

## SAUDI WOMEN RESPONSE TOWARD THE PRICE DISCOUNTS IN THE LOCAL RETAIL MARKETS

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### ABSTRACT

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*The study aims at measuring the influence of price discounts on the women's contribution to the buying behavior of the Saudi family, as well as determining the statistical differences in price discounts and the contribution level according to the demographical variables. The research population consists of all Saudi women in Riyadh and the total research population reaches 2204529 women in 2016. The unit of analysis is the Saudi working and non-working women who lives in Riyadh, and over 19 years old. The equal random stratified sample method is used and the sample size is 390 women. The study concludes that the price discounts have a positive significant influence on women's participation in the buying behavior of the Saudi family. It is found that there are statistical differences in the awareness level of price discount and contribution level according to demographical factors. Finally, the study recommends and suggests a set of implications that enforce the role of women in the marketing communication campaigns.*

**KEY WORDS:** Price Discounts, Saudi Women , Buying Behavior , Saudi Family, Riyadh.

### 1.INTRODUCTION

Pricing is one of the most important elements used by business firms to enhance their products in the market, so it is an effective marketing tool to influence the customer, and it consists of a set of benefits of consuming a product. Pricing is a marketing activity that relies on the philosophy of firm, top management directions, and market goals. Selecting the pricing policy is an important factor in achieving such goals because it affects the consumer preferences and buying behavior in the market, as well as on the competitors (Kotler&Keller,2012). Despite the great importance of price in stimulating the buying behaviors of people, the research of studies have disagreed in determining the mechanism of influence on such behaviors.

While many studies consider the price as a strong and effective element in on customers' retention and differentiation of, other studies consider the tool as a daily routine activity depends on the consumer's awareness and the financial value of the purchased (Kent&Omar,2003,p.1). The studies have

agreed that the effectiveness of the price policy is subject to market circumstances and type of the target consumer and such studies show the strong bonds among the pricing, impression, positioning, sales, and profits (Hermann, Kent, Huber & Xia, 2007, P.49). Ukaj (2016) adds that the price have a strong effect on the image of the company and products as well (Baruzzi, 2010, p.832), in addition to the positive impact on the company's reputation and ROI (Vanhuele& Xavier, 2002,p.8).

The price discounts is one of the key tools to generate short-term sales in the competitive markets, when the customer can buy a high quantity of the product at the same price or can buy the same quantity of product at a low price (Fill, 2002). The price discounts have the effects mentioned before such as stimulating behaviors towards new products and increasing the product value (Chirta&Mahalakshmi,2016, P.369). It is found that price discounts can change buying behavior towards desired stores and products, buying the products that can't buy after the

sales period (Zakaria, Mahat, Kamaruddin, Mud& Rahman,2018,p.757).

The effectiveness of the price discounts policy in the targeted markets depends on the type of customer, so studies confirm the clear differences in buying decisions refer to gender (Bem, 1981, p.370). The gender includes biological variations and different factors of the psychological construction of women and men. Experiments show evidences support the differences in the buying responses between the two groups (Powell&Ansic,1997,p. 610). The study of Chandon, Laurent and Wan sink (2000) supported the difference in advertising as well as product preferences (Worth et al., 1992, p.19). The gender differences also are clearly shown in shopping, selecting and exchanging (Palan et al, 2001). Gender identity plays an important role in reinforcing these differences (Ndubisi, 2005, p.176). The other studies neglected these differences and a study of Coughlin & O'Conner (1985, p.239) shows that gender differences have no influence on buying interests of men, while there is a significant relationship between femininity and the select of Christmas gifts (Fischer & Arnold, 1990, p.335).

In light of the contradictions among earlier studies and the lack of research explains women's behavior according to marketing elements such as the price discounts despite the early trials back to 1960, there are no clear evidences explain the women behaviors' in the market and the buying roles in the family, because show the behavioral differences of the family members includes taste, color, design, level of knowledge and awareness... etc., and this makes the buying decision process more difficulty, complexity, ambiguity, and causality (Vil eková & Sabo, 2013). Other studies have confirmed that each one in the family (male or female) has specific roles; each role has a set of duties and responsibilities consistent with the biological nature of the person and his place in the family. In this line, the roles and duties are clearly defined for all family members and the psychological privacy plays an important role in formulating such duties and responsibilities. For example, it is found that woman looking for her femininity during the buying behaviors, and the focus on the traditional famine products such as furniture, food, household appliances, and cosmetics. While there is masculine nature in the stage of searching information to select the masculinity products such as cars and accessories (Putrevu,2001). So women look for marketing messages different from men. Women try to solve the problem through participation, discussion with others, deep research, discovery and detailing of information, but we find that men have less interest in searching information and problem solving, and he tries to show the masculine authority that influence the effectiveness of the solving problem (Siddiqui, 2016).

The Saudi woman consists half of the population reaches 9.85 million in 2016 (General Authority of Statistics, 2016), and the economic contribution reaches 20.1%, but the Saudi working women reaches 56.4% of total working women in the labor market (General Authority of Statistics, the third quarter, 2016). The data show also that the monthly average expenditure of Saudi woman reaches SAR 9339 compared to SAR 15688 of the Saudi man. Third of the monthly

expenditures in the Saudi household sector refers to women. Accordingly, the Saudi woman is as a productive part in the economy and she have a significant role in making buying decisions of the household and many studies show that Saudi woman passes the traditional role into other masculine roles such as cars and computers (Barletta,2003). The woman has multi roles within the family; she is a wife and a mother at the same time and this roles enable them to get a range of responsibilities, duties and powers (Tong, 2007, p. 6). It is also found that economic freedom and financial independence are key factors enable the woman to make smart buying actions (Shainesh, 2004,p. 120), build personal and consumer identity to prefer and select the right products (Bajpai, 2008, p.13).

## 2.THE RESEARCH SIGNIFICANCE

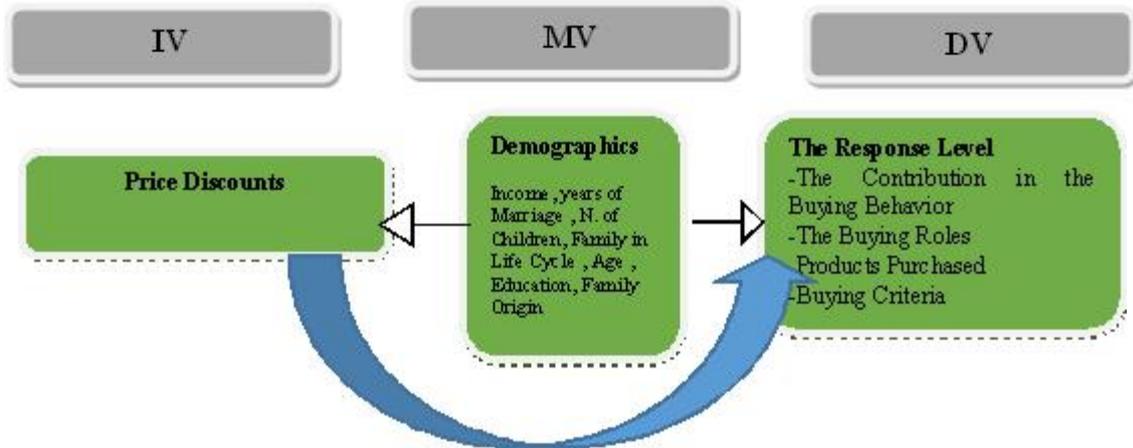
- A. The increasing role of Saudi women in the economy among different economic and social sectors. The Saudi vision 2030 aims to enable the Saudi woman socially, politically and economically, so she has an active productive part in the local economy. This woman has a key role within the Saudi family and she is a part of most of the buying decisions within the family, so she becomes more targeted by business firms.
- B. The paper is one of the few studies that measuring the impact of the price discounts of retailers in the Saudi market on enhancing the woman response in the buying decision through determining the purchased products, buying roles and standards used.
- C. The increasingly buying roles of the Saudi women need from the advertisers' special advertising and marketing campaigns that meet their interests and take into consideration the personal and psychological nature of female consumer. This is a key element in the marketing of the femininity and household products

## 3.THE RESEARCH OBJECTIVES

- A. Investigate the influence of price discounts on the buying behavior of women in the Saudi family.
- B. Determine the buying roles of women in the Saudi family in times of price promotion.
- C. Determine the products purchased by Saudi women in times of price promotion
- D. Determine the statistical differences in the level of response by Saudi woman according to monthly income, years of marriage, number of children, family in life cycle, age, education, profession, and family origin.
- E. Determine the statistical differences in the buying roles of Saudi woman according to monthly income, years of marriage, number of children, family in the life cycle, age, educational level, profession, and family origin.

## 4.RESEARCH MODEL

The following figure represents the model used in this study. It aims at determining the direction of the relationship among independent and dependent variables.



To meet the research objectives, it is possible to formulate the hypotheses as follows:

1. There is statistical significant influence of price discounts on the level of contribution of Saudi Women in the buying behavior.
2. There is a statistical significant differences in the buying roles of Saudi women in times of price promotion.
3. There is a statistical significant differences in the products purchased by Saudi women in times of price promotion
4. There is a statistical significant differences in the level of response by Saudi woman according to monthly income, years of marriage, number of children, family in life cycle, age, education, profession, and family origin.
5. There is a statistical significant differences in the buying roles of Saudi woman according to monthly income, years of marriage, number of children, family in the life cycle, age, educational level, profession, and family origin.

## 5. LITERATURES REVIEW

### 5.1 The Price Discounts Policy

Low prices generate many attractive opportunities for business firms, so it decreases the sensitivity of low-income consumers towards the discounted products, and it is shown that the storage of price information in the short-term will ensure a higher response by shoppers in the long run (Kenese&Todd,2004). The widespread of price discounts among stores lead to switch off the shoppers from brand to another or store to another, and this depends on the type of promoted brands, and this affects the level of customers' loyalty to a particular store or brand, and increase the purchased products for future consumption (Chandon & Wansink, 2002,p.321). Low prices are using by business firms generate sales and profitability (Allender & Richards, 2012, p.325), and such prices have promotional messages to persuade consumers buying the promoted products at the point of purchase (Simon & Mark, 2005). This deal may not available after the end of promotion (Schultz et al, 1998). Price discount leads to a set of marketing and communication goals; it increases sales in the short-term, targets the loyal and potential customers and saves money (Alam&Faruqui,2009), as well as provides quality, comfort, and value expression, exploration and entertainment (Blattberg&Neslin,1990).

Despite all the advantages mentioned above, the pricing theory has a set of negative sign of low price on the company, product values, and the consumer in the long run (Pawels, Srinivasan, Silva-Risso&Hanssen,2003, p.23). Studies add that switch off from a brand to another is an indicator of low loyalty (Gbadamosi,2012), while the other studies add that price discounts destroy the brand image in the long-run as well as cut the customer satisfaction in the long run (Thagunna&Khanal,2013).

### 5.2 The Women's Response to the Price Discounts

The consumers' research back to 1960, and they confirmed the differences in the response level of women in the buying decision. Such response varies from product to another, and from stage to another in the buying process (Ducatte,2009). In the stage of problem recognition, the male interests in the products that embodied the masculine feature such as cars, while women are more interested in sharing the buying decisions (Eswari & Meera,2015). The children play four buying roles in the decision include direct demand, satisfaction, emotional feature and refer to others (Gbadamsi,2012,p.592). Over time, the role of women in the buying decision is increasing and become more engaged and femininity in most of buying stages, so the influence of women reaches all masculine products in the family such as cars, financial and saving plans (Blech& Willis,2002, p.112). This changes in the buying roles of women in parallel with the changes in the women's duties in the routine life. Therefore, personal and financial independence and economic freedom are factors influence the buying roles. The study of Siddiqui (2016) shows that 80% of men bought 25% of vegetables and fruits, while Women took an increasing role in buying the cars, finance and insurance services.

Despite the difference in considerations and goals of all family members in the buying decisions, it is found that integrity and correlation among roles aims to maximize the perceived benefits of all members, and the want of each member to explore and to solve the problems facing them. The deep survey by women give him the opportunity to explore and strengthen the relationship with others, which means that women tend to solve the problem, not investigation. While the male looks for showing off, supper ego and masculinity during searching the problem than optimal solution of problem, so his behaviors rely on power and authority all time (Siddiqui,2016).The product preference is parallel with a set of personal factors

that find the buying behavior of a person, and at the same time affects the level of perception or response (Laroche et al, 2000). The consumption patterns, buying strategies and criteria are different as well (Mitchell & Walsh, 2004).

The masculinity enhances the males' authority and responsibility that leads to make decisions based on sacrifice and lack of market knowledge (Bessouh & Iznasni, 2016). The own resources of men enforce his power on the buying decision (Solomon, 2011). The family life cycle, the social class, the profession, the social networks, and the priorities of buying decision affecting the members' roles in the shopping tour (Choudhary,2011). There is different classification depends on the buyer persona, and such as the child interested in toys and sweets, the parents are interesting in coffee and rice, while toothpaste, shampoo, and food are shared decisions among family members (Bessouh&Iznasni,2016). The variation in the buying roles for parents in the family refers to the values, attitudes, and opinions (Qualls,1988). Verma and Kapor (2003,p15) add that personal and cultural factors affect selecting the products as well as on the way and time of such decisions. Kricher, Hurert, Holz, and Meier (2001) say that the urbanized parents increase the role of women and decrease the role of man in the buying decision, but the urbanized women mean negatively affected their role. The traditional wife increases the difference between parents and children more than between the spouses themselves (Wut &Chou,2012). The cultured Husbands and nationalities affect the buying roles of family members and the decisions become less or more shared so (Frikka,2010, p. 232).

The literature expands the factors affecting the role of women in two groups. The first group includes the culture and gender that lead to impulsive buying decisions especially in case of the less risky products (Khan&Nasr,2011,p.292). Kancheva and Marinov (2014) show the idea of equality and justice in Western societies, which promoted the consensual and shared buying decisions between men and women. The second group includes the owned resources and their effect on the buying decision. These resources depend on the education level, the marital status and the profession (Webster,1995, p. 953). Other studies show the effect of income on the buying decision in Greece, Yugoslavia, and some western countries, and the men's authority increases in the families within the lower social classes (Lakshmi, 2011). However, the studies after the year 2000 differently concluded that women are completely independent in thinking and financial freedom (Bajpai,2008), and thus, business firms look for the women as an active economic partner in buying decisions. Improving the level of education and awareness, and developing the social culture help the women to impose their feminine identity and modern persona and pass the traditional role in the buying decision (Polya & Szucs,2013). The women select the cars and their appliances (James,2012), insurance products, financial planning, leisure and travel plans (Belch&Willis,2002, p.112). Before that the buying role of women focus on the vegetables, kitchen appliances, food, clothing, furniture, and small gas ovens (Murugan&Shanthi,2014).

Finally, the gender differences between women and men cause the variation in the buying criteria, so it is found that woman prefers personal interaction with salesmen and dislikes the electronic services and recorded messages, and she will satisfied in using the customer service number

(Arizón, Andrés&Salinas,2013). Women are affected by the discounts and offers (Business Research, 2010) as well as the product attributes in making smart buying decisions (Levy&Christina, 2004, p.322). The woman also are interested in shopping groups and friendly relationships with others in the searching information, and she uses pricing, quality and cleaning level in the store (Mortimer & Clarke, 2011) , but the consumer Women prefer the price more than quality (Srinivasan & Srivastava, 2015). The high level of convincing of the goods purchased and the extra services such as credit, transportation and free shipping are factors enhance the loyalty level of consumer woman (Srinivasan et. Al, 2013,p.182), and the women prefer the push strategy (Ishaque&Tufail,2014). In conclusion, the increases in the perceived benefits more than the price paid is engine reason to attract consumer women (Kancheva&Marinov,2014, p.158; Srinivasan,& Srivastava, 2015).

## 6. RESEARCH METHODOLOGY

- 6.1 Research Population: Consists of all Saudi women residing in the city of Riyadh who are over the age of 15 years old. The data show that the total of the population reaches 2204529 persons in 2016. The number of working Saudi women reaches 516247 or 23.4% of the total research population (General Authority of Statistics, Population Survey, 2<sup>nd</sup> Quarter of 2016).
- 6.2 Sampling Method: The researcher used the equal random stratified sample method, and according to sample calculations, it reaches 390 of Saudi women and it is withdrawn from Riyadh city (Bazraa, 2001). In order to collect the research data, the city of Riyadh is divided geographically into five main areas, the hypermarkets and large malls listed in each geographical area. This method of sampling requires dividing the population into groups, each one has members of the population, and then the sample is selected from each group equally, without regard to the size or number of original elements in each group (Bazraa, 2001). The researcher has distributed the hard copy of questionnaire face to face in the targeted markets and malls within geographical area equally. 20% for each geographical area or 78 questionnaires are distributed. The female respondents within such markets and malls is randomly selected, and for the privacy of Saudi society, the permission is requested from the female respondent to fill out the questionnaire required. All of the 390 distributed questionnaires are restored and subject to final analysis. The unit of analysis in this study is the Saudi working and non-working women who live in Riyadh and is over 15 years old according to the General Authority of Statistics.
- 6.3 Measurement: In order to solve the research problem and test the hypotheses, the measurement tool (the questionnaire) is developed to collect the primary data required based on literature and earlier studies. Likert five points scales is developed from (1-5) that expresses the degree of consistency between the phrase and the opinion of female respondent. The value (5) is given to the strongly agree, the value (4) is given to agree level, and the neutral has the value (3), and (2) is given to disagree level, while the value (1) is given to strongly

disagree level. To analyze the file responses, descriptive statistical analysis tools (arithmetic mean, standard deviation, and relative frequencies) are used. The level of using the independent and dependent variables are evaluated through the following relative scale: (1) 5- more than 4.2 is very high, (2) 4.2 – more than 3.6 is high, (3) 3.6 – more than 2.4 is medium (acceptable), (4) more than 2.4 - 1.6 is weak, (5) Less than 1.6 is very weak. The table (1) shows the statistical tests of research variables and their consistency level. Cronbach’s alpha is a

measure of internal consistency, that is, how closely related a set of items are as a group. It considers a measure of scale reliability. Cronbach’s alpha is not a statistical test, so it is a coefficient of reliability (or internal consistency). The Cronbach alpha coefficients of the research variables are between 0.0.959 - 0.984. This means that the variables have relatively accepted. Internal consistency of all variables and all the coefficient values are statistically accepted since it is more than the statically permitted rate of 60%.

**Table 2: The Cronbach alpha coefficients of the research variables**

N	Research Variables	Reliability	Number of Sentences
1	Price Discounts Policy	0.776	1 – 7
2	The Women Response Level	0.874	8 – 25
3	The Buying Roles	0.868	26 – 37
4	The Purchased Products	0.933	38 – 50
<b>Total Reliability</b>		<b>0.997</b>	<b>1 - 50</b>

**6.4 Research Limitations**

- A. The research includes women over 19 years old, according to the figures issued by the General Authority of Statistics.
- B. The research limits by Saudi women residing in the city of Riyadh for the year 2016.
- C. The research consists of working and non-working Saudi women regardless of the marital status (single, married, divorced, and widowed).

**6.5 Descriptive Analysis of Research Variables**

**6.5.1 Price Discounts Policy**

The independent variable “price discount policy” consists of 7 statements, the responses vary according to the technique used. The overall mean value is (3.1085). This means that the level of knowledge of the price discounts policy by Saudi women in Riyadh city is medium with the standard deviation reaches (1.137). This result is confirmed by 33.6% of the Saudi women in current research.

**Table 3: Descriptive Frequencies of the Price Discounts Policy**

The Statement	The Reponses Level%					S.D	Mean	Level of applying
	SDA	DA	M	A	SA			
I tend to buy favorite products only during times of price discounts	7	10.8	55.7	15.2	11.4	0.991	3.1329	Medium
Previous purchase is related to the price discounts of the product	5.7	17.1	40.5	23.4	13.3	1.0608	3.2152	Medium
Price discounts drives me to buy at all times	10.1	18.4	34.8	22.2	14.6	1.1769	3.1266	Medium
Price discounts drives me to buy my un favorite products	19.9	25	30.1	14.7	10.3	1.235	2.7051	Weak
Price discounts has increased demand for discounted products in the market	9	12.2	30.8	23.1	25	1.2397	3.4295	High
Price discounts is a reason to try out the new brands	7.7	19.9	35.9	21.2	15.4	1.1462	3.1667	Medium
Price discounts distracts me from competitors' products	10.3	28.8	35.3	16	9.6	1.1097	2.859	Medium
The overall : Price discounts Policy	9.957	18.89	37.586	19.4	14.229	0.991	3.1329	Medium

**6.5.2 The Contribution Level of Saudi Women In the Buying Decision**

The dependent variable “the participation level of Saudi women in the buying decision” consists of 18 statements. The four statements have the medium level are “I pay a high price to get more quality products”, “I spend a lot of time and effort to make the purchase”, “I make by shopping for long periods of time to get the product in affordable price’ and “along with the similarity of the available items, reduces the search in other stores”. The other statements have a high level

of response, and no stagnant have a very high degree, low or very low of response. Finally, it is found that the level of participation of Saudi women in the buying decision of the Saudi family is medium according to the arithmetic mean (3.5628) with the standard deviation (0.59621). This result is approving by (55.2%) of the total Saudi women in the current research.

**Table 4: Descriptive Frequencies of the Women's Contribution**

The Statement	The Reponses Level%					S.D	Mean	Level of applying
	SDA	DA	M	A	SA			
I evaluate my family's need for the product before making a purchase	1.3	3.6	23.7	32.9	38.5	0.94153	4.0362	High
I am trying to get to know all the alternatives available in the market	1.6	11.8	29.8	34.1	22.6	1.00989	3.6426	High
I pay a high price for more quality products	3.9	6.2	36.5	34.9	18.6	0.98816	3.5798	Medium
I spend a lot of time and effort to make the purchase	5.1	22.3	35.1	26	11.5	1.05908	3.1655	Medium
I follow ads related to my favorite products	7.7	18.2	28.7	30.1	15.4	1.15580	3.2727	Medium
I shop for long periods of time to get the product at an affordable price	8.3	22.3	32.4	24.5	12.6	1.13806	3.1079	Medium
Pay attention to buying your favorite product at times of offers and discounts	3.6	11.8	27.8	32.4	24.5	1.08610	3.6242	High
The need for the commodity reduces research in many markets	2.3	9.8	29.3	36.5	22.1	1.00072	3.6645	High
I have full price knowledge of the products I want to buy	3.3	13.8	33.9	33.9	15.1	1.01281	3.4375	High
I check prices in the store, no matter how small the purchase	3	13.1	28.9	28.9	26.2	1.09670	3.6230	High
I am willing to negotiate with sellers for the purchase	3.2	19.6	29.8	27	20.4	1.11221	3.4175	High
Interested in knowing the selling prices of the product in other stores	3.7	12	26.8	30.4	27.1	1.11100	3.6522	High
I see shopping as an activity appropriate to my life interests	4.1	19	26.4	30.2	20.3	1.13178	3.4373	High
I think shopping wisely deserves research, reflection and comparison	1	10	21.9	30.9	36.3	1.03148	3.9164	High
Be sure to ask the people who tried the product	2.3	6.8	22	32.7	36.2	1.02854	3.9385	High
I would like to spend money to get the best purchasing value	5.4	13.5	29.6	30.6	20.9	1.13320	3.4781	High
Saving money while shopping is important thing to me	2.6	12.9	28.4	30.7	25.4	1.07706	3.6337	High
The similarity of items available reduces the need to search in other stores	1	10.9	33.2	38	16.9	0.92621	3.5911	High
Overall : Women's Contribution	3.522	13.2	29.122	31.372	22.811	<b>0.59621</b>	<b>3.5628</b>	Medium

### 6.5.3 The Buying Roles in Discounted Products

The table (8) below indicates the buying roles for Saudi women in the buying decision within the Saudi family, and the average Saudi woman's contribution in overall buying decision reaches 71.2%, the buying roles order as follows:

- The decider role of Saudi women in the buying decision reaches 85.3%.
- The buyer role of Saudi women in the buying decision reaches 77.8%.
- The initiator role of Saudi women in the buying decision reaches 70.5%.
- The influencer role of Saudi women in the buying decision reaches 51.1%.

## 7. TESTING THE HYPOTHESES

### 7.1 HO<sub>1</sub>: There is Statistical Significant Influence of Price Discounts on the Level of Contribution of Saudi Women in the Buying Behavior at the Level of Statistical Significance of 5%.

Using the statistical package SPSS and according to the stepwise analysis method, which deletes and arranges the most effective independent variables on the dependent variable, table 5 shows that the price discounts policy enhances Saudi women in buying the promoted products and it is enough reason to engage the women in the decision. In the model 1, there is a significant statement "Price discounts has increased demand for discounted products in the market" explains 7.1% of the variation in the woman's contribution.

The positive correlation between the two variables reaches 26.7%, so this statement is extremely low influence in the woman's contribution to the buying decisions of the Saudi family. The other models in the table show different statements that explain the contribution in the buying decision of the Saudi family. So we find that the statements in the model 4 "Price discounts increase the demand for promoted products in the market", "Early purchase relies on the price discounts of the product", "Price discounts is a reason to try out the new brands" and "I tend to buy favorite products only during times of price Discounts" are statistically significant in influencing the contribution of Saudi women to the buying decision and there is a positive between the four significant statements and the level of contribution reaches 39.6%. In order to test the first hypothesis, we use the analysis of variance F, and it is found that the calculated significance level is 0.00 less than the overall tabulated significance level 5%, and so we accept the text of that there is a statistically significant influence of price discounts on the level of contribution of Saudi women in the buying behavior at the statistical significance of 5%. The price discounts program used by hypermarkets in the city of Riyadh is responsible for explaining the contribution of the Saudi women in the buying behavior.

**Table 5: The Stepwise Analysis of the First Hypotheses**

Model	The Model	B	T	Sig.	Statistical Indicators
1	Intercept	3.202	8.546	0.000	F=17.407 Sig.=0.00 r <sup>2</sup> = 0.071 R=0.267
	Price discounts increase the demand for discounted products in the market	0.432	4.172	0.000	
2	Intercept	2.092	4.252	0.000	F=14.823 Sig.=0.00 r <sup>2</sup> = 0.108 R=0.341
	Price discounts increase the demand for promoted products in the market	0.388	3.806	0.000	
	Early purchase is tied to the reduced price of the product	0.348	3.382	0.001	
3	Intercept	1.609	3.049	0.003	F=11.986 Sig.=0.00 r <sup>2</sup> = 0.126 R=0.371
	Price discounts increase the demand for discounted products in the market	0.341	3.318	0.001	
	Early purchase is based on the price discounts of the product	0.320	3.122	0.002	
	Price discounts is a reason to trial out the new brands	0.215	2.377	0.018	
4	Intercept	0.898	1.467	0.144	F=10.385 Sig =0.00 r <sup>2</sup> = 0.141 R=0.396
	Price discounts increase the demand for promoted products in the market	0.278	2.625	0.009	
	Early purchase is based on price discounts of the product	0.301	2.953	0.003	
	Price discounts is a reason to trial out the new brands	0.206	2.300	0.022	
	I tend to buy favorite products only during times of price discounts	0.254	2.236	0.026	
Test The First Hypothesis Using Enter Method					
	The Model	B	t	Sig	Statistical Indicators
	Price Discounts Policy	0.794	5.149	0.00	F= 26.508 Sig.=0.00 r <sup>2</sup> = 0.075 R=0.267

**7.2 HO<sub>2</sub> : There are Statistical Significant Differences in the Awareness Level of the Price Discounts According to the Monthly Income, the Years of Marriage, the Number of Children, the Family in the Life Cycle, Age, Education, Profession, and the Family Origin.**

To test the hypothesis of statistical differences and analysis of variance ANOVA (F) is used for questions that have more than two choices of answer: monthly income, the years of marriage, the number of children, the family life cycle, age, and education, while the t-test is used for variables that have only two choices which are the profession and the family origin. The results of this test have shown in table 6 the positive trends in the sample responses of the awareness level of price discounts policy according to such by comparing the arithmetic mean of the Likert scale and arithmetic mean of the variable. To test this hypothesis, the analysis of variance ANOVA is used.

The statistical rule says that if the significance level of the variable less than the overall significance level of the test 5 %, we can accept the effect of personal demographic variables on the awareness level of the price discounts policy. It is found that statistical differences in the awareness level of price discounts program according to monthly income, the number of children and profession. Using Scheffe statistics to find the direction of such differences and it is found that the middle-income families between SAR 10-20 thousand are the most aware of price discounts policy, and there is a positive relationship between the number of children and level of awareness, as well as the working woman.

**Table 6: Testing of the Second Hypotheses**

The Variable	Likert Arithmetic Mean	Sample Arithmetic Mean	F	Sig.	Statistical Decision	Comments
Monthly Income	3.5	2.3861	6.543	0.00	There are Statistical Differences	The middle income families whose income ranges between SAR 10-20 thousand are the most aware of the price discounts policy
Years of Marriage	3	3.015	1.559	0.339	There are Statistical Differences	
N. of Children	3.5	4.654	3.189	0.00	There are Statistical Differences	The increases in number of children means more aware of the price discounts policy
The Family In Life Cycle	2.5	2.567	2.018	0.091	There are Statistical Differences	
Age	3.5	1.994	0.556	0.336	There are Statistical Differences	
Education	3	3.156	0.418	0.619	There are Statistical Differences	
Profession	1.5	1.213	4.685	0.001	There are Statistical Differences	The Working Saudi Women are more aware of the price discount policy
Family Origin	1.5	1.204	0.015	0.918	There are No Statistical Differences	

**7.3 HO<sub>3</sub> :There are Statistical Significant Differences in the Contribution Level of the Women in the Buying Behavior According to the Monthly Income, the Years of Marriage, the Number of Children, the Family in the Life Cycle, Age, Education, Profession, and the Family Origin.**

The results show the positive trends in the sample responses of the contribution level of women in the buying behavior according to demographical variables by comparing the arithmetic mean of the Likert scale and arithmetic mean of the variable. To test this hypothesis, the analysis of variance ANOVA is used in the more than two choices of answers, while the t-test is used in the profession and family origin. The table 7 shows the statistical significance level of

most personal factors are higher than the 0.05 (monthly income, family in life cycle, age, education, occupation, family origin), so there are no statistical differences in the contribution level of women in the buying behavior according to such demographical variables between the brackets. This result is consistent with the descriptive analysis in table 7. While it is found also the statistical differences in the contribution level of women in the buying behavior according to the years of marriage and the number of children in the family. The statistical differences in the contribution level of the women in the buying behavior in the Saudi family tend to the group between 15 – 20 years, and to the families that have 4 children or more. The positive relationships between the years of marriage, the number of children and the differences in the level of contribution in the buying behavior.

**Table 7: Testing of the Third Hypotheses**

The Variable	Likert Arithmetic Mean	Sample Arithmetic Mean	F	Sig.	Statistical Decision	Comment
Monthly Income	3.5	2.3861	0.765	0.576	There are No Statistical Differences	
Years of Marriage	3	3.057	2.559	0.039	There are Statistical Differences	The woman in newly married couples and empty nest families is more involved in the buying decision.
N. of Children	3.5	4.079	2.73	0.02	There are Statistical Differences	The lower the number of children in the family, the more women will contribute to the purchasing decision within the family.
Family in Life Cycle	2.5	2.715	1.595	0.191	There Are No Statistical Differences	
Age	3.5	2.993	0.801	0.55	There Are No Statistical Differences	
Education	3	3.234	0.496	0.739	There Are No Statistical Differences	
Profession	1.5	1.452	2.685	0.102	There Are No Statistical Differences	
Family Origin	1.5	1.204	0.009	0.92	There Are No Statistical Differences	

**7.4HO<sub>4</sub> :There are Statistical Significant Differences in the Buying Roles of Saudi Women in the Buying Decision According to the Monthly Income, the Years of Marriage, the Number of Children, the Family in the Life Cycle, Age, Education, Profession, and the Family Origin.**

The table 8 below shows that there are positive trends in the sample responses in the buying roles of Saudi women. This result according to the comparison between the arithmetic mean of the Likert scale of response and the arithmetic mean of the variable (buying role). The table 8 shows the statistically significant differences in the decider role according to the years

of marriage and the number of children in the family, while it is the statistical differences in the initiator role according to the profession and the level of education. To find the direction of the statistical differences and using the results of the Scheffe test, it is found that the statistical differences in the decider role tend to families between 5-10 years of marriage and families who have 2 children. While the statistical differences in the initiator role tend to the working woman and the graduate holders. The negative relationships between the years of marriage, the number of children and the decider are proved, as well as the positive relationship between working women, the level of education and the initiator role.

**Table 8: The Test of the Second Hypotheses**

The Variable	Likert Arithmetic Mean	Responses %				Statistical Decision
		Initiator	Influencer	Decider	Buyer	
Monthly Income	3.5	0.983 (0.428)	1.112 (0.354)	0.583 (0.713)	1.168 (0.325)	No Statistical Differences in All of Buying Roles
Years of Marriage	3	1.449 (0.218)	0.832 (0.506)	2.793 (0.026)	1.635 (0.165)	There are Statistical Differences in the Decider Role
N. of Children	3.5	1.143 (0.338)	0.593 (0.706)	2.959 (0.013)	2.205 (0.054)	There are Statistical Differences in the Decider Role
Family in Life Cycle	2.5	2.117 (0.098)	0.873 (0.455)	2.306 (0.077)	2.224 (0.085)	There are No Statistical Differences in All Buying Roles
Age	3.5	1.119 (0.35)	0.659 (0.655)	0.822 (0.535)	1.287 (0.269)	There are No Statistical Differences in All Buying Roles
Education	3	2.742 (0.029)	0.394 (0.813)	1.188 (0.316)	0.468 (0.76)	There are Statistical Differences in The Initiator Role
Profession	1.5	0.044 (0.003)	1.026 (0.312)	1.372 (0.242)	0.367 (0.545)	There are Statistical Differences in The Initiator Role
Family Origin	1.5	2.577 (0.109)	0.945 (0.332)	0.005 (0.942)	0.603 (0.438)	There are No Statistical Differences in All Buying Roles

## 8.DISCUSSION AND RECOMMENDATIONS

The current research results show that the price discounts policy has a significant positive influence on the contribution of the Saudi women in the buying behavior in the Saudi family and this conclusion is consistent with other studies showed the need to buy the promoted products is increased on parallel with the price discounts (Murugan & Shanthi,2014) In the long run, the price discounts encourage the adoption of promoted products (Chandon&Wansink,2002). Studies confirm that there is a high interest by the women at discounts and offers before making the buying decision (Business Research,2010), and the female buyer often connect between the price discounts and product attributes can be obtained as well as the quality of the purchased products (Mortimer & Clarke,2011). It is found also that price discounts are more important than the quality of the promoted products (Srinivasan&Srivastava,2015). So the prices of prompted products are engine factor in the buying decision of Saudi women (Kancheva & Marinov,2014). Women have many roles in the family because of the differentiation in the personal independence and financial freedom (Bajpai,2008). The woman becomes an active economic partner in the buying decision of Saudi families, so this woman has 80% of the buying decisions of such families and this role gives the woman more duties in the masculine and shared decisions (Siddiqui, 2016). On the other hand, the contribution level of the Saudi woman in the buying behavior of the Saudi family is medium (moderate), so in the searching information stage, the woman is looking for full knowledge and the best value of transaction using the price discounts policy. The average level of contribution in the buying behavior reinforces the first belief that define the increases in the level of masculinity and men authority in the society will cut the woman's role in the buying behavior (Palan,2001).

In more details, the percentage of the contribution of the Saudi woman in buying roles ranges between 85.3% and 51.1% for the decider and influencer roles. In general, the overall role of the woman in the buying behavior in the Saudi family reaches 71.2%. This result is consistent with literature which decided that level of contribution in the middle class, but the cultural and economic differences increases the level of women's contribution to the American society reaches 85%. The narrow difference between the two results refers to the level of freedom, economic openness, personal independence and level of masculinity in western societies. These factors make the differences between the roles of the American the Saudi women in buying behaviors. In the current research, the economic freedom, education and work enabling are factors enhance the contribution level of the Saudi woman and diverse her buying roles in the Saudi family in most social classes. The price discounts strengthen Saudi women's role in the lower-income classes, so these prices allow them to make smart transactions in line with the low financial resources of such families. The price discounts are more visible for the families within the third stage of the life cycle (the full nest j). In this stage, children are under the age of six and they have own needs, home buying peaked increasingly, the cash assets decreases, and there is interest with new and promoted product. This family buys detergents and less purchase of husband's clothes. The needs include baby food, toys, medicine, and milk, pre-school products, vitamins, and health care services. The children has special needs and the woman is matured consumer, and there is an improvement in the work and education opportunities with more self-independence , and as we see under such conditions the urbanized family gives the women more duties in the buying behavior as well as the price discounts policy become a priority in this family. This result is consistent with the result of Krichler et al., (2001) that the urbanized spouses mean more engagement in the buying behavior.

One of the important results in the current research is determining the preferable promoted products by the Saudi woman. Sometimes the role of the Saudi woman focuses on selecting the products consistent with their biological feature such as household products, cosmetics, perfumes, and cleaning materials, while the Saudi man focuses on masculine products such as cars and its requirements. It is very important to show that changes happened in the role of woman are inconsistent with the changes in her first function job in the family. The price discounts policy is responsible for adopting new roles in the family and it expands the contribution level to buy furniture, travel plans, restaurants, entertainment, and personal baggage. The role of Saudi woman reaches the masculine products such as electrical appliances, education, banking services, financial plans, and homes. Despite the masculinity trend within the Saudi society, but there is a clear evolution in the role of women in buying decisions, and the degrees of urbanization and civilization in the society positively encouraged such role (Kricher et al, 2001). More specifically, the price discounts are a reason for Saudi women engagement in 47.8% of cars and accessories buying decisions, 20.9% of the sport activities and as well as 14.9% of health services buying decisions. These figures show the increasing role of the woman in the buying behavior in the Saudi family, and the cultural changes happened are responsible for these shifts. The price discounts make the Saudi woman the family leader through the buying roles of such a woman. The decider, the buyer, and the initiator roles reach 85.3%, 77.8%, and 70.5%, respectively. These roles are different among families according to the years of marriage, the number of children and the education level of the family. Of course, the high interest by women in the price discounts positively reflected on the level of contribution in the buying behavior. Anyway, the women consumers use the physical benefits of the purchased products than feelings and empathy (Siddiqui, 2016). Saudi consumer women consider the advertising is the main source of information about price discounts in the market.

### 9. PRACTICAL IMPLICATIONS

Woman has half of the total population in Saudi Arabia, and she has 37.4% of the total expenditure in the household sector and the figures show that a third of total income of Saudi women spend on personal services, 18.9% on food and beverages, and 23.1% on housing, water, gas, and electricity. The Saudi women are engaged in 71.2% of the buying behaviors of the household sector in the sale periods. The Saudi women is partner in 47.8% of car-buying decisions, 60.3% of home appliances, 61.1% of cosmetics and perfumes, and 33.2% of clothes and personal baggage buying decisions. It is found that 31.3% of the home decorations and maintenance are shared decisions with Saudi women. There are 53.4% of Saudi women prefer green products and environment-friendly brands. We add that 3.2% of Saudi women support the role of advertising in the market, which means that the large proportion of Saudi women reduces the real role of advertisers in attracting the consumer women, so we can say that there is no attention by advertisers to support the role of Saudi women in particular. It is also found that half of Saudi women trust in the information provided by parents and relatives related to promoted products, and this result enhances the personal communication among Saudi women. All of the results above are consequences of the price discounts policy of retail markets in Riyadh, so it is enough reason to attract Saudi women in times of promotions to buy

the promoted products. These prices explain the switching of 48.1% of regular consumers into newly promoted products, as well as this policy, is effective to increase the market share and sales in the short run. The success of price discounts policy in attracting the Saudi women depend on the variety in the promoted brands and the level of targeting the women in particular, in addition to the type of communication and marketing strategies used. Such strategies should include a large amount of information and deep details about the promoted products, price promotions, product attributes, contact details and points of purchase. The marketing campaigns should target the Saudi women directly. Finally, the women are the most used to personal contact and deep communication with others in the markets. The current research shows that 50% of women pass positive experiences and recommendations to others. This means the level of customer satisfaction is a key part of the success in the advertising, marketing and communication campaigns in the local retail market. Such campaigns should take into consideration the personal features and psychological needs of women. Targeting of Saudi women, in particular, is sparkle point in marketing plans of the household products. The pink marketing is a new concept considers the women as a partner in buying behaviors and explain the way of women targeting in marketing and communication strategies.

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