the shopping centre. However, two respondents asked the researcher to leave the last questions towards the end of the interview schedule for the next day as there was no air conditioning at a traditional shopping centre, and also respondents requested to hold these interviews in the evening if

possible. This was discovered during the conduct of the first few interviews in the Taibah traditional-style shopping centre. Consequently, the researcher conducted all of the remaining interviews at 9 pm for the convenience of the participants at traditional shopping centres.

3.10. Summary

In summary, this study used qualitative methods by employing in-depth interviews to investigate the research questions and research objectives stated in Chapter One. Also, the researcher discussed the merits and demerits of using qualitative versus quantitative methods in order to make a case for the usage of qualitative methods for the present research study. Therefore, this study used content data analysis and comparative data analysis to compare Saudi women shoppers' buying behaviour and patterns in different styles of shopping centres in Riyadh. In addition, the process of ethics approval sought from UNE has been discussed. In the next chapter, results obtained from the data analysis will be presented in relevant themes of importance. The results obtained from this study will be discussed as: Similarities and Differences of Traditional and Modern Shopping Centres in Saudi Arabia, Motivations for Saudi Women to Shop in Traditional and Modern Shopping Centres, and Saudi Women's Buying Behaviour in relation to Shopping Centres. In relation to data display, this research used thematic matrix display techniques as 'conceptually-clustered matrix displays' analysis. Also, tables, quotes and photos were used to convey the findings obtained from the present study.

Chapter 4. Results

4.1. Introduction

The previous chapter explained the research method used in the current investigation. Qualitative in-depth interviews were deemed appropriate to answer the research questions presented in Chapter One. This chapter provides a summary of the key results obtained from the qualitative in-depth interviews conducted with a sample of 40 Saudi women shoppers at shopping centres in Riyadh, Saudi Arabia. Firstly, the demographic characteristics of Saudi women who participated in in-depth interviews are discussed in detail, and then the results of the qualitative study are presented, revealing the relevant themes of importance attributed to Saudi women's purchasing behaviour and the prevailing culture in Riyadh. These results are presented under three broad headings (a) Similarities and Differences of Traditional and Modern Shopping Centres in Saudi Arabia, b) Motivations for Saudi Women to Shop in Traditional and Modern Shopping Centres, c) Saudi Women's Buying Behaviour in relation to Shopping Centres.

4.2. Demographic Characteristics of Saudi Women Shoppers

This section includes the demographic profiles of Saudi women shoppers in Riyadh who participated in the study. The basic demographic information of the respondents is presented in Table 4.1. This table outlines the information related to the place of research interviews, and variables such as gender, marital status, age, occupation, the level of income and the level of education of the respondents. A brief discussion of each of these demographic characteristics will be presented in the following sections:

Place of Interviews

As outlined in Table 4.1, the responses obtained through qualitative in-depth interviews from 20 respondents interviewed at the modern shopping centres and 20 respondents interviewed at traditional shopping centres are presented for further discussion in the following sections. The rationale for selecting respondents from different types of shopping centres is to have a better understanding of how and why Saudi women prefer to shop in a specific type of shopping centre. Exploring Saudi female customers' orientation

towards shopping in different types of shopping centres will shed light on the way respondents indulge in specific types of shopping and reveal the key motivations for choosing a particular shopping centre (including individual stores) by Saudi women.

Table 4.1 Demographic Characteristics of Respondents

Variables Included	Variable Specifications	Frequency Count (n=40)
Interview place	Modern centre	20
	Traditional centre	20
Gender	Female only	40
Marital status	Single	21
	Married	18
	Divorced	1
Age	18 to 25	21
	26 to 40	19
Occupation status	Student	15
	Employed	11
	Unemployed	14
Income (SR/Month)	500- 1000	01
	1001- 5000	20
	5001- 15000	09
	Over 15000	10
Education Level	High school	1
	University Level	29
	Master degree	7
	PhD degree	3

4.2.1. Gender

All respondents who participated in the qualitative in-depth interviews were female. The prevailing cultural restrictions placed on women under Saudi law made it impossible for the researcher, being female, to interview male respondents for this research. The segregation of the sexes is enforced by ‘religious police’ within shopping centres and other public places, which impeded the researcher from extending the present study to male respondents in Riyadh (Riyadh Newspaper, 2006). Moreover, ‘religious police’ in Saudi Arabia scan the shopping centres and other public places to ensure that unmarried, unrelated men and women are not mingling in order to enforce the segregation of the sexes (Kevin, 2012).

4.2.2. Age and Marital Status

Twenty-one out of the 40 respondents interviewed were within the age range of 18 and 25 years and the rest of the sample were within the age range of 26 and 35 years. Similarly, 21 out of the 40 respondents interviewed were single, while 19 out of 40 respondents were married.

4.2.3. Education, Occupation & Income

The relatively high levels of education, occupational status and income are identified as the most important demographic variables for the present investigation, as evidenced through the selection of shopping centres and stores by 23 respondents. In the present study, 23 out of 40 respondents are students who are pursuing Bachelor degrees at different universities in Riyadh and represent 74% of the sample. In relation to occupational status, 11 out of 40 respondents who participated in the interview process are employed, 23 out of 40 respondents are students and the rest of the respondents are unemployed. Although the sample had representation from various occupational categories, almost 50% consisted of university students. Finally, the level of income amongst Saudi women interviewed varied based on the source of income. Approximately 29 respondents interviewed indicated that the main source of income for purchasing and spending within the shopping centres came from family members. Other respondents interviewed (N=17) indicated that income for spending came from allowances given to university students, and the rest of the sample mentioned that purchasing income came from the salaries generated through their jobs.

4.3. Similarities and Differences of Modern and Traditional Shopping Centres in Saudi Arabia

In order to understand and explore the similarities and/or differences between modern and traditional shopping centres, in this section the researcher explains the aesthetics and physical appearance of these shopping centres. In relation to physical appearance, Photos 4.1, 4.2, 4.3 and 4.4 present the visual differences between these shopping centres located in Riyadh, Saudi Arabia.

Photo 4.1 and 4.2: The Western Architecture of Kingdom Shopping Centre



Photo 4.3 and 4.4: The Traditional Architecture of Alshifa Shopping Centre in Riyadh



4.3.1. Modern Shopping Centres

Photos 4.1 and 4.2 showcase examples of modern shopping centres, which are located in the fashionable Olaya district in Riyadh. These shopping centres offer western goods in an attractive contemporary retail environment and provide an entertaining shopping experience for Saudi women. This modern style shopping centre boasts a three level air-conditioned complex of over 160 stores that include wireless internet, popular fast-food

chains, an ambience of glamour and sophistication plus high-end fashion outlets such as Prada, Dolce & Gabbana, Fendi, Gucci and Yves Saint Laurent. Saudi women-shoppers place great emphasis on the aesthetics and physical appearance of shopping centres, availability of auxiliary facilities (such as advanced electronic payments and rest rooms) and the availability of exclusive upmarket brands.

Approximately ten respondents interviewed described that due to the modern architecture and contemporary attractions such as western style fashion outlets, the desire to shop and purchase western items has increased recently amongst Saudi women customers. This change in shopping patterns has led to more word-of-mouth referrals encouraging shopping in modern rather than traditional shopping centres. For example, one respondent mentioned that recent changes in the design and decoration of the shops and proliferation of modern shopping centres in north Riyadh give Saudi women significant satisfaction by delivering exclusive upmarket brands combined with the provision of auxiliary facilities such as ATM machines and advanced payment facilities. In addition, aesthetic components mentioned by the respondents include architecture, colour, scale, texture/pattern, shape and style of shopping centres. Therefore, most respondents (N=35) stated that the physical appearance and aesthetics of the shopping centres are perceived to play a major role in motivating purchase behaviour of Saudi women customers.

The respondents in ten interviews mentioned another significant reason for shifting to modern shopping centres. Modern shopping centres are perceived as places for high income and high status Saudi women to hang out with others. They are attractive places for shopping as they present a high class and distinct image for Saudi women customers. In addition, it was mentioned that many modern shopping centres that have emerged in recent years in Riyadh include specifically designed spaces for social interactions, thus meeting the specific tastes of Saudi women customers. However, many respondents (N=27) want to continue to associate with rich people in society. Even if they are in lower income groups, they try harder to get extra financial assistance from sisters and/or parents to maintain this.

The twenty interviews conducted at modern shopping centres and eighteen interviews conducted at traditional shopping centres indicate that Saudi women customers in Riyadh perceived the value of modern shopping centres very differently from their perception of

traditional shopping centres. The perceived value of modern shopping centres is also strongly aligned to the Saudi women-shoppers' expectations towards western style environment, aesthetics, storefronts and the merchandise (Kumar & Srivastava, 2014).

4.3.2. Traditional Shopping Centres

In contrast to a modern shopping centre, Photos 4.3 and 4.4 showcase examples of a traditional shopping centre that is located in a poorer western district of Riyadh. This shopping centre offers only traditional items in an unattractive environment and lacks entertainment area or food courts. Additionally, the traditional shopping centre is located in a traditional style one-storey building and is non-air-conditioned. The traditional shopping centre consists of close to 60 shops and lacks wireless access and internet facilities. In 18 interviews, the respondents mentioned that their decreasing shopping activities at the traditional shopping centres in Riyadh is due to a lack of interest in organising former type of functions in Riyadh, a general decrease in the values they perceived in modest items, and the association by the modern generation of traditional modest items with the older generation. Saudi respondents explained that a traditional shopping centre features only the traditional wear of the Abaya (long dress covering women from head to toe) and blankets. Saudi women explained that wearing Abaya is a part of Saudi culture to keep them modest by hiding their beauty away from men. Approximately four respondents described that purchasing items from a traditional shopping centre takes them back to their childhood. The respondents also commented that they are aware of the popularity of the traditional shopping centres' offerings amongst the older Saudi women shoppers. Moreover, Saudi women commented that a traditional shopping centre was a place where people in the past spent their time shopping and talking to each other alongside the Saudi sellers.

A sense of the meaning of the location is also evident from the responses obtained from the interviews conducted in traditional shopping centres. Eight interviewees commented that the unique atmosphere of traditional shopping environments, such as location in a commercial street and an old building in Riyadh (specifically in the southern and historic district of Riyadh) was readily linked to traditional cultural aspects of Saudi Arabia. In fact, the respondents revealed that these associations kept them motivated to visit this style of shopping centre in order to appreciate the cultural identity of the Saudi people. Two of the interviewees mentioned that the proliferation of modern-style shopping centres was a

result of westernisation and globalisation processes and these respondents also expressed a strong opinion that Saudi women should not follow these emerging western cultural attributes. In addition, Saudi women agreed that these traditional shopping centres have not attracted their own children's shopping and purchasing activities due to the disadvantages of poor location, lack of choice and cultural inhibitions.

4.4. Saudi Women's Point of View on Two Types of Shopping Centres

Many Saudis (including 18 interviewees from a traditional shopping centre) enjoy spending time in the comfortable atmosphere of modern shopping environments. In addition, Saudi women commented that traditional shopping environments have gradually become less common in Riyadh as a result of the popularity of keeping up with western fashion in the emerging modern shopping centres. However, two interviewees at the traditional shopping centre still showed appreciation of the purchases they regularly make at the traditional type of shopping centre. In total, 38 respondents intercepted from both traditional and modern shopping centres stated that these new modern shopping centres have attracted many Saudi women, especially young women. The interviewees mentioned that the main motivation that attracts them to purchase at the modern shopping centres relates to the fashionable image, convenience and air-conditioned environments that a modern shopping centre has. Furthermore, respondents agreed that the popularity of modern shopping environments poses a threat for the very survival of the traditional shopping environments, as customers would readily consider traditional centres as inferior places. The fast proliferation of modern shopping centres was perceived by three respondents to have a major impact on Saudi women customers' shopping and purchasing activities.

Notably, respondents indicated that the positive aspects associated with visiting modern-style shopping centres are embedded in the ambient atmosphere and attractiveness of the available facilities. This perception towards modern style shopping centres was expressed by many interviewees in a variety of ways and led them to become keener to shift towards experiencing modern-style shopping on a regular basis. Additionally, Saudi women shoppers perceived themselves to be modern and novel when indulging in shopping activities within a modern style shopping centre. The perception and experience towards

different types of shopping centres amongst Saudi women customers will be discussed in detail in the following sections.

4.4.1. Best and Worst Experiences

In order to understand Saudi women customers' shopping experience at different types of shopping centres arising from the in-depth interviews, the best/worst experiences encountered by Saudi women will be discussed sequentially. Table 4.2 shows the frequency counts of Saudi women's experiences at modern and traditional shopping centres.

Table 4.2 Saudi Women's Experiences at Shopping Centres

Shopping centre	The Best Experience	The Worst Experience
Modern Shopping centre	18	2
Traditional Shopping centre	2	18

A majority of the respondents (N = 18) expressed positive experiences associated with the shopping performed at modern centres. In contrast, only two respondents experienced positive experiences at traditional shopping centres. Respondents' favourite characteristics of modern shopping centres related to reasons such as safety, purchase policy, and air-conditioned centres. Additionally, respondents also mentioned that modern shopping centres exceeded their expectations and led to positive confirmation and satisfaction. Approximately seven interviewees commented that repeat visits and loyalty towards modern shopping centres were a function of their actual buying behaviour. Additionally, respondents were satisfied with features of a modern shopping centre, such as the quality of products and assortment of merchandise available at the modern shopping centre. For example, nine respondents mentioned that they would buy more items, resulting in spending more time and money at modern shopping centre as evident in the following verbatim comments:

"I love the atmosphere of this modern shopping centre. It gives you a safe, comfortable experience and gives you a great experience when you browse for the new European apparel such as Chanel and high-end apparel brands. It has amazing facilities and management, It is not like traditional shopping centres, I always enjoy shopping here and for the free time with friends or sisters" (Respondent # 33).

“It is a nice atmosphere in the Kingdom centre. You can enjoy your time shopping and staying at the café without being bored” (Respondent #13).

“I’m really satisfied at what they stock here and with the features of the shopping centre” (Respondent #36).

In comparison to modern shopping centres, Saudi women explained the worst experiences that they had encountered at a traditional shopping centre due to poor shopping environment, presence of low quality apparel, untrained staff, absence of air conditioning and old buildings. For example, 38 respondents (interviewed at both modern and traditional shopping centres) mentioned that atmospheric stuffiness was negatively felt in traditional shopping centres because of unavailability of air conditioning systems as reflected by the following verbatim comments:

“I do not like the air here, it is a hot and stuffy place because they do not have air conditioning and so I buy in a hurry and then go home or to another place I enjoy, like a modern shopping centre” (Respondent# 15).

“It is hard to enjoy your shopping because of the old building and old apparel that are not up to date” (Respondent#3).

“I do have a positive experience and I enjoy shopping every time I come here” (Respondent #7).

4.5. Saudi Women’s Perception towards Shopping Centre Facilities and Atmosphere.

In order to have a better understanding of how Saudi women shoppers perceive modern and traditional shopping centres, there are a number of questions that have been answered by respondents that presents relevant information related to the prevailing atmosphere and existing facilities of these shopping centres in Riyadh. All of the identified themes will be discussed and compared in line with Saudi women customers’ shopping perceptions towards modern and traditional shopping centres. Table 4.3 provides the most preferable aspects of shopping centres derived from the responses obtained from the respondents and subsequent qualitative data analysis. There are five aspects considered the most discussed amongst Saudi women at the time of the research interviews.

Table 4.3 Saudi Women Perception of Shopping Centre Aspects

Main Themes	Modern shopping centres	Traditional shopping centres
Convenience	√	X
Restroom	√	X
Security	√	X
High brand apparel	√	X
Value perception	High value	Low value

The following discussion relates to the responses that emerged from analysis of the open-ended questions referring to the facilities and atmosphere of modern and traditional shopping centres.

4.5.1. Convenience

The first theme identified by respondents was the ‘convenience’ that Saudi women associated with the modern shopping centres. The emergent micro themes of importance relate to location, layout, variety of stores and availability of services that may have influenced the preference of Saudi women to visit a specific shopping centre. Based on the actual response counts obtained from Saudi women shoppers, ‘location convenience’ was recognised as having a major influence on Saudi women shoppers’ selection of which shopping centre to visit. Thirty-eight Saudi women perceived that many modern shopping centres in Riyadh are located in the highly prestigious northern part of Riyadh. This district incorporates many business activities and most fashion houses, and additionally there is the perceived ease of making a trip to a shopping area with organised parking bays in comparison to traditional shopping centres which was a prominent aspect considered by the respondents. For example, 19 respondents mentioned that finding an organised parking area is not easy in Saudi Arabia unless a customer visits a modern shopping centre. However, some of the interviewed respondents did not consider availability of parking space as verbatim comments:

“It is a convenient location to go and also in a prestigious and elegant district of Riyadh” (Respondents #3).

“I consider a modern shopping centre as comfortable malls to go shopping, it is in an easy location in the north of Riyadh and all facilities are offered to enjoy social gathering and shopping” (Respondent #20).

“It is easy access to modern shopping centres even if you are not local. Most of modern shopping centres are located in North Riyadh” (Respondent #11).

In contrast, traditional shopping centres have undesirable and inconvenient shopping locations, as identified through the responses obtained from 38 respondents who do not feel convenience at all in their shopping experiences. However, two respondents found their visit to a traditional shopping centre to be convenient and worthwhile as the centre is located in proximity of their residence. The usual perception is that traditional shopping centres are located in unique suburbs and areas, as most of them are located in poor and old communities that are not regarded favourably and positively by Saudi women. Three respondents mentioned that the location of the traditional shopping centre created a poor impression about shopping and even towards socialising with others, because of overcrowded shops and the presence of narrow hallways in that shopping centre. Another reason for considering a traditional shopping centre as an inconvenient location was attributed to its presence in the city centre and south of Riyadh. Three interviewees mentioned that most traditional shopping centres are located in the poorest suburbs in Riyadh where most poor foreign people and low class Saudis live, and in these shopping centres merchandise is only old and traditional apparel. For instance, three respondents mentioned:

“It is really a bad location to go shopping with all the poor and foreign workers you see here, and I don’t think you find something to wear. It is not for me” (Respondent #13).

“I consider a traditional shopping centre is for poor foreign people not for Saudi people” (Respondent #25).

“I think a traditional shopping centre location is not comfortable for me because it is faraway and in narrow roads not like in north Riyadh where all roads are huge and organised”(Respondent #33).

Another convenience aspect that was mentioned frequently in research interviews relates to ‘aggregate convenience’ that is attributed to the ease with which Saudi women come

into physical contact with a large variety of well-recognised international brands, restaurants, cafes and services. Around 27 respondents mentioned that it is easy to shop and browse for a large variety of brands in the retail stores located within the modern shopping centre with elegant display options. Respondents also mentioned that modern shopping centres provide necessary cues, which minimises undesirable search by enabling shoppers to locate quality apparel for comparison, purchase or inspection as reflected by the following verbatim comments:

“I will browse international brands only at this modern shopping centre, because these malls have all facilities that shoppers need such as restrooms, advanced payment facility and exchange and return policies that are not available at traditional shopping centres. In addition, air-conditioning is the most significant factor to do shopping in here” (Respondent # 1).

“I like this shopping centre because it has different and western stores that I’m addictive to stick to modern-style shopping centre” (Respondent #11).

“I go to modern shopping centres because all I want it is in one place such as cafes, restaurant and shops” (Respondent #22).

The last micro theme identified relates to the ‘availability of services’ based on the respondents’ actual response counts. Thirty-six Saudi women mentioned that they could not tolerate poor service experiences. Respondents also expressed interest in shifting between alternative shopping centres, which provided them enjoyable and good services such as ATM machines, restrooms, fitting rooms, air-conditioned centre, cafes and restaurants, etc. There are unique characteristics that actually persuade Saudi women to prefer modern shopping centres in Riyadh because of the availability of high branded clothing, distinguished brands such as Western-oriented Zara shop and Chanel boutique. Moreover, 38 Saudi women shoppers have confirmed that their perception of convenience at modern shopping centres would motivate them to visit these centres for shopping related purposes as reflected in three of the interviewee’s verbatim comments:

“I do like all services provided at a modern shopping centre such as ATM machines because I do not like to have cash in my purse like when I go to a traditional shopping centre” (Respondent #19).

“I consider the availability of cafes, restaurants and advanced payment facilities are most important dimensions to visit a shopping centre that are not available yet in a traditional shopping centre” (Respondent #38).

“There are all services we need to enjoy shopping and gathering such as parking, security and restrooms” (Respondent #40).

In contrast to a modern shopping centre, in 40 interviews, the respondents commented that the auxiliary facilities such as restrooms and ATM machines are not readily available in a traditional shopping centre. Respondents clarified that unavailability of services such as ATM machines, advanced facilities and restrooms, which make them unhappy and deter them from visiting a traditional shopping centre. Thus, Saudi women preferred the presence of ATM facilities in purchasing items as the most convenient option in a modern shopping centre. The following verbatim comments from the respondents highlight their perception towards the presence of ATM facilities:

“I do not enjoy shopping at a traditional shopping centre like Taibah shopping centre. It does not have a restroom and ATM machines as a modern shopping centre does. I cannot enjoy shopping here I will buy in quick way then escape to my home” (Respondent #19).

“I have to bring some cash otherwise I can't buy Abaya and eye liner” (Respondent# 15).

“Oh, it is really hard to stay longer because there is no air-conditioner or even restrooms that are important for all shoppers who wanted to spend a long time for shopping or social gathering”(Respondent #5).

4.5.2. Restrooms

Based on the actual response counts obtained from Saudi women shoppers at modern shopping centres, there seems to be a diverse range of reasons cited in regards to the facilities within the shopping centres that actually attract Saudi women shoppers and subsequently have influenced their shopping patterns. The first theme that identified as important relates to the availability of restroom facilities. Approximately 40 respondents mentioned that restrooms are the most important facility that needs to be contained within a shopping centre and influences their decision to visit a specific shopping centre. Fear of

unavailability of restrooms made shopping experience difficult especially when a woman shopper spends a long time inside a traditional shopping centre. Modern shopping centres make shopping much easier and Saudi women prefer going to modern shopping centres rather than traditional shopping centres due to the presence of clean and hygienic rest rooms.

'Restrooms' have been identified as a very important factor based on the actual response counts obtained from Saudi women shoppers. Associated aspects related to the restrooms mentioned by the respondents include clean restrooms, easy to find, conveniently located and overall cleanliness. For instance, one respondent mentioned that restrooms in modern shopping centres have elegant branded equipment from Villeroy & Boch. Modern restrooms are not available in traditional shopping centres such as the Kingdom shopping centre thus making it difficult for women shoppers. For instance, three respondents mentioned:

"The Kingdom centre has all facilities a shopper wants to see at shopping centres. There are luxury restrooms with high quality equipment. They clean it every time a person uses it. How clean is that! I really love services like this, I feel more comfortable shopping here" (Respondent # 40).

"I feel comfort when I go shopping like in The Kingdom centre. All restrooms are clean and tidy with perfume refresher" (Respondent #30).

"I do like to go shopping at this Kingdom shopping and other modern shopping centres that have toilets in great conditions and everywhere at this centre" (Respondent #24).

In contrast to modern shopping centres, 38 respondents agreed that traditional shopping centres do not have restrooms, and if there is a restroom, it will be extremely unclean, unhygienic and unsafe as a result of absence of cleaning staff and security guards at traditional shopping centres. Respondents also felt that the absence of security guards at a shopper centre might lead to a dangerous assault or robbery. Additionally, three respondents commented that upon entering traditional shopping centre furnishings, cleanliness, and overall ambience seemed to be of poor quality. Respondents also noted that disgust at the dirtiness of restrooms at a traditional shopping centre further deemed it

to be unattractive and inconvenient to visit, as mentioned in the following verbatim comments:

“I go shopping at traditional shopping centres with a planned shopping list because there isn’t a restroom at all. I need a restroom frequently and so I buy what I want then escape home!” (Respondent # 1).

“I do not go to a traditional shopping centre unless today my mum goes to buy her own clothes. It is all about the environment, unclean toilets and no air-conditioning systems” (Respondent # 17).

“I did not see any restrooms at any traditional shopping centre” (Respondent #40).

4.5.3. Security

The third theme of ‘security’ was identified from the respondents’ responses that differentiate between traditional and modern shopping centres. This theme has been identified by all of the 40 respondents that participated in the in-depth interviews. The three micro themes, personal safety within the centre, security guard on duty, and safety in restrooms were identified as related to the macro theme of security. Modern shopping centres have a high positive impression as quoted by 36 respondents, who mainly appreciated the presence of security officers in the centres. Every respondent interviewed expressed high confidence to visit a modern shopping centre more frequently due to the presence of adequate security, as personal safety is an important issue for women when they are choosing where to shop. For instance, respondents mentioned the following comments:

“When I visit the most modern shopping centres like this I feel more comfortable and safe, more than traditional shopping centres. I can stay longer at this shopping centres for window or list shopping and then relax at a café shop or a restaurant” (Respondent # 31).

“My family always allow me to go alone to meet my friends with peace. Because they consider the presence security staff is more convenient for my parents and me too” (Respondent #33).

“I can wear what I want to wear, I mean not long Abaya but I can wear full make up and new dress and yes I will not cover my face as I do in a traditional shopping centre” (Respondent #27).

In contrast to a modern shopping centre, traditional shopping centres have no security services offered to the visitors, and all of the 40 respondents interviewed were dissatisfied about the absence of security personnel at traditional shopping centres. Twenty of the interviewees pointed out that there are seldom security guards standing at the entrance of the centre and never inside the shopping centre. Due to lack of security inside the traditional mall, it was seen as a worry to make withdrawals at the ATM. Additionally, the respondents interviewed hoped to have efficient security and safe parking areas to ensure a favourable shopping experience at a traditional shopping centre. For example, the three interviewees mentioned:

“I don’t like to go shopping in a traditional shopping centre because there are not security officers as modern shopping centre have and also I do not feel comfortable in case something happens here” (Respondent #12).

“I can’t enter a shop alone unless with my mum or sister to feel at least safe, I’m afraid of a seller at that shop, because they know there is no security staff, they will have some verbal assault” (Respondent #21).

“I wouldn’t recommend my family to go alone to a traditional shopping centre because it is not safe as result of security absence” (Respondent #14).

4.5.4. Branded Apparel

The fourth macro theme that emerged from the responses obtained from the Saudi women respondents relate to the availability of international high-end apparel brands. Saudi women’s perceptions towards modern shopping centres relate to the availability of western style branded apparel that is well recognised and easily identified by many interviewees. Approximately 38 respondents mentioned that modern shopping centres offer a wide variety of international brands and have high quality apparel. Saudi women’s perception of international brands and high quality apparel are related to the image that these modern shopping centres carry by housing luxury fashion brands. In addition, the respondents from different interview locations preferred to shop in a modern shopping centre and are happy to make frequent trips and spend as much time as possible in a

modern shopping centre. Often Saudi women would attribute enjoyment and socialisation to be integral to modern shopping centres. Approximately 38 interviewees shared the notion of shifting from the traditional to the modern shopping centres in Riyadh because of the availability of quality high branded clothing and distinguished brands. For instance, some respondents mentioned the brands Chanel and Louis Vuitton boutiques as western images as reflected in the verbatim comments:

“At this shopping centre, you can look for the latest fashion and you get the best service and high brand apparel too Chanel and Louis Vuitton boutiques. I really enjoy shopping here, it gives a feeling like I’m in European countries whereas traditional shopping centres give me depression feeling when I need to buy Abaya. But now there are some Saudi designers for Abaya now at modern shopping centre like the Kingdom centre which means no longer traditional shops are needed ” (Respondent # 31).

“It gives me impressive and positive feeling that I’m keeping and shifting to western style of fashion and also, I really like to keep with popular celebrities in western countries” (Respondent #39).

“Modern shopping centres like this one, it is all about western and international fashion like Parade and Chanel boutiques” (Respondent #40).

In contrast to modern shopping centres, the traditional shopping centres usually do not carry any international brands. In five interviews, the respondents criticised that traditional shopping centres do not stock international merchandise, and tend to lean towards stocking only traditional clothing items and accessories. Moreover, Saudi women commented that traditional shopping centres only stock traditional items deemed by the interviewees to be no longer desirable by many Saudi women. Respondents also perceived that the traditional centres lacked aesthetic and modern appeal apart from the unavailability of exclusive international brands. Thus, Saudi women interviewed frequently associated traditional shopping centres to low social status. The following quotations reflect women’s perception of brand image.

“I know that this shopping does not offer any international brands and just stock traditional and poorly made brands. It gives me a low social status if I buy my apparel from here but today I’m here to buy Abaya only” (Respondent #13).

“I’m not here looking for international brands and not for buying apparel unless accompanying my mum. I never shop here as it isn’t my favourite” (Respondent #17).

“I do not go or buy from traditional shopping centres as I consider it for the low class not for me. I buy Abaya from Saudi designers from the Kingdom centre, which are very expensive for low class people. This one cost me SR7000 but in traditional most will be no more than SR400” (Respondent #40).

4.5.5. Value Perception

The last macro theme that emerged from the responses obtained from Saudi women relate to the ‘value perceptions’ that they carry towards a specific shopping centre. This theme was further divided into three micro themes of high-end brands, quality of apparel and cost perceptions based on the respondents’ actual response counts. All respondents perceived that the high brands in modern shopping centres are related to the auxiliary features that are essential for accommodating foreign brands and the availability of various services such as ‘services, policies, restrooms and western architectural design that showcase a desirable prestige and image of these shopping centres. In contrast, 38 respondents mentioned that traditional shopping centres do not provide clean restrooms, good buying policies and have old traditional building designs. In addition, the traditional shopping centres carry the same and modest merchandise over a long period of time without offering any novelty to the Saudi women-shoppers and thus were not able to meet their expectations. The second micro theme, ‘high quality of apparel, referred to a warranty for any faults, offering exchange and refund policies that portray an image of high quality. The third micro theme of value perception is related to ‘the cost perception’ associated with high quality apparel. Based on the actual responses obtained, 26 respondents mentioned that it will be expensive and of an international brands and it will be of a high quality if you buy from modern shopping centres, and they also mentioned that shops there have a fixed price, highly qualified sales team, a return and refund policy and great shop decor. Whereas traditional shopping centres offer customers cheaper brands with poor quality and inadequate policies related to repair, return and refund. Thus, 38 respondents interviewed accepted modern shopping centres as the most preferred option for shopping relating to the confidence in purchasing apparel offered by these centres. The

following quote notably shows the perception of Saudi women to the aesthetics of the shopping centres:

“I do like the quality they offer in modern shopping centres and I’m ready to pay more for the value and yes it deserves the amount of money I pay. I feel confident when I go shopping here to buy apparel. I will not be afraid if there is damage or change of mind and it is not like traditional shopping centres, they have bad quality and you have no right of a refund or exchange, it is based on store staff” (Respondent #23).

“My sisters and I recognised the differences between two styles of shopping centre. Modern shopping centres give us amazing building design and new like in the UK and even better and bigger. But traditional shopping centres are ugly in design and old and not valuable to visit” (Respondent #33).

“It stocks popular and international brands that deserve to spend more money at modern shopping centre” (Respondent #40).

4.6. Motivations for Saudi Women to Shop in Traditional and Modern Shopping Centres

This section discusses the results from analysis of the in-depth interview questions relating to what actually motivates Saudi women customers to shop at modern and traditional shopping centres. The first open-ended question in the study investigated the purpose of Saudi women shoppers in Riyadh for visiting a specific shopping centre. The second and third questions are concerned with how Saudi women perceive the style of shopping centres based on the availability of facilities and the atmosphere within shopping centres and their experiences at shopping centres.

Virtually all Saudi women shoppers interviewed were asked to detail the main purpose for visiting modern and traditional shopping centres in order to unpack the main motivational reasons for their visitation. All respondents noted that they go to the modern shopping centres for browsing through stores or with the intention to purchase modern apparel. Saudi women interviewed also mentioned that they occasionally visit traditional shopping centres as well for purchasing specific traditional apparel such as Abaya and blankets as these items are not readily available in the modern shopping centres. Table 4.4 presents the responses obtained from the respondents indicating the purposes for which Saudi

women visit modern and traditional shopping centres. The responses obtained from the respondents are further divided into macro and micro themes of importance.

Based on the actual response counts obtained from Saudi women respondents, the two macro themes identified included ‘shopping’ and ‘socialisation’. Each of the identified macro themes was further related to several micro themes of importance that emerged from the in-depth interviews. The macro theme of ‘shopping’ included four micro themes such as prestige and performance-orientation, impulse, recreational and planned shopping. The second theme of ‘socialisation’ further included two micro themes that elicited the relevant importance of reference groups such as family, relatives and friends through social ‘family gathering’ and ‘friends gathering’. Each of the identified macro themes is explained in detail in the following sections.

Table 4-4 Conceptually clustered Matrix Display: Purposes of Visiting a Shopping Centre by Saudi Women

Macro themes	Micro themes	Response from modern shopping centre (T=N)	Response from traditional shopping centre (T=N)
Shopping	Prestige	“Buying something distinctive dress” (11)	“There is Abaya only and can be a high fashion” (2)
	Impulsive	“Buying when we like items” (14)	“Nothing motivates me here” (20)
	Recreational	“I enjoyed shopping as spending time for fun” (6)	“Not considering this shopping for fun” (20)
	Planned shopping	(0)	“Buying Abaya and/or blanket” (20)
Socialisation (38)	Family gathering	“I have my sister when I go shopping here” (28)	“I have my sister with me today” (2)
	Friends gathering	“I prefer taking my friend to hang out and browse” (10)	“I’m here alone, I don’t need someone to come with me” (26)

4.6.1. Shopping

Based on the actual frequency counts obtained from Saudi women shoppers, ‘shopping’ is identified as the most important activity that influences Saudi women to visit a specific type of shopping centre. From the responses obtained from the respondents, it is evident

that 38 out of 40 Saudi women shoppers visited modern shopping centres for ‘shopping’ for apparel. In understanding the macro theme of ‘shopping’ from the Saudi women shoppers’ perspective, four micro themes, relating to prestige and performance-orientation, impulse, recreational, and planned shopping types emerged. These micro themes will be discussed in descending order in the following paragraphs.

4.6.1.1. Prestige Shopping

In 26 interviews, the respondents commented that shopping is considered as an activity, which Saudi women would prefer to do more often. From the Saudi women shoppers’ perspective, general shopping relates to attraction towards strong branded statements, graphics, and the impression of scarcity and/or availability of exclusive brands, and expensive apparel brand names that carry a high quality and image. In other words, most famous fashion houses are regarded as luxury apparel brands in the Saudi community. The desire to have a high-end woman’s apparel brand is considered to be constantly gaining higher priority amongst Saudi women and motivates them to look for expensive and unique apparel that distinguishes them amongst their relatives and friends. Approximately nine of the respondents interviewed were very conscious and concerned about which shopping centres hold the merchandise relating to high-end women’s apparel brands as reflected in the following verbatim comments:

“This Kingdom Centre provides a luxury fashions brand that carries a high image of western fashion. I really would like to visit this store regularly” (Respondent#11).

“It is the stock scarcity of apparel that allows anyone who buys it to become distinguished among others” (Respondent#22).

“I believe that a modern shopping centre like the Kingdom Centre has to offer unique and amazing international apparel. It also has expensive apparel I mean any girl who wants to be considered as a fashionable girl and in a high position in society has to buy from here” (Respondent#28).

In contrast to a modern shopping centre, in 16 interviews, the respondents commented that traditional shopping centres were very important to buy apparel such as Abaya and most preferred traditional accessories. For example, for these respondents, shopping is all about getting traditional apparel such as Abaya and blankets. It is also evident that the motives behind 16 respondents shopping at traditional shopping centres were for the latest fashion

in Abaya's. Four interviewees mentioned that if western brands take over the production of traditional Abaya's and blankets, they would only buy it from modern shopping centres as reflected in the interviewees' verbatim comments:

"I would like to buy an Abaya if modern shopping centre merchandise different styles but it is hard to find now at modern shopping centres what you want like traditional shopping centre"(Respondent#17).

"Impossible to buy clothes from traditional shops as considered to be old fashioned and traditional. It is not for fashion and does not give you high positive of having most prestigious items as a modern shopping centre does" (Respondent#39).

"I want to join a high social class of people: you must go shopping at a modern shopping centre like the Kingdom Centre, the most prestigious and elegant shopping centre in Riyadh" (Respondent#40).

4.6.1.2. Impulsive Shopping

Impulsive shopping is the second most preferred micro thematic category of Saudi women when they visit modern shopping centres. In nine interviews, the respondents commented that their tendency to buy spontaneously and immediately impulsive purchases were motivated by economic stress because they want to purchase in a store as rich people do (Crawford & Melewar, 2003). In addition, the respondents mentioned that they buy something unplanned to show others they have the ability to buy as rich people do. However, all interviewees intercepted at the modern shopping centre are young (less than 40 years of age), and this explains why the respondents intercepted preferred to engage in impulsive type of purchasing activities. For instance, young Saudi women buy gifts or clothing for relatives or friends randomly without any specific reason. Saudi women also prefer to demonstrate their financial ability and purchasing capability to their relatives and friends from time to time as mentioned by 13 respondents. In addition, Saudi women shoppers' purchases were promoted by physical proximity to a desired product, and dominated by emotional attraction towards the product category as well as the brand name. For example, one of the respondents mentioned the immediate attraction towards the promise of satisfaction by a luxury brand Chanel and its handbag offerings. Yet in another example, the respondent noted the sudden, often persistent urge to buy something immediately at that point of time without any earlier planning. Availability of free time at

hand and adequate financial resources were identified as having a significant influence on impulsive purchases. For instance, interviewees' orientation towards impulsive shopping is evident through the following verbatim comments:

“The purpose of my visit to The Kingdom Centre is to have some coffee and then to buy ‘Chanel’s bag’. I love visiting this store every time I come here. It cheers me up if my friend urges me to buy something that has great design and new as well. But before having coffee and interviewing me, I have bought other accessories that my friend and me admired as well and bought them, why not?” (Respondent# 22).

“I have no intention to buy items as I do every day here but today I found a handbag from Chanel boutique which all my friends started to buy like this and I said to myself I should keep carrying handbags like my friends” (Respondent#20).

“I couldn’t resist items that have just arrived; I buy it straight with no purpose” (Respondent#39).

In contrast to a modern shopping centre, Saudis' shopping (N=38) at traditional shopping centres are more directed towards the purchase of Abaya and other traditional items rather than spending money excessively and irrationally. Thirty-eight of the intercepted respondents indicated that they won't go to traditional shopping centres for spending money excessively for items that are highly risky such as bad quality items. The respondents commented that purchasing a product on an impulsive basis when they pass by the traditional stores was unlikely to happen at the traditional shopping centres as the respondents are aware of the type of merchandise available at these centres. Interviewees indicated that young women are highly addictive buyers and money spenders because they spend money unreasonably with no planning. The purpose of visiting traditional shopping centres given by the respondents is to buy what is in a planned shopping list as reflected by the following verbatim comments:

“This shopping centre does not remind me to buy the product when I see it on the store shelf, it does not urge me to buy it” (Respondent#17).

“I consider this shopping not for buying something that motivates you to get it” (Respondent#4).

“I do not find something here to encourage me to buy unless what I’m here for, something from my list” (Respondent#17).

4.6.1.3. Recreational Shopping

Recreational shopping is defined in terms of the preferences expressed by the respondents by way of spending their leisure time in indulging in shopping activities. Approximately 38 respondents associated a recreational type of shopping as the best use of their leisure time. Seven respondents commented that the shopping centre atmosphere and in-store aesthetics and merchandise are the most effective attractions that draw them towards the modern shopping centres to spend their leisure time. In addition, respondents described that shopping at modern shopping centres is a means of socialising and having fun. Two interviewees agreed that shopping was enjoyable as a leisure time activity, and they have actively engaged in information seeking for any items that are most preferable by Saudis rather than for socialisation. Additionally, five interviewees commented that if they found a desirable store during recreational shopping, this information was recalled when specific merchandise is needed. Respondents also revealed that what others think and willingness of a shopper to buy items from others’ opinions influenced the new product knowledge.

In terms of shopping behaviour, Saudi women engaged more in impulsive type of purchases, spent more time shopping for apparel frequently, were more motivated to continue to shop after making a purchase, and more motivated to visit the same preferred shopping centre for subsequent purchases. In addition, recreational shoppers visited the modern shopping centres for social interaction and to carry out activities outside the home with friends and relatives. In seven interviewees, the respondents commented that outdoor activities available in Saudi Arabia are limited for Saudi women due to cultural constraints imposed on women. Thus, modern shopping centres were considered to be the most preferred destinations by Saudi women for entertainment, shopping and socialisation. In terms of store selection, Saudi women prefer to associate with high quality, variety, and store decor for carrying out their shopping activities. As a result, the store image created during their leisure shopping had an impact on their later store choice related decisions as the most preferred store choices as expressed by 23 respondents included Zara, Chloe and H&M stores as reflected in the following verbatim comments:

“I’m planning to buy Chloe handbag while I’m here to spend some time for enjoyment and I have been looking for it but I did not find Chloe store at the Kingdom Centre!” (Respondent#7).

“I consider a modern shopping centre as a place to hang out with friends and relatives” (Respndent#8).

“It is leisure time for me to spend more time at modern shopping centres for shopping and outdoor activities like playing and talking with friends” (Respondent#22).

Recreational shoppers preferred to spend their leisure time at modern shopping centres only. In six interviews, the respondents commented that Saudis like to spend more time enjoying their leisure time rather than shopping. In 38 interviews, the respondents chose a shopping centre because of convenience, aesthetics and shopping atmosphere for leisure time. In addition, respondents perceived that traditional shopping centres did not motivate them to spend their leisure time due to poor location and poor aesthetics. However, in terms of shopping behaviour at traditional shopping centres, recreational time was avoided, they spent less time shopping per trip, and Saudis were more motivated to leave a traditional shopping centre after a purchase. Additionally, recreational shoppers were not motivated to enjoy social interaction and carry out activities outside the home with relatives and friends. Traditional shopping centres were not preferred by performance, impulsive and recreational shoppers (N=38) due to lack of dining facilities and absence of high-end stores. For example, one respondent mentioned that a trip to a modern shopping centre could provide a shopper enjoyment and recreation with a great deal of effortless planning, in contrast to the traditional shopping centres.

4.6.1.4. Planned Shopping

This is the fourth type of shopping preferred by Saudi women when they visit modern shopping centres. In seventeen interviews, the respondents commented that Saudi women-shoppers planned to buy something that are the most and highly well-known expensive items among Saudis. In addition, Saudi women-shoppers would first involve information search about the items to be bought and evaluated alternatives and then decision making will be made (Mourali, & Laroche, 2005). For example, one respondent seeks information on which product to buy by asking friends and relatives. However, seven respondents

commented that a plan for shopping happens when women gather with relatives and/or friends at a modern shopping centre and see them carry an expensive handbag or high-end apparel, the respondents would plan to include this in a coming planned shopping trip as reflected in the following verbatim comments:

“I sometimes plan at shopping centres when I meet my friend and see her wearing a good brand” (Respondent#13).

“It is planned before I go to buy something for a party or university” (Respondent#22).

“Every time I go shopping I have a plan in advance and I will not plan when I’m there” (Respondent#11).

In contrast to a modern shopping centre, Saudi women shopping at traditional shopping centres are more directed towards the purchase of Abaya and other traditional items. Eighteen of the intercepted respondents indicated that they go to traditional shopping centres for a ‘planned type of shopping’, and two of the respondents will accompany mothers to purchase what’s there on their planned shopping list such as Abaya and blankets. Saudis plan to buy Abaya once their mothers decided to go shopping there, otherwise they never go to traditional shopping centres. However, in 40 interviews, Saudi women interviewed preferred going alone to traditional shopping centres when they just decide to buy products such as Abaya from a planned shopping list as reflected in the following verbatim comments:

“I’m here just to buy Abaya and kehal (eye liner) and I decided to buy it a week ago and then I will be back home soon” (Respondents # 18).

“No reason to come here otherwise than for accompanying my mum or to buy an Abaya, that’s what it is all about” (Respondent#1).

“I never find something here to motivate me to buy it” (Respondent#10).

Further examination of the verbatim comments obtained from the respondents indicated that Saudi women mainly visit modern shopping centres because of the positive image that they carry within the minds of the women shoppers in Saudi Arabia. This was reflected by the respondents through verbatim comments containing strong statements and deep association with popular brands carried by the retail stores within the modern shopping

centres. Saudi women have a strong perceived notion that modern shopping centres carry well-known branded products, and traditional shopping centres carry only local products and traditional brands. Saudi women respondents considered that modern shopping centres allow for a combination of prestige, impulse, recreational and planned types of shopping experiences in comparison to the traditional shopping centres. Thus, respondents considered modern shopping centres are fast becoming a place for recreation and socialisation (apart from shopping), and respondents have set high expectations in regards to the unique experiences that they secure by way of making a visit to these modern shopping centres. Thus, in 27 interviews, the respondents saw modern shopping centres as a one-stop destination for various purposes like dining, hanging out, meeting new/ old friends and shopping for branded product categories.

4.6.2. Socialisation

‘Socialisation’ has been identified as the second important macro theme based on the actual frequency counts obtained from Saudi women respondents. Under the macro theme of socialisation, two micro themes were identified to be influential: family gathering and friends gathering. Based on the actual frequency counts obtained from Saudi women shoppers, shopping for Saudi women involves getting acquainted and interacting more with others in a social context and for some it is a way of breaking out from the regular monotonous professional and personal routine. Family and friends related to the woman shopper want to have company when they go to shopping centres and more specifically for recreational purposes such as having meals or coffee. In 26 interviews, the respondents commented that the purpose of gathering with friends is to publicly and exclusively consume luxury products and brands, as this allowed them to be identified as more conspicuous and special. Additionally, respondents opined that in order to meet the expectations of others, they frequently indulge in shopping for branded apparel. Shoppers wanted to reflect personal, recreational, economic and social motivations for shopping thus portraying their distinct shopping identities.

Saudi women prefer visiting modern shopping centres with family members and thus, the relevant importance that this sample gives to the family as the most important reference group reflects the influence of family members on their shopping patterns. Additionally, visiting modern shopping centres was considered to create a unique experience and entertainment for Saudi women. Further, the Saudi women also perceived these modern

shopping centres as the most preferred entertainment places to hang out with friends or relatives. Saudi women appreciated other individual's company just for making a visit to the modern shopping centres for the purpose of 'entertainment' and 'ease of decision making' specifically when buying apparel. Approximately thirty-five respondents were stimulated to visit modern shopping centres to hang out with other individuals as it is considered an enjoyable place and with distinct aspects allowing time to be spent with others. The following three quotations from the respondents intercepted at modern shopping centres followed by photos reflect how Saudi women shoppers perceive shopping and socialisation processes:

"I do not have a plan to buy apparel. Today I am here is just to see my friends, and we had a nice day at the café shop with my sister and friend. I like to come here, as it is an outdoor activity for girls. It is such an enjoyable time to spend in here. We prefer hanging out here every time we decide, not because we like it much, but it is the only place to spend our break out in Riyadh" (Respondent #18).

"This shopping centre is considered as outdoor activities for girls. We want to see our friends in a convenient place" (Respondent#22).

"I think of having my sister and friend here just to spend a good time with them and also to look if any items deserve to be bought" (Respondent#35).

Photo 4.5 and 4.6: Saudi Women gathering at Modern Shopping Centre



Photos 4.5 and 4.6, taken in the modern Kingdom shopping Centre reflect shopping associated to socialisation with friends by Saudi women. The two women had to break out with their friends after planned shopping. They looked for social places at a modern shopping centre where they enjoy entertaining friends. In addition, young women in this

photo mentioned that making a visit to a modern shopping centre allows them to dress up with full make up to show others how they are liberal, open-minded and non-conservative. Young women in this photo emphasise freedom of expression that is culturally constrained in Saudi society and mentioned that a modern shopping centre granted them a pathway to freedom that every woman has the right to enjoy her free time anywhere like men in Saudi society. The photo shows that Saudi women like to show to each other what they bought from the shopping centre at that point of time such as high-end branded sunglasses from the Ray Ban store. These photographs also demonstrated that when Saudi shoppers meet with friends within a modern shopping centre, they prefer to pick up a tax invoice from the cafe just to disclose their position as high class and high status amongst their friends. In addition, they were engaged in more information seeking to find out which products and brands they should buy based on friends and relatives suggestions, rather than planned shopping. Thus, this photo shows that Saudi women like to wear luxury high-end branded dresses and jewellery. They uncovered their faces with full make up which would be unusual for Saudi women do in any traditional shopping centre.

In contrast, the macro theme of 'socialisation' for the key purpose of entertainment offering, was least accepted for traditional shopping centres by Saudi women. In 40 interviews, Saudi women intercepted for the purpose of present research preferred going alone to traditional shopping centres where they just decide to buy products from a planned shopping list. In 36 interviews, the respondents commented that traditional shopping centre locations were considered not to be good places to socialise with others or hang out with friends and family because locations were not in the most luxurious suburbs of Riyadh. Additionally, it did not attract Saudi women to visit traditional shopping centres. Therefore, they preferred a quieter mall such as a modern shopping centre with lots of rest and sitting areas to promote casual social interaction, because personal safety and security are also important matters for Saudi shoppers when they choose where to shop. The following three quotations are for traditional shopping centres followed by photos about how they use traditional shopping centres for simple purchases rather than for socialisation purposes, such as with family and friends, recreation and socialisation as reflected in the following respondents' comments:

"The purpose today to shop here is just to buy Abaya for my university. I just buy it and leave because there is no shop or coffee shop deserving a longer stay and so I

do not to have a companion. If I say to her come with me here, she will laugh at me with simple answer- is there any advantage of my coming to this traditional shopping centre?” (Respondent #11).

“It is impossible to ask my friend to meet her in here! What will that say about my prestige and social position? She will change her thoughts about me and will consider me as a low class women” (Respondent#1).

“I’m not here to gather with relatives but I always ask my sister to come with me and help me decide which items to buy” (Respondent#17).

Photo 4.7 and 4.8: Saudi Women Shopping at a Traditional Shopping Centre:



Photos 4.7 and 4.8 were taken at Alshifa traditional shopping centre in Riyadh representing relatives who went for shopping purposes together. These women mentioned that gathering at traditional shopping centres is impossible, as there are no chairs, cafes for family or even any open area to sit and chat to each other. In addition, Saudi women commented that the centre management did not put in a sitting area because they had a bad experience at another traditional shopping centre before and no one likes to stay because of the inconvenient environment and a bad image created by staying there. Furthermore, these young women mentioned that they will dress in modest apparel because of the uneducated staff at the shopping centre and staff will stare at their face when dressed up with the full make up they display at a modern shopping centre. Additionally, the two young women indicated that when women dress up and uncover their faces with full make up, they will face criticism from other customers and even

sexual harassment by staff such as groping and/or sexual words. For example, one respondent mentioned that it is possible every time you visit a traditional shopping centre with full make up staff will sometime harass you in some way. In addition, this respondent in the photo commented that young women with elegant dress and full make up should be avoided in any traditional shopping centre.

4.7. Saudi Women's Buying Behaviour in relation to Shopping Centres

In the present research, in order to have a better understanding of how Saudi women buy, and when and why in relation to shopping centres, there are a number of questions answered by the interviewees that will be presented in more detail.

Impulse purchase behaviour occurs when a customer finds a product in the store and cannot resist the urge to buy it. It has been identified as a common type of Saudi women's purchase behaviour, based on the actual frequency response counts obtained from respondents. Approximately 26 Saudi women shoppers were unable to resist the urge of buying modern apparel from modern shopping centres. For example, 13 respondents mentioned that buying new arrival apparel such as from the Kingdom shopping Centre is out of their control. In 26 interviews, the respondents attributed purchasing apparel to irrational and uncontrolled behaviour. In addition, in nine interviews, the respondents mentioned that they spent much more money to satisfy themselves among relatives and friends. Saudi women wanted to spend much more money to fill a gap caused by Saudi norms and ritual that restrict female car driving and time alone without family members, except at shopping centres, parks and restaurants. For example, one respondent commented that as the only place where she can spend time is in shopping centres she spends much more money on purchasing luxury items such as apparel and sunglasses. In addition, she always wears and uses luxury branded accessories just to show others and display her identity as a modern woman. For example, three respondents mentioned that not to show others their face is part of Saudi Islamic norms, but they preferred to show their faces to other women in order to be identified as fashionable women wearing and using expensive and branded apparel and accessories.

Sixteen respondents commented on the factors, which influenced Saudi women to purchase luxury and branded items. The interviewees described that luxury items were

purchased because Saudi culture (especially sexual segregation laws) prevent women from enjoying their time at any place they choose as men can, and seven of the interviewees described that they spent much more money on branded items because Saudi women want to hold high esteem and status in their community. Moreover, Saudi women commented that lifestyle in Saudi Arabia has been changed as modern shopping centres stock western style apparel that motivated them to keep up with western fashion. One respondent stated, “spending money on luxuries items will increase when I join my friends in window shopping”. As a result, she indicated that the benefits of having expensive items such as Chanel sunglasses and Prada apparel would satisfy her within the community. She also indicated that wearing expensive products such as Chanel sunglasses and apparel is to improve her social position within society, and to display the liberal thoughts of Saudi women as open-minded. Saudi culture restricts women from wearing and using luxury and branded apparel and accessories in public as mentioned by ten interviewees:

“Purchasing more expensive and elegant items because we want to be up to date with fashion and also we want to fill the gap that our culture restricts us enjoying life. We want to show others what we can do and that we want to let the society be more lenient about what we wear. Now most families accept that their girls will wear what they like, such as leggings! (Respondent#22).

“When I was at shopping centres I loved browsing and buying something new and satisfying like this top that I’m wearing. I bought that two days ago as this picture represents me. I always buy even if I have no need, just to spend some time looking and changing my clothing and today I looked at my sister’s sunglasses which she bought today, She felt the desire to buy it as it is the trend these days” (Respondent #11).

“I consider that lifestyle in my city Riyadh has been changed and transformed to western culture which is more individualistic can make decisions without any pressure from family and society. I’m breathing now, no body can direct me what to wear and not wear especially when I go shopping or gathering with friends whether at restaurant or a shopping centre” (Respondent#40).

In the present research, based on the actual counts obtained from Saudi women, respondents have identified the second important theme influencing their purchase

behaviour to be compulsive buying behaviour. However, a clear picture by respondents of how this phenomenon arises has proved elusive. The most significant reason that urged 25 respondents to buy apparel is the persistence of negative feelings such as boredom, stress and anxiety, and so Saudi women shop to overcome a bad mood. In addition, nine respondents commented that lack of life satisfaction and boredom as a result of Saudi traditions and norms leave Saudi women with no option to have outdoor activities unless visiting modern shopping centres, cafes and restaurants. Another significant reason that urges Saudi women to buy and spend more money on apparel is the increase of income amongst the young working female educated class. Another reason that influenced Saudi women to be compulsive purchasers is that ten respondents felt they have a low level of self-esteem. The present study has revealed that women-shoppers tend to go shopping at the modern shopping centres due to a general feeling of disappointment when shopping at traditional shopping centres and boredom with traditional merchandise available at these centres. Most Saudis (N=31) expressed their urge to engage in compulsive buying as the only way to spend time and spend much more money and to at least enjoy and have fun in their leisure time. For instance, three interviewees mentioned:

“I felt bored and I go straight to shopping centres to cheer me up by purchasing any item I like” (Respondent #4).

“I always come here to at least enjoy my free time. There are no other options for girls have to do activities except in shopping centres for shopping and socialising” (Respondent#37).

“I felt that purchasing items keeps me happy at least for some time because I’m an unhappy person and dissatisfied with life” (Respondent#24).

In contrast to behaviour in modern shopping centres, a large majority of respondents (N = 38) still undertake planned buying behaviour in traditional shopping centres, such as buying Abaya and blankets, as they consider that traditional culture should not be neglected. They also commented that traditional shops are poorly placed to encourage Saudi women to enjoy shopping because of the persistence of negative aspects such as the perceived boredom and poor location of traditional environments. For example, 17 interviewees commented that they did not plan to stay longer at a traditional shopping

centre. In addition, the respondents are not willing to spend more money than planned in this traditional shopping centre.

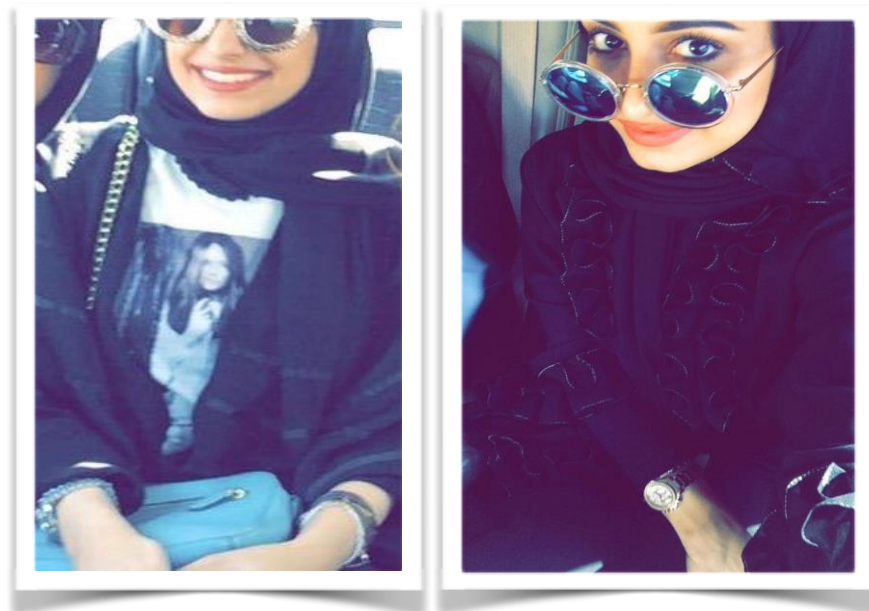
In relation to planned behaviour in investigating the impact of subjective norms on shoppers intentions, 38 interviewees indicated that social pressure from a behavioural perspective have influenced them to avoid purchasing from traditional shopping centres except for Abaya and blankets. The direct influences on Saudi women shoppers' behaviour was attributed to their relatives and friends. In 20 interviewees, the respondents considered that their visit to a traditional shopping centre was mainly driven by a need for specific product acquisition, and shopping is considered as a highly rational process from the planned shopping perspective as reflected in the following comments:

“It went to a traditional shopping centre to buy a Abaya for the next wedding”
(Respondent#17).

“It is important to accomplish just what I had planned on each shopping trip”
(Respondent#12).

“While shopping, I just found what I’m looking for, like a blanket” (Respondent#1).

Photo 4.9 and 4.10: Impulse Apparel and Branded Sunglasses Purchasing



Photos 4.9 and 4.10 show that young Saudi women who are 20 years old like to show their relatives and friends what they have bought at modern shopping centres. Moreover, this shopping centre was recommended by her friend as a place to socialise as well as to shop.

They mentioned that it is easy to find everything you want and they are willing to spend more money than planned purchasing such items as high-end brand sunglasses, purchases which were influenced by friends. It shows that Saudi women were highly influenced by the new modern style shopping centre environment as evidenced by their desire to improve their perceived social position. Notably, three interviewees commented that they also possess a “must have” attitude toward current fashion and keeping up to date with the latest fashion trends. In addition, the photos show that Saudi women have started to unveil their faces with full make up, as they want to socialise with others in a positive and modern way. Likewise, these young women would like to be seen in the right sort of shopping centre and young women enjoy getting feedback on purchases from friends who comment positively about her such purchases.

4.8. Shopping behaviour

Understanding consumers’ shopping behaviour is of prime importance to retailers, consequently the present research has examined various facets of the consumers’ shopping behaviour, including the amount of money spent, the time spent on shopping, the frequency of shopping, types of store visited, items purchased and shopping experiences. The following discussion relates to the emerging themes by the analysis of the open-ended questions referring to shopping behaviour patterns at shopping centres in Riyadh.

In the present research, in order to have a better understanding of how modern shopping centres have influenced the purchase behaviour of Saudi women, there are a number of questions answered by respondents that presented information related to a comparison between the influences of modern style and traditional shopping centres on purchase behaviour and shopping patterns. All of the identified themes will be discussed and compared in line with the effects of shopping centre styles on Saudi women’s purchasing behaviour. Table 4.5 shows responses of Saudi women to different questions related to shopping behaviour in modern and traditional style shopping centres in Riyadh obtained from the data analysis. There are five dominant patterns shown by Saudi women at the time of the interviews.

Table 4.5 Shopping Behaviour Patterns

Modern shopping centre	Traditional shopping centre
Shopping frequency 3 times a week (7 respondents) every second day (3 respondents) every weekend (10 respondents)	Shopping frequency twice a month (2 respondents) twice a year (18 respondents)
Types of store most visited Zara, Chanel, H&M, Louis Vuitton	Types of store most visited Any Abaya and blanket shop
Apparel purchase Hand Bag, Tops, Skirts, Leggings	Apparel purchase Abaya, Blanket
Length of stay Six a hours on average	Length of stay 15 minutes on average
Average expenditure for each trip SR 1500 (23 respondents) SR more than SR3000 (17 respondents)	Average expenditure for each trip SR200 on average (all respondents)

4.8.1. Shopping Frequency

Shopping frequency is a significant concept for studying consumer shopping behaviour. All Saudi women shoppers that were interviewed were asked about their frequency of shopping per week for comparison purposes in modern and traditional shopping centres in Riyadh. Approximately seven respondents mentioned that they visit the shopping centres three times a week on average. Respondents commented that they specifically visit the modern shopping centres for shopping and recreational purposes, and they visit traditional shopping centres rarely (twice/year) only for the acquisition of planned apparel and accessories. Consequently, the respondents in the present research have shown a significant sign of a reduction in their shopping frequency at traditional shopping centres. One explanation for this is that a link between proliferation of modern shopping centres and the increase of shopping frequency amongst Saudi women has decreased the number of visits to traditional shopping centres, which was mentioned by most respondents and reflected in the following quotes:

“I often go shopping but only at modern shopping centres three times a week and no more than once every three months at traditional shopping centres” (Respondent #40).

“Visiting shopping centres frequently is a good way to socialise and it is important to keep up with current fashions and trends” (Respondent#32).

“Visiting this shopping centre every second day makes me feel happy” (Respondent#23).

4.8.2. Variety of Stores

The choice to visit a particular store within a shopping centre by the consumer was differentiated by the nature and purpose of the visit to a shopping centre. The different reasons that were described by the respondents included impulsive purchases, compulsive purchases and getting ideas for future purchases. The in-depth interviews conducted with Saudi women revealed that the respondents appreciated the large number of stores and the extensive merchandise that these stores carry in modern shopping centres. Most respondents also felt that modern shopping centres offer western fashion that synchronise with their personal tastes. Almost all respondents clarified that the most significant reason for their restricted visits to traditional shopping centres is the lack of availability of high-end brands in stores located at these centres. More than half of respondents want to make sure which stores stock international fashion before deciding on their shopping visits.

A surprising finding from the present research is that 24 respondents revealed that their choice of store heavily relies on the prevailing recent fashion and tastes of Saudi women in terms of apparel and other fashion related accessories. For example, respondent #15 expressed her intention to purchase from Chanel as the brand is in season this year and she will not purchase from a Louis Vuitton store as this Italian brand was perceived by Saudi women to be out of season at that point in time. At the time of interviews, Saudi women perceived women making purchases from Louis Vuitton as old-fashioned and not up with the latest fashion trend. The findings provide a few glimpses about the types of stores to which Saudi women prefer to go shopping. Firstly, Saudi women found the most preferred stores to shop around, were independent western and fashion stores, especially those carrying merchandise with luxury fashion brands from fashion houses such as Chanel, Louis Vuitton, Dior and Chloe. Secondly, Saudi women felt that the western stores give them a high image in society and more confidence when visiting other relatives or friends.

In terms of stores visits, 17 respondents visited 9-14 stores while shopping, followed by 14 respondents visiting 6-8 stores, the remaining respondents visiting more than four

stores for their shopping purposes for every second day visit. In contrast, only two respondents visited one store only for planned shopping at traditional shopping centres. In terms of the average time spent at a store, results indicated that 33 of the respondents mentioned that it takes about 10-20 minutes to browse for new fashion arrivals. Additionally, the time spent will be longer if the identified apparel is on sale as it needs time to find a piece from an unorganised table at a store as reflected in the interviewees' comments:

“Every time I come here I see a different variety of clothes in different stores. I think they know what our tastes are up to” (Respondent#17).

“I strictly consider shops which only offer recent fashion trends like Findi and Chanel boutiques” (Respondent#20).

“I often visit 13 stores every visit and every second day. I like spending a longer time with new arrivals but a short time for any stuff on sale” (Respondent#11).

4.8.3. Apparel Purchase

A trip to shopping centres provides a shopper a very economic means of entertainment, leisure and recreation for a great deal of effortless planning. For example, modern shopping centres attract respondents by offering an opportunity to learn about the latest fashion and trends, that is, exploration, as mentioned by most respondents. In the present research, 38 respondents visited modern shopping centres for an exploration of novelty and change and to express their desire for variety met through the process of exploration. Most of the respondents (N = 36) that were interviewed mentioned that the key purpose of buying apparel is to look for something new and distinctive. The majority of interviewees (N = 37) stated that the urge to buy items was due to three major influences, such as addiction to buying new apparel, mood changes and the social pressure of imitating friends and relatives, as reflected in three of the interviewee's verbatim comments:

“I was intending to pop into the ‘Chloe’ store to look for a handbag and I did not find the store, however I bought a handbag from ‘Gucci’ (Respondent # 1).

“I go shopping to make me feel better and also keep up with the trends” (Respondent#40).

“I go shopping with friends to socialise but suddenly their comments motivate me to buy something and to prove my choice of apparel brands” (Respondent#33).

Another reason to buy apparel, as mentioned by the respondents in the in-depth interviews, is the need for a change of clothing. The respondents have discussed the following reasons to support their frequency of visits to modern shopping centres: they have fears about their social position, which was of concern to 32 respondents, and they felt unhappy if their chosen apparel has been available more than once (that is, is not unique). To ‘show off’ is the most significant reason for apparel purchase. Most of the respondents want to show relatives and friends their new and distinctive apparel. The most significant reason is ‘high image of the brand’ as there is a great awareness of high brand attributes amongst Saudi women and so they try to keep their position at a high level of expectation among relatives and friends, as reflected in three of the interviewee’s verbatim comments:

“I will buy apparel just for changing my clothing, I don’t like to repeat my clothing twice at the same place and same people but it is ok to wear it more than once if there are different people and places. Also, I only buy an Abaya from a traditional shopping centre” (Respondent #4).

“I wasn’t able to get some fad and distinctive apparel on my visit today” (Respondent#3).

“I’m satisfied with the outcome of my visit to the shopping centre. I bought a Chanel handbag” (Respondent#17).

Twenty interviewees commented that a trip to traditional shopping centres would be only to buy Abaya or blankets. In addition, respondents indicated that wearing traditional apparel is considered very old fashioned by many contemporary Saudi women. Similarly shopping at the traditional shopping centres is perceived in Saudi society to be associated with low status. Additionally, the stores located in the traditional shopping centres offer poor quality products and cheaper apparel. Respondents (N = 27) commented that it was harder to find an apparel brand in the traditional shopping centres and therefore Saudi women would just accompany their mothers to buy just what was planned to be purchased for that visit alone. Furthermore, Saudi women were confident that purchasing from

traditional shopping centres would result in the purchase of a poor quality product, as reflected in the interviewees' verbatim comments:

"I only buy Abaya and do not plan to buy any clothing because this traditional shopping centre is not for me, it is for low class and old women" (Respondent#3).

"It is very important to visit a traditional shopping centre to buy what is in my list, and I just was looking for that" (Respondent#14).

"In general, I would be sick if I think of buying apparel from this centre" (Respondent#7).

In relation to store atmosphere, it has been identified as the last important attribute to substantially change consumer-shopping experiences through conscious and subconscious perceptions. The importance of store atmosphere within the retail context has been recognised and classified as very important in the existing literature. Based on the actual responses obtained, 38 respondents mentioned that an experience has been better at the stores located within a modern shopping centre and outweighed the experience that they have gained from shopping at stores located within traditional shopping centres. Thirty-eight respondents have expressed their impressions about the tangible and intangible attributes of the store atmosphere in the modern shopping centres by relating to attributes such as colour, lights, window displays and storefront displays reflecting the store atmosphere. The respondents have indicated that these attributes play an important role in shoppers' perception and evaluation of the products and brands available. For example, one respondent described her purchase experience towards apparel to be 'pleasant to browse and buy' from stores in modern shopping centres. Most respondents (N = 38) mentioned that modern stores have contributed to the overall favourableness of the store and affect Saudi women shoppers' behaviour in a positive way. In 17 interviews, the respondents commented that modern shopping centres are structured to portray a western image and therefore meet the women's perception and expectations of modernisation and liberalisation. Traditional stores, on the contrary, presented most respondents with a negative shopping experience, and they were readily identified as unpleasant places to go for shopping purposes. The following verbatim comments reflect the experiences of three Saudi women shoppers:

“I have pleasant experiences at modern stores that make me happy to browse and purchase apparel. It is an easy and confident way to shop! However, at traditional shops, I just purchase Abaya and I had negative experiences with shops and employees. It had a bad smell and it was really hot which makes you make a wrong decision to buy anything” (Respondent #19).

“I consider some factors to visit any store at a modern shopping centre such as design, lights and layout of the store. It motivates me to buy and makes my shopping more comfortable” (Respondent#31).

“I feel comfortable when I see a store with elegant design with organised merchandise which makes me motivated to buy” (Respondent#28).

4.8.4. Length of Stay

The fourth micro thematic category identified from the shopping behaviour patterns is the ‘length of stay’. This theme compares the length of stay by Saudi women shoppers at modern versus traditional shopping centres, which shows how much time Saudi women in Saudi Arabia spent on researching apparel before making the actual purchase. Based on the actual responses of the interviews, 27 respondents stayed six hours on average for each shopping trip to modern shopping centres while they stayed at traditional shopping centres for not more than one hour. Thus, the shopping pattern as related to the length of stay at modern shopping centres is significantly higher than the length of time spent at traditional shopping centres by Saudi women.

Saudi women spent approximately 15 minutes on average browsing for new arrivals and recreational shopping. A high-quality shopping centre, with extensive variety and a large number of related services, is considered as the most important factor by Saudi women shoppers to spend a longer time at their chosen centre. Another reason to spend time at modern shopping centres as expressed by the respondents is hanging out with relatives to browse for new collections. Moreover, one respondent said that high quality of brands stores and modern fashion creates a positive feeling to encourage these respondents to stay longer. The third significant reason encouraging longer stays at modern shopping centres is the availability of recreational facilities to spend time with companions (N = 19). Respondents tended to enjoy shopping, browsing, window-shopping alongside the modern atmosphere as they try to find (popularity) fashion and uniqueness. Additionally, Saudi

women mentioned that they strongly wish to be seen as distinct by visiting a modern shopping centre that sets them apart from the others.

4.8.5. Average Expenditures

There were varying levels in which Saudi women shoppers spend their expenditure for every trip that they make to the modern shopping centre. The average expenditure spent by Saudi women shoppers had an impact on their buying behaviour. The responses obtained through qualitative in-depth interviews are grouped into three groups based on the expenditures spent, from low to high expenditures. However, based on the actual response counts obtained from Saudi shoppers, 23 respondents spent approximately SR1500 for every shopping trip to buy only apparel. The rest of respondents spent more than SR3000 for every trip, mostly searching for high-end-brands such as Chanel and Louis Vuitton fashion houses as reflected by the following verbatim comments:

“I have roughly SR 15,000 to buy a handbag from the Chanel boutique and then I would buy a new and unique top for the University” (Respondent#20).

“I would like to spend no more than a thousand for accessories, and that is for a change and to be unique every time I see friends or go to University” (Respondent#40).

“It is really hard for me to decide how much I should spend today because I’m an addict of fashion: what I like I buy straight away” (Respondent#39).

In contrast, 32 respondents spent no more than SR200 in a shopping trip to the traditional shopping centres. Saudi women stated that there is no need to spend more money because they want to be rational and allocate expenditures in such a way as to maximise total need from all purchases at a traditional shopping centre as reflected in three of the interviewees’ verbatim comments:

“I only spend SR 200 to 400 to buy Abaya and sometimes I need to buy a blanket” (Respondent#12).

“I think positively and rationally when I spend my money at a traditional shopping centre. I would maximise expenditures to a modern shopping centre as their stock of latest fashion and trends deserve the spending of more money” (Respondent#7).

“I spent today just SR5 to buy eye liner. I think wisely here more than at a shopping centre; nothing here motivates me to spend more money and I keep my cash for the Kingdom Centre” (Respondent#38).

4.9. Influences of Social Group on Saudi Women’s Purchasing Behaviour

This section discusses the results from the analysis of the in-depth interview questions relating to social group influences on Saudi women’s purchasing behaviour. The open-ended question investigated the reasons for having companions for shopping purposes. The next question was related to the influence of the social group on purchasing decision making. The last question is concerned with how important it is for a shopper to gather information about where others bought their apparel and what an impact a social reference group has on purchasing behaviour. The responses obtained from the respondents are then discussed.

Substantially all respondents interviewed were asked to detail the main reasons for having companions when visiting shopping centres. All respondents had relatives and friends with them for shopping and recreational purposes at modern shopping centres and only two of the respondents had companions when they went to traditional shopping centres. Table 4.6 presents the responses indicating the purposes of having relatives and friends when visiting shopping centres. The responses are further divided into macro and micro themes of importance.

Table 4.6 Conceptually clustered Matrix Display: Influences of Social Group on Saudi Women’s Purchasing Behaviour

Macro Themes	Micro themes	Modern shopping centre	Traditional shopping centre
Social gathering	Family gathering & friends gathering	“enjoyment and breaking out with relatives (16); or friends” (4)	“Like to have sister or relatives” (4)
Purchasing decision making	Ease of purchasing decision-making	“ Companion helps me to purchase an apparel” (19)	“having sister helps me to buy apparel” (2)
	Brand choice and preference	“Having company makes the shopping choice of which brand to buy easier	“No need to choose brand, comment making or even need to have a

Macro Themes	Micro themes	Modern shopping centre	Traditional shopping centre
		brand to buy" (20)	sister or friends for apparel buying" (20)
Social group references	Information gathering	"Collecting much information on which brand to buy from relatives and friends" (19)	
	Value-expressive influence	"To keep positive expectation in society" (20)	

The following discussion relates to the emerged themes by analysis of the open-ended question referring to the purposes of having companions in shopping centres in Riyadh. The three-macro themes identified from the respondents' responses include 'social gathering', 'purchasing decision-making assistance' and 'social group reference dimensions'. Each of the identified macro themes was further related to themes of importance of social group influences. The first macro theme of social group gathering included two themes such as family gathering and friend gathering. The second macro theme of 'purchasing decision making' included three micro themes that indicated the relevant influence of companions in decision-making such as ease of purchase decision-making, brand choice and preference. The last macro theme, the 'social dimensions of social groups', included two micro themes: 'informational' and 'value-expressive' influences. Each of the identified macro themes is explained in detail in the following sections.

4.9.1. Social gathering

The first macro thematic category, 'social gathering', resulted in the emergence of two micro themes: 'family gathering' and 'friends gathering' refer to family members or friends meeting at shopping centres. For instance, approximately 20 respondents mentioned that they only go with family and friends to modern style shopping centres as the modern shopping centres based on functional and prestigious aspects are perceived to be the best for meeting and spending quality time. Respondents demonstrated that a visit to a modern shopping centre with relatives and friends made the visit more enjoyable. However, in some instances, 17 respondents that were interviewed mentioned that

relatives were involved in influencing their actual buying more directly than just serving as a referent during the entire decision-making process. Family members have a significant influence on each other, and family members were interested in gathering at modern shopping centres firstly to break out of their daily routine. As the example indicates, there was social interaction at every stage of the consumer decision-making process, since various members amongst Saudi women take on an active role to influence the decision-making process. The following quotations show the relative importance of social gathering by respondents at modern shopping centres:

“I would purchase an apparel once I have a companion otherwise I will not buy and keep browsing until the next visit with my sister. I always ask my cousin to come here for a coffee then we may go browsing and most times we bought unplanned apparel” (Respondent# 14).

“The shopping centre gives me a good opportunity to shop and socialise with friends” (Respondent#40).

“I go shopping to socialise with friends and have some coffee, that’s it” (Respondent#38).

4.9.2. Purchase Decision-making Assistance

Shopping with others or groups such as family or friends is commonly seen in shopping centres and retail stores. In the present research, ‘purchase decision-making assistance’ is the second important macro theme that concerns Saudi women who go to shopping centres with companions to make purchase decisions. Based on the actual frequency counts obtained from Saudi women shoppers, ‘the presence of companion’ was considered as the most significant factor that affects purchase decision-making either positively or negatively. For example, the interviews demonstrated that 38 respondents mentioned that a companion would help them to make purchase decisions easy when they face difficulties related to apparel purchase. In addition, the same 38 respondents mentioned that leisure perspectives and shopping purposes would be more enjoyable when accompanied by a companion to the shopping centre. However, based on the actual response counts obtained from respondents, ‘purchase decision-making assistance’ was considered as the macro dimension that concerns 38 respondents. Under the macro ‘purchase decision-

making assistance' the three micro thematic categories identified relate to 'ease of purchasing decision-making', and 'brand choice and preference'.

The ease of purchase decision-making and brand choice and preference are the benefits most needed by the Saudi women from a companion when they decide to buy apparel. For example, Saudi women mentioned that having family would help them to make decisions to buy apparel much better than by themselves. Respondents, who were students at a university, reported sisters and cousins helped immensely in refining their purchase related decisions. A surprising finding from the present research is that 31 respondents revealed that having friends would affect their purchase decision-making to buy only high-end fashion apparel from certain shops in order to maintain a positive position amongst their friends. Friends will judge them based on the expensive goods they buy, and from this allocate them to a high social position or low class. Saudi women meet with their friends for advice and value their friends' opinions about choosing fashionable clothing. In contrast, 20 respondents from traditional shopping centres demonstrated that friends are not contacted whilst shopping at traditional shopping centres. Saudi women mentioned the reasons for not having friends at traditional shopping centres, out of the fear that friends will describe them as villagers and old fashioned. Moreover, Saudi women's opinion on fashion is not influenced by friends at a traditional shopping centre, where they do not come to friends for advice about choosing fashionable clothing. However, Saudi women do not mind having sisters accompanying them to traditional shopping centres. Saudi women's preference towards having friends or relatives at traditional or modern shopping centres is mostly situation specific. Most of the respondents (38) had a sister or cousin helping them out when they are faced with difficulty in making a decision to buy apparel at traditional shopping centres. Thus, those respondents who were accompanied by others were identified in this study as social shoppers as they wanted companions to help them to make purchase decisions easy as reflected in three of the interviewees' verbatim comments:

"I'm with my sister and friends to have a look and then we will stay at a coffee shop to talk. I need them to help me to decide what to purchase and which tops are more suitable for university. But when I go to traditional shopping centres I do not to have any companion unless it is my sister just to make shopping easy" (Respondent #13).

“My opinion on fashion at traditional shopping centre wasn’t considered to be taken by my friends because they did not acknowledge that a traditional shopping centre have a western or fashion brands” (Respondent#6).

“Just my sister influenced me to buy an Abaya which is fashionable and unique for the next party” (Respondent#12).

Further examination of the verbatim comments obtained from the respondents indicated that ‘brand choice and preference’ is influenced by a companion to a significant extent in their decisions to choose a certain brand. Approximately 26 respondents demonstrated that they were influenced to purchase a specific brand that was preferred by relatives. For example, one respondent stated that it was helpful that her sister helped her to choose a ‘Chanel’ handbag that suits her for the next coming party of extended family gathering. Saudi women preferred relatives to help them with which brand to choose and buy to give them a positive social image and satisfy social needs such as social approval, and positive personal expression. The interviewees liked western brands such as Chanel and other fashion houses which have been used to convey social status in Saudi society. In addition, Saudi women shoppers mentioned that they must have western apparel to display their status to others and how they feel they become more fashionable when purchasing from modern shopping centres. Furthermore, Saudi women shoppers want to keep their social image as being up to date with fashion. Therefore, relationships between Saudi women’s behaviour and social needs were investigated to show the significant impact of relatives and friends in demonstrating their social status and prestige by purchasing behaviour. For example, in seventeen interviewees, the respondents asserted that Saudi women with a higher level of fashion opinion leadership tend to have a higher level of fashion/involvement and heavier shopping experience than others. In addition, Saudi women need their expertise in fashion items, which makes them active as fashion advisers. The following quotations are for purchasing a high-end brand such as ‘Chanel’s handbag’:

“I’m shopping here today for change and newness of apparel. Therefore, I want to keep my social status as high as possible and to purchase something that our society on its season ‘fashion season’. I mean every year my surrounding people love to buy this year’s bag from Chanel store but it will be old fashioned if I buy from Louis Vuitton as its season was last year” (Respondent # 28).

“I’m convinced by my others to buy the fashion they like. Also, I’m influenced by others’ opinions about clothing” (Respondent#15).

“I will consider buying a new apparel, even if I have not heard of it yet but I always take my sister’s opinion as she has expertise in fashion and trends for which one to buy and which one is considered as fashionable clothing” (Respondent#20) .

Most of respondents (N = 38) reported that having friends and/or relatives would positively have a significant impact to visit modern shopping centres rather than traditional shopping centres. In addition, the respondents commented that sisters’ comment of choice of brand would be highly considered. Thus, the interviewees (N = 36) demonstrated that a companion always influences decision related to apparel purchases of Saudi women shoppers. Saudi women changed their preferred brand based on a companion’s evaluations. For instance, one respondent revealed that her decision-making was influenced by her sister’s evaluation about a certain brand. She initially intended to buy it, but when her sister added valuable comment about a certain brand, her intention to buy it increased as reflected by the following verbatim comments:

“It is complicated when it comes to choosing a brand. I need to make a decision with my sister as I intend to buy an expensive brand and so I wouldn’t risk it” (Respondent#18).

“It is more comfortable when I have my sister and mum as they control my purchase, which brand I should pick up” (Respondent # 36).

“My friend will provide a comment even if I do not ask her. She always enforces me to buy something I never look for but at the end of shopping I buy it” (Respondent#31).

In contrast to a modern shopping centre, based on the counts available to this micro thematic category ‘brand choice and preference’, it was clear that Saudi women confirmed the purpose of having sisters at traditional shopping centres was to decide which Abaya to choose. Actual responses indicated the main reason for having sisters and relatives at traditional shopping centres was to have a companion and to help them to buy an Abaya. Moreover, the most prevalent reason why Saudi woman did not tend to have friends was because of the negative image of traditional shopping centres. Responses included “friends did not go to traditional shopping centres”, “friends should not know we are

there” and “friends should not be asked which Abaya to buy”. The data revealed that the ethnicity of respondents seems to correlate with the social influence and they want to keep a positive position among friends and relatives. For example, the following respondents mentioned:

“My sister’s opinion is highly considered when I intend to buy from a traditional shopping centre” (Respondent#14).

“In general, I’m not that girl who looks for others’ opinions” (Respondent#1).

“There is no such a brand that is available to ask others’ opinion and even an Abaya is not a brand, every shop can make it. I just see what she prefers from at least three different Abaya’s I have chosen, then we decide together” (Respondent#19).

Almost all of the respondents mentioned that they were more confident buying apparel with only a sister and their comments about which Abaya to buy is not important at traditional shopping centres. The interviews demonstrated that 26 respondents needed an evaluation of the brand or product from a sister when they decided to buy an Abaya for a wedding or formal party, and they considered their sister’s comments as a more significant motivator to buy an Abaya. As such, wedding attendance with a high quality and modern Abaya has a big positive impact on self-esteem amongst attendants, and so a sister’s comment was valuable when it comes to social status based on their verbatim comments obtained from respondents:

“I do not really need help from others to buy Abaya” (Respondent#1).

“Shopping here is easy and quick, as there is no need to ask anybody which Abaya to buy or even which brand to choose” (Respondent#12).

“Yes, I need my sister to help me because you find many silly Abaya’s that have a funny design and accessories. I do not want to make a wrong decision” (Respondent#38).

4.10. Social Influences on Saudi Womens' Decision Making Process

The following discussion relates to the emerged macro and micro themes by analysis of the open-ended question referring to the dimensions of social influences on Saudi women. Based on the frequency counts obtained from Saudi women shoppers, the new emerged dimensions were: 1) information gathering, and 2) value-expressive influence. These dimensions would assist marketers and researchers to develop a more formal theoretical understanding of social group influence dimensions.

4.10.1. Information Gathering

The first important dimension 'information gathering' was identified based on the actual response counts offered by the respondents. The information gathering was related to relatives' and friends' experiences of buying apparel. Based on the frequency counts from Saudi women respondents, 'information gathering' relates to the searches made by the shoppers for more information about where to buy apparel, what brand to have and what brand occupies the current style that most Saudi women wear. It was recognised as having a major influence on Saudi women respondents. Information gathering included apparel place, style type and fashion trends. In 37 interviews, the respondents commented that any information from relatives and friends would be most appreciated and it could have a significant influence on purchasing decision-making.

The interviewees determined that there was a need to gather more information where other relatives and/or friends bought their apparel. Approximately 17 interviewees pointed out information about the place where their friends and relatives bought their apparel can change their taste in buying a certain brand. Saudi women changed their taste based on the information about the apparel place where their sisters and relatives bought their goods. In addition, the present research revealed that Saudi women buy apparel if others bought a high-end brand apparel to show them they can afford that kind of brand. However, Saudi women also mentioned that information gathering from others have a negative influence on their financial ability.

In contrast, two interviewees commented that in gathering relevant information, there is a need to know where others bought apparel. Another driver for Saudi women to gather

information in traditional shopping centres was that there was a need to buy the latest fashion of Abaya, as they want to keep up with fashion trends. Although information gathering was so important in modern shopping centres, the respondents stated that they would not simply ask others where they bought their apparel from traditional shopping centres. Accordingly, not all respondents need to gather information when they go to traditional shopping centres, and they stated that they could buy Abaya's without the need to know about a place others bought it, as reflected in the following verbatim comments:

“I always ask my cousin and sisters too much where they bought their clothing from and even if it is from the expensive shop, I will definitely buy it because if I do not buy it they will think I cannot afford it. In addition, it looks good on her! This is another reason. I need to have more information about the season brand and how it looks among the girls” (Respondent #37).

“I consider information gathering from relatives and friends is really important to me. Because I can't buy apparel without asking them where, when and is it the fashion for this season?” Respondent#40).

“I'm not concerned to search where others buy it unless the shop is cheaper to buy an Abaya from this particular traditional shopping centre” (respondent#12).

4.10.2. Fashion Styles

Approximately 32 interviewees agreed that the fashion styles concerned them, especially when it comes to modern fashion. They identified the fashion style as western apparel from popular brands. Western fashion styles commented on by respondents included blue jeans, t-shirts and leggings, etc. In addition, those with sophisticated style were not easily satisfied; they want to search for more information about the preferred type of fashion styles. However, they agreed that there was a need to have more information about which style their relatives and friends had. For example, four respondents would have the same arty fashion type. They were consciously drawn to arty themes in apparel. In comparison to personal research carried out for use of a modern shopping centre, only two respondents commented that gathering information for the type of fashion style needed for the modesty apparel required to dress appropriately. In addition, they mentioned that only traditional relatives were asked to provide more information about this type of fashion style. In conclusion, it was often the case that respondents from traditional shopping centres made

similar strategic comments about relatives as respondents from modern style shopping centres, as reflected in the following interviewees' comments:

"I'm really a person who is concerned very much about the fashion trends. I spend too much time searching for new fashion styles for this current occasion" (Respondent#40).

"I believe that to be a modern women you have to keep yourself up to date with western fashion, otherwise you will be a villager women" (Respondent#11).

"To keep yourself up to date you have to follow western celebrity style or only some rich people in Riyadh. I really need to find out which style is appropriate for this season" (Respondent#10).

4.10.3. Fashion Trends

Approximately 32 respondents commented that there was a need to gather more information about fashion trends for this year. They wanted to know about certain patterns, colour and model of apparel. Moreover, they described that only relatives and friends with a high taste in apparel would be asked. For example, one respondent mentioned that it was easy to search about which apparel should be worn for this year as all the young women that she knows have the same fashion tastes. Twenty-six respondents agreed that they should have the same brand of Chanel Handbag as is fashionable this year and they should buy it. In addition, emotional desire dominated motives in the choice of brands. The following three interviewees mentioned:

"I always ask my cousin and sisters too much where they bought their clothing from and even if it is from the expensive shop, I will definitely buy it because if I do not buy it they will think I cannot afford it. In addition, it looks good on her! This is another reason. I need to have more information about the season's brand and how it looks among the girls" (Respondent #37).

"I'm lucky that my friend has expertise in fashion and trends, her advice is strongly taken" (Respondent#20).

"It is important to keep up with current fashion and trends" (Respondent#40).

While respondents in traditional shopping centres did not search for which apparel to buy for this season, they considered modesty apparel a high priority to search for. As an example, one respondent commented that Saudi traditional apparel show real modesty and will not give up ‘my traditional apparel for the foreign apparel’. In 18 interviews, the respondents commented that there was no need to gather information to buy such a garment as an Abaya. Traditional apparel did not concern the respondents. They were happy to go to traditional shopping centres without any comments from relatives or friends about the fashion trends for these years. In addition, they reported that the influence of social comments is the major factor hindering them from wearing modern apparel, as reflected in three of the interviewee’s verbatim comments:

“I’m not that person who seeks some information about which apparel to buy from traditional shops” (Respondent#2).

“I consider my sister as adviser on which Abaya to buy” (Respondent#29).

“No ways to consider this traditional shopping centre as a place to look for fashion and trends” (Respondent#15).

4.10.4. Value-expressive Influence

Based on the actual frequency obtained from Saudi women shoppers, ‘value-expressive influence’ is identified as the most important dimension of social influences that induce Saudi women to comply with the positive expectation of others. In 29 interviews, the respondents reported a strong desire to keep their social status as high as others in most important matters in such attributes as a respected occupation, the possession and consumption of material goods, and physical appearance and dress. For example, ten respondents indicated that they will try to have extra money from parents or sisters to buy high-end brands that are similar to those friends who already have these brands, just to keep the positive expectations of others. However, based on the results of the present research, the level of influence had greater impact in value-expressive influence on Saudi women’s behaviour than information gathering influences amongst Saudi women shoppers as reflected in three of the interviewee’s verbatim comments:

“I’m here to buy a luxury apparel, because we have relatives gathering next week. I will not go if I did not find something deserving to buy. I cannot go with the same apparel they have already seen. They will think I am too poor to buy good apparel

and they might think I could not afford it. It will affect my social status, as most of my extended family is good financially (Respondent #17).

“It was costly to shop here because I want to keep my social class as high as my friends” (Respondent#29).

“Keeping up with the fashion and trends is a struggle for me to maintain all the time, but I try to keep my friends commenting positively on me” (Respondent#14).

In contrast to modern shopping centres, with 18 interviews conducted at a traditional shopping centre the respondents commented that there is a need to meet the positive expectations of others. The major determinants of this dimension include characteristics of reference groups such as appearance and social status. Saudi women are enforced by the expectations of others to buy elegant and modern apparel such as the Abaya. In addition, they are well respected by other group members, their opinions and behaviour are influential and they get positive attention from the group. In two interviews, the respondents from the traditional shopping centres commented that their opinions and behaviour are less influential and they have never been the centre of attention. For those two different groups, being part of the same group represents different social experiences among Saudi women shoppers. The first group who visit modern shopping centres desire to display a high social prestige, and thus be regarded by others as successful, influential and high class, whereas Saudi women from traditional shopping centres are perceived to have lower social status. Social status was a major driving force as mentioned by 19 respondents that Saudi women were motivated to keep up with the high expectation of others. They said that the influence of the value-expressive function was stronger than the influence of informational gathering on Saudi women shoppers in consuming luxury and branded products and accessories. Thus, Social group pressure such as relatives' influence has affected most respondents in maintaining high social status, prestige and positive appearance on par with their relatives. Respondents mentioned that the pressure exerted by relatives determined their group membership and purchasing habits. Saudi women respondents intentionally comply with the dominant traits such as wearing elegant and prestigious dress that affirms a high position in society. Examples of respondents' quotations regarding this dimension are presented:

“Every time I have a meeting with a relative or even sisters or I have a party with girls I would buy something expensive and a luxury brand that keeps me in a high position among them. It is sometimes hard for me to save money to buy apparel but my family will support me in some circumstances such as for the Eid celebration. My family has a commitment to offer apparel for all members and also preparing for a party to invite my uncles” (Respondent #40).

“Wearing elegant and prestigious apparel will keep me in a high position among my society” (Respondent#33).

“I felt pressured to maintain a high position among my relatives and friends because it is costly to keep buying high-ended brands” (Respondent#8).

4.11. Impact of Cultural Change on Saudi Women’s Purchasing Behaviour

The present research has identified the following factors that have influence on Saudi women’s buying behaviour, such as demographic and social factors. These factors include income, age, education and occupation status as they relate to purchasing behaviour. Social factors also have influence on impulsive buying behaviour, which is mentioned by the majority of respondents (N = 38). In 23 interviews, the respondents stated that Saudi culture has accepted that Saudi women may be more independent and not to be guided by parents and siblings. Saudi women can choose what they want to buy and go anywhere they like. In addition, Saudi women mentioned that buying fashion apparel and accessories are based on others’ opinions and influence related to their expertise in new product knowledge, and to keep up with fashion and trends. Thus, there is a correlation between individual Saudi women’s impulse purchasing behaviour and desires to satisfy social needs, in that the purchases were related to the more important need to interact and garner approval from a significant other. For example, three interviewees mentioned:

“It is really clear that our King Abdullah wants to free and give women more rights that are taken. Now we can go to shopping centres and restaurants with friends without any panic from brothers for example. Our Saudi culture has changed because the government allows more action for Saudi women that was unacceptable before” (Respondent#1).

“Look around you: most Saudi women wear and dress what they want and also they go anywhere they wish” (Respondent#16).

“For ten years I can buy dresses from modern centres. I can wear short skirts and sexy dresses for weddings, a dress that is sort of showing your legs with part of your thigh with full confidence” (Respondnet#33).

4.11.1. From Conservatism to Liberalism

In regards to Saudi culture, 40 interviewees stated that shifting from the conservatism of buying modest apparel to the liberalism of purchasing high-end fashion apparel was correlated to shifting from traditional shopping experiences to modern shopping experiences. Furthermore, Saudi women described personality traits, which lead to purchasing more at the modern shopping centres in Riyadh. In 28 interviews, the respondents commented that they became more open-minded, more receptive of styles of apparel and more lenient with their adherence to cultural standards of the dress code as reflected by the following verbatim comments:

“I’m a liberal girl who is accepting of everything from western countries such as leggings, shorts and up skirt” (Respondent#40).

“It is really a positive change that modern shopping centres have come because if you see girls before and after you will see the society has become more lenient and liberal” (Respondent#21).

“I can see my girls started to take their rights because of the opening to western countries such as acceptance of western apparel. Saudi men started to accept the items coming from western countries” (Respondent#27).

Further, these behaviours were reinforced by the experience of modern shopping centres. Ten interviewees indicated that modern shopping centres have a significant influence on how their ideologies about their culture changed to accommodate western apparel and attitudes towards clothing. In addition, in 38 interviews, the respondents commented that they preferred western apparel and modern shopping centres because traditional shopping centres represented people of low socioeconomic origins and were preferred by the elderly. It was perceived that women from traditional shopping centres are stricter about maintaining traditional culture and the modern-style shoppers wanted to separate

themselves from being perceived as such. Thus, twenty-two respondents clarified the changes from conservatism to liberal women as a result of the proliferation of modern shopping centres and the acceptance of western apparel as reflected by the following interviewees' comments:

"I did not buy traditional apparel for decades because traditional clothing is backward and does not belong to my age and style" (Respondent#29).

"Traditional culture has gone with traditional shopping centres and you see more liberal Saudi women around you. You can recognise them by looking at their apparel and their uncovered faces compared to women in traditional shopping centres; they wear long Abayas with long dress!"(Respondent#31).

"I consider traditional shopping centres as low class and it does not belong to me" (Respondent#31).

4.11.2. Role of Relatives and Friends

In relation to social changes, 38 interviewees felt that they were influenced by their relatives and friends to imitate them and to purchase apparel of international brands. Furthermore, in ten interviews, the respondents revealed that emotional factors affected them to imitate others, and emotions strongly influenced buying behaviour, especially in regards to prestige and high-end apparel brands for instant satisfaction. Another factor that changed Saudi women shoppers' purchasing habits is the status of these women in Saudi society. Married Saudi women preferred to buy more and more western apparel from the modern shopping centres. In 17 interviews, the respondents stated that after marriage there is a need to wear the most expensive apparel to show others the most significant transformation in their life. In addition, Saudi women are highly motivated by others (friends and relatives) to buy and imitate the current fashion trend in the society such as the royal family and/or relatives as reflected in the following verbatim comments:

"I'm now 40 years old and I like to buy what my favourite relatives have bought. It was not like before, I used to buy the apparel I need and we did not think about how much cost and from which brand" (Respondent#14).

"It is really my relatives changed my way of buying clothing and I become more familiar about the fashion" (Respondent#12).

“I buy more items after marriage because every married girl want to keep up with fashion” (Respondent#4).

4.11.3. Shifts in Needs

In contrast to modern shopping centres, 17 respondents commented that there was no need to buy unwanted items and they never imitated others in the absence of modern shopping centres in Riyadh. Saudi women were also expected to stay at home with no interest in education. For example, one respondent mentioned that Saudi women used to stay at home to take care of her kids and husband as a matter of priority in life. However, two interviewees commented that they do not want to change their norms and traditions because of the proliferation of shopping centres in Riyadh. Respondents preferred to remain conservative and modest, unlike those who preferred to portray themselves as being liberal and open-minded. These respondents preferred to depend on their parents and brothers' decisions in regards to their apparel purchases. Consequently, the two respondents do not want to imitate western women for if they follow them, they become more westernised and that does not belong to Islamic standards. They preferred to continue shopping at the traditional centres as reflected by the following verbatim comments:

“In my opinion, why do girls imitate everything they see on others or western people? They should be proud of their clothing” (Respondent #7).

“We used to stay at home and take care of our kids and the father. We do not need to educate girls' more than high school; they will become more lenient and liberal as regards western apparel” (Respondent# 18).

“We have to change our traditional standards to fit the western standards by accepting western apparel. We want to be more lenient about apparel from western countries” (Respondent#40).

In relation to sociocultural changes, in 21 interviews, the respondents commented that Saudi women preferred modern shopping centres as places for recreation with friends and acquaintances and to spend time out more than before instead of gathering at home as they used to. Additionally, Saudi women show that many Saudi women's lives are constructed around multiple realities and they use consumption of high-end brands to experience

western women's freedom by wearing what they would without any social pressure and restrictions.

4.11.4. Consumerism

Another significant impact of Saudi culture in Saudi women's buying behaviour is the rise of consumerism evident through the availability of high-end brands items in the modern shopping centres in Riyadh. In 36 interviews, the respondents indicated that lifestyle has changed because of the proliferation of modern shopping centres in Riyadh. Furthermore, the respondents commented that if there were no modern shopping centres, they would stay on low consumerism levels specifically related to the apparel purchases. Respondents indicated that Saudi women used to buy apparel twice a year from traditional shopping centres when there were not any modern shopping centres in Riyadh. A vast majority of respondents (N = 38) commented that the availability of high-end brands and unique shopping experiences at the modern shopping centres made Saudi women shoppers buy more and more to show relatives and friends and to maintain a distinct image as reflected by the following verbatim comments:

“I consider the proliferation of modern shopping centres in my city is a motivation to buy what you were unable to buy before, because there are no international brands in traditional shopping centre, you just watched celebrities on TV” (Respondent#19).

“I considered myself an economical girl 20 years ago but now I spend more money to buy apparel every week as Saudi lifestyle has changed to modernise and westernise Saudi girls by wearing western fashion” (Respondent#39).

“It is obvious that a modern shopping centre has transformed most Saudi girls into a different class to spend more money on international brands and affected the decline of traditional apparel” (Respondent#40).

4.11.5. Uncovering Faces in Modern Shopping Centres

The impact of cultural change on Saudi women is that 27 interviewees mentioned that they started to uncover their faces and reveal their true identities at modern shopping centres. Saudi women felt it more convenient to show others their faces with full make-up. In addition, another significant transformation is that Saudi women started to expose what

they wear to others at modern shopping centres. In five interviews, the respondents felt freedom of expression, and liked to be portrayed as liberal and open-minded individuals when they uncover their faces and wear modern apparel as reflected by the following verbatim comments:

*“I feel myself when I’m not covering my face. It is ok with my religion”
(Respondent#40).*

*“Uncovering my face makes me happy and does not make anyone assault me”
(Respondent#37).*

*“I do uncover my face at this shopping centre but I will not do it at a traditional shopping centre. Because it is not convenient to me, people will stare at you. Anyway, I do not like also to cover all my body, I’m a liberal girl but still Saudi”
(Respondent#33).*

4.11.6. Men and Shopping Centres

In relation to the regulation of shopping centres, nine interviewees mentioned that males are not allowed to enter modern shopping centres alone if they are not related to women present in the shopping centres. In twenty-nine of the interviews, the interviewees mentioned that a male is not allowed to enter the modern shopping centres alone because many women will wear fashions and enjoy their time without any distraction from the male. In addition, the interviewees (N=6) mentioned that this does not support sex segregation because a male who comes with his family will not be segregated. However, five respondents mentioned that any male with his family will be monitored and so young women can enjoy their time at a shopping centre without disruptions. Moreover, most of the interviewees (N=18 in modern shopping centres) did not mind to see men entering the modern shopping centres. The interviewees commented that men manage most stores when the respondents were asked about the difference between them. Saudi women felt disappointed by this segregation law as they feel independent women and the women’s law can protect them, as reflected in the following verbatim comments:

“I do not like men that are prevented from entering the modern shopping centre because they will harass me. I am a woman who can avoid that if it happens to me by screaming at his face or calling the policeman who will take a serious action. Some women are afraid of sexual harassment. They will not claim their rights if

someone tries to take her number, because she will be afraid if she calls a policeperson and her parents know, she will be punished. This time has gone: it is not your fault that your father should punish you. Wake up! The life here has changed” (Respondent#40).

“It makes me feel sorry for our society that a male is not permitted to enter a modern shopping centre but they let them enter a traditional shopping centre, it is a shame because traditional shopping centres have no air conditioning” (Respondent#13).

“I think they started to allow males to enter a modern shopping centre. I feel sorry for males for not being allowed to enter this shopping centre because of us. They will not do something wrong if you are serious and not accepting their offer to be a girlfriend” (Respondent#12).

4.12. Conclusion

In summary, this study has investigated the perceptions, motivations and buying behaviour of Saudi women in regards to their purchasing patterns in modern and traditional shopping centres in Riyadh, Saudi Arabia. The present study revealed the changes in Saudi women shoppers’ purchasing behaviour and attributed this change process largely to social influence generated by relatives and friends. Qualitative in-depth interviews also revealed that their preferences to visit different types of shopping centres are influenced by the availability of specific types and quality of apparel, entertainment and shopping environment. Moreover, most of the Saudi women interviewed could not make decisions related to the purchasing of apparel until approved by relatives and/or friends. A majority of the Saudi women shoppers interviewed identified that they purchase apparel for a change, newness and/or to maintain prestige and status in the society. Many macro and micro thematic categories emerged that confirm the changing status of Saudi women shoppers within the prevailing cultural constraints. The next Chapter will present the findings of the present study alongside a critical reflection on the identified macro and micro thematic categories.

Chapter 5. Discussions and Conclusions

5.1. Introduction

This chapter reviews the research questions established in Chapter 1 and discusses the major findings derived from the qualitative results in relation to past research. The conclusions regarding the connection between changes in Saudi women’s purchasing behaviour and proliferation of modern shopping centres in Riyadh. Then this chapter discusses discuss the implications for theory and practice. Finally, limitations associated with the current research are presented with regard to future research directions.

5.2. Responding to research questions

Three research questions (Table 5.1) were set out in Chapter 1. The first question aimed to explore how Saudi women perceive modern shopping centres compared to traditional shopping centres. The second question aimed to explore the buying behaviour of Saudi women in relation to shopping centres. The third question aimed to explore the influences exerted by family members and friends on Saudi women’s decision-making process.

Table 5.1 Research Questions

R Q 1: How do Saudi women perceive modern shopping centres compared to traditional shopping centres?
R Q 2: What is the buying behaviour of Saudi women in relation to shopping centres?
R Q 3: What social influences affect Saudi women’s decision-making processes?

This chapter discuss the key findings related to each of these research questions in detail in the following sections.

5.2.1. Research question 1: How do Saudi Women Perceive Modern Shopping Centres Compared to Traditional Shopping Centres?

The results showed how Saudi women perceive differences and similarities between traditional and modern shopping centres in terms of facilities and atmosphere, the

purposes associated with visiting these two types of shopping centre and in terms of availability of western apparel brands, environment, the image of a shopping centre and, lastly, the motives for visiting a shopping centre.

5.2.1.1. The Differences and Similarities of Traditional and Modern Shopping Centres

Saudi women customers sharply distinguished the differences between traditional and modern shopping centres. Saudi women perceived that traditional shopping centres are located in the poorer suburbs in Riyadh located in the old fashioned districts, whereas the modern shopping centres are located in the fashionable Olaya district which is more socially preferable, and perceived by Saudi women as a modern shopping centre. Also, Saudi women perceived people who go shopping at modern shopping centres as upper-upper class people, whereas people who shop at traditional shopping centres give a negative impression as poor people. Saudi women would go to modern shopping centres to project an image of being of a high social class. This is inconsistent with a previous study by Teller & Reutterer (2009) who concluded that a shopper goes to a shopping centre for shopping and enjoyment, not on the basis of social class considerations. Modern and traditional shopping centres in western countries offering the same apparel are available in different suburbs. However, Saudi women differentiate modern shopping centres as places to hang out with others, with availability of auxiliary facilities such as payment options and restrooms whereas traditional shopping centres lack facilities such as restrooms and payment options. Moyer (2000) said that shopping centres in the western world have facilities such as advanced payment options and restrooms whether they are in old shopping centres or modern shopping centres, in contrast to traditional shopping centres in Saudi Arabia. Another study by Teller & Reutterer (2009) concluded that a shopper likes to go to convenient and nearby shopping centres. This is different in the context of Saudi Arabia, as Saudi women do not like convenience and nearness if it is traditional and they are able to travel the long distance to shop at modern shopping centres. The differences and similarities of traditional and modern shopping centres will be discussed in detail in the following sections.

This study showed that the available facilities at modern shopping centres that attracted Saudi women to visit include ATM machines, advanced payment facilities, restrooms,

safety and security, and other aesthetic components such as architecture, colour, scale, texture/pattern, shape and style of shopping centres. Traditional shopping centres lack the aforementioned facilities, thus offering a less attractive shopping environment for Saudi women shoppers. Saudi women shoppers preferred modern shopping centres due to the modern architecture and contemporary attractions such as western style fashion outlets and the desire to shop and purchase western items. The results also showed that Saudi women shoppers purchase more in modern centres than at the traditional shopping centres. This change in shopping patterns has led to word-of-mouth referrals encouraging shopping in modern shopping centres rather than at the traditional shopping centres. Also, Saudi women perceived that the recent changes in shop decoration and proliferation of modern shopping centres, especially in north Riyadh, gave them significant satisfaction by delivering exclusive high-end apparel brands. Traditional shopping centres stimulated less significant interest due to their emphasis on traditional apparel of diminishing appeal to Saudi women. However, this study confirmed a general finding of Teller (2008), who stated that shopping centres consisting of a variety of stores with availability of parking all contained in one building with attractive architecture were more convenient for consumers. On the other hand, traditional shopping centres were considered as less convenient for shoppers, due to old fashioned buildings and lack of adequate facilities such as restrooms, advanced payment availability and high brand apparel

This study's findings contradicted Rousseau and Venter's (2014) conclusions that shoppers preferred establishments with competent employees, quality products and reasonable prices. The present study showed that Saudi women are more attracted to architecture, availability of high-end branded apparel, restrooms and availability of advanced payments.

This study showed that modern shopping centres that are designed to accommodate social interactions between family members and friends were strongly preferred to traditional shopping centres which were not designed to accommodate social gathering activities. . Traditional shopping centres lack air conditioning, possess a poor shopping environment, and cafés and restaurants are usually unavailable, so Saudi women preferred to shop and gather in modern shopping centres. However, previous studies that describe commercial malls have not distinguished in terms of old and modern shopping centres, and assumed that all sites featured social and recreational activities (Wong et al., 2012). Saudi women

have a particular perception that modern shopping centres were places to entertain shop, gather and show others what they purchase and what they wear.

In summary, Saudi women who used modern shopping centres have positive experiences, while in traditional shopping centres they tended to have negative shopping experiences, due to lack of safety guards and restrooms, untrained and unfriendly staff and non-air-conditioned premises. Women held positive perceived values about modern shopping centres, which offered high-end apparel, clean restrooms, high quality services, advanced payment facilities, cafés, restaurants and shops and places for social interaction. This was in contrast to traditional shopping centres that lacked services and a comfortable environment for social interactions. Saudi women were also fully aware of the differences between the two types of shopping centre and they preferred to go to modern centres for shopping purposes and social gatherings, as they perceived traditional shopping centres as places only purveying modest and old-fashioned apparel such as Abaya. Saudi women showed a low interest in traditional shopping centres, which was inconsistent with previous studies from elsewhere that showed shoppers, would go to traditional and modern shopping centres without considering social implications or the need to get a positive social evaluation from others. Thus, Saudi women valued modern shopping centres as they are strongly aligned to Saudi women's expectations for a modern shopping environment, including aesthetics, storefronts and merchandise, whereas traditional shopping centres were perceived as old fashioned, offering only modest apparel.

5.2.1.2. Motivations for Saudi Women to Shop at Shopping Centres

Some insights regarding motivations to choose either modern or traditional shopping centres were obtained from the qualitative in-depth interviews. These show that Saudi women were primarily motivated to visit modern centres for shopping purposes, as mentioned in the previous section. The second purpose was socialisation, which included meeting with family and friends, and will be discussed in the following section.

This study showed that Saudi women preferred modern shopping centres for browsing through modern stores whether with the intention to buy or to gather information for future purchases. Saudi women visited traditional shopping centres only for purchasing specific traditional apparel such as Abaya. Saudis generally perceived modern shopping

centres as the only places to spend much time shopping. Each trip that Saudi women made to modern shopping centres for purchases also related to what they saw as their desire to have quality time in a modern environment. In terms of motivation, Saudi women visited modern shopping centres because they presented a high class and distinct image for them. Furthermore, modern shopping centres had places for social interactions, meeting places that related to the specific tastes of Saudi women shoppers. Saudi women perceived the value of modern shopping centres very differently from their perception of traditional shopping centres. Saudi women valued modern shopping centres based on a western style environment, aesthetics, storefronts and merchandise. The results confirmed the findings of Wong, Osman, Jamaluddin, & Yin-Fah (2012) who emphasised the importance of the development of commercial complexes featuring social activities besides traditional shopping purposes. Saudi women did not consider traditional shopping centres as places for social interaction. Wong et al. (2012) excluded such sites from their study. Thus, Saudi women considered only modern shopping centres as places for social interactions with family members and friends, to satisfy both internal needs and product acquisition.

Another motivation for Saudi women's inclination towards modern shopping centres was for recreational purposes: to escape from daily routine, boredom and to explore the new products available. The shopping centre atmosphere and in-store aesthetics and merchandise were the most effective attractions that drew them towards modern shopping centres to spend their leisure time. Some Saudi women shoppers visited modern shopping centres because of social interactions and to carry out activities outside the home with friends and relatives. Studies suggested that many people visit stores and shopping centres without any clear intention to make a purchase, but for other recreational desires, and go there to consume other facilities and activities enabled by the shopping centres themselves (Lynn, 2013). The present research showed significant reasons for engaging in recreational types of shopping, as outdoor activities in Saudi Arabia are limited for Saudi women due to cultural constraints imposed on women. Saudi women shopped at modern centres for socialisation motives, due to the lack of other convenient places for women in Riyadh. These findings reaffirmed Poaps's study (2010), which concluded that consumers escape to shopping malls to get a break from daily routine and to explore for new products.

Saudi women saw modern shopping centres as representing high value due to the availability of high quality and modern apparel in an aesthetic environment, but this research showed that, in contrast, Saudi women saw decreased value in products promoting modesty, because they associated traditionally modest apparel with the older generation. Saudi women were not motivated to shop in the traditional shopping centres due to their lack of opportunity for social activity and availability of international apparel brands. Therefore, Saudi women visited traditional shopping centres only for planned shopping such as purchasing Abaya. However, this study contradicted Hofstede's work in the 1980s on culture, which categorised Saudi society on a high level of conservatism culture, by which Saudi women used not to go to traditional shopping centres without a brother or father. As noted earlier, Saudi women enjoyed the freedom at modern style shopping centres to enjoy some time with relatives and/or friends without any cultural constraints such as a brother's companionship, commonly required when women go to traditional shopping centres. According to Sohail (2013), rising incomes and busier lifestyles are creating the space for malls in the lives of affluent people, particular those living in cities, which contradicted Sohail's study (2013) about the effects of malls on the lives of lower class and affluent people. Thus, this study provided surprising findings in differentiating between two styles of shopping centre: specifically, that modern shopping centres have the more attractive attributes to motivate Saudi women to visit on a frequent basis.

In summary this study confirmed Saudi women's preference for modern shopping centres in order to buy the conspicuous and expensive high-end branded apparel, thus highlighting the rise of consumerism among Saudi women. Modern shopping centres are proliferating because they are considered the best places not only to spend leisure time with friends and/or families, but also to purchase high-end women's apparel brands. For example, an increasing number of Saudi women shopped in modern shopping centres due to their aesthetic appeal. This aspect highlights the importance of the physical element of the retail environment, which has a significant impact in driving change in consumers' consumption/purchasing patterns. Also, Saudi women placed value on the marketing mix elements such as product, price, place (modern shopping centres), and promotion because of the integral role played in fostering effective and successful marketing. Consumers' perception of the physical aspect of shopping centres has been identified as a motive to go

to a specific shopping centre. Thus, the five aspects Saudi women-shoppers greatly emphasised relate to the aesthetics and physical appearance of shopping centres, availability of auxiliary facilities (such as advanced electronic payments and rest rooms), security staff, restrooms and the availability of exclusive upmarket brands. The desire to shop and purchase western products has increased recently amongst Saudi women shoppers. This change in shopping patterns has led to more word-of-mouth referrals, thus encouraging shopping in modern rather than in the traditional shopping centres.

5.2.2. Research Question 2: Saudi Women's Buying Behaviour in Relation to Shopping Centres

The in-depth interviews on which the qualitative research was based showed a significant change in Saudi women shoppers' buying behaviour when buying apparel. Saudi women's behaviour changed and exhibited differences in terms of the apparel purchases based on the type of shopping centres that they visited.

5.2.2.1. Buying Behaviour Types

The study results showed how Saudi women purchase apparel, and when and why in relation to types of shopping centre. Saudi women considered Riyadh as a famous shopping paradise due to the proliferation of the retailing sector with many international competitors competing and well-known brands available (Riyadh High Development Commission, 2016). Saudi women identified four micro themes that motivated them to buy apparel: prestige, impulsiveness, compulsiveness and planned motives. The prestige motive is the most important activity due to the influence exerted on Saudi women to purchase apparel from modern shopping centres. Saudi women also attributed modern shopping centre purchases to reasons such as displaying to others and keeping up to date with fashion. Obviously, Saudi women are motivated and attracted towards strong advertising communications of the branded apparel that modern shopping centres offer. Perry (2013) stated that consumers might buy luxury fashion apparel to impress others as a distinguishing factor but were less motivated by functional attributes. For example, Phau & Chang-Ching (2004) stated that consumers as achievers are motivated by the desire for achievement; achievers have a goal-oriented lifestyle and a deep commitment to career and family. Achievers are active in the consumer marketplace. Image is important to

achievers, as they favour established, prestige products and services that demonstrate success to their peers that are consistent to the present study.

The results showed Saudi women were highly attracted towards strong brand statements, graphics, and impression of scarcity and/or availability of exclusive brands, and expensive brand names. Saudi women would possess high-end women's apparel brands in order to be constantly gaining higher priority amongst other Saudi women and motivate them in turn to look for expensive and unique apparel that distinguishes them amongst their relatives. Past researches (Soraya, 2007; Budisantoso, 2006; & Teller, 2012) have shown different types of motivations, such as the attraction of gathering with peers at shopping centres to share interests. Prestige shopping was a significant motivation for Saudi women to socialise with a companion while shopping to purchase expensive apparel to gain a positive impression among their relatives and friends. This study emphasised women's desire to communicate their ability to pay high prices for the acquisition of prestige fashion apparel from modern shopping centres as opposed to traditional shopping centres, in order to convey their perceived higher social status to others.

The second most important motive affecting purchasing behaviour among Saudi women in modern shopping centres was impulsive purchasing. Saudi women find an irresistible product in a store and buy without any previous plan to do so. Saudi women especially attributed purchasing apparel to irrational and uncontrolled behaviour. They mentioned that the biggest factor contributing to the purchase of new apparel arrivals was the need to keep up to date with ever-changing fashion statements, and displaying to others in terms of what they get from certain shopping centres that have exclusive brands such as Chanel and Gucci boutiques. Moreover, Saudi women want to spend much more money to fill a gap caused by Saudi norms and rituals that restrict Saudi females from driving cars and spending time alone by themselves without family members, except at shopping centres, parks and restaurants (Riyadh newspaper, 2013). For example, Solomon et al.'s study (2007) defined impulse buying as when a consumer experiences a sudden urge that he or she cannot resist. The tendency to purchase spontaneously is most likely to result in a purchase when the consumer believed acting on impulse was appropriate, such as purchasing a gift for a friend. This study reaffirmed Khan, Mihic and Yang's study (2015) who concluded that consumers, who were interested in the latest fashion trends, were characterised by a high degree of involvement in fashion and impulsive purchasing. High

involvement in fashion motivated impulsive purchasing because of existing experience and sensual signals where a fashion oriented impulsive purchase may be closely related to hedonistic type consuming tendencies (Park, Kim & Forney, 2006).

Considering the impulsive purchase motive, it seems that Saudi women purchased apparel spontaneously and immediately, risking economic stress because they wanted to imitate the purchasing patterns of the upper-upper class. It is clear that Saudi women who mentioned an impulsive type of purchase motive were under the age of 40 and they were constantly under enormous societal pressure to maintain their class status. In addition, Saudi women were anxious to demonstrate their financial ability amongst their relatives and friends. These women mentioned another motive to buy impulsively; physical proximity to the desired apparel and subsequent emotional attraction towards the brand category. Tanner and Raymond (2012) stated that strong orientations towards high-involvement products such as expensive brands carry a high risk to consumers only if these expensive brands fail, as they have high price tags, and these products are not purchased often. This result contradicts the studies of Bhakat, 2013; Yang, Huang & Feng, 2011; Kaur and Singh, 2007; Yu and Bastin, 2010 who concluded impulsive shopping results in hedonic pleasure. This study showed that Saudi women purchase high-end apparel on an impulsive basis from modern shopping centres and were not at all motivated to perform impulsive shopping at traditional centres.

The findings show that Saudi women spent more money in modern shopping centres and tended to be impulsive in their consumption/purchasing habits rather than being utilitarian or task-oriented. This was in line with the results of other studies that have shown a change in buying pattern behaviour of Saudi customers (Al-Hanai, 2011; Al-Kinani, 2010). This finding strongly aligned with the Saudi women's expectations of performance from modern centres. According to Saudi women shoppers, the benefits derived from these centres simply outweighed the associated costs.

The third type of buying behaviour in this study was compulsive buying behaviour, a phenomenon with a mysterious influence. The most significant reason that urged Saudi women to buy apparel in this study was the persistence of negative feelings such as boredom, stress and anxiety. Similarly, a study by Tanner & Raymond (2012) concluded that consumers compulsively buy apparel if they feel bored, stressed or anxious.

Undoubtedly, this study showed a new phenomenon, that Saudi women bought apparel compulsively only from modern shopping centres as a result of many restrictions placed on them due to existing Saudi traditions and norms. In addition, the prevailing rules in Saudi Arabia leave Saudi women with no option to engage in different types of outdoor activities other than shopping. Additionally, Saudi consumers do not compulsively buy from traditional shopping centres, as other Arab world consumers might do, such as Egyptian consumers (Mundell, Mary, & Lynn, 2013). This finding also confirmed Khan et al.'s (2015) study that esteem does not significantly influence impulse purchasing behaviour, but the main influence was the importance a consumer places on relationships with others; and receiving respect from others. Self-esteem is negatively related to compulsive purchasing behaviour.

Lastly, this study showed that Saudi women only undertake planned purchases of apparel from the traditional shopping centres. Traditional apparel such as Abaya was the main motivation for Saudi women shoppers to buy from traditional shopping centres. Saudi women only undertake planned purchases from modern shopping centres when they have to attend formal parties or wedding celebrations. Otherwise Saudi women shoppers are motivated to buy apparel impulsively and spontaneously from the modern shopping centres. Clearly, Saudi women do not usually buy from modern shopping centres from necessity but in contrast engage in impulsive apparel purchases in order to display prestige and status. Existing studies state that the most common motives associated with the purchase of products include planned, unplanned, impulsive and compulsive types of purchases (Khan, Mihic, Yang, 2015).

5.2.2.2. Shopping behaviour patterns

The in-depth interviews show significant change in consumers' shopping behaviour, such as the frequency of shopping, average expenditure, the time spent on shopping, types of store visited, items purchased and shopping experiences in both traditional and modern shopping centres. Saudi women shopped more frequently at modern shopping centres than traditional shopping centres, both for recreational purposes and because they enjoyed the impulsive buying stimulated by modern centres. On the other hand, Saudi women rarely shopped at traditional shopping centres where their shopping was planned and limited to perhaps only twice a year. Soraya (2007) stated that Saudi women shop at

shopping centres for different purposes and did not make a specific comment about the type of shopping centres. In addition, Ahmed (2012) concluded that there are many crucial factors, which translated to a shift exhibited in shopping centre visiting patterns from traditional shopping centres to the more modern one-stop shopping centres. These factors were increasing the economic wealth, prosperity, shifting lifestyle, and cultural and ethnic differences among the residents and visitors, and influenced by environmental aspects such as hot weather and humidity as confirmed in the present study by Saudi consumers. Also, Anselmsson (2006) found that convenience (such as longer and convenient trading hours) seemed to exert more influence over satisfaction and was the fifth largest influence over mall-visit frequency. Ahmed's study (2012) indicated that with no shortage of choice Saudi women congregate in westernised modern shopping centres due to the convenience for spending some quality shopping or socialising time. Shopping frequency may be influenced by many factors such as the household's socioeconomic characteristics, the free time available to shoppers and by the performance of travel mode and the built environment (Ahmad, 2011). Saudi women gathered at modern shopping centres to embrace consumerism and spend whatever it costs in order to satisfy their desire for prestige and luxury apparel. Additionally, this study contradicted the findings of Soraya (2007) as it found that Saudi consumers liked to spend increased time at modern shopping centres for socialising and shopping purposes. Thus, it was clear that Saudi women showed differences between the apparel that they purchase and the frequency at which they made purchases at modern compared to traditional shopping centres.

In relation to an average expenditure, Saudi women spend much money in buying high-end women's apparel brands. Saudi women shoppers would purchase branded apparel irrespective of the cost in order to position themselves in what they perceive to be the upper-upper class category and so satisfy their self-esteem. Importantly, half of Saudi women shoppers intercepted in this study spend more than SR1500 on each shopping trip. The remaining half of the Saudi women shoppers intercepted indicated that they spend double this amount (SR3000) for buying high-end apparel brands from Chanel and Louis Vuitton boutiques. However, a choice of store heavily relies on the prevailing recent fashion and tastes of Saudi women in terms of apparel which famous people in Saudi society wear, such as a Louis Vuitton for the present year. It shows that Saudi women are more concerned about what is hot this season and will change their brands next year and

consider the Louis Vuitton as old-fashioned and not up with the latest fashion. Busnaina (2014) stated that there is a remarkable growth level in the Saudi market as the country stands out as one of the fastest-growing markets. It embodies a destination for fashion retailers, which increased their take by 15% in 2010 with expected further growth in the future. Buying high-end apparel brands has become important amongst Saudi women when it comes to fashion, as concluded by Phau & Chang-Chin Lo's (2004) study that fashion innovators are the first buyers of new fashionable apparel and accessories. They comprise a unique and important segment of the clothing and general fashion market. These fashion opinion leaders are the first to adopt new fashions within their social group. They also have significant influence on the product at the later stages, which reaffirms the result of the present study. In addition, fashion opinion leaders often bring attention to new fashion and play a role in early adoption of fashion innovation. Fashion leadership is an important concept both in academia as well as in the fashion industry in Saudi Arabia. Soraya (2007) stated that consumer lifestyle and consumerist attitudes are spreading rapidly in Saudi Arabia.

The spread of consumerism in the country is a consequence of both global and local factors such as an explosion in commercial advertisements, phenomenal uptake of the Internet, and urbanisation processes. Saudi women shoppers also tend to spend much less money at traditional shopping centres: just enough to keep in alignment with the existing traditional norms by buying Abaya. According to Tiwari (2010), customers spend about 6-10 % of their monthly incomes. Therefore, this study showed the emerging new trends and influences amongst Saudi women shoppers evident through the increased levels of consumerism often over the limits of their incomes, and a desire to possess prestigious and luxury high-end apparel brands due to the proliferation of modern shopping centres in Riyadh.

Regarding the length of stay at modern shopping centres versus traditional shopping centres, Saudi women shoppers would stay longer at modern shopping centres for purposes such as recreation, impulse buying and social gathering. Saudi women shoppers do not tend to stay long at traditional shopping centres due to the strictly planned nature of these shopping trips. According to Tiwari (2012) if customers have an excellent experience at shopping centres, they will not mind the time they spend inside the centre

while shopping or enjoying themselves, and might even have a strong desire to spend more time inside the centre. This is considered as a blissful state of absorption which is associated with the forgetting about the sense of time as a flow dimension. The results obtained from the present study contradict the findings of Teller (2008) who concluded customers only stay longer for recreational purposes. This finding from this research also places more emphasis on the importance of the western image at modern shopping centres for Saudi women when evaluating shopping experience, which in past research has not been conclusive.

5.2.3. Research Question 3: Social Influences on Saudi Women's Decision Making Processes

In regards to the influences exerted by social groups, the interviewees felt that despite the development and the proliferation of shopping centres, most Saudi women were influenced by others to visit modern shopping centres. In addition, when it comes to having companions at shopping centres, Saudi women prefer to visit the most sophisticated and modern shopping centres in Riyadh. They only go to traditional shopping centres if they are alone or with a family member. One of the prominent reasons behind this aspect is that Saudi women want to keep their social position high among relatives and friends. Saudi women want to present their position as upper-upper class amongst their friends by gathering at modern shopping centres. On the other hand, this study shows that Saudi women do not like to take friends to traditional shopping centres, as this act would reduce their esteem amongst their relatives and friends. In addition, Saudi women consider that visiting traditional shopping centres would reduce their social standing amongst their relatives and friends. However, Solomon, Dann, Dann, & Russell-Bennett's study (2007) stated that working class consumers tend to evaluate products in more utilitarian terms such as comfort rather than style or fashion. This contradicts the findings obtained from the present study that working class Saudi women tend to be more concerned about appearance and body image than affluent people. Saudi women are more influenced by a primary reference group that involves direct, face-to-face interactions rather than a secondary group. Kotler's (2007) study states that primary reference groups involve direct, face-to-face interaction exerting more influence on individuals than the secondary reference group. In this study Saudi women shoppers were more influenced by

the primary reference group. Thus, this study adds a new finding that working-class consumers tend to evaluate purchasing apparel in more hedonic terms such as style or fashion sense based on a primary reference group.

Saudi women like to gather at modern shopping centres for functional and prestigious aspects, apart from perceiving modern shopping centres as the best place for meeting and spending quality time in comparison to traditional shopping centres. This study reaffirms the study of Gerar, Schlemmer, Krug, Voss, & Mojzisch (2014) who concluded that reference group influences could change an individual's thoughts by using power, conformity and authority. For example, Solomon et al.'s (2007) study stated that reference groups refer to the capacity to alter the actions of others, such as a person who has power over another person to change her preference of purchasing a specific product such as a choice of clothing. However, Saudi women in this study show changes in beliefs and actions as reactions to real group pressure, and Saudi women exhibit behavioural patterns on the basis of others. In addition, Saudi women are more dedicated to a certain group in their society and value membership in it. Solomon et al.'s (2007) study stated that conformity can be affected by cultural pressure, group unanimity and commitment to follow certain group processes. This study provides some insights into the cognitive mechanism underlying social influence because Saudi women try to maintain a high class and high status position amongst their friends and relatives.

5.2.3.1. Purchase Decision-making Assistance

This study shows that having friends/relatives would affect purchase decision-making either positively or negatively. In addition, Saudi women were influenced in their decisions related to purchasing apparel based on their friend's comments and based on the fashion in season. For example, if Chanel's handbag was in season for this year, a majority of Saudi women would like to buy the same product. However, the Saudi women shoppers interviewed also mentioned that keeping up with relatives and friends seemed to be very important in terms of the brands and apparel that they purchase in order to keep up with the group conformity and group standards. This finding confirms the impact of social influence on purchase decision-making stated by Guiry (2012). Solomon et al. (2007) state that when a consumer admires the qualities of a person or a group she will try to imitate those qualities by copying the referent's behaviour, which is consistent with this study.

Haug, Shi, & Wang (2012) concluded that interpersonal influence was defined as a tendency of a person to change as a function of social pressure. For individuals living in collectivist countries, such as China, interpersonal process has a strong powerful effect. For example, susceptibility has a larger impact on luxury purchase intentions in the East than the West, which is consistent with this study. Therefore, consumer susceptibility plays an important role in contributing to the understanding of general interpersonal influence and adds to the marketing literature in a Saudi Arabian context.

Reference groups that consist of people with a rich background and/or royal family members influence Saudi women. Saudi women compared themselves to those people to aspire to be in the same social class. Solomon et al., (2007) stated a consumer tends to compare himself to those who are similar, often knowing what others who are like them are doing and buying and this can influence their own preference, which is inconsistent with this study. This study shows that Saudi women in a lower class tend to compare themselves with upper-upper class people with what they buy and what they wear.

In terms of negative social influence on Saudi women, this study confirms that Saudi women with companions were more influenced to buy expensive high-end brands just to keep their perceived position as high as their companions. In addition, it is noted that Saudi University students have to get more money from parents and brothers just to purchase on the basis of their companions' comments on specific apparel. This finding contradicts the results obtained by Yang's (2007) study where social groups exert only a low influence among university students in China. Also this finding contradicts the results obtained by Opoku's study (2012) which stated that friends may have only a limited control over individuals' decision making. Therefore, this study considers "the presence of a companion" as the most significant factor that affects purchase decision-making either positively or negatively.

In terms of brand choice and preference of brand, this study shows that Saudi women need to have companions for shopping related activities in order to assist them making purchase decisions more easily, especially when they face difficulties about which brands to purchase. Having a companion is preferred over shopping by ones self. Exclusively, this study shows that female university students need sisters and friends to assist them in refining their purchase related decisions. In addition, Saudi women confirm that friends

would highly and significantly affect their decision-making to purchase only high-end fashion apparel from certain boutiques such as Chanel boutique in order to maintain a positive position amongst their friends. This finding adds to the current literature as a major emphasis has been placed generally on social influence on purchase decision-making of apparel, but not on purchasing high-end apparel brands.

In summary, the influence exerted by friends on Saudi women has a significant impact on purchasing high-end brand apparel, meaning that Saudi women would buy straight away when friends influence them to purchase a high-end reputable apparel brand such as Chanel and Louis Vuitton. High-end brand boutiques could use this finding for marketing purposes in the Saudi context by giving friends and/or relatives more importance in advertising, and also other companions who may have a significant influence on a purchaser. Additionally, Saudi women tend to rely on friends and relatives who are frequently able to influence their attitudes. Therefore, it is evident that some individuals' recommendations carry more weight than others amongst Saudi women. These individuals are extremely valuable information sources for a number of reasons:

- They are competent and thus convincing to Saudi women because they possess expert power.
- They have pre-screened, evaluated and synthesised high-end women's apparel brand information.
- They are socially active among their relatives and friends and as a result are identified as opinion leaders often having legitimate power by virtue of their social agreements, which is consistent with Kotler (2009) who concluded that opinion leaders tend to have a legitimate power by virtue of their social standing.

Saudi women perceived that the main significant impact on apparel purchasing is from friends who accompany Saudi women shoppers at shopping centres. Saudi women perceived that not purchasing apparel based on their friends' comments would result in a negative feeling about their social class. Moreover, this study showed that upper-upper class people do not mind receiving comments from friends to purchase apparel, but if they were not convinced, they would not purchase it and their position remains as high as it is perceived to be. Social pressure affects mid and working class Saudi women, as they

would belong to the same position and class as surrounding people. This result contradicted the findings of Soraya (2007), who found that social influences might affect Saudi consumers whatever their classes were. In addition, upper-upper class were more influenced by advertising appeals, which displayed celebrities with high branded apparel inside a palace, which indicated the high value of the product, targeted for rich people. Also, lower class Saudi women retrieved information similar to high class Saudi women which increased their desire to possess the same product as upper-upper class people have (Riyadh newspaper, 2014).

In terms of having companions at traditional shopping centres, Saudi women usually would not contact their friends or relatives to accompany them whilst shopping at traditional shopping centres because of the fear that friends will describe them as villagers and as old-fashioned women for not keeping up to date with the latest fashion trends. Past research considered a person's family or peers to be one of the most important influences on buying behaviour in both shopping centre types, and social influence was preferred for an information source, which is not contradicted by this study. Thus, Saudi women were influenced by social surroundings and therefore preferred not to have a companion whilst shopping at traditional shopping centres.

Social Influences on Saudi Women's' Decision Making Process

Five main social group influences emerged from the interviewees, information gathering, fashion styles, fashion trends, value-expressiveness and the role of men.

The results show that if Saudi women were more influenced by the information they gather from relatives, friends and social surroundings, then Saudi women are motivated and inclined towards acquisition of fashionable apparel in demand. For example, if Chanel is in high demand in a particular season, based on social group comments, Saudi women would purchase it, and other high-end apparel brands would be neglected. Moreover, Saudi women search for more information about where to purchase apparel, what brands to have and what brands occupy the current style that suit Saudi women's apparel tastes. Social group recommendations having a major influence on Saudi women's apparel purchases is a new finding for the Saudi context. Information gathering for apparel place, style type and fashion trends were most appreciated by Saudi women and it could have a

significant influence on purchasing decision-making. This finding contradicted the study of Opoku (2012) that the informational gathering dimension is to seek information about any product whether expensive or cheap, high-end or low apparel brands. Also, it confirmed two dimensions of AlHwiti's study (2011), which were informational, and value expressive dimensions that were greater in value-expressive influence than in informational situations. Thus, both the two types of reference group influences can influence only luxury brand related purchases and to an extent also product conspicuousness (Peter & Olson, 2009).

Regarding fashion styles, this study showed that Saudi women were more concerned with fashion styles from modern shopping centres because fashion style kept them up with western fashion. For example, if relatives and friends have bought certain products, it is highly motivating for Saudi women to buy the same if the product categories were preferred by upper-upper class individuals. However, a study of Busnaina (2014) concluded that global fashion brands tend to apply an adaptation perspective to the Saudi market, and found that some aspects of marketing adaptation produced undesirable influences in Saudi market. Therefore, this study reaffirmed the study of Busnaina (2014) who concluded that adaptation of any international brand will change the perceived brand image and thus, companies should now offer what they offer for western markets as Saudi women are culturally changed and obsessed about purchasing latest season brands.

Regarding fashion trends, Saudi women were inclined towards the latest fashion trends by asking relatives and friends who have good taste in apparel. There was a need to gather information about a brand name for this year and the fad for the current season. A study of Busnaina (2014) concluded that purchasing fashion products of famous brands provided Arab women with prestigious value, and indicated that familiar fashion brands generally have an influence on the purchase decisions of Arab women. Saudi women were more interested in the current fashion and it is easy to research about which apparel should be worn for this year as all the young women have similar fashion tastes. Moreover, emotional desire dominated Saudi women's motive in the choice of the brands. Saudi women did not search for which apparel to purchase for this season, which was considered as modesty apparel. The influence of modern shopping centres on Saudi women was clear here as Saudi women were more affected and motivated to keep up with fashion by purchasing from modern shopping centres. However, Busnaina (2014) concluded that

fashion products have an interaction effect with social life (e.g., one's own dress is influenced by the appearance of others). In this study and Busnaina's study it was evident that Saudi women would recommend their preferred brands to friends. Another study by Yu (2012) concluded that people tend to define their self-perceptions in comparison to influential people who are in the upper rather than lower class. That is consistent with this study as most Saudi women have an aspirational social self-image.

In terms of value-expressiveness, social status is a major driving force in this study as Saudi women are motivated to keep up with the high expectations of others. The influence of the value-expressive function was stronger than the influence of informational gathering on Saudi women shoppers in consuming luxury and branded products and accessories. Luxuries, unlike necessities, were not owned by everybody, and thus tended to be relatively more conspicuous (Opoku, 2012). However, social group pressure such as the influence exerted by relatives affected most Saudi women in maintaining a high social status, prestige and positive appearance on a par with their relatives. Saudi women stated that the pressure exerted by relatives determined their group membership and purchasing habits. Saudi women in this study intentionally comply with the dominant traits such as wearing elegant and prestigious dress that suggested a high position in society. However, Saudi women placed greater emphasis on obtaining a positive expectation from others. In addition, this study showed that Saudi women have a desire to keep their social status as high as others in most important matters such as the possession and consumption of high-end apparel brands, and physical appearance and dressing patterns. This result contradicted the findings of Fernandes & Londhe (2015) who concluded there were social dimensions such as information gathering and value-expressiveness, which have a moderate influence on consumer buying behaviour while this study concluded that these two dimensions have a strong influence on Saudi women's purchasing behaviour. Thus, it is clear that value-expressive influence made Saudi women feel that the purchase of a particular brand will enhance their image amongst others.

In this study, the negative influence of companions in purchase decision-making showed the significant increase of consumerism amongst Saudi women. Moreover, Saudi women noted that they shop more and spend more money when going out with others. Furthermore, the social surroundings of Saudi women have a significant influence on their buying behaviour. For example, a reasonable finding from this study clarified that

interpersonal reactions have encouraged them to show relatives and friends what they can buy. On the other hand, most Saudi women showed 'task definition' as they want to buy apparel from traditional shopping centres without company. However, traditional shopping centres were not for recreational, compulsive or fixated reasons. Thus, the current research showed that Saudi women's buying behaviour patterns had changed as a result of the proliferation of modern shopping centres. This study contradicts the Tiwari & Abraham (2010) that concluded customers gave higher priority to a specific shopping centre, located nearby their homes. Also, other customers seek high convenience based on the availability of parking spaces and not having to spend much time and effort finding parking spaces (Tiwari & Abraham, 2010). Also, this study showed that Saudi women tended to buy excessive apparel from modern shopping centres, and also were fixated consumers who had a deep interest in having a particular apparel brand category and shared it with others apart from imitating others in high position. This finding contradicted Kapoor, Chopra, Gusain, Godinho, & Baranwal (2013) who concluded that people with a passion for purchasing certain products fall under the category of fixated consumer purchaser and do not think about what people think about them. Hence, this finding clarified that Saudi women can be only under the fixated consumption category if they had the same interest with another group they want to keep up to date with. Also, they must have these brands and will spend time and money to attain them.

The social influences clearly indicated the impact of family, friends and relatives on Saudi women's apparel purchases. This finding correlated with the collectivistic nature of Saudi culture, whereby family was considered to be an important unit. In contrast to the individualistic cultures, the impact of friends and relatives was more profound in collectivistic cultures. Therefore, this finding was not surprising and the purchase of western apparel was perceived to be a huge decision considering that it may clash with traditionally held cultural values depending on the product under consideration. Brand awareness, social status and prestige also played a critical role in changing the consumption/purchasing patterns of Saudi women. As a result, imitating others' fashions and taking on a 'must have' attitude towards western apparel was more important than the affordability of a product.

Another aspect of cultural changes was a change in the role of Saudi men in the Saudi context. The current study shows that men were not allowed to enter modern shopping

centres because Saudi women wanted to indulge their orientation towards fashion apparel and cosmetics, which inevitably involved uncovering their faces. However, Saudi men were allowed to enter traditional shopping centres due to the modesty exhibited by Saudi women by wearing traditional apparel and covering their faces. Another change evident in the role exhibited by Saudi men related to their decision-making influence exerted on Saudi women in purchasing modern and fashionable apparel. According to an article published in the Riyadh Newspaper in 2006, it was stated that the religious police do not allow Saudi men to enter modern shopping centres without related female companions. Moreover, Saudi women were not influenced by their male relatives in purchasing apparel, which is different to previous studies that concluded some influence exerted by male relatives over female in such purchases of apparel. Also, Ayman & Kaya (2014) concluded that men considered themselves as outdoorsy, sport loving, and masculine types, which was consistent with the current study, as Saudi men tend to be outdoorsy and not to accompany their family in shopping activities. Another study by Opoku (2012) concluded that relatives (female and male) in Saudi Arabia have an influence in apparel purchasing, which is consistent with the current study to some extent as relatives (females only) have a role in apparel purchasing. The intervention of men in women's shopping has decreased recently to a considerable extent due to the proliferation of modern shopping centres, which were perceived by Saudi men as places for women only to shop and gather.

This study showed that the most significant influences on Saudi women's purchasing behaviour related to culture, demographics and social factors. The notable changes in Saudi women's culture related to a more modern lifestyle enhanced by proliferation of modern shopping centres in Riyadh. Saudi women mentioned that the government has transformed Saudi women into a new era by offering more jobs in different departments with high salaries. These changes give Saudi women some power to be independent and not to be guided by siblings or fathers. In addition, Saudi women can go and buy what they would like to buy. Moreover, Saudi women acknowledge that modern shopping centres grant them some freedom, which transforms them from conservative to modern styles evidently in terms of the acquisition of fashionable western apparel in contrast to the modest traditional apparel. The notable shift experienced by Saudi women from traditional to modern shopping centres is phenomenal. Saif, Hameed, Tapal, & Firdous (2014) stated that women were more interested, spend more time in shopping and usually

make unplanned purchases. Also, they considered income as an important demographic variable that directly affects consumer's consumption and purchase related decisions. They also noted that sales promotion exerts some influence on Saudi women's decision to purchase apparel. Most Saudi women are employed and have a high disposable income, which gives them more power to purchase and make decisions related to apparel purchases. Furthermore, Saudi women recently were perceived to be more open-minded, more receptive to recent styles of apparel and more lenient in their loyalty towards existing cultural standards and traditional dress code. Lastly, this study showed that Saudi women started to uncover their faces in modern shopping centres, a novelty that has not been experienced by Saudi women before.

The modern shopping centre environment allows Saudi women to be more comfortable in practising uncovering their faces in public. Modern shopping centres have a significant influence on a shift in Saudi women's ideologies about the cultural context to accommodate western apparel and attitudes towards clothing and showing their identity with more freedom. Conversely, this study contradicts a study of Hofstede's on culture in the 1980s that categorised Saudi society at a high level of conservatism culture. For example, Sohail (2013) concluded that Saudi consumer demographics were the external influence factors on consumer culture including the consumer's gender, age, occupation, education, income, interest, and living area, etc. This study also showed that Saudi women's lifestyle factors such as 'information seeker' and 'variety seeker' had an influence on their attitudes towards modern shopping centres. Another study by Ahmad (2012) concluded that females and university students consider aesthetics, convenience, accessibility, product variety, entertainment, and service quality to be attractive aspects encouraging individuals to visit modern shopping centres, which is consistent with the present study.

5.3. Implications for theory and practice

While the main aim of this study was to fill the identified gaps in the literature of Saudi women's purchasing behaviour, the findings obtained from this study also have theoretical and practical implications. The following sections outline the implications for theory and for practice.

5.3.1. Implications for theory

There are a number of implications flowing from this study, which may contribute to marketing theories. This research helped to expand the existing literature and a better understanding of the topic and provided a number of approaches for future research. This study related to the understanding of the cultural changes and the impact of social influences in Saudi women's purchasing behaviour, unlike past research, which focused mainly on the rise of purchasing behaviour. The contribution of this study related to the investigation of the changes exhibited by Saudi women's purchasing behaviour in regards to different types of shopping centres.

The atmosphere within the shopping centres, shopping environment and shopping motivation has significantly affected Saudi women's purchasing behaviour and increased their orientation towards the purchasing of high-end brands. These findings add some valuable insights to the previous literature in terms of the cultural changes and the impact of social influences on Saudi women's purchasing behaviour. They offer some insights that delve deeper into observed significant relationships between Saudi women's purchasing behaviour changes and the impact of social influences in terms of proliferation of modern shopping centres in Riyadh. Six important changes involve ideologies, role of relatives and friends, shifts in needs, consumerism, the uncovering of female faces in modern shopping centres, and the role of Saudi men and types of shopping centres. These changes have been influenced by the proliferation of modern shopping centres. Thus, companies in the Saudi market should consider the unique characteristics of Saudi women consumers, and consider the shift in Saudi women's shopping orientations, and embrace the modern values emphasised by this segment for effective marketing of branded apparel.

The results confirmed cultural changes among Saudi women and their influence on their purchasing behaviour ideologies. These findings confirmed six cultural changes in Saudi women's purchasing behaviour that are in place. The first aspect is changing from conservatism to liberalism, highlighting the shift from Saudi women who used to purchase modest apparel in traditional shopping centres accompanied by brothers or fathers. However, modern Saudi women express their freedom by visiting modern shopping centres and purchasing apparel without the influence of Saudi men. These modern shopping centres offer western apparel, a convenient atmosphere and security guards,

offering the safety and comfort needed for Saudi women to shop independently and to experience better recreational facilities. These findings indicated that modern shopping centres have influenced Saudi women to be under social pressure from a behavioural perspective to avoid purchasing from traditional shopping centres and continue purchasing from modern shopping centres. However, the proliferation of the modern shopping centres allowed Saudi women to spend over their financial limits in order to keep up with western fashion. This pattern is inconsistent with that presented by Soraya (2007) and consistent with Jones (2009) that Saudi women tended to be less conservative by shopping and purchasing at the modern shopping centres, yet still purchasing modest apparel from the traditional centres.

Previous empirical studies concentrated on the role of relatives and friends on purchasing behaviour, for instance Guiry (2012) who concluded that the reference group has a low impact of purchasing behaviour. This result added additional knowledge about the role of relatives and friends having a significant influence on Saudi women when purchasing only high-end items brands. It revealed that the emotional factor was considered as a significant influence in imitating relatives and friends only if they purchase high-end brands.

The findings showed the impact of cultural changes on Saudi women have influenced them by uncovering their faces, thus revealing their identities at modern shopping centres, which offer a convenient place to exercise their freedom. Another significant transformation is that Saudi women started to expose what they wear to others at modern shopping centres. Thus, modern shopping centres influenced a cultural shift amongst Saudi women and the other factors that were frequently mentioned in the past research did not have much impact according to the present study. Thus, the research findings demonstrated a surprising result in terms of how modern shopping centres serve as an important factor in influencing Saudi women's perception towards western brands. Similarly, the proliferation of modern shopping centres allowed Saudi women to increase their purchases to show others their ability to purchase high-end brands.

Lastly, this study indicated that cultural changes mentioned above have influenced Saudi women-shoppers' purchasing, which is evident through the availability and purchase of high-end brand apparel. Saudi women seek to keep up with the latest fashions and therefore tended to spend more money at modern shopping centres in order to imitate their

friends and relatives and to keep up with fashion. This result was a significant variation from past research as family influences have a low impact on purchasing high-end brands. Further, this study indicated the importance of the social influence variable that has a high influence on Saudi women's purchasing behaviour as does the rise of consumerism, which reaffirmed the findings of Soraya (2007). This study showed that the rise of consumerism in part can be explained by the proliferation of modern shopping centres. Previous studies in the Saudi context concentrated on the rise of consumers and types of shoppers. For instance, Soraya (2007) related the rise of consumerism to some factors such as modernisation, westernisation and globalisation. However, Rousseau & Venter's (2014) study concluded that customers appreciated some of the attractions offered by the modern shopping malls. There is a relation between the age of Saudi women, their reference group, education, occupation and purchasing of luxury products. However, there is no relation between the age of women and their opinion of luxury products and purchasing of luxury products, a conclusion of the study conducted by Srinivasan, Srivastava, & Bhanot (2015).

5.3.2. Implications for practice

There are a number of implications flowing from this study, which add value to marketing research and practice in a broader perspective of consumer behaviour and specifically to Saudi women's buying behaviour. The findings of this study provided insight into how western apparel brands could position themselves with respect to Saudi women's needs in Saudi Arabia. Saudi women seemed to have clear desires and needs associated with their characteristics, which marketers may engage with when targeting Saudi women or designing and refining a brand image for upper-upper class people.

This study showed that decisions about high-end apparel brands among Saudi women consumers are irrational, based upon various types of information that they collect before making specific apparel related purchasing decisions. Saudi women were likely to collect adequate information and relied heavily on relatives and friends as the most important sources of information. A surprising finding from the present research revealed that having friends would affect their purchase decision-making to buy only high-end fashion apparel from certain shops in order to maintain a positive position amongst their friends. Based on the findings, marketers should focus on providing similar types of information

and messages by using these above-mentioned sources when communicating with Saudi women. These messages could include strong advertising appeals by including celebrities to enhance the image of western brands and meet the expectations of Saudi women. Dealers could be trained to spend some time explaining the latest fashion trends for this season with these Saudi customers and their friends and family members whom they are likely to bring along before making the final purchase decisions about branded apparel in modern shopping centres.

The results from this study appeared not surprising, in that Saudi women shoppers wanted to be treated as upper-upper class women and to spend as much money as possible just to keep up to date with fashion. The qualitative interviews showed that, ideally, Saudi women would like to purchase and spend money only at modern shopping centres due to social pressure that dominates Saudi women to purchase a high-end apparel brands, and they would not spend time seeking information and shopping at traditional shopping centres. In addition, a surprising finding from this study is that Saudi women revealed their choice of store heavily relies on the prevailing recent fashion and tastes of Saudi women in terms of apparel and other fashion related accessories. The findings have several other implications for shopping centre managers. Since demographic factors influence shopper's attitude, it is important to focus on the socio-economic status of shoppers. Lifestyle was also identified in this study as a significant predictor. Therefore, managers should carefully portray the image of the centre to match the shoppers' lifestyle. Shopping management should opt to offer more high-end apparel and offer more convenient places for social gathering.

Other findings of this research highlighted that younger Saudi women paid more attention to expressive product aspects than older women. However, differences arose in terms of the importance attributed to product related aspects and other demographic characteristics such as age, gender, education and income that will be of practical utility to marketers. In addition, this knowledge was valuable for attuning marketing communications related efforts to specifically target customers. The relevance of various demographic variables with more specific product related aspects such as image of brand, quality and its value will assist marketers and firms to better adjust product designs to customer preference in Saudi Arabia. It is recommended that marketers pay more attention to changes in the Saudi women shoppers' consumption/purchasing patterns within the context of the unique

proliferation of modern shopping centres. Evidently, significant differences exist between how Saudi women-shoppers perceive modern shopping centres in comparison to their traditional counterparts. These differences not only refer to the type of merchandise that these shopping centres carry on a day-to-day basis, but also highlight the differences in terms of facilities and infrastructure. For instance, an increasing number of Saudi women shop in modern shopping centres due to the physical appeal, security guards, availability of restrooms, the delivering of western brands, high quality apparel, very friendly staff, good customer services and the provision of auxiliary facilities such as ATM machines and advanced payment facilities. These aspects highlight the importance of the availability of elements of the retail environment that have a significant impact in driving change in consumers' consumption/purchasing patterns. However, it is essential to promote the shopping centre as a brand as effective marketing programs should increase patronage of shoppers'. Shopping centres should also use carefully crafted positioning strategies to differentiate themselves from growing competition and encourage customers to create a preference, build loyalty and thus increase patronage.

Further, the study's findings indicate that Saudi women shoppers placed value on product, price, place and promotion - important elements of successful marketing. Saudi women were aware of brand-related factors and exhibited favouritism towards the consumption/purchase of well-known, branded apparel. Similarly, Saudi women shoppers were not price sensitive and were therefore willing to purchase high-end apparel brands at a premium price in order to enhance their image, prestige and status amongst their social groups - an important aspect of their self-image. Luxury apparel brands can target Saudi women consumers by understanding what influences them to purchase luxury brands. They can develop strategies to enable Saudi women consumers to access their products easily. Thus, companies in the Saudi market should consider the unique characteristics of Saudi women consumers and consider the new, changed values of Saudi women.

The discussions and findings obtained from this study are helpful in the formulation of effective retailing strategies that are specific to Saudi women-shoppers. This study also provided important implications for the Saudi government to consider when integrating traditional and modern shopping centres in order to capture more customer subsets and to formulate targeted marketing strategies. In addition, this investigation should focus on the behaviour of consumers at a shopping centre level, which offers consumers valuable

experiences in its own right- from the shops they can visit, to the facilities and venues they can use, to the fundamental experience of the shopping centre. It is remarkably important that shopping centre managers understand what draws consumers into the centre, as the rise in dominance of chain retailers across all modern shopping centres means it is simply a matter of which stores a shopping centre has that attracts consumers. Instead of considering products and services as the focus of consumer desire, the shopping management should look at the shopping centre, as an offering in itself that consumers desire.

The contributions from this study are manyfold. Results obtained from this study indicated that cultural factors have a high influence on Saudi women-shoppers' purchasing of western apparel following the advent of modern shopping centres. Similarly, the results highlighted the sociocultural distinctions and salience of product affordability and non-affordability amongst Saudi women-shoppers. Saudi women seek to keep up with the latest fashions and therefore tended to spend more money at modern shopping centres in order to imitate their friends and relatives. This further indicated the importance of the social influence variable on Saudi women's purchasing behaviour that marketers and researchers should consider. Hence, marketers use stages in the family life cycle to segment the market and identify target markets and so, it is clear from this study, marketers should pay more attention to Saudi women's apparel segment market and to develop more effective marketing strategies. In addition, marketers should determine the content of the shared meanings of various reference groups in Saudi society. Lastly, marketers should be careful about reference groups that can have both positive and negative effects on Saudi women consumers.

5.3.3. Implications for methodology

This research has applied qualitative in depth interviews and served three main purposes, increasing information about Saudi women's purchasing behaviour, their perception of different styles of shopping centres, and social influences. The qualitative in-depth interview method in the present explored the Saudi women's purchasing behaviour, beliefs and observations of Saudi women shoppers at both modern and traditional shopping centres. During the data analysis, which involved data reduction, data display and drawing and verifying conclusions from the interview schedule, all of the interview

questions have been related to consumer behaviour and purchasing patterns in the existing literature by using the form of content analysis and thematic content analysis used to explore themes macro and micro in the findings chapter. This exhibits an important methodological implication for marketing researchers in maintaining a caution with regard to generalisation to all populations of Saudi women in Saudi Arabia.

This study is one of the first to use qualitative research in-depth interviews to explore Saudi consumer behaviour and shopping patterns in relation to modern shopping centres and to investigate and interpret the cultural changes and social influences on purchasing behaviour amongst Saudi women. Moreover, this qualitative research gives a deep understanding of the effects of random spending and the resultant financial pressures experienced by Saudi women shoppers influenced by social group pressures. This approach will also allow the interviewees the opportunity to express their experiences and perceptions toward modern and traditional shopping centres in Riyadh. It also gives a better understanding of the investigation of a new phenomenon. In-depth interview data gathering techniques offered the opportunity to personally interact with participants.

The use of open-ended questions and further analysis using thematically-clustered matrix display tables including macro and micro themes and direct quotations are rare in existing research on Saudi women's purchasing behaviour. This is the first study to use open-ended questions in exploring Saudi women's purchasing behaviour in relation to modern and traditional shopping centres and analyse the answers with the application of thematically clustered matrix display tables. Qualitative data analysis resulted in the emergence of several macro and micro thematic categories based on thematically clustered matrix displays. The emerged macro and micro thematic categories were represented in a hierarchical manner based on the respondent's actual responses and frequency counts.

5.4. Research limitations

This study contributes to consumer behaviour literature as it is focused on women shoppers' consumption/purchasing changes in the context of the proliferation of modern shopping centres in Saudi Arabia. However, one of the limitations of this study due to its exploratory nature and sample size is the limited application of the generalisations to the larger population of Saudi Arabia, not just Riyadh city. The issue of generalisability is a

limitation in most consumer behaviour research and the present study is no exception. The current study was conducted in Saudi Arabia and specifically targeted Saudi women in Riyadh who are most interested in being investigated. Moreover, this study is also limited to female participants, not male. The resultant findings might vary with the application of the study to males and females in the rest of Saudi Arabia and to other countries.

Data gathered from Saudi women in Riyadh and the participants who responded to open-ended questions cannot be assumed to speak for all Saudi women in Riyadh city. Moreover, another limitation when conducting research in traditional shopping centres is that they are inconvenient places to conduct meetings. Some respondents asked to hold the interview meetings in the evening due to hot weather inside the centre. This study only looked into branded apparel. It is recommended to study high/medium/low insolvent product categories amongst Saudi women.

5.5. Future research directions

This research studied only Saudi women's buying behaviour in Riyadh, leading to some unexpected findings that are partially contrary to existing theory. Therefore, replication of similar research and sampling in different cities would enhance our knowledge as to whether or not this absence of findings might be attributed to the proliferation of modern shopping centres. The findings obtained from this study related to consumer behaviour, buying behaviour in general and specifically consuming western high-end brands among Saudi women. Future research should focus on defining women-shoppers' acceptance of modern shopping centres in Saudi Arabia. In addition, future research should examine the relationships between cultural changes as results of the proliferation of modern shopping centres in Saudi Arabia. Hence, future research in this area should further investigate the concepts and findings of this research using other qualitative research methods, such as focus groups, ethnographic methods, and case studies of particular shopping centres.

Future research could study the relationships that have been developed in this study in the context of different types of shopping centres in other countries. This is to take into account the difference between consumer buying behaviour in Saudi Arabia and different Arab countries. It is reasonable to investigate a wider range of consumer buying behaviour in terms of shopping centres and social influences. In addition, future research could study

what extent social influence has in impacting the purchase solely of high-end brands. The main reason is that past research indicated that social influences had an impact on purchase decision-making, whether traditional or western brands. It would be useful for future research to employ other shopping motivation typologies such as those of Westbrook and Black (1985) or Tauber (1972). The use of other shopping motivation typologies could help to validate the findings from this research, particularly the relationship between the perception of modern and traditional shopping centre atmosphere and shopping motivation and that of cognitive responses and shopping motivation.

Since qualitative research is useful for observation of consumer's exploration of patterns and attitudes, mixed methods, which include triangulation approaches, will help the use of quantitative research to corroborate qualitative research findings to enhance a better understanding of Saudi purchasing behaviour in a broad meaning along with the potential drivers of these shopping patterns. The exploratory phase of the research could employ a qualitative method while the confirmatory phase of the research should employ a quantitative method. Mixed methods research has become an increasingly used and accepted approach to conducting business research and in the social sciences more generally (Bryman, 2009). Mixed methods can also be helpful in extending this research via surveys and questionnaires with open-ended questions distributed to a larger sample, as the qualitative data collection and analysis presented some limitations. Moreover, it is useful to include behavioural measurements such as money spent, visit frequency and time spent in both modern and traditional shopping centres. This would allow the researcher to explore how shopping centre patronage satisfaction influences money spent and time spent in the shopping centres.

Finally, the present study focused on Saudi women in Riyadh city in Saudi Arabia. The conclusion was based on a sample of Saudi women in Riyadh, so they were only representative of that particular cultural context and cannot be generalised to all populations and to all countries in the world. This makes the issue under study the cultural context as it may be important in Saudi Arabia but not important in western countries, for example. This is considered as a strength and limitation for future investigations. However, for the concepts developed in this study to be truly generalisable they would have to be applied in varying countries and different cultural contexts. Future research

should also focus on determining the cultural background variables that may have an impact on the buying behaviour.

5.6. Summary

In summary, this research aimed to contribute to knowledge by investigating the changes in Saudi women's purchasing behaviour and associated shopping patterns in relation to the proliferation of modern shopping centres. This chapter discussed a review of the three research questions explored in the thesis and discussed conclusions derived from the qualitative in-depth interviews in comparison with previous research conducted on Saudi consumer purchasing behaviour. Moreover, this chapter discussed the cultural changes that emerged from the findings and clarified their consistency/inconsistency with previous researches. The conclusions regarding the connection between cultural changes and the impact of social influences in Saudi women's purchasing behaviour and proliferation of shopping centres in Riyadh were also discussed. This chapter discussed some cultural changes, such as women uncovering their faces only in modern shopping centres, the rise of consumerism and the shift to liberalism. This chapter also discussed the significant impact of demographics such as employment, higher income and education on Saudi women's beliefs and attitudes towards western fashion.

In relation to implications for theory, practice and methodology, this study showed the significant impact of cultural changes and impact of primary reference group influences on Saudi women's purchasing behaviour in terms of proliferation of modern shopping centres in Riyadh. The cultural changes discussed in this chapter were ideologies, role of relatives and friends, shifts in needs, consumerism, uncovering faces in modern shopping centres, and men and shopping centres. Thus, this chapter provided some implications for practice. Marketers in the Saudi market should consider the unique Saudi women purchasing behaviour and characteristics of Saudi women consumers and consider the new and changed values of Saudi women in order to develop their marketing strategies. Lastly, this chapter discussed in a logical manner the limitations of the research and future directions associated with the current research.

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Appendix 1

IN-DEPTH INTERVIEW:

Interview questions:

- 1- What is the purpose of your visit to this shopping centre today?
- 2- What facilities of this shopping centre attract you the most? Why?
- 3- How would you describe the atmosphere within this shopping centre?
- 4- How frequently do you visit this shopping centre? And why?
- 5- Is this the sort of place where you might end up spending more money than you originally planned? Why?
- 6- What kind of stores do you normally visit in this shopping centre? Why?
- 7- How much time do you tend to spend browsing in these stores exploring the stores offerings? Explain in detail please?
- 8- Have you ever experienced the urge to buy impulsively as a result of browsing stores in this shopping centre?
- 9- Purchasing apparel
 - a. What sort of products and brands are you intending to buy? And could you please provide reasons for your preference towards specific brands?
- or
- b. Did you buy any apparel today from this shopping centre? If so can you explain the purpose of your purchase and brand preference?
- 10- Do you enjoy going to the shopping centre on your own?
- 11- Who came with you today? Who are they and why do you have them with you here today?
- 12- Describe the extent to which they get involved in the purchasing and decision-making process?
- 13- What are the other shopping centres that you normally visit in Riyadh?
- 14- What do you think are the similarities and/or differences between them?
- 15- What do you think are the major reasons that motivate you to visit these shopping centres?
- 16- Why don't you visit the other shopping centres?
- 17- How frequently do you buy apparel? Why?
- 18- What do you think are the key motivating factors that enable you to purchase apparel? Why?

- 19-How much time do you normally spend when you intend to purchase apparel?
Why?
- 20- When you face difficulties to make a final decision to buy apparel, do you need others to help you to tackle this problem? Could you provide some examples
- 21-Do you consider it as important to gather information about the locations where others get their apparel from? Why?
- 22- Do you depend on your own credit ability to purchase apparel? Can you elaborate?
- 23- How would you characterise your family's socio-economic background? How does that affect your purchasing power?

- *Demographic:*

- _ Gender
- _ Age.....
- _ Income
- _ Education
- _ Occupation
- _ Marital status
- _ Place of Birth.....
- _ Number of years living in Riyadh.....

Researcher

Date

Appendix 2

RESEARCH PROJECT: IN –DEPTH INTERVIEWS

I wish to invite you to participate in my research project, described below:

My name is Haya Alsubaie and I am conducting a Research Project as part of my PhD studies in UNE Business School at University of New England. My supervisors are A/Pro. Fredy Valenzuela, Dr Sujana Adapa and Dr Jennifer Rindfleish. The purpose of this research is to investigate the advent of Western-Style Shopping Centres, cultural Changes and the impact of social influences in Saudi Women’s Purchasing Behaviour. As part of this project, I am intending to conduct in-depth interviews to obtain a better understanding of the Saudi women’s behavioural patterns towards purchasing apparel in Riyadh.

I would like to secure your time to participate in an in-depth interview for this study. The interview will take approximately one hour. With your permission, I will make an audio recording of the interview to ensure that I accurately recall the information you provide. Following the interview, a transcript will be provided to you if you wish to see one.

Any information or personal details gathered in the course of the study will remain confidential. No individual will be identified by name in any publication of the results. All names will be replaced by pseudonyms; this will ensure that you are not identifiable.

Please understand that your involvement in this study is voluntary and I respect your right to withdraw from the study at any time. You may discontinue the interview at any time without consequence and you do not need to provide any explanation if you decide not to participate or withdraw at any time.

The interview questions will not be of a sensitive nature: rather they are general.

I will use information from the interview as part of my PhD thesis, which I expect to complete in mid of September 2015. Information from the interviews may also be used in the publication of journal articles and conference presentations before and after this date. At all time, I will safeguard your identity by presenting the information in way that will not allow you to be identified.

I will keep audio recordings and notes of the interviews in a locked cabinet at the researcher's office at the University of New England's Business School. Any electronic data will be kept on a password-protected computer in the same School. Only the research team will have access to the data.

All the data collected in this research will be kept for a minimum of five years after successful submission of my thesis, after which it will be disposed of by deleting relevant computer files, and destroying or shredding hardcopy materials.

This project has been approved by the Human Research Ethics Committee of the University of New England (Approval No, HE14-058 Valid to 28/04/2015).

I hope you will be able to participate in our research. Please feel free to ask any questions about the research, looking forward to speaking with you soon.

Yours sincerely

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COMPLAINTS:

Should you have any complaints concerning the manner in which this research is conducted please one of the following:

Mr Sami Alsalloom with any questions about this research on 0555247117 or email:
Sami@hotmail.com.au

OR

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Appendix 3

CONSENT FORM

for

Research Project: In-depth Interview

I,, have read the information contained in the Information Sheet for Participants and any questions I have asked have been answered to my satisfaction. Yes/No

I agree to participate in this activity, realising that I may withdraw at any time. Yes/No

I agree that I may be quoted and not be identifiable, anonymously or using a pseudonym Yes/No

I agree to the interview having my audio recorded and transcribed Yes/No

I would like to receive a copy of the transcription of the interview. Yes/No

I am older than 18 years of age. Yes/No

.....

Participant

Date

.....