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GENDER SEGMENTATION AND ITS IMPLEMENTATION

IN SAUDI ARABIA

A Project

Presented to the

Faculty of

California State University,

San Bernardino

In Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

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by

Ghassan Mohammed Altawail

December 2003

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December 2003

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ABSTRACT

The purpose of this project is to gain a better
understanding of gender segmentation strategy
possibilities in the Kingdom of Saudi Arabia. Part of the
project focuses on an extensive literature review of
gender segmentation in the United States, past and
present, to grasp a clearer understanding of its nature
and implications here to compare it with the Kingdom of
Saudi Arabia today. This comparative analysis supports the
contention that gendering products and gender segmentation
strategies in Saudi Arabia are relevant undertakings
because of the distinctive influence of Islam on the
marketing and advertising environments. The gender roles
and obligations in Saudi Arabia tend to reflect similar
trends and developments in the United States during the
1950s based on the information in the literature review.
However, when evaluating and comparing the United States
and Saudi Arabia, the distinctive element of Islam and its
impact and influence on marketing and advertising to
gender groups emerges to shape a unique Islamic model for
marketing and advertising in the kingdom.

The primary marketing research study using a survey
instrument on a sample of female Saudi shoppers in various
locations in the City of Riyadh was conducted to clarify

and amplify the need for domestic and foreign marketers to consider gender segmentation trends and developments in the Kingdom of Saudi Arabia as especially relevant and important. The findings from this survey graphically illustrate and statistically demonstrate some critically important information about the consumer demographics, needs, and behaviors of the targeted female Saudi shoppers.

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CHAPTER ONE

BACKGROUND

Introduction

Gender segmentation is becoming more important in the profession of marketing everywhere in the world, including in the Kingdom of Saudi Arabia. In this country's markets, the traditional sex role and gender role prescriptions are still very valid and influential on consumer behavior. Unlike the West, which has undergone a transformation of a blurring of gender roles and gender perspectives, Saudi Arabian society remains very grounded in the traditional gender roles and sex roles for men and women because of Islamic law and Muslim family traditions. In fact, gendering a product or brand in Saudi Arabia is very much expected by both men and women consumers. Advertising and promotion campaigns are based on gendering products and brands to adjust to the traditional gender rules and roles set in society.

Gender segmentation for marketers in Saudi Arabia is relevant. However, gender segmentation usually is preceded by consumer segmentation which is the breaking down of a large, widely varied group of consumers into subgroups or segments which are more similar than dissimilar (Horowitz

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& Arwen, 1998). The segmentation of consumer groups allows to comprehend what the consumer is looking for and what the consumer is presumed to be looking for. Underlying the strategy of consumer segmentation are the facts that consumers differ in their wants and that the wants of one person can differ under various circumstances. Likewise, gender segmentation is done with the assumption that men and women have different tastes, needs, and demands in the various markets for goods and services (Horowitz & Arwen, 1998). Marketers in Saudi Arabia must clarify in all their plans and strategies to pay close attention to gender segmentation trends and developments.

Purpose of the Project

The purpose of this research study is to first conduct an extensive literature review on gender segmentation and gendering strategies for products in the United States to frame a comprehensive understanding of this approach to marketing and advertising in Saudi Arabia. This literature review will expose the major principles, guidelines, and models that American marketing researchers use to undertake gender segmentation and why gender segmentation is so important in marketing products and services to American consumers.

This knowledge derived from the literature review will then be used to consider the distinctiveness of marketing, advertising, and gender segmentation in the Kingdom of Saudi Arabia, especially in relation to personal female products and services. The distinctiveness is derived primarily from Islamic influences which are the center of Saudi families and lifestyles. The principle and beliefs of this religious source will be discussed in full to illuminate the importance of gender roles and gender obligations in this society. A comparative analysis between the United States and Saudi Arabia in regards to marketing and advertising will be provided to clarify religious and cultural distinctions. It will support the contention that American, British, and foreign companies must adjust and modify their marketing and advertising approaches in Saudi Arabia in relation to gender and Islamic principles. Also, by evaluating the rules and practices of advertising and promotion in the Kingdom of Saudi Arabia, especially in regards to Islamic rules, principles, and guidelines for gender, a clear understanding can be gained about the market environment. All this information is useful in developing a survey instrument to conduct a marketing study on a random sample of Saudi women in Riyadh concerning their personal

shopping habits. The findings and results of this study will be discussed to provide new insights into gender segmentation trends in Saudi Arabia's markets and how domestic and foreign marketers can benefit from this information.

Organization of the Thesis

The thesis portion of the project was divided into five chapters. Chapter One provide an introduction to the context of the project, purpose of the project. Chapter Two consists of a review of relevant literature about gender segmentation in U.S. marketing. Chapter Three consists of a review of relevant literature about gender segmentation in Saudi Arabia. Chapter Four presents the results and discussion from the market research on women's shopping habits for their own personal needs in Saudi Arabia. Chapter Five present conclusions and recommendations drawn from the development of the project. Project references follow chapter Five. The Appendices for the project consists of: Appendices A SPSS output; Appendices B Questionnaire; Appendices C open-end questions. Finally, the project references.

CHAPTER TWO

LITERATURE REVIEW OF GENDER SEGMENTATION IN

UNITED STATES MARKETING

Introduction

Gender segmentation from the marketing perspective in the Kingdom of Saudi Arabia can be first approached by conducting an extensive literature review on marketing segmentation in the United States with a focus on how gender segmentation strategies play out here. Although the United States and Saudi Arabia are very different societies and cultures, with completely different perspectives on gender roles, gender expectations, and gender values, the literature review can shed some important insights into how advertising and marketing towards American women evolved from the 1950s through the 1990s. In the 1950s, the United States had gender roles and expectations for American women more similar to Saudi women. The most proper place for the American woman in the 1950s was her family home in a stable marriage and raising children. This domestic role and situation for American women in the 1950s mirrors that of Saudi women today (Richard, Current, Williams, Friedel, & Brinkley, 1987).

American advertisers and marketers approached gender segmentation in the 1950s in regards to American women being married housewives and raising children. As consumers, American women were seen in these primary roles as wives and mothers. Their images, stereotypes, and tastes were packaged in advertisements and marketing strategies to reflect these gender roles and gender norms for them. Likewise, in Saudi Arabia, due to both religious and cultural influences, most Saudi women are much like American women in the 1950s in regards to their consumer roles and consumer functions. Most marketers and advertisers are approaching gender segmentation strategies with the perspective that most Saudi women are married housewives raising children. The ads and promotions aimed to cater to women consumers are conscious of these primary gender roles.

It is important to start out with a general overview of market segmentation and then shift attention to gender segmentation. Any market in the United States or Saudi Arabia can be segmented into an infinite number of ways. In the United States, among the more frequently used bases for segmentation are stage of life cycle, social class, geographic location, personality, and brand perception and preferences (Frank, William, & Wind, 1972). American

marketers have used two main approaches to the problem of
specifying market segments. One has been to classify
customers by their socioeconomic, demographic, and other
general characteristics such as sex, age, stage in life
cycle, personality, and attitudes and values. Common to
all these variables is their independence of any product
or service and the particular circumstances faced by the
customer in making consumption decisions. The other
approach bases the segments on situation-specific events,
such as users of specific products, heavy versus light
users, brand-loyal users versus non-brand-loyal users, and
various buying situations (Frank, William, & Wind, 1972).

In American marketing, the most widely used bases for
market segmentation have been sex, age, marital status,
number and age of children, ethnic origin, and
geographical location and mobility of a household. These
same bases for segmentation are applicable in the Kingdom
of Saudi Arabia. With a focus on sex or gender as a base
for segmentation, it is appropriate to review the use of
this gender segmentation in the United States in the 1950s
to distinguish distinctive elements from the 1980s and
1990s. As noted, in the 1950s, the ideal American woman
was a married woman who stayed at home and raised the
children, while her husband was at work making the income

to provide for the needs of her and his children. In Saudi Arabia, this same family arrangement and set of cultural customs for men and women is evident in 2003. Most Saudi women are married, stay at home, and raise the children, while their husbands are working outside the home and earning the family income to provide for the family needs. Yet, like American women in the 1950s, Saudi women are also important consumers. In most Saudi households, the women are making many consumer decisions for a wide range of products and services.

It is relevant to return to some marketing studies in the United States about gender segmentation and gender distinctions in the 1950s to frame comparisons with Saudi Arabia today. One of the issues that marketing researchers in the 1950s was addressing was: What makes women different from men in their buying and consumption behaviors? Today, in Saudi Arabia, this same kind of question is addressed by marketers and advertisers when studying ways to make more effective strategies to influence the female consumer group within the boundaries of Islamic laws.

In Carol Nelson's *Woman's Market Handbook*, an old marketing study is considered. According to Janet Wolff's marketing study in 1958, the following mental

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characteristics and fundamental attitudes of American

women of the 1950s were especially important in

differentiating characteristics between the sexes:

1. An inward turn of mind.

2. Creation of imaginative worlds.

3. Identification with the world around them.

4. A personal look at the world.

5. A high degree of intuition (Nelson, 1994).

When carefully considering these qualities that

distinguish American women from men in the 1950s, it is

important to note their applicability to Saudi women

today. These types of characteristics from a 1958 research

study are important to consider because of the fact that

Saudi women are essentially in similar circumstances as

most American women were in the 1950s in regards to being

full-time housewives and primarily tending to their

husband's and children's needs in the family household.

These gender roles and expectations in American culture

and society in the 1950s can be comparative to the Saudi

women's roles and expectations in the Kingdom of Saudi

Arabia today. The vast majority of Saudi women are

married, have children, and tend to their family household

as a full-time job and career. Wolff argues that because

of a woman's distinctive physical and mental make-up, as

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well as her domestic home life, she is influenced by her personality traits, needs and attitudes. The American woman of the 1950s was researched as a distinctive consumer because of being from the female gender group. Gender segmentation was growing in importance at this time in the United States because of the recognition that these American housewives were making a large number of consumer decisions for their family household. Likewise, in Saudi Arabia today, the Saudi housewives are also making a large number of consumer decisions for the family which may or may not involve the input of their husbands, especially in regards to purchasing household products and food for the family.

Another important area of gender segmentation studies in the United States in the 1950s was situation-specific customer characteristics of women, such as brand loyalty patterns, specific buying situations, and attitudes towards a given marketing stimulus. In these marketing studies, if a situation is defined to include only a given brand and the consumer's interaction with it, the relevant variables are brand usage, brand-loyalty patterns, buying situations, and attitudes towards the brand. A unique feature of all situation-specific customer characteristics is their ability to serve as dependent and/or independent

variables depending on the segmentation model. For example, if the ranking of a female consumer's brand preferences among a competing set of competing brands can be viewed as an independent variable in predicting future purchasing behavior, then the ranking may be used as a dependent variable in which the relevant independent variables might be the female consumer's socioeconomic characteristics or her exposure to particular advertising vehicles (Frank, William, & Wind, 1972).

This type of professional research into female consumer behavior was a very important trend in marketing and advertising for U.S. companies in the 1950s. The awareness of the women consumers having brand loyalty behavior and making predictable choices in supermarkets and other stores in regards to product brands influenced a new direction in advertising and marketing to females in specific buying situations. Packaging, in-store advertising, and labeling of products became very important considerations. This development of gender segmentation strategies for women based on specific situation patterns became common in the 1950s. In the Kingdom of Saudi Arabia, the use of specific situation strategies for female consumers has grown considerably in the past decade. An increased awareness among advertisers

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and manufacturers of Saudi women being brand loyal in purchasing some products, including food products, personal care products, and beauty products.

Another important area of gender segmentation research in the United States was the idea of using product-, brand-, and store-patronage characteristics as bases for marketing segmentation. This type of research was first conducted in the early studies of brand loyalty by Brown (1952-53) and Cunningham (1955). These studies pointed out that there is a tendency among many American households to concentrate purchases on a limited number of brands in a given product category, which exhibits brand loyalty, and that the degree of brand loyalty tends to vary across product categories and households. These findings gave rise to the idea that if loyal and nonloyal female customers differ in terms of identity and respond differently to marketing variables, loyalty might prove a profitable basis for segmentation. The assumption was made that if loyal and nonloyal female customers had different socioeconomic, demographic, or personality characteristics or different media or shopping habits, a firm could tailor its marketing program more specifically to the different loyalty segments. Similarly, if there were differences in response to alternative promotional activities, pricing

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policies, channels of distribution, product policies, and marketing strategies could be designed accordingly (Frank, William, & Wind, 1972).

The utility of brand loyalty as a basis for segmentation depends not only upon knowing the type of loyalty, such as whether it is the result of some personality tendency to engage in habitual behavior, a specific commitment, or a preference to a brand or a result of some market condition, but also whether the person has a single or multi-brand loyalty and whether the loyalty is to private or national brands. The multi-brand loyalty phenomenon, which is loyalty to two or more brands, was studied first in the 1950s and developed into an attitudinal model by Jacoby and Olson (1970) which held that individuals tend to organize brands of a given product class into regions of acceptance (the most preferred and acceptable brands), rejection (the unacceptable brands), and neutrality (those brands that are regarded as neither acceptable or objectionable). An essential assumption of this model is that the attitudes are translated into brand-loyalty behavior. Given this assumption, it is hypothesized that the strength of brand loyalty is a function of the distance between regions (the greater the distance the stronger the loyalty) and of the

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ratio between the number of brands in the regions of acceptance and rejection [the greater the proportion of brands in the rejection region the stronger the brand loyalty] (Frank, William, & Wind, 1972).

Store patronage and store loyalty among women were also studied in the United States as bases for segmentation in the 1950s. According to Frank and his colleagues in their book on market segmentation, Stone (1954) identified four types of female shoppers based on the shopper's orientation toward stores and purchasing habits that began to influence marketers and advertisers in shaping strategies specifically for female consumers:

1. The economic shopper who is sensitive to price, quality, assortment of merchandise, and efficiency of sales personnel.

2. The personalized shopper who forms strong personal relations with store personnel who become the major determinant of her store patronage.

3. The ethical shopper who is willing to sacrifice lower prices and better selection of goods to help the smaller businesses for whom she develops strong attachments.

4.   The apathetic shopper who views shopping as a
      chore and convenience of location is crucial for
      her store selection rather than price, quality,
      relations to store personnel, or ethical
      considerations (Frank, Willian, & Wind, 1972).

Such classifications of female shoppers was important
for marketers and advertisers because of the awareness of
how certain women from different social classes behave in
their consumption patterns. For instance, the economic
shopper is usually going to come from the middle- or
lower-class segments. These women are thrifty and price
conscious in almost all buying situations. Marketers and
advertisers trying to appeal to this classification of
women must emphasize pricing strategy. Discounts,
bargains, and any strategy that affects prices will be
attractive to the economic female shoppers. The
advertisements announcing price reductions, or big
discounts when purchasing in bulk, are going to draw the
attention and influence the buying behavior of these
women.

In contrast, personalized shoppers are women who
develop relationships with store personnel and become
loyal as store patrons because of these relationships.
Personalized shoppers are going to patronize and shop at a

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particular store regardless of the pricing or product strategies being used by marketers. Instead, this classification of female shoppers must be given opportunities to justify their loyalty to a particular store and maintain this loyalty through having sufficient product selection and affordable prices. Actually, the marketers and advertisers only need to give these female shoppers enough reason to remain loyal to the store.

Even though hardly applicable in the United States in most places today, the ethical female shopper was someone in the 1950s who tried to ensure that her shopping was done at independent, small businesses to provide customers for these "little guys." Despite less product selection variety and higher prices, these ethical women shoppers are aiming to help the small businesses and often develop strong attachments and relationships to the store personnel at such businesses. In the 1950s, throughout small-town America, plenty of ethical women shoppers probably did exist. However, in 2003, the dominance of Wal-Mart and drastic decline of small businesses in many areas, the ethical shopper is a dying breed among women in America.

However, the apathetic shopper characterization is probably thriving among American women consumers. With a

large number of women in the workforce and burden with
many chores and demands on their schedules, convenience
can be assumed to be a top priority in many American
female shoppers' selection of certain stores. For example,
grocery shopping may be done by many American women today
much differently than in the 1950s when it was a primary
household chore for most housewives. These women in this
era may have been more price conscious, or more selective
in their type of grocery store, or have relationships with
store personnel and therefore loyalty to that store.
Today, the busy American female, who is likely juggling
both work and home chores, is going to rush to the
supermarket and do her grocery shopping without regard to
any store personnel, price discounts, or anything else but
one factor: convenience. The store that is closest in
location and provides efficient service is going to be the
selection by the modern-day American woman compared to the
1950s when this study was conducted.

Are these classifications from gender segmentation
research in the 1950s in the United States applicable in
Saudi Arabia and to Saudi women? The assumption can be
drawn that Saudi women could possibly be classified into
these categories for some of their consumer patterns. The
middle- and lower-class Saudi women are likely to be very

price conscious. Also, since they are stay-at-home housewives, where shopping is a major dimension of their lives outside the home, they may indeed plan strategies about where they are going to shop and why they are going to shop at a particular store. Also, like American women of the 1950s, Saudi women may become ethical shoppers and personalized shoppers. Their ventures to shop outside the family home may be very important for them socially, as well as functionally, because they are meeting up with store personnel that have become friends and they can socialize in their store visits while shopping at the same time. Also, it is highly likely that some Saudi women are apathetic shoppers who want to get it done and put a high priority on convenience.

All of these gender segmentation strategies from American marketers and advertisers in the 1950s towards the American housewives as a lucrative consumer segment can be used beneficially by marketers and advertisers in the Kingdom of Saudi Arabia today because of the similarities we pointed out earlier. Saudi women are very similar to American women in the 1950s in regards to lifestyles and domestic focus in regards to their consumption patterns. However, distinctions are sill relevant between American women of the 1950s and Saudi

women today. American women in the 1950s were able to make some lifestyle choices that are unavailable to Saudi women, such as smoking, dancing in public, dressing in sexually-attractive ways, and interacting with non-family men in social situations. Saudi women have different lifestyle variables as well as reasons for why they select personal care and beauty care products compared to American women. Saudi women are not sex symbols in society nor in any fashion. In the American culture, even in the 1950s, American women were portrayed and conveyed in advertising pieces as sex symbols and sexually appealing to draw men to consider product brands. As this image of an American sexy woman increased in the public mind and perception, the gender segmentation strategies of marketers began to evolve a distinctive approach to women after the 1950s that appealed to their female need to be more sexy and more beautiful. When the feminist movement of the 1960s and 1970s arrived to the American culture, the former stereotypes and images of the American housewife in a domestic situation were shattered. The feminist movement swept across American society to force marketers and advertisers to view American women as individual personalities and distinctive consumers who had their own views, opinions, tastes, and values. They were

no longer all married housewives doing the grocery shopping for the family. Instead, American female consumers were changing and transforming into individual personalities with distinctive, unique needs and demands from product manufacturers. Yet, the pendulum swung back in the 1980s, when American women liberated from their stereotypes of the 1950s were now perceived more than ever as sex objects and sexual beings. The personal care and beauty care marketers realized that American women were now trying to reach and achieve impossible standards of physical beauty to reflect themselves as sexually attractive and appealing to men.

One of the more interesting articles on American women and advertising in the 1980s and 1990s is "Narcissism as Liberation" by Susan J. Douglas. In her assessment of the backlash of the feminist movement, Douglas notes that women's liberation themes in advertising and marketing metamorphosed into female narcissism unchained by political concepts and collapsed into women's distinctively personal, private desires. The marketers and advertisers began to equate women's liberation with women's ability to do whatever they wanted for themselves, whenever they wanted, and no matter what the expense. The ability to spend time and money on one's

appearance was a sign of personal success and breaking away from the old rules and roles that had held women down in the past. Women were being conveyed as putting themselves first and everyone else second. Gender segmentation in marketing had reached another era in the United States (Douglas & Scanlon, 2000).

Douglas notes that as the baby boomer women, those females born between 1946 and 1964, emerged from their college and youthful transition years, the issues and concerns for these consumers changed. Douglas believes that many of these women began to turn away from feminism and radical politics of their youth and began to seek careers and upscale achievements. The idealistic and materialistic values of the feminists were replaced by the materialistic values of narcissist women. These female consumers and buyers were viewed by marketers as wanting to indulge in oneself, pamper oneself, and focus on oneself without having to listen to the needy voices of others. This was the mark of true female liberation. The advertisers caught on to this new trend of narcissism in the 1980s. The females of this era were emerging self-centered and self-satisfied but deeply anxious about what others thought about them (Douglas & Scanlon, 2000).

Quoting a book written in 1979, *The Culture of Narcissism*, by Chirstopher Lasch, Susan J. Douglas says that American women in this narcissist era craved approval and fantasized about adulation. The female narcissist is skilled at managing impressions, at assuming different roles, and developing a magnetic personality. Narcissists always measure themselves against others. They are always searching for gratification and heightened emotional experiences. Female narcissists, according to Douglas, are most fearful of aging and death. Grabbing onto these themes, Douglas says that American advertisers began to cater to the needs and demands of these female narcissistic personalities. Female product ads, such as those ads for cosmetics and personal care items, began to address the themes of female confidence and self-love but also imply the message that women need to measure up to others in image and beauty. The standard of feminine beauty came back with enormous importance (Douglas & Scanlon, 2000).

The advertisements for female products in all the women-oriented magazines like *Vogue, Harper's Bazaar, Mademoiselle, Glamour, Cosmopolitan,* and *Self*, according to Douglas, were all emphasizing self-indulgence and self-gratification for females. Douglas says that these

magazine ads can portray a narcissistic paradise where
women are focusing on themselves and their appearance. One
of the most unsettling themes in these advertisements and
promotion campaigns in women's magazines in the 1980s and
1990s distinguished by Douglas is the strong re-emergence
that approval by others, especially men, means everything
and without it a woman is nothing, an outcast, unworthy,
and unloved (Douglas & Scanlon, 2000).

The high standard for female beauty in marketing and
advertising evolved in the 1980s and 1990s partially based
on this narcissism trend sweeping across American society.
Women were more self-centered and more concerned about
their personal appearance. Douglas is clarifying that the
advertisers saw the need to emphasize the themes of beauty
over health, sexuality over fitness, and equate thin
thighs and thinness in general to wealth and status for
women. The standards of beauty were actually set up by
these advertisers as virtually unattainable for most women
consumers, but they were cast within reach if only the
right personal care or beauty care product was purchased.
Douglas believes that the narrower ideal of feminine
beauty that evolved in the 1980s and 1990s continues to
bombard women from every media outlet and every
advertisement vehicle. The American women were being given

the messages from these marketers that any individual could achieve a perfect body and perfect shape if being a discriminating, upscale consumer of personal care and beauty care products. Douglas explains her assessment of what advertisers and marketers were doing with their strategies in the past two decades:

Perfect women thighs, in other words, were an achievement, a product, and one to be admired and envied. They demon-started that the woman had made something of herself, that she had character and class, that she was the master of her body and, thus, of her fate. If she had conquered her own adipose tissue, she could conquer anything. She was a new woman, liberated and in control. She had made her buttocks less fatty, more muscular, more, well....like a man's. So here we have one of the media's most popular - and pernicious -distortions of feminism; that ambitious women want, or should want, to be just like men (Douglas & Scanlon, 2000).

Obviously, gender segmentation approaches and strategies by marketers and advertisers changed completely from the 1950s by viewing and assessing the needs and demands of female consumers differently. Although many American women still do the grocery shopping and other shopping for their husbands and children, the modern-day

American woman is a liberated, powerful personality who has a range of individual needs. The personal care and beauty care markets for females are multibillion dollar industries today because of these changes in female consumer demands and needs. Also, American women today are trying to achieve the impossible standards of female beauty as conveyed in the mass media. American women are striving to achieve what they see in the perfect female model bodies advertising products in the women's magazines Of course, Saudi women have not started any feminist movement nor have they changed socially, politically, and individually like the American women did from the 1950s until today. Saudi women are more bounded by religious and spiritual principles, guidelines, and rules for their gender behavior and gender identity. Saudi women are still primarily married women who are staying home to raise the children. Yet, they are very significant consumer group that cannot be overlooked. Despite the vast changes in the gender roles and relations in the United States, marketers and advertisers continued to frame some basic differences in men and women consumers.

For instance, according to Ronald D. Michman (1991), social and cultural forces as well as physiological and psychological factors in American society contribute

significantly to differences in purchasing patterns
between men and women even in the modern era. Companies
have recognized gender is an important segmentation
variable for products such as perfume, appliances,
clothing, and jewelry. One of the unique areas that
differentiate between genders, according to Michman, is
cigarette manufacturers who use gender segmentation
strategies to offer specific female brands, such as
Virginia Slims, Silva Thins, and Eve. These cigarettes are
marketed with feminine packaging and advertising formats
that appeal only to women (Michman, 1983). So, marketers
and advertisers in the United States continue to mark
differences in men and women as consumers. American women
may be working, have more individual independence, and
have more equality than American women in the past but
they are still women. These women are going to still
continue to have distinctive tastes and demands for
female-oriented products that have little or no appeal to
men.

Also, unlike men, women become pregnant and have
babies. The motherhood profile of the modern American
woman is distinctive from the 1950s profile as well as the
profile of a Saudi woman. Most American mothers today are
working mothers. They return to work after the baby is

born. These modern American mothers have distinctive wants and needs compared to women who stay at home and focus on child rearing activities. Working mothers, according to Nelson (1994), are always looking for products that are improvements on existing products to assist them in their motherhood responsibilities. Also, new working mothers in the United States are always looking for freebies to see if these products are improvements on existing ones. Nelson points out that direct sampling in stores has become very popular among companies trying to get their products into the hands and mouths of new babies. These direct samples are handed out by representatives at the stores with cheerful smiles and a discount coupon accompanying it. Of course, if the baby likes the food, formula, or whatever other product, then the mother is going to likely try it out. The discount coupon helps complete the final decision. Another strategy used on new mothers is the direct marketing approach. As soon as the new mother arrives home from the hospital with a new baby, the free product samples start arriving by delivery or mail (Nelson, 1994).

Nelson's research on marketing products to new American mothers demonstrates the unique needs and demands of this specific group of consumers. Marketers to the new

American mother, however, according to Nelson seldom observe all five practices that maximize consumer response. These practices are listed here and can possibly be applicable to new Saudi mothers today:

1. New mothers are very aware of the significance of their choices. Have the marketers used strong and specific competitive/comparative claims? Has the marketer named the competition?

2. New mothers don't have ample free time to analyze advertising messages. Are the marketer's messages pointed and benefit-laden?

3. New mothers see to many identical appeals. Has the marketer distinguished his product from the competition's in both appearance and apparent offer?

4. New mothers deal in both the present and the future. Has the marketer offered benefits that make sense to them right now as well as carrying over into the future?

5. New parents are proud but fearful. What did we get into? How can we pay for all this? What happens if the economy changes? Does the advertising campaign feed on both the parental pride and fear? (Nelson, 1994).

In another study done by Ronald D. Michman, *Marketing to Changing Consumer Markets*, demographic factors of American families have changed in the past two decades. The traditional American family of husband in the workforce, wife a full-time household manager, and two children is disappearing. Only 16 percent of families in the United States constitute such households in 1990. Couples marry at a later age, there are fewer children, the divorce rate is soaring, and half the wives are in the work force. Also, the entrance of women into the work force has dramatically increased the number of two-income families and changed lifestyle behavior. It has also developed a wider gulf between the various socioeconomic classes (Michman, 1983).

This study by Michman also reveals the professional woman, married or single, is a different type of female consumer. Marketers have responded to these differences in such women in regards to their consumption habits, values, tastes, and recreational pursuits. The professional women market is estimated to be a market composed of about 15 percent of all working women. Many professional women have careers rather than just jobs. They do not want to spend much time shopping and they look for stores whose hours are compatible with their own. These professional women

were found to be responsive to coupons, more concerned

with in-store information, and more amendable to private

brands. These professional women also engage in more

comparison shopping. Professional women also tend to be

trained to make quick decisions and enjoy special

presentations that are aimed at their needs which are

concise and to the point (Michman, 1983).

Michman's study also supports the earlier discussions

on how modern American women are liberated in the sense of

being more individualistic. They are concerned about

themselves. These women as consumers are balancing the

needs of their families and themselves. They do not

necessarily always place the family first in their buying

and consumption patterns. Modern American women may demand

to buy certain products or services because of

self-improvement desires that do not have anything to do

with her family needs. Michman finds that former gender

distinctions in consumption patterns are more and more

blurred today. He notes that husbands and wives in the

modern household make many joint decisions for some

products and services, while also making decisions in

areas that once were reserved for one or the other gender.

In other words, some married women are making purchases at

the hardware store, while some married men are doing the

grocery shopping. These blurring of gender roles have implications for marketers because of their former assumptions and stereotypes needing adjustment when performing gender segmentation studies and forming gender segmentation strategies (Michman, 1983).

For example, in 2002, Esther Lem, Vice-President of brand development for anti-per spirants and deodorants for Unilever in North America, was presiding over the company's biggest men's personal care launches in U.S. history. Unilever, which use to deal with primarily women personal care products, has adopted its marketing and consumer product strategies because of the changing gender roles and expectations in American society and Western society as a whole. Esther Lem says she oversaw the $90 million launch of its Axe men's deodorant and body spray brand in the United States. Ms. Lem says that the men's personal care product market is exploding and her company is trying to exploit the skyrocketing demand for such products (Neff, 2002).

Alice Z. Cuneo (1997) discusses how advertisers have begun to aim at women in traditionally male categories from automobiles to technology to home repair. Big-name companies like Porsche Cars of North America and Nike have begun to cater exclusively to women consumers with their

traditional male product lines. For example, Mr. Goodby of Porsche Cars of North America says that one third of his customer for its Boxter and 911 models are women. To adjust to this larger segment of females buying Porsches, Mr. Goodby points to a magazine advertisement that shows a car in route to a country bed and breakfast specifically aimed at the female segment of buyers. Nike has begun to offer more women clothing and shoes for sports. For example, its Dawn Staley shoe is the first high-end performance shoe to be developed from the start on a technological level that was previously afforded only to the likes of Michael Jordan footwear (Cuneo, 1997).

Gauches (1993) overviews the tremendous growth opportunities in the female market segment in the United States. She discusses some of the cultural and social trends among females, including their increasing diverse demands and needs, as they go through the life cycle. For example, Gauches explains that American women no longer pursue the same gender path into marriage, raising children, and a lifetime relationship with one man. Instead, American women are more likely to get divorced than ever before in history. In some cases, American women are marrying and divorcing several times in the course of their lives. Diverse changes in women's needs and

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lifestyles are what Gauches believes marketers should focus on in trying to segment this gender group (Gauches, 1993).

DePaula (2003) also supports the contention that marketers and advertisers should pay more attention to women because of their growing clout in the consumer marketplaces. Married women are increasing purchasing decisions in the family households for all different kinds of products besides just female-related products. The larger numbers of single women in American society means that marketers have an entire spectrum of needs and wants from this distinctive consumer group. Unlike married women, single women are catering to themselves above anyone else. They have independence and revenue capabilities distinctive from their married counterparts because they are able to spend more money on more products for themselves. De Paula criticizes marketers for still holding onto some of the traditional assumptions of women in their gender segmentation approaches and strategies. De Paual feels that marketers have to discard this outdated stereotype of the American woman and begin adjusting to the new realities of the modern-day females (De Paula, 2003).

Jaffe and Berger (1994) provide an interesting analysis on the effect of modern female sex role portrayals on advertising effectiveness. These researchers find that advertisers are more often using women in different, non-traditional roles in appealing to the modern feminist groups of women consumers and those younger women who are growing up with more non-traditional values and lifestyles. Jaffe and Berger cite the commercials that show active, athletic women that reflect the stronger, more physically-able woman of today. The gender segmentation strategy in these commercials is that women consumers desire to see women more like themselves and using products that they would use in this fashion. The portrayal of modern females in non-marriage situations and roles are increasing in number and frequency in recent years. American women are no longer automatically assumed to be happiest when married and raising children like back in the 1950s. In the post-feminist era, according to Jaffe and Berger, women desire to have realistic portrayals of different kinds of women with diverse values and careers in advertisements and commercials (Jaffe & Berger, 1994).

Pinkerton (1995) provides a review of new marketing tactics to appeal to women in buying and using computers. Pinkerton cites that computer technology has changed the

modern workplace and modern family household more than any other technology. She believes almost all American families now have purchased a personal computer for their family home. Of course, these personal computers are similar to appliances, according to Pinkerton, from the viewpoint of women, who desire to add-on, improve, and make them a more valuable, interactive feature of the household. Pinkerton suggests that computer marketers must understand how to improve their gender segmentation strategies for women in selling computers. Women are looking for accessories to computers that can improve and enhance them for their households. Pinkerton believes that computer marketers have failed to segment women from men in selling these products (Pinkerton, 1995).

Mitchell (1995) focuses her research on the next baby boom and how marketers can approach these new mothers with distinctive strategies to appeal to them in their motherhood phase of the life cycle. Mitchell explains that many of the new baby boom mothers are older, more intelligent, and more educated women than their own mothers. These individual females have emerged from a self-centered lifestyle and consumption patterns that revolved around self most of the time. In this phase of motherhood, these former single women who are now married

and having children must adjust their own personal attitudes, values, and purchasing decisions to their new realities. According to Mitchell, marketers and advertisers can benefit by shaping gender segmentation strategies that appeal to the personal needs and attitudes of these former single women, while also introducing them to these new concepts of sharing, compromising, and sacrificing because of the new baby and new husband (Mitchell, 1995).

Horowitz and Mohun (1998) examine the gender, consumption, and technology factors in American households from the nineteenth century to the present. These researchers distinguish that gender roles, gender consumption, and gender norms changed dramatically over the decades from the 1820s to the 1990s. By reviewing these changing patterns for each decade and segment of time, Horowitz and Mohun shed light on the changing gender trends in American society and their origins that we study today and wonder about their background history. Gender roles and gender norms for women began changing dramatically throughout the twentieth century. The marketing and advertising experts are criticized by Horowitz and Mohun as failing to recognize most of these gender role changes by often staying to traditional

assumptions about women and men until most recently in the 1980s and 1990's (Horowitz & Arwen, 1998).

Summary

Gender segmentation strategies of most American companies are forced to adjust and modify their assumptions about American women and men buying habits and behaviors in the modern era. The 1950s are gone forever in the United States as far as gender roles, expectations, and norms. American women today are liberated from these traditional gender roles and expectations to a larger extent than ever before in the country's history. Also, the huge influx of women into the workforce means that most married American women have changing demands, needs, and lifestyles from previous times when they were still full-time housewives raising children. Also, the individualistic demands and needs of modern American women, married or single, is dramatically different from the past. Marketers and advertisers recognize that women are self-centered, self-oriented, and self-conscious today. They are shopping for many different products and services that are concerned with improvement of self. This review of literature on gender segmentation in the United States in the past four decades gives strong indications

that gender roles, expectations, and norms have changed
dramatically which caused tremendous modifications in the
advertising and marketing industries. However, it is now
appropriate to shift attention to gender segmentation in
the Kingdom of Saudi Arabia where gender roles,
expectations, and norms are much more traditional. This
information can then be compared to the literature review
on gender segmentation in the United States.

CHAPTER THREE

GENDER SEGMENTATION IN SAUDI ARABIA: THE IMPACT

OF CULTURAL AND ISLAMIC INFLUENCES

Introduction

American marketers doing business in the Kingdom of

Saudi Arabia are well aware that Islamic laws and Islamic

rules are very different from those in the American

markets. Domestic or foreign companies cannot use

sexuality as a theme of advertisements or marketing

programs. In Saudi Arabia, a beautiful woman cannot be

displayed in advertising in sexy clothes or sexy poses.

Islam forbids this type of open sexual expression and

behavior is bounded by Islamic laws and principles

(Arthur, 1999). The marketing strategies of Saudi managers

and businesses must comply to these legal restraints and

narrow guidelines for using female models for advertising

as well as promoting female products. British and American

managers also have to understand the importance of their

decisions in a marketing strategy to fit the local needs.

The purpose of this section will be to evaluate the

rules and practices of advertising and promotion in the

Kingdom of Saudi Arabia. By understanding the Islamic

rules, principles, and guidelines, especially in regards

to gender, companies can avoid having bigger problems with legal officials and government officials for violations of Islamic laws. These types of problems always occur because of the foreign company's lack of knowledge about Islamic boundaries and restrictions for marketing and advertising in the Kingdom of Saudi Arabia. The focus will be on the rules and practices of advertising and promotion of female products for Muslim women so that a larger, more refined perspective of gender segmentation strategies and their uniqueness in the Kingdom of Saudi Arabia can be distinguished.

The Western model of the marketing mix featuring the four Ps of product, place, price, and promotion has become one of the fundamental cornerstones of international marketing strategies in many Saudi firms due to the very fact that most of the managers and marketers have received Western education degrees in marketing. The four Ps of product, price, place, and promotion are on the minds and in the perspectives of every major marketing decision-maker for most Saudi firms (Cateora, 1990). The marketing mix strategies in Saudi companies are considered the most important component of the company's overall strategy and general strategy to be successful in the highly competitive industries of international business.

Yet, the Saudi companies' management staff continue to look like Arab-Muslims, dress like them, and follow the local social and political customs of the people but they are simply thinking more like Western marketers in business life. Gender segmentation strategies are obviously very important considerations for companies who are trying to gain advantages over their competitive rivals. However, unlike the secular environment of the United States, Saudi marketers as well as foreign marketers from Britain or the U.S. must be very aware of the Islamic influence on marketing concepts

Despite their higher education and degrees in marketing being derived from Western universities, Saudi business managers and marketing managers remain very devoted, faithful Muslims and a member of a tight-knit Muslim family. The best way to illustrate how Western marketing concepts are adjusted to the Islamic influences in Saudi Arabia, it is appropriate to detail on gender segmentation strategies in regards to how female products are marketed in Saudi Arabia With the strict, conservative religious principles for women and displaying women behavior in my country, this information can be useful in understanding how to shape a gender segmentation strategy

successfully and within the legal boundaries in the Kingdom of Saudi Arabia.

Islamic Model for Marketing and Promotion of Female Products in Saudi Arabia

The impact of international marketing and segmentation strategies will continue to increase in influence and intensity in the coming years and decades in the Kingdom of Saudi Arabia. Despite the fact that these international marketing models are based on Western theory and Western thinkers, the Saudi graduates who have assumed marketing management positions have been able to successfully integrate these concepts without disrespecting their Islamic faith or their Islamic routines in daily life and lifestyle. In fact, these native Saudi marketers and managers who return after education in the West is complete has been the leading harbinger of an integrated model of marketing and advertising within the context of an Islamic environment in Saudi Arabia (Arthur, 1999).

For example, in crafting gender segmentation strategies for marketing female products and services within the guidelines and restraints of Islam, the Saudi marketing managers know when to make adjustments to marketing approaches to match up with cultural and

religious restraints. The Saudi marketers who are mostly educated from the Western universities are aware of these differences and the adjustments necessary to make sure that the religious laws and religious standards are not violated in any sense.

Saudi marketers recognize that as long as the international marketing models are applied within the adjustments made for the Islamic cultural restraints and guidelines, then these theories pose no cultural or social threat to the country's rich heritage and religious faith. International marketing concepts are going to expand in their value and worth in Saudi business communities because of the fact that the country is an outward looking country and economy. Saudi Arabia is a country that needs to import a spectrum of goods and services from many Western companies in exchange for its most precious commodity, oil, or cash. International marketing is a field of knowledge that many Saudi college students are studying and acquiring skills to grow and advance towards the future where global economics will be the dominant reality in the kingdom (Arthur, 1999).

International marketing will become very normalized and consistently used by all businesses in Saudi Arabia in the near future. The growth and expansion of business and

trade beyond its borders has reached almost every corner of the world. Saudi investors and businesses are actively engaged in trade and marketing with almost every country from Australia to Asian countries to Russia to Eastern Europe to China to the United States and Western Europe. The Saudi business community has become engaged in international trade and business with an increasing number of Eastern European countries.

As international trade and international marketing increases with more and more countries, Saudi Arabia's economy and political relations have to become more open and more global in content and character. Already, Saudi government is very global in tone and approach to international issues. Saudi Arabia is not trying to close our doors and our borders from other businesses and from trading activities. Saudi's people, managers, and business owners are looking at these international opportunities and international trade relationships as good and beneficial despite the possible differences in religious beliefs and religious opinions. Saudi Muslims respect all other people's religious faiths and beliefs. Saudi traders and international businesses have no urge to try to persuade and convert their business customers or trading partners into Muslims. In the Kingdom of Saudi Arabia,

there is a process of separating the religious and business relationships through the international and global developments in the multiple different trade relations with so many countries (Arthur, 1999).

Islam remains an important influence on marketing and promotional activities throughout the Kingdom. Islam is a religion that requires a believer to submit to Allah and only Allah and recognize Muhammad as His Prophet. Muslims are raised to be very kind, considerate, and compassionate religious people. Saudi Muslims are typically going to be open, friendly, and courteous to people of all religious faiths and creeds. Saudi's Muslim communities are very adaptable to how people behave and act in their country's business sector and trading sector (Stewart, 1992). However, due to their strong religious convictions, marketers and advertisers from the West must be aware of how Saudi consumers and suppliers frown upon lying, cheating, and violating contracts as very wrong and willful violations of the Muslim principles of trust, honesty, and fairness that they emphasize in all trade and business relationships with foreign countries and foreign firms.

Saudi Arabia's tight-knit Islamic culture can be negatively influenced in some respects by the overwhelming

presence of international marketers in the country and present in the country's mass media. Western companies are forming a larger presence on radio and television advertising spots. Younger people are especially prone to question the kingdom's old cultural values and cultural customs when witnessing different things and different ideas from the European, American, and Asian cultures and peoples through their marketers and through advertising mediums. However, due to the cornerstone of Islam, faith in Allah, it is likely that the people of Saudi Arabia will continue to strive to be good Muslims as always despite the increase of international trade and its impact on their lives (Stewart, 1992).

The best approach to clarifying the gender segmentation trends and developments in the Kingdom of Saudi Arabia at the current time would be to shift attention to the comparative analysis of Muslim women in the Kingdom of Saudi Arabia and American women in terms of gender roles, expectations, and norms in their respective societies, followed by discussing Islamic boundaries on marketing to women in the Kingdom of Saudi Arabia.

Islamic Boundaries of Advertising and Promotion
of Female Products in Saudi Arabia

One of the most explosive growth areas in regards to
consumer purchasing concerns the Muslim women in Saudi
Arabia. Marketing and advertising has advanced
considerably in the past two decades in Saudi Arabia since
it began to open its trading relationships with the
Western countries and Asian countries. Its former status
as one of the world's trading centers in ancient times has
become revived in many ways in this strategic region of
the world trade markets. As evident in the extensive
literature review in the previous section, most American
women are free to wear any clothing they choose, appear
any manner they so desire in public, with the exception of
being totally nude, and buy whatever products they desire
for themselves, in terms of make-up, perfume, and other
female products associated with making self more beautiful
or more sexually appealing to males. American women are
allowed to work freely in the businesses in the United
States where they are expected to uphold a certain
behavior code and dress code to comply with policies
(Cateora, 1990). The marketers in the U.S. are aware that
the American women are very powerful individuals in making
the family unit's purchasing decisions. These purchasing

decisions can range from the family car to the family home's furniture and decoration needs. Women in the United States are also very active in choosing financial and money market accounts for investment. These women are socialized to try to be beautiful, to be attractive, and to be competitive in education and work in their adult lives. Product marketing plans are oriented around this power, freedom, and value system of American females, especially female-related products (Cateora, 1990).

For example, in the television ads for female products like perfume, clothing, make-up, or hair care products, the women models are very beautiful and always have a sexual appeal to their bodies and faces. These beautiful women are representatives of these female product lines that want to send the message to the female consumers that they can associate beauty with the product brand. Sexuality is a very important component to all these television commercials. The American women is viewed as a sexual-active individual who has a priority of looking beautiful and looking sexy in public and around others in social situations (Cateora, 1990). The ads for perfume always show a woman with some handsome, wealthy man attending to her needs and displaying his appreciation

to have someone as beautiful as her and smelling as beautiful as her with the perfume product on.

In contrast, in the Kingdom of Saudi Arabia, this type of advertising is illegal under Islamic laws. Women are not expected to try to become or be sexual beings in public towards strangers. Women are not even allowed to wear sexual-appealing clothing and hairstyles. Instead, the Muslim women of Saudi Arabia are trained and socialized from an early age according to strict Islamic traditions for their gender group. These women are expected to be humble, pious, and compassionate beings. They are not expected to be vain and selfish about their own personal looks. Although women are very beautiful in Saudi Arabia, these individuals are not buying products and clothing to emphasize their sexual appeal or attractiveness to others (Arthur, 1999). In the United States, women are competing against each other to look more beautiful and to look more sexy than their female counterparts, especially in recent times. This narcissism is not happening among the huge majority of women in Saudi Arabia.

Marriage and family life are the essence of the Saudi woman's existence. These institutions are the women's place in this traditional society. She understands her

roles, obligations, and duties to her husband, her children, and her family. The importance of her humility and compassionate nature as the moral fiber of our Islamic society cannot be underestimated. However, the husbands of the Muslim household are definitely allowing their wives to be the authority source in many purchasing decisions related to the home. Furniture and home decorations are a booming market right now. The construction of new homes and neighborhoods have translated into a high demand for home products like furniture, stereos, televisions, and all home-related decorations (Arthur, 1999). So, Saudi women are often viewed by their husbands as the experts in this consumer purchasing category. Likewise, American wives often take the authority role in this category.

When considering the female consumer behavior implications of the two different cultures in Saudi Arabia and here in the United States, the companies are going to be greatly influenced on how products are marketed in either one of the markets. The American company is going to market female consumer products much differently in Saudi Arabia than in the United States in terms of product packaging, product type, and product promotion due to the gender restrictions on female behavior imposed by Islam.

For example, Muslim women are not allowed to dress up
in sexy clothes with make-up, hair spray, and powerful
perfumes to appear 'sexy' and 'beautiful' in social
situations and in public. These types of products are
essentially forbidden for Muslim women to be used in
public places around non-family male members. Why? Because
in the source of Islam, *The Holy Qur'an*, which is
considered the Word of Allah, the guidelines are set in
clear language that women are expected to be humble,
pious, and modest in their appearances and behavior in and
around others in public (Arthur, 1999). This moral
standard means women are expected to be modest in dress
and appearance to the point of being 'non-sexual' when
viewed by strangers and men. Obviously, this moral
standard for females in Saudi Arabia has vast product
implications. American companies can only market female
consumer products that fit and match with the Islamic
guidelines for their behavior.

Furthermore, any company attempting to sell
female-related products that violate Islam, such as sexy
clothes, in the open market in Saudi Arabia would be in
legal, social, and political problems immediately. So, the
female consumers are not going to be in the stores buying
these kinds of products because they are forbidden and no

companies are selling them in public or legally. Yet, Saudi women are still consumers of beauty care and personal care products because of their desire to be beautiful for their husbands behind close doors of their family home. Also, Saudi women are very influential in the household consumer decisions of their family. They are the principal consumers who are buying everything for their homes, children, and husband to meet their needs.

As just noted, Muslim women are allowed to be very sexy and beautiful for their husbands. But, this type of beauty and sexiness can only be expressed in private and behind closed doors of the Muslim family home as ascribed by Islamic law. This type of moral standard for females makes the Muslim marriage a holy, sacred institution to allow the couple to glorify in Allah's beauty and love for them in their own private way. This female beauty is not a public display or a public activity for all strangers and all men to admire. This is a very important element of the psyche of the typical Saudi female consumer. She wants to be beautifying herself in private but not in public. So, some products, such as perfumes, are very popular among Muslim women to use in their discrete situations with their husbands in their bedrooms.

In contrast, as evident in the literature review on American gender segmentation, the marketing of any female product in the American markets is free and absolutely boundless in terms of what companies can do in their advertising and promotion strategies to attract more female buyers. Every single female product imaginable in this country has an advertising theme or promotional theme with 'physical beauty and sexual appeal' somehow involved in it. The television ads, the newspaper ads, the magazine ads, and radio ads promote most female products with these themes of beauty and sex attached to them. American women are obsessed with physical appearance and physical beauty because of their freedom to dress the way they please and wear want they desire to make themselves look at their most sexiest. On the beaches of the United States, an entire industry has grown based on selling beach wear, such as bikinis and thongs, which make a woman nearly naked while getting a sun tan in public. On Saudi beaches, on the other hand, women are required to be fully clothed with appropriate covering on their heads to appear 'non-sexual' in public.

The cultural and religious lifestyle differences become very important for all advertisers and promotion managers of foreign firms, especially Western firms, to

comprehend and understand to ensure that they don't offend

their targeted female Muslim customers but also not break

the laws of the Kingdom of Saudi Arabia that are very

restrictive in this area. It is appropriate to shift

attention to a comparative analysis of gender segmentation

strategies involving the advertising and promotion of

female products in the Kingdom of Saudi Arabia and the

United States. In this comparison, insights can be gained

in how to shape a gender segmentation strategy in Saudi

Arabia compared to the United States.

Comparative Analysis of Advertising and
Promotion of Female Products in Saudi
Arabia and the United States

Product and Package Design Differences/Similarities

Some feminine products can be marketed just about the

same in Saudi Arabia as in the United States. These

products include the feminine products necessary to help

the woman deal with her monthly period. These products are

universally-needed and used by most women everywhere in

the world, including the Kingdom of Saudi Arabia, and all

Muslim countries, because of the functional and mandatory

need for such products. The package design and marketing

of these products, however, has to be much more discrete

in the Kingdom of Saudi Arabia. In the United States,

beautiful women in sexy clothes can be found promoting
these products in the television ads and the picture on
the products in the stores feature beautiful women on some
of these product packages. In Saudi Arabia, the package is
plain and simple. No pictures or flashy designs because
this product is considered a very feminine and discrete
product. People aren't expected in Saudi Arabia to openly
promote and find these products on billboards. Instead,
the feminine nature and the need it addresses for woman
makes it something that Muslims handle with restricted
discretion (Arthur, 1999). In contrast, the U.S. has
television ads all the time about this product. These ads
are forbidden in the Kingdom of Saudi Arabia.

Another product line that appeals to Saudi women as
much as American women concerns hair care products and
skin care products. These products are promoted and
packaged in the United States to address the obsession
American women have with beauty and being more beautiful
in all situations, private or public. The ads often
feature celebrity spokespersons, such as Cindy Crawford,
to provide the perfect imagery and perfect sexiness for
women to find appealing and driven to use this product to
try to match this perfect woman's beauty. This marketing
strategy is common for all female-related products in the

United States. The advertisers are believers in trying to get American women motivated to relate 'physical beauty' and 'sexual attractiveness with their product brands. Make-up products for American women are also displayed in the same way on ads and promotions. Beautifying the self is a major obsession with American women because they are required to appear this way in both private and public. American women are expected to be at their sexiest, most beautiful sense at all times (Cateora, 1990).

Package designs in the Kingdom of Saudi Arabia for hair care and skin care products for women are not legally able to use sexy, beautiful women with little clothing on. Package designs can't display a woman looking sexually-energetic or attractive to motivate the Muslim women to imitate this imagery and this characteristic. Instead, Islamic law has a set of guidelines for product packaging as anything else related to women and sex. The product packages for these products must be modest and simple without any overt indicators like the American packages to feminine sexiness. This type of message is forbidden (Arthur, 1999). So, American marketers of these kinds of women products are going to be restraining themselves in the package design to match the competitors' in the retail stores. The Islamic laws are the legal force

in Saudi Arabia which means that any foreign company violating this law is under subject matter jurisdiction. When shaping gender segmentation strategies for women in Saudi Arabia, foreign companies must consider these restraints and restrictions very seriously.

Promotion and Advertising Strategy
Differences/Similarities

In either the United States or Saudi Arabia, the promotion and advertising strategies are going to be comparable and similar in the sense that they are appealing to and motivating females to a purchase decision of their products. Cultural traits and characteristics are high on the list of considerations for promoting and advertising to any female gender group in any nation. In Saudi Arabia, the huge influence of Islam has to be the priority in understanding women's behavior and expectations as consumers. The promotion and advertising has to be very limited in appealing to women's needs and wants in regards to pushing the message of 'beauty' associated with 'vanity.' In the United States, vanity is accepted as normal and typical for any woman. The advertiser assumes that an American women is selfish, vain, and haughty in thinking about how to look and behave around other women and around men. These behavioral

assumptions are obvious in how the American advertisements
are filled with the same message of 'be more beautiful'
and 'be more sexy' in promoting any feminine product like
hair care products or skin care products (Cateora, 1990).
In contrast, the advertisements in Saudi Arabia are
restrained and offer the product package on the screen and
discuss the use of this product to meet the needs of the
woman's body rather than the woman's idea of sex and
beauty.

Promotion and advertising strategies are affected by
consumers' mind-sets. The female consumer's mind-set in
Saudi Arabia is always considering Islamic rules,
guidelines, and mandatory requirements for their behavior
and thinking in public. When they go shopping for their
hair and skin needs, or for any other feminine-related
product, then they are going to do it for functional
purposes and for health purposes. These Muslim women are
also able to buy these products to help improve themselves
to be the best wife and most beautiful wife for their
husbands in the privacy of their homes. However, since
they have to purchase products that beautify themselves on
the retail level, the advertisers and package designers
have to recognize the extreme discretion that they must
exercise in the purchase. They can't be walking up to big

displays with sexy women and beautiful, skinny women showing the products on the posters. Instead, no displays can be used in this way in Saudi Arabia, nor can the women be motivated to be buying the product for these reasons for beauty and sexiness. Instead, the package design and promotions have to be focused on the perceived, functional needs of these products.

For example, in Saudi Arabia, the advertisements on television for women skin care or hair care products are always focused on the package of the product with the Muslim women fully dressed in her traditional Islamic style. Her hair is covered as well as her entire body to display her modest appearance. This television model for the commercial appears very modest in her presentation of the product for her female counterparts in the viewing audience. She talks about the functional uses of the hair care or skin care products. She is not showing her legs, her arms, or her hair in this television ad. Instead, she is simply talking about the product while she holds it in her hand in both the skin care and hair care ads. In the print ads, the same type of imagery and presentation is found in Saudi Arabia for any kind of feminine product of this nature (Arthur, 1999). If American companies are entering Saudi feminine product markets, then all of these

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considerations have to be serious because of the lifestyles and roles for women in my country under Islamic laws.

Honesty, trust, and righteousness are values that are required to be reflected in all advertising and promotional campaigns of companies in any market in Saudi Arabia. The false advertising and misleading advertising that is often experienced in the United States is prohibited and prosecuted in Saudi Arabia (Arthur, 1999). For example, the Cindy Crawford ads for Flex shampoo would be forbidden anyways for her way of dress and physical appearance, but they would also be charged with 'misleading' consumers for their emphasis on being as beautiful as this woman by using this shampoo. Strict Islamic laws takes honesty seriously in all ways of thinking and all ways of behavior in daily life. Advertisers are not allowed to even use 'puffing' which is bloating up the strengths of a product in advertising and promotion as we find in almost every American ad in print or on television. The advertisers are expected to place honest, modest ads to promote their products to the consumers. Putting rivals down and declaring the product the best is forbidden in Saudi Arabia (Arthur, 1999).

Analysis of Promotion and Advertising Implications

The marketing of female products in Saudi Arabia is much different than in the United States despite the similar needs and uses these products have for both groups of women. All women use some of the same products in this world, including for hair care, skin care, and other female-related needs. However, in Saudi Arabia and in the United States, the marketing approach for these product lines is very different because of cultural and social differences in the lives and roles of the two groups of women. In Saudi Arabia, Islam is a dominant force and influence in all people's lives, which means that men and women are under strict obligations to follow the guidelines for their lifetime of behavior.

Modesty, honesty, and humility are virtues in my home country that people are very serious about upholding and proving through their lifetime of marriage and social interaction with each other. As discussed in this project, the consumer implications of these cultural differences is incredible when considering them in detail. Saudi women and American women are facing completely different marketing approaches to getting them to become motivated to make product purchase decisions at stores and in malls.

When considering these differences in package design,
advertising, and promotion in the two different places,
Saudi Arabia and the United States, the cultural
distinction can be clarified even more so for American
marketers who are considering entering any of the feminine
product markets in Saudi Arabia as well as how they shape
and craft gender segmentation strategies. These Western
marketers do not want to use assumptions of American women
when shaping gender segmentation approaches for Saudi
Arabia. The heavy restraints on sexually-themed ads and
promotions can actually prove to be less expensive for
American advertisers. The plain message and honesty
required of both packaging and promotions of products in
Saudi Arabia can be cost effective because of the ease of
designing and presenting the product and promoting it.

In Saudi Arabia, the women are going to purchase the
feminine-related products that stay within the tight
restrictions of Islam and emphasizing the functional needs
of the product. At the same time, the American advertisers
can be certain that Saudi women are buying these products
for use in the same ways as American women to beautify
themselves, but the huge difference is for their husband
only. Saudi women want to purchase these products to
improve their beauty and their health of skin and hair,

but they are also required to be restrained when purchasing these products from overtly showing this desire and acting on this desire like American women. Instead, Saudi women are hiding this intention from public view and acting upon it only in private times with her husband.

The rules and practices for advertising and promoting products for Muslim females in Saudi Arabia is much different than advertising and promoting products to American females. The analysis of these differences clarifies that foreign companies have to study and understand the Islamic models for marketing, advertising, and promotion before doing business in Saudi Arabia, especially in regards to promoting and advertising products for Muslim female target groups. Through studying and reviewing this information about the distinctive marketing and consumer culture as influenced and impacted by Islam, in regards to women, American or foreign companies can do business with strict adherence to Islamic guidelines and rules. The ability for businesses to respect, honor, and perceive the Islamic laws of Saudi Arabia are very important for understanding how to use these Islamic principles for guiding behavior in all areas. International marketing has come a long way in my country as more multinational corporations study and learn

about our people's unique habits, customs, and behaviors and make adjustments in their marketing strategies. The marketing and advertising strategists still have to conform to longstanding cultural and social norms imposed by Islam.

By understanding the Islamic rules, principles, and guidelines, companies can avoid having bigger problems with legal officials and government officials for violations of Islamic laws. These types of problems always occur because of the foreign company's lack of knowledge about Islamic boundaries and restrictions for marketing and advertising in Saudi Arabia, especially to the female gender group. In the case of Saudi Arabia, the conservative brand of Islam makes it even more significant because of the continuous watchdog groups that ensure that marketers and advertisers are staying within the boundaries of the Islamic laws.

<div align="center">Summary</div>

Saudi Arabia is a unique, distinctive market for both Saudi and foreign marketers and advertisers because of the tremendous impact of Islam and cultural influences on marketing strategies and activities. The detailing of an Islamic model of marketing and advertising for the Kingdom

of Saudi Arabia demonstrates how Western marketers and advertisers must recognize the importance of this religion on Saudi consumer behavior. This information on gender segmentation, marketing and advertising in Saudi Arabia, as well as the literature review on gender segmentation in the United States, can be useful in now developing a questionnaire to be employed in the primary research on gender segmentation concerning a sample of Saudi women in Riyadh.

This survey instrument will allow certain assumptions on consumer behavior to be confirmed or discarded about Saudi women as a homogeneous consumer group. Also, this survey can be significant in exposing the effectiveness or ineffectiveness of marketing and advertising in the Kingdom of Saudi Arabia in appealing and attracting female consumers with their images, messages, and themes. The impact and implications on marketing and advertising of women's products in Saudi Arabia can then be detailed and assessed in light of this primary research effort's results. It is appropriate to shift attention to this primary research with a description of the questionnaire, the procedures used in the data collection, and a discussion of the results and findings.

CHAPTER FOUR

MARKETING RESEARCH STUDY ON WOMEN'S SHOPPING

HABITS FOR THEIR OWN PERSONAL NEEDS

IN SAUDI ARABIA

Description of Methodology

This marketing research must provide sufficient,

accurate, and valuable information about women shopping

habits for their own personal needs, in Riyadh, Saudi

Arabia.

The main objective is to study women decision making

as a problem solving process to assist in the completion

of gender segmentation and it's implementation in Saudi

Arabia study. The methodology that I developed was a basic

survey of 15 questions, basically distributed in five

areas: Problem recognition (question 1-2), Search for

alternative solutions (question 4-7), evaluation of

alternative (question 4-7), purchase (question 8-9), and

post purchase use and reevaluation of chosen alternative

(10-11) Furthermore, I included a set of demographic

information (question 12-15).

The type of research would be descriptive with a

random sample using the SPSS program to analyze. The

sampling procedure would be presenting a questionnaire to
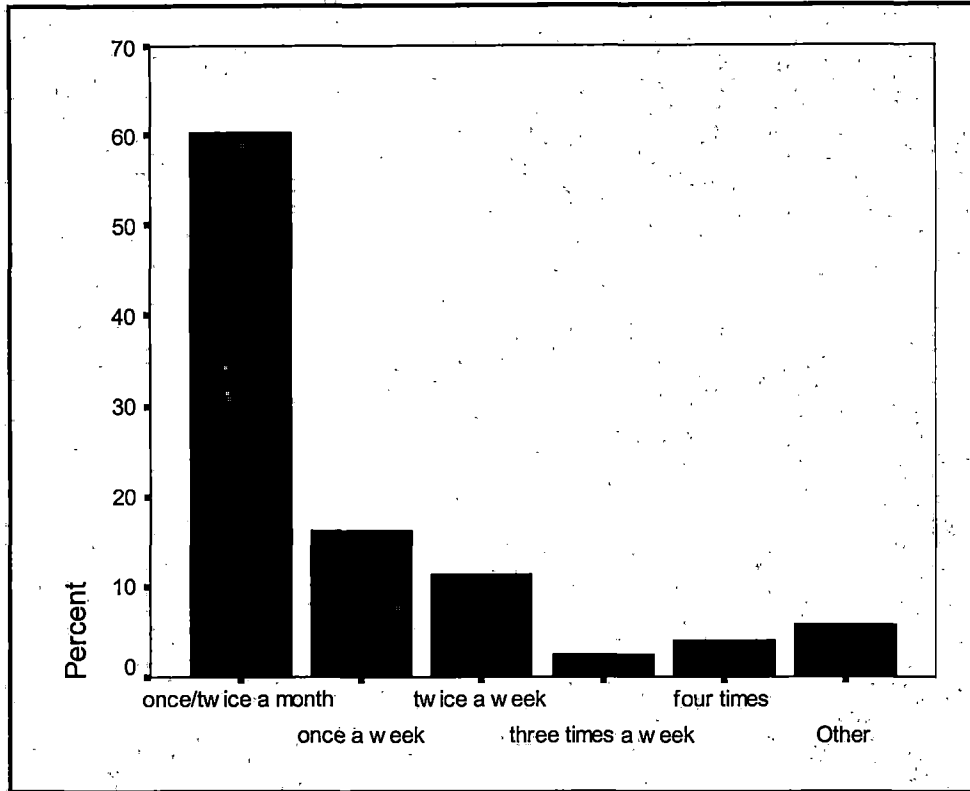
Figure 1. Frequency of Shopping

The results for the second question on the survey
demonstrate that most Saudi Arabian women respondents are
shopping with family members. This is an important
statistic because of the implications for marketers in
using gender segmentation strategies for these targeted
shoppers. They are going to be with family members when
shopping for personal needs. These family members can be
either male or female members. However, if this woman is
shopping for personal needs, then the likelihood is high
she is with another or more than one female family member.
The following figure displays the respondents' results:
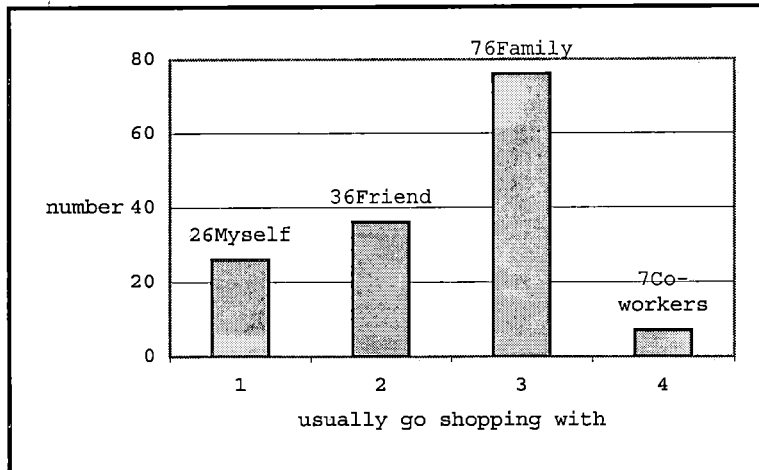
Figure 2. Companion When Shopping

The largest percentage of respondents marked Thursday as their prime shopping day for personal needs. Wednesday and Fridays were the next most selected days for shopping by the women respondents. Tuesday and Saturday were marked as the least likely days that Saudi Arabian women are going to be shopping. The following pie chart displays the respondents' results:
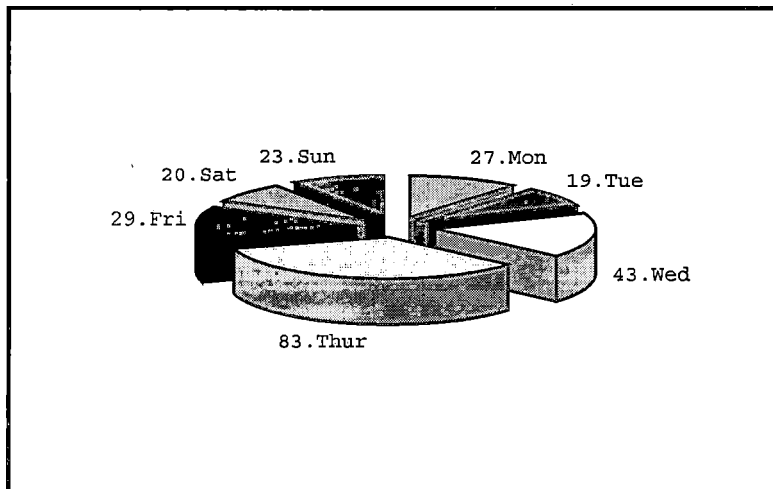
Figure 3. Days of the Week When Shopping

In the fourth question, women were asked about going to an individual store or a shopping mall to find a particular brand desired for purchases. The following pie chart displays the respondents' results:

Does not matter
47.2%

Store
42.3%

Individual
10.6%
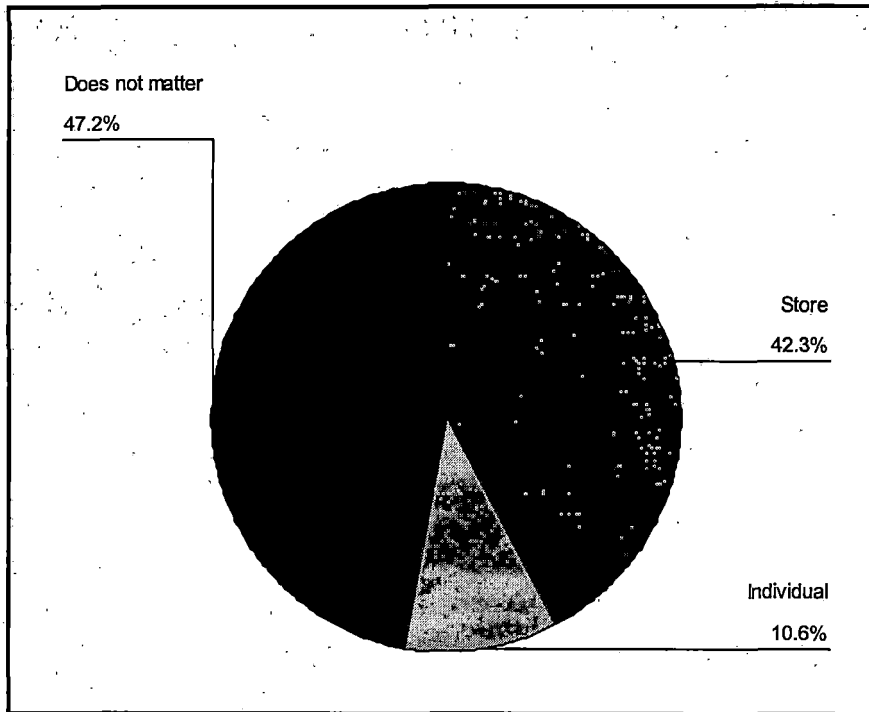
Figure 4. Preference for Brand Purchases

The results for question five are interesting for this marketing study because it focuses on the attributions of the shopping mall in relation to a woman shopper's behavior. The scale was based on the importance of these attributes of the mall from its name, location, and design to the variety of products and availability of brands in the mall. The mall name and mall location are important based on these responses. Over 24% of the

respondents cited the mall name as important and 13% considered the mall name as very important. In regards to mall location, 30% of the respondents considered it important and more than 39% thought location was very important. The following table of the composite scores for the respondents to question six graphically demonstrates their scores as a sample:

Table 1. Attribute Ratings When Shopping in a Mall

	Not Important at all				Very Important	Mean	Range
Mall Name	34.1%	10.6%	16.3%	23.6%	13%	2.70	12
Mall Location	3.3%	7.3%	19.5%	29.3%	38.2%	3.94	3
Mall Design	26.8%	19.5%	24.4%	20.3%	7.3%	2.61	13
Women Only Shopping Mall	48%	19.5%	10.6%	10.6%	10.6%	2.16	10
Female Sales Person	42.3%	17.9%	14.6%	4.9%	18.7%	2.39	9
Availability of Fitting room	19.5%	9.8%	9.8%	15.4%	43.1%	3.54	4
Availability of Restaurants	13%	13%	14.6%	25.2%	30.1%	3.48	5
Availability of Coffee Shops	14.6%	11.4%	14.6%	23.6%	31.7%	3.48	6
Availability of Children Entertainment	30.1%	8.9%	20.3%	17.9%	20.3%	2.98	11
Availability of Name Brands	8.9%	8.9%	30.1%	22.8%	23.6%	3.46	7
Availability of Department Stores	10.6%	10.6%	30.1%	22.8%	22%	3.36	8
Variety of Products	3.3%	3.3%	13.8%	19.5%	58.5%	4.29	1
Price	4.9%	.8%	17.1%	27.6%	46.3%	4.13	2

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From the column "Mean", we can easily identify those features with high acceptance among consumers, and those with low acceptance. For instance, features with mean close to 5 represent that are important for customers (variety of products, with a mean of 4.29 represents a feature that is considered of high importance). In contrast, features with mean close to 1 means that customers really do not care about those features (women only mall, with a mean of 2.16, represents a feature without value for women).

The availability of a variety of products was considered important or very important by the majority of the respondents. The following figure reflects distribution according to age and variety of products in relation to shopping for personal needs in a shopping mall.

The findings for question six concerning the importance of attributes of individual stores in relation to women's personal shopping needs are similar to those for a mall. Variety of products is the most important attribute, with location being second, and the availability of fitting rooms and name brands being third
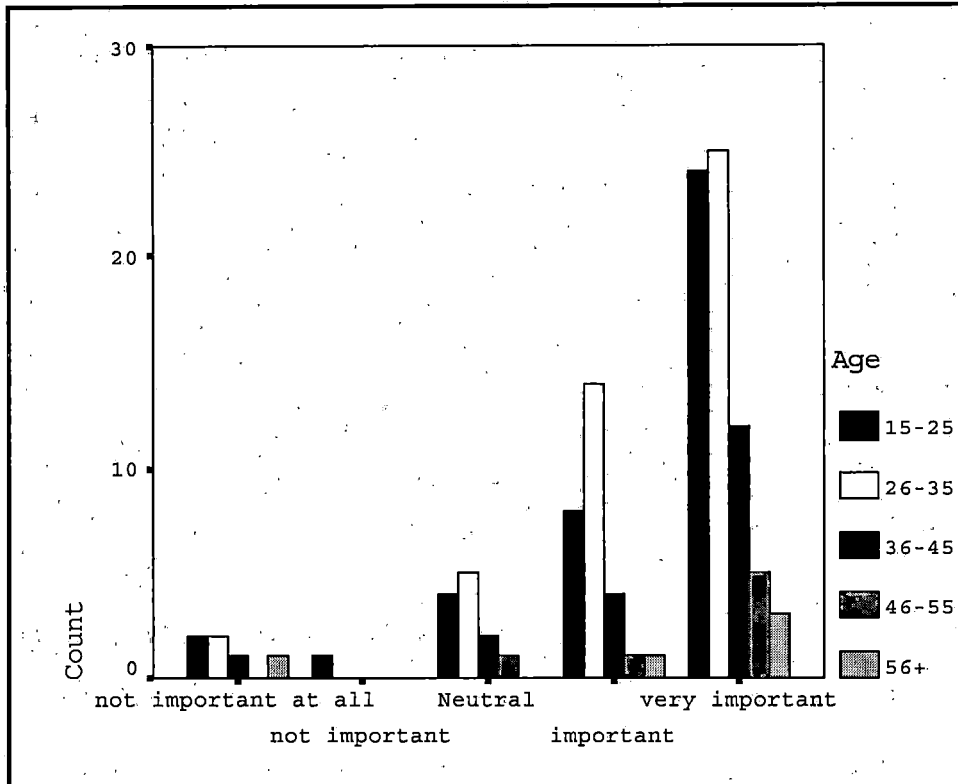
Figure 5. Distribution According to Age and Variety of

Products

and fourth respectively. Both malls and individual stores

also different ratings for other factors such as

restaurants and coffee shops. Most respondents understood

that individual stores are unlikely to have these things

which is why a high percentage answered "not important at

all" when responding to question six. The following table

of the composite scores for the respondents to question

six graphically demonstrates their scores as a sample:

Table 2. Attribute Ratings for Individual Store

	Not Important at all				Very Important	Mean	Range
Store Name	31.7%	3.3%	15.4%	22%	24.4%	3.04	7
Store Location	8.9%	4.9%	17.9%	25.2%	38.2%	3.83	3
Store Design	21.1%	7.3%	29.3%	22.8%	14.6%	3.03	8
Women Only Store	37.4%	18.7%	17.9%	8.1%	13%	2.38	13
Female Sales Person	33.3%	17.9%	19.5%	8.1%	16.3%	2.54	11
Availability of Fitting room	24.4%	7.3%	15.4%	12.2%	36.6%	3.31	5
Availability of Restaurants	30.9%	5.7%	22.8%	10.6%	26.8%	2.97	9
Availability of Coffee Shops	27.6%	10.6%	24.4%	12.2%	22%	2.90	10
Availability of Children Entertainment	42.3%	8.9%	14.6%	12.2%	16.3%	2.48	12
Availability of Name Brands	9.8%	8.1%	19.5%	20.3%	35.8%	3.69	4
Availability of Department Stores	13.8%	10.6%	34.1%	14.6%	22.8%	3.23	6
Variety of Products	4.9%	1.6%	9.8%	22.8%	56.1%	4.30	1
Price	2.4%	1.6%	18.7%	20.3%	52.8%	4.25	2

From the column "Mean", we can easily identify those features with high acceptance among consumers, and those with low acceptance. For instance, features with mean close to 5 represent that are important for customers (variety of products, with a mean of 4.30 represents a feature that is considered of high importance). In contrast, features with mean close to 1 means that customers really do not care about those features (women

only store, with a mean of 2.38, represents a feature without value for women).

Question seven about the influence of promotion attributes is a very critical one for this marketing research study. These promotion attributes were rated on a scale that ranged from very little influence to a lot of influence. Each form of advertising was rated by the Saudi Arabian female respondents using 1 for very little influence and 5 for a lot of influence. The final scores demonstrate a surprise that the largest percentage of Saudi Arabian women shoppers are going to be influenced by word-of-mouth advertising significantly over television advertising. In fact, television advertising and Internet advertising fall below newspaper and magazine advertising. For Western marketers of female products or services, this finding is significant in shaping promotion mixes for the Saudi Arabian female market. These women are not being influenced by the same media vehicles in the same ways as in the United States. The comparative analysis of the marketing of female products and the female markets in Saudi Arabia and the United States clarified these distinctions as obvious. Saudi Arabian women are going to be more affected by word-of-mouth promotion among friends, family, and peers than any other form of advertising or

promotion. The following table graphically illustrates the responses for this question to show the highest and lowest influences on their potential consumer behavior patterns:

Table 3. Influence of Promotion Attributes on Personal Shopping Needs

	Very little Influence				A lot of Influence	Mean	Range
Television Advertising	36.6%	17.9%	17.9%	15.4%	10.6%	2.45	4
Radio Advertising	49.6%	17.9%	20.3%	6.5%	2.04%	1.91	6
Magazines Advertising	18.7%	19.5%	23.6%	24.4%	11.4%	2.90	2
Newspapers Advertising	27.6%	11.4%	20.3%	22%	15.4%	2.86	3
Internet Advertising	37.4%	16.3%	19.5%	15.4	8.1%	2.39	5
Word of Mouth	15.4%	4.9%	22%	30.9%	24.4	3.45	1

Question 8 and 9 address the area of purchase among this sample of female Saudi Arabian shoppers. The following chart shows the percentage of women shoppers that use cash, credit card, and check in the Kingdom of Saudi Arabia:

cash/credit card

14.6%

check

1.6%

credit card

17.1%

cash

66.7%
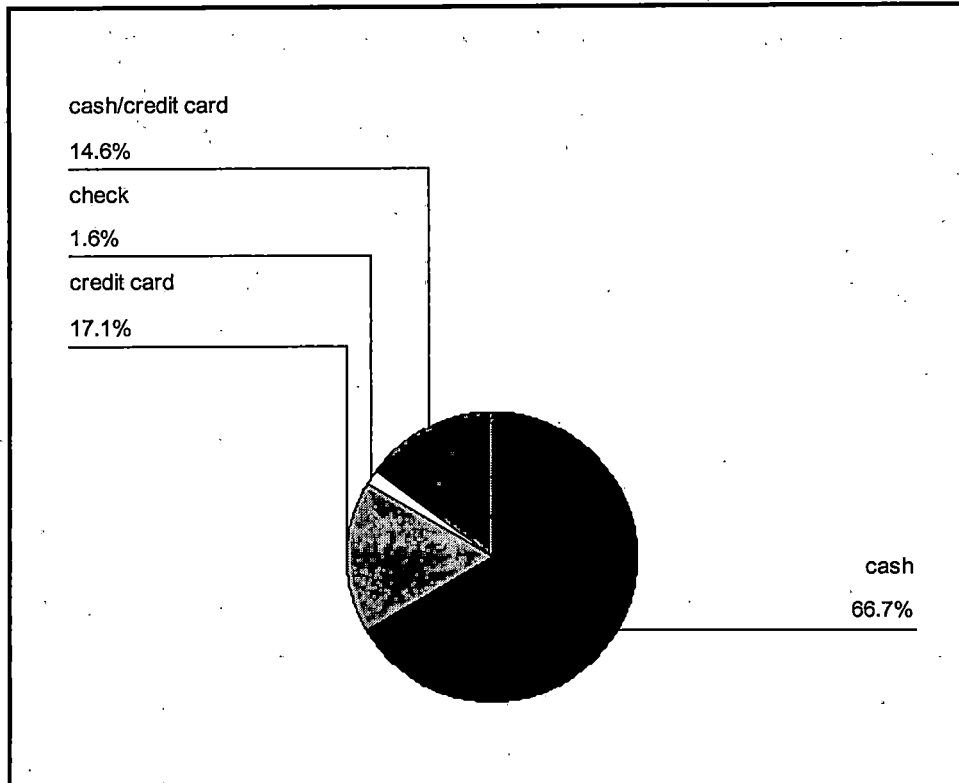
Figure 6. Method of Payment

Another key graphic in relation to purchase among

female Saudi Arabian shoppers is the amount of expenditure

per month for personal needs. For marketers, this graphic

can explain what kind of disposable income that individual

shoppers possess among this random sample from Riyadh and

apply its ratios to other female Saudi shoppers in other

areas of the kingdom, especially other urban areas. The

following graphic demonstrates the spending amount of the

respondents for personal needs shopping:
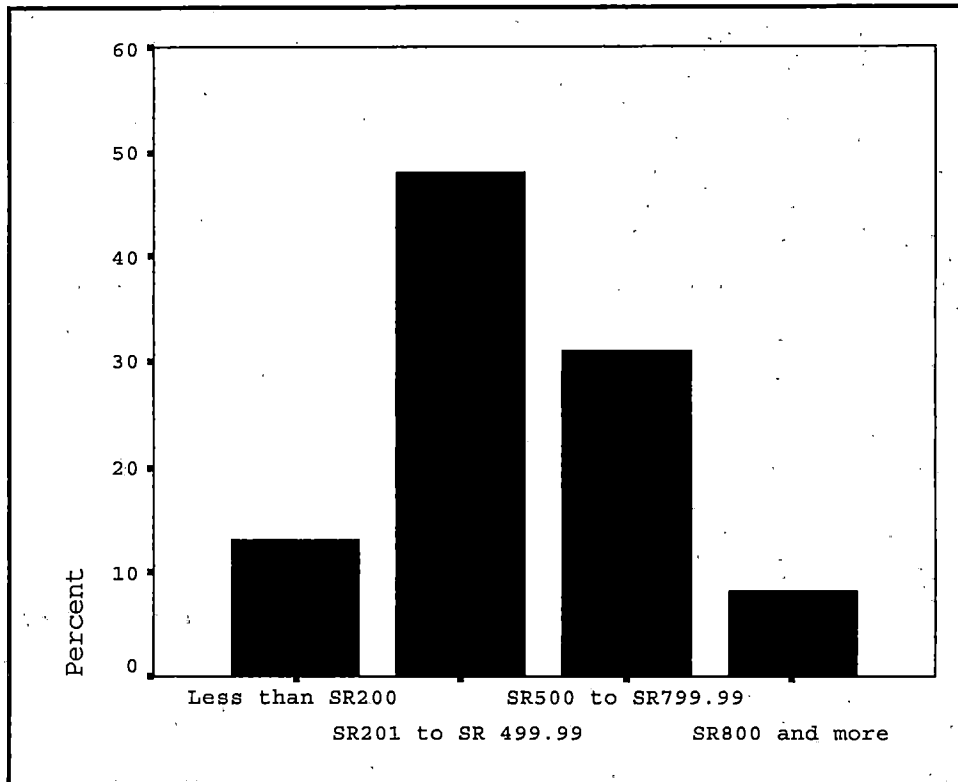
Figure 7. Amount of Expenditure Per Month

The responses for question ten concerning a series of agree or disagree questions about post-purchase consumer behavior demonstrates that almost half of the female respondents, 46.3%, agreed that advertising is helpful when searching for information. Also, this series of questions also revealed that 35.8% of female Saudi Arabian shoppers strongly agree that refund policies definitely impact buying decisions. Also, 25.2% strongly agree that businesses underestimate the importance of refunds for customers. 24.4% of female Saudi Arabian shoppers believe that exchange policy of stores affects their buying

decisions. It is interesting that 45.5% of female Saudi

Arabian shoppers are neutral concerning whether

advertising affects the actual purchase decision. Only

8.9% of these respondents strongly agree that advertising

affects their purchase decisions. Another important

statistic is that 34.1% of female Saudi Arabian shoppers

agreed and 13.8% of them strongly agree that businesses

underestimate the importance of exchanges to customers. It

is also important to cite the statistic that shows 28.5%

female Saudi Arabian shoppers strongly agree and 33.3% of

them agree that shopping for personal needs is a fun

activity. The following table provides a complete graphic

of all the statistics in relation to these post-purchase

questions:

Table 4. Post-Purchase Behavior Trends

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Advertising is helpful when searching for information	4.9%	8.1%	26.8%	46.3%	13%
Business underestimate the Importance of Refunds to costumers	2.4%	8.9%	28.5%	34.1%	25.2%
Refund Policy definitely impact my buying decision	2.4%	17.9%	17.1%	22%	35.8%
Advertising affect my decision to purchase a product	4.1%	17.9%	45.5%	21.1%	8.9%
Business underestimate the Importance of Exchanges to costumers	6.5%	13.8%	29.3%	34.1%	13.8%
Exchange Policy of stores does not affect my buying decision	13%	24.4%	21.1%	19.5%	16.3%
Shopping is a fun activity	17.1%	4.1%	15.4%	33.3%	28.5

The last several questions concerning demographic
data are significant because of some findings about the
actual demographic characteristics of the target female
shoppers in the Kingdom of Saudi Arabia. The respondents
answering the questions for this survey instrument were
mostly single Saudi Arabian women. 57.9% of the
respondents were single and not married. 32.2% of the
respondents were married with children. 9.9% of the
respondents were married without children. Another
important finding in the demographic data collection
effort was the age distribution of the respondents. 40.8%
of the total respondents were in the age group, 26-35.
33.3% of the respondents were from the younger age group,
15-25. Only 21.6% of the respondents in this sample were
in the two older age groups, 36-45, and 46-55. The
following graphic depicts these correlations:

Missing
2.4%

56+
4.1%

46-55
5.7%

36-45
15.4%

26-35
39.8%

15-25
32.5%
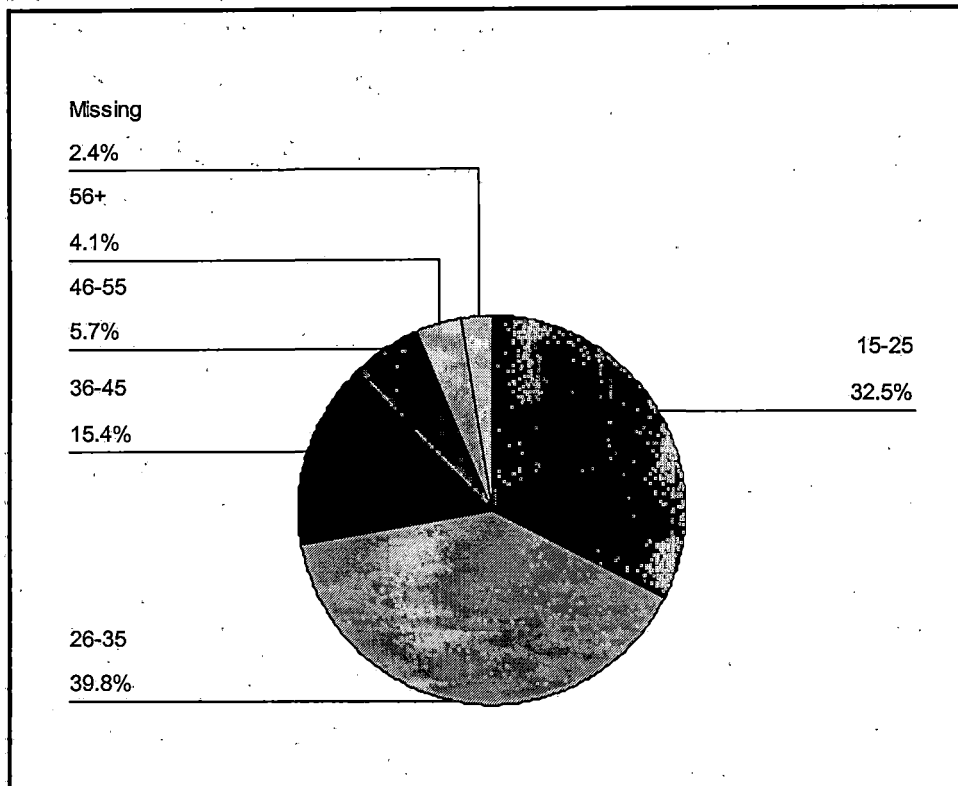
Figure 8. Age Distribution of Respondents

Question fourteen is also an important source of
demographic data because of its depiction of each
individual respondent in regards to their family household
income. Since the largest percentage of the respondents
are single and not married, the assumption can be made
that they are still living home in their father's
household. These female Saudi Arabian shoppers are going
to cite their father's income in this demographic category
which is reflected in the following graphic:
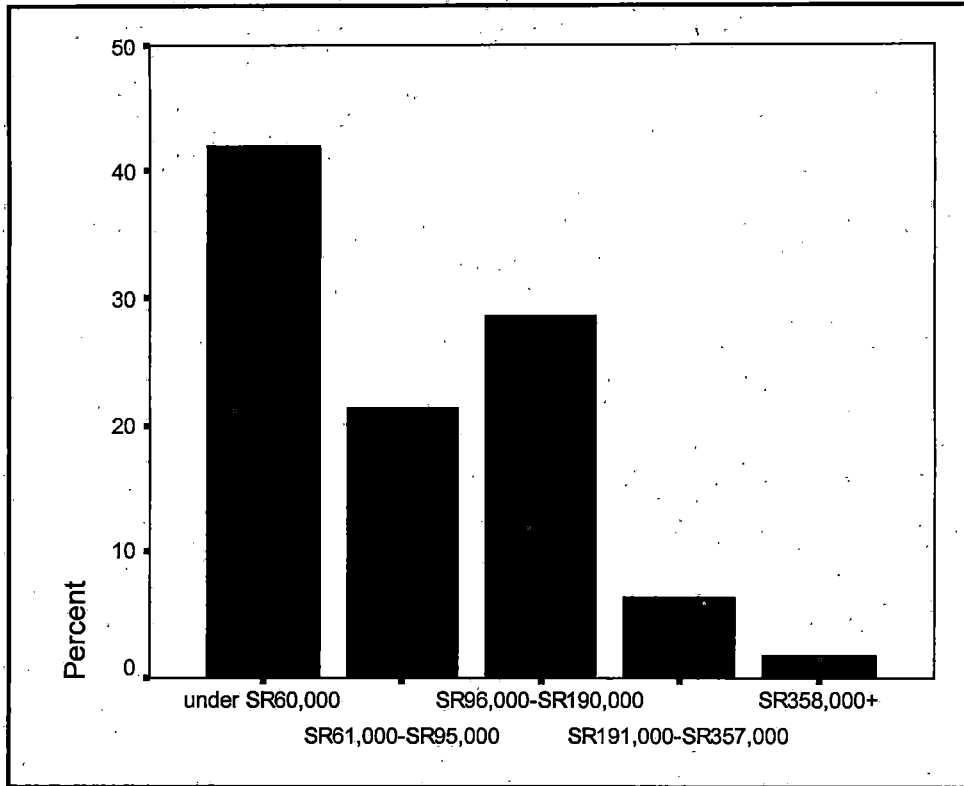
Figure 9. Family Household Income

The combination of data from this survey instrument
was done graphically to demonstrate some important
findings for marketers targeting females shopping for
personal needs. The following graphic, for instance,
illustrates the educational level and income level of
respondents:
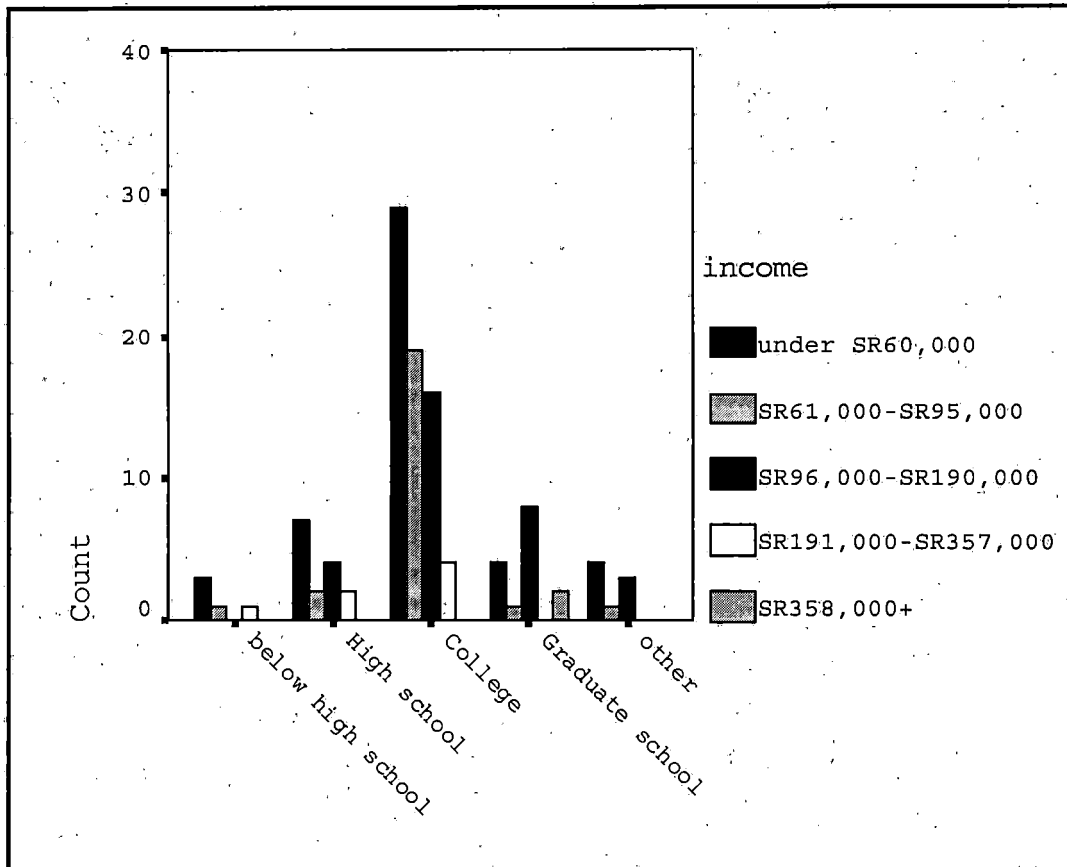
Figure 10. Educational and Income Level

Another combined data graphic concerns income level
and preference to buy in either a mall or an individual
store. This data is illustrated in the following:
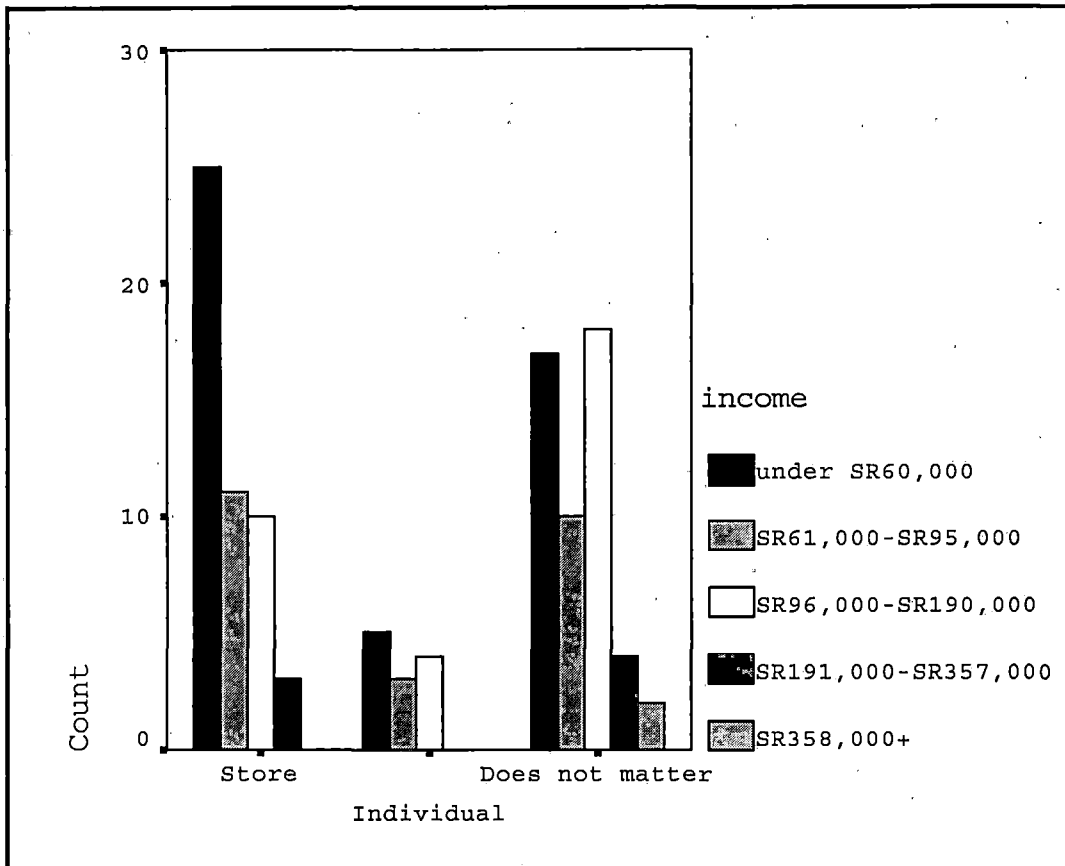
Figure 11. Income Level and Preferred Place to Buy

Another important combined data graphic concerns the education level of female Saudi shoppers and their method of payment. This data demonstrates that only college-educated female Saudi shoppers are likely to use a credit card as a method of payment. The use of cash is the preferred method for all women.
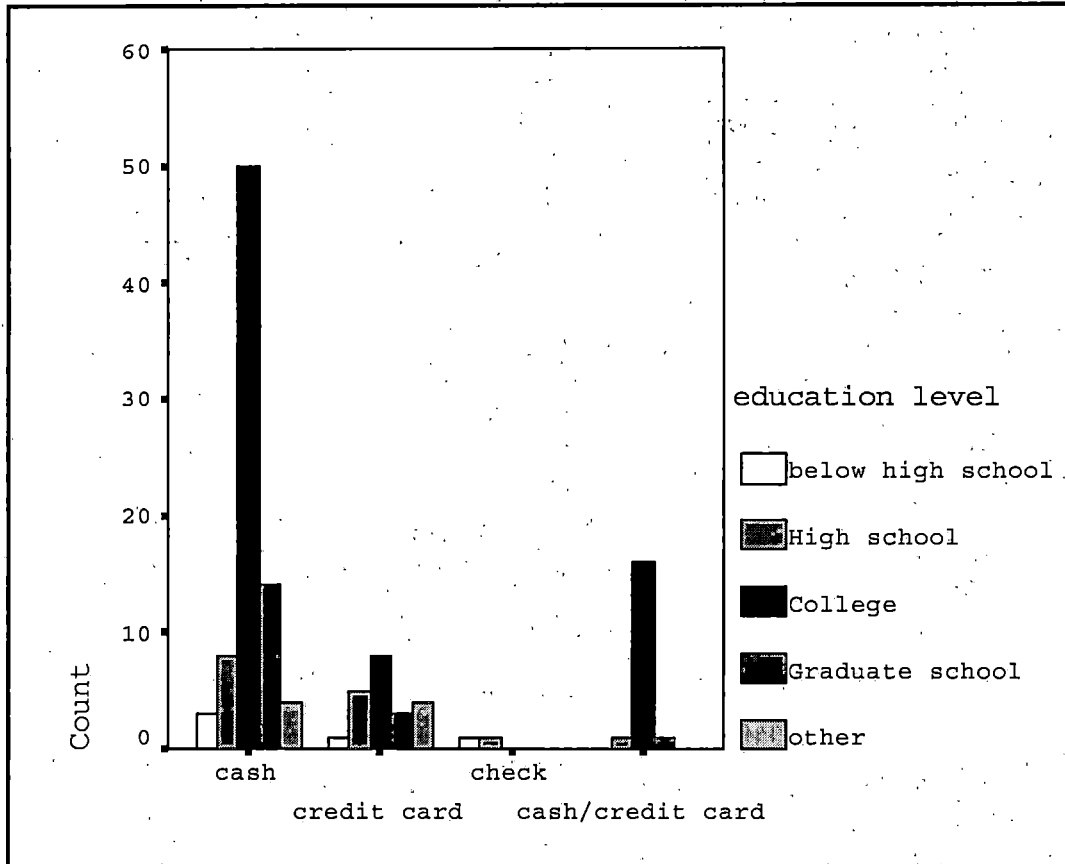
Figure 12. Education Level and Method of Payment

Discussion and Analysis

The findings from this survey of a sample of female Saudi Arabian shoppers in the City of Riyadh have wider implications for domestic as well as foreign marketers in Saudi Arabia. This data collected gives insights into some critical consumer behavior patterns of these target customers for female products and services. A large percentage of these female Saudi shoppers were found to shop once or twice a month for personal needs. This is an important finding because of the implication that most

female Saudi shoppers are going to take care of their personal needs shopping once or twice per month on the average. This means that the female products and services are going to be purchased in this time frame of these one or two days. Promotions, advertising, and in-store strategies would need to be aligned to appeal to this majority group of Saudi Arabian women who only shop for personal needs once or twice per month. It is not known what days they select, of course, to do their shopping once or twice per month which is why advertisers and promotional managers must prepare their strategies to appeal and attract these shoppers when this time frame arrives for them to shop in malls or individual stores for their personal needs. As noted by the majority of respondents, it doesn't matter if they go shopping for these personal items at a mall or an individual store. However, the majority who did choose between them were likely to prefer a mall over an individual store.

As graphically displayed in Figure 6, the majority of the female Saudi shoppers at either mall or individual store are using cash in their purchases. Only 14.6% of the respondents used credit cards. A tiny 1.6% of the female Saudi shoppers used personal checks as a method of payment. These statistics show that a target customer in

Saudi Arabia for female products or services is likely to make most purchases in cash and sometimes use a credit card. The cultural and religious guidelines for gender groups in Saudi Arabia definitely are reflected in the small percentage of female shoppers using personal checks. Most women are not involved in the banking and using of personal checks. Only men are responsible for these things in Saudi society.

The findings concerning the respondents' scores for attributes in malls and individual stores demonstrate the preference for malls over stores to fulfill their personal shopping needs. The mall experience has a variety of stores, diverse products, and services that individual stores simply do not provide. For instance, 20.3% of the respondents thought that the children's entertainment in the mall as very important which is obviously not provided in individual stores. The mall experience also gives a wider spectrum of product choices, name brands, and department stores compared to one individual store. Yet, female Saudi shoppers still considered individual stores as important in meeting their personal needs. Table 2 shows the scores for attributes of individual stores for these female Saudi shoppers. It is evident that the variety of products is still an important reason why they

go to these individual stores. Also, availability of name

brands in individual stores was given a high rating by the

respondents. Like malls, store location was also very

important for the respondents. The implication is that

store location becomes even more critical for individual

stores to remain competitive with the large malls to

attract female Saudi shoppers for personal needs. The

importance of product variety is shown clearly among age

groups in Figure 5.

In Table 3, the graphic depiction of the influences

of different advertising mediums demonstrates that

word-of-mouth advertising among Saudi women is the

strongest form of influence compared to television, radio,

or newspaper advertising. Marketers must cite the fact

that radio advertising is behind word-of-mouth advertising

for female Saudi shoppers in regards to amount of

influence on buying behavior. Marketers would also cite

the importance of the low percentage of Saudi females who

would consider the Internet advertising as an important

source of influence. Only 8.1% of Saudi respondents

considered Internet advertising as having a lot of

influence. In contrast, 24.4% of Saudi women claim that

word-of-mouth advertising has a lot of influence.

Newspaper advertising has a lot influence for 15.4% of

these respondents. It is noteworthy that only 10.6% of these respondents claimed that television advertising has a lot of influence on their buying behaviors. Marketers can gain important insights into the different influences of these advertising mediums on these female target shoppers in Saudi Arabia.

The expenditure of female Saudi shoppers for personal needs is significant because of its implications on the purchase decisions for a variety of products. More than 80% of the respondents spend between SR201 to SR799.99 for their personal needs. Marketers are going to note this amount of money as significant for their product purchase decisions and quantity of product purchased. The marketers can understand the majority of female Saudi shoppers are out to purchase a variety of products in one or two shopping outings per month.

In Table 4, the data collected shows that most female Saudi shoppers strongly agree that refund policy and exchange policy has an important influence on their buying decisions. These majority of female Saudi shoppers also agree that businesses underestimate both their refund and exchange policies in relation to customer satisfaction and customer loyalty. Another important implication from this graphic is that most of the female Saudi shoppers view

shopping as a fun activity. Marketers and advertisers must make their strategies reflect this need for the female Saudi shoppers to have fun when out to acquire products to address personal needs in their lives. By making the advertising and promotion emphasize this theme of fun for the female targeted consumers, the marketers can attract more female Saudi shoppers to pay attention and be informed about their products or services through their advertising and promotion campaigns.

The finding that a majority of the female Saudi respondents answering this survey instrument are single and not married is very significant for drawing implications and conclusions from this study's data. As demonstrated graphically in Figure 10 concerning the combined data of education level and income level of the respondents, a large percentage, nearly 30%, of the college-educated, single, and unmarried females have a limited income of under SR60,000 per year. Yet, almost 20% of the married, college-educated female Saudi shoppers are two income levels higher with between SR96,000-SR190,000. This latter group of Saudi shoppers are going to have more disposable income and a higher purchase rate of female personal products than the former group of college-educated, lower-income females.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

Gender segmentation trends and developments in the Kingdom of Saudi Arabia are significant and relevant to marketers and advertisers targeting the female Saudi Arabians shopping for personal needs. An extensive literature review was first conducted and presented in Chapter Two of this marketing study to expose the correlation with the gendering of female products and services in Saudi Arabia with a similar trend towards American females in the 1950s. This gender segmentation strategy that was used by American marketers in the 1950s towards the majority of women shoppers is useful for comparative analysis with those used in Saudi Arabia today. This literature review also exposed the information concerning principles, guidelines, and models of marketing used in the United States that can be used in Saudi Arabia. Gender segmentation in the United States sheds light on trends and developments that make female shoppers distinctive from men in a variety of ways. These distinctions are applicable for female Saudi shoppers because of membership in the same gender group with similar personal needs as American women.

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The comparative analysis conducted between American and Saudi gender segmentation trends and distinctions in Chapter Tree clarifies the unique marketing environment in the Kingdom of Saudi Arabia. The influence of Islam cannot be overlooked nor underestimated by domestic and Western marketers. A more refined perspective of gender segmentation trends and strategies in the Kingdom of Saudi Arabia is presented in this chapter. It is interesting to demonstrate that the Western model of the four Ps, product, place, promotion, and price, has been integrated within the legal boundaries of an Islamic marketing environment for shoppers in Saudi Arabia. The Islamic model for marketing and promotion of female products in Saudi Arabia is distinctively different than any Western model because of the restraints and limitations on promoting and advertising personal female products for this particular gender group. Unlike the United States, scantily-dressed women models and sexual related themes are forbidden in Saudi Arabia. Comparative analysis between the two cultures and markets in this section allows a larger perspective of these distinctions to be established. Clear distinctions in package design, promotion and advertising strategies, and their implications for Western or domestic marketers are

discussed to show the importance of Islamic rules, principles, and guidelines on consumer behavior and marketing behavior in the Kingdom of Saudi Arabia.

The graphics and analysis of the data collected from the marketing research study conducted on gender segmentation on a sample of female Saudi shoppers in the City of Riyadh sheds helpful insights into devising and designing marketing and advertising campaigns for female products or services targeted for this gender group of shoppers. Marketers can evaluate and analyze data on frequency of shopping, preferences for brand purchases, distribution statistics according to age and variety of products, attribute ratings given by female shoppers for individual stores and malls, influence of promotion attributes on a female respondent's personal shopping needs, method of payment used by these targeted female shoppers, the amount of expenditure per month, the post-purchase trends, age distribution of respondents, and family household income levels. The last three graphics illustrate some combined data sets including educational and income levels, income level and preferred place to buy, and educational level and method of payment. All of these findings from this data collection effort hold implications for both domestic and foreign marketers.

APPENDIX A

SPSS OUTPUT

Frequencies

Statistics

How often do you go shopping

N	Valid	123
	Missing	0
Mean		1.91
Std. Error of Mean		.131
Variance		2.098
Range		5

How often do you go shopping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	once or twice a month	74	60.2	60.2	60.2
	once a week	20	16.3	16.3	76.4
	twice a week	14	11.4	11.4	87.8
	three times a week	3	2.4	2.4	90.2
	four times	5	4.1	4.1	94.3
	Other	7	5.7	5.7	100.0
	Total	123	100.0	100.0	

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Frequencies

Statistics

		Myself	Friends	Family	Co-workers	Other
N	Valid	26	36	76	7	4
	Missing	97	87	47	116	119
Mean		1.00	1.00	1.00	1.00	1.00
Sum		26	36	76	7	4

Frequency Table

Myself

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	21.1	100.0	100.0
Missing	No	97	78.9		
Total		123	100.0		

Friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	29.3	100.0	100.0
Missing	No	87	70.7		
Total		123	100.0		

Family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	76	61.8	100.0	100.0
Missing	No	47	38.2		
Total		123	100.0		

Co-workers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	5.7	100.0	100.0
Missing	No	116	94.3		
Total		123	100.0		

Other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	4	3.3	100.0	100.0
Missing	No	119	96.7		
Total		123	100.0		

Frequencies

Statistics

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
N	Valid	27	19	43	83	29	20	24
	Missing	96	104	80	40	94	103	99
Mean		1.00	1.00	1.00	1.00	1.00	1.00	1.08
Sum		27	19	43	83	29	20	26

Frequency Table

Monday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	27	22.0	100.0	100.0
Missing	No	96	78.0		
Total		123	100.0		

Tuesday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	19	15.4	100.0	100.0
Missing	No	104	84.6		
Total		123	100.0		

Wednesday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	35.0	100.0	100.0
Missing	No	80	65.0		
Total		123	100.0		

Thursday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	83	67.5	100.0	100.0
Missing	No	40	32.5		
Total		123	100.0		

Friday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	29	23.6	100.0	100.0
Missing	No	94	76.4		
Total		123	100.0		

Saturday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	16.3	100.0	100.0
Missing	No	103	83.7		
Total		123	100.0		

Sunday

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	18.7	95.8	95.8
	3	1	.8	4.2	100.0
	Total	24	19.5	100.0	
Missing	No	99	80.5		
Total		123	100.0		

Frequencies

Statistics

Prefer to buy

N	Valid	123
	Missing	0
Mean		2.05
Range		2
Sum		252

Prefer to buy a particular brand from a store in the mall or out side the mall

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Store	52	42.3	42.3	42.3
	Individual	13	10.6	10.6	52.8
	Does not matter	58	47.2	47.2	100.0
	Total	123	100.0	100.0	

Frequencies

Statistics

		nam	loca	desi	wom	fsale	fittin	rest	coff	chil	bra	dep	var	pric
N	Valid	120	120	121	122	121	120	118	118	120	116	118	121	119
	Missing	3	3	2	1	2	3	5	5	3	7	5	2	4
Mean		2.70	3.94	2.61	2.16	2.39	3.54	3.48	3.48	2.89	3.46	3.36	4.29	4.13
Range		4	4	4	4	4	4	4	4	4	4	4	4	4
Sum		324	473	316	263	289	425	411	411	347	401	397	519	492

Frequency Table

Mall name 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	42	34.1	35.0	35.0
	not important	13	10.6	10.8	45.8
	Neutral	20	16.3	16.7	62.5
	important	29	23.6	24.2	86.7
	very important	16	13.0	13.3	100.0
	Total	120	97.6	100.0	
Missing	No Response	3	2.4		
Total		123	100.0		

Mall location 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	4	3.3	3.3	3.3
	not important	9	7.3	7.5	10.8
	Neutral	24	19.5	20.0	30.8
	important	36	29.3	30.0	60.8
	very important	47	38.2	39.2	100.0
	Total	120	97.6	100.0	
Missing	No Response	3	2.4		
Total		123	100.0		

Mall design 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	33	26.8	27.3	27.3
	not important	24	19.5	19.8	47.1
	Neutral	30	24.4	24.8	71.9
	important	25	20.3	20.7	92.6
	very important	9	7.3	7.4	100.0
	Total	121	98.4	100.0	
Missing	No Response	2	1.6		
Total		123	100.0		

women only shopping mall 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	59	48.0	48.4	48.4
	not important	24	19.5	19.7	68.0
	Neutral	13	10.6	10.7	78.7
	important	13	10.6	10.7	89.3
	very important	13	10.6	10.7	100.0
	Total	122	99.2	100.0	
Missing	No Response	1	.8		
Total		123	100.0		

Femal salesperson 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	52	42.3	43.0	43.0
	not important	22	17.9	18.2	61.2
	Neutral	18	14.6	14.9	76.0
	important	6	4.9	5.0	81.0
	very important	23	18.7	19.0	100.0
	Total	121	98.4	100.0	
Missing	No Response	2	1.6		
Total		123	100.0		

Fitting room 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	24	19.5	20.0	20.0
	not important	12	9.8	10.0	30.0
	Neutral	12	9.8	10.0	40.0
	important	19	15.4	15.8	55.8
	very important	53	43.1	44.2	100.0
	Total	120	97.6	100.0	
Missing	No Response	3	2.4		
Total		123	100.0		

Restaurant 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	16	13.0	13.6	13.6
	not important	16	13.0	13.6	27.1
	Neutral	18	14.6	15.3	42.4
	important	31	25.2	26.3	68.6
	very important	37	30.1	31.4	100.0
	Total	118	95.9	100.0	
Missing	No Response	5	4.1		
Total		123	100.0		

Coffee shop 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	18	14.6	15.3	15.3
	not important	14	11.4	11.9	27.1
	Neutral	18	14.6	15.3	42.4
	important	29	23.6	24.6	66.9
	very important	39	31.7	33.1	100.0
	Total	118	95.9	100.0	
Missing	No Response	5	4.1		
Total		123	100.0		

103

Children entertainment 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	37	30.1	30.8	30.8
	not important	11	8.9	9.2	40.0
	Neutral	25	20.3	20.8	60.8
	important	22	17.9	18.3	79.2
	very important	25	20.3	20.8	100.0
	Total	120	97.6	100.0	
Missing	No Response	3	2.4		
Total		123	100.0		

Name brands 10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	11	8.9	9.5	9.5
	not important	11	8.9	9.5	19.0
	Neutral	37	30.1	31.9	50.9
	important	28	22.8	24.1	75.0
	very important	29	23.6	25.0	100.0
	Total	116	94.3	100.0	
Missing	No Response	7	5.7		
Total		123	100.0		

Department stores 11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	13	10.6	11.0	11.0
	not important	13	10.6	11.0	22.0
	Neutral	37	30.1	31.4	53.4
	important	28	22.8	23.7	77.1
	very important	27	22.0	22.9	100.0
	Total	118	95.9	100.0	
Missing	No Response	5	4.1		
Total		123	100.0		

Products 12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	4	3.3	3.3	3.3
	not important	4	3.3	3.3	6.6
	Neutral	17	13.8	14.0	20.7
	important	24	19.5	19.8	40.5
	very important	72	58.5	59.5	100.0
	Total	121	98.4	100.0	
Missing	No Response	2	1.6		
Total		123	100.0		

Price 13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	6	4.9	5.0	5.0
	not important	1	.8	.8	5.9
	Neutral	21	17.1	17.6	23.5
	important	34	27.6	28.6	52.1
	very important	57	46.3	47.9	100.0
	Total	119	96.7	100.0	
Missing	No Response	4	3.3		
Total		123	100.0		

Frequencies

Statistics

		nam	loca	desi	wom	fsale	fittin	rest	coff	child	bran	depa	var	pric
N	Valid	119	117	117	117	117	118	119	119	116	115	118	117	118
	Missing	4	6	6	6	6	5	4	4	7	8	5	6	5
Mean		3.04	3.83	3.03	2.38	2.54	3.31	2.97	2.90	2.48	3.69	3.23	4.30	4.25
Range		4	4	4	4	4	4	4	4	4	4	4	4	4
Sum		362	448	354	278	297	390	353	345	288	424	381	503	501

Frequency Table

store name 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	39	31.7	32.8	32.8
	not important	4	3.3	3.4	36.1
	Neutral	19	15.4	16.0	52.1
	important	27	22.0	22.7	74.8
	very important	30	24.4	25.2	100.0
	Total	119	96.7	100.0	
Missing	No Response	4	3.3		
Total		123	100.0		

Store location 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	11	8.9	9.4	9.4
	not important	6	4.9	5.1	14.5
	Neutral	22	17.9	18.8	33.3
	important	31	25.2	26.5	59.8
	very important	47	38.2	40.2	100.0
	Total	117	95.1	100.0	
Missing	No Response	6	4.9		
Total		123	100.0		

Store design 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	26	21.1	22.2	22.2
	not important	9	7.3	7.7	29.9
	Neutral	36	29.3	30.8	60.7
	important	28	22.8	23.9	84.6
	very important	18	14.6	15.4	100.0
	Total	117	95.1	100.0	
Missing	No Response	6	4.9		
Total		123	100.0		

women only store 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	46	37.4	39.3	39.3
	not important	23	18.7	19.7	59.0
	Neutral	22	17.9	18.8	77.8
	important	10	8.1	8.5	86.3
	very important	16	13.0	13.7	100.0
	Total	117	95.1	100.0	
Missing	No Response	6	4.9		
Total		123	100.0		

Female salesperson 5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	41	33.3	35.0	35.0
	not important	22	17.9	18.8	53.8
	Neutral	24	19.5	20.5	74.4
	important	10	8.1	8.5	82.9
	very important	20	16.3	17.1	100.0
	Total	117	95.1	100.0	
Missing	No Response	6	4.9		
Total		123	100.0		

Fitting room 6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	30	24.4	25.4	25.4
	not important	9	7.3	7.6	33.1
	Neutral	19	15.4	16.1	49.2
	important	15	12.2	12.7	61.9
	very important	45	36.6	38.1	100.0
	Total	118	95.9	100.0	
Missing	No Response	5	4.1		
Total		123	100.0		

Restaurant 7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	38	30.9	31.9	31.9
	not important	7	5.7	5.9	37.8
	Neutral	28	22.8	23.5	61.3
	important	13	10.6	10.9	72.3
	very important	33	26.8	27.7	100.0
	Total	119	96.7	100.0	
Missing	No Response	4	3.3		
Total		123	100.0		

Coffee shop 8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	34	27.6	28.6	28.6
	not important	13	10.6	10.9	39.5
	Neutral	30	24.4	25.2	64.7
	important	15	12.2	12.6	77.3
	very important	27	22.0	22.7	100.0
	Total	119	96.7	100.0	
Missing	No Response	4	3.3		
Total		123	100.0		

Children entertainment 9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	52	42.3	44.8	44.8
	not important	11	8.9	9.5	54.3
	Neutral	18	14.6	15.5	69.8
	important	15	12.2	12.9	82.8
	very important	20	16.3	17.2	100.0
	Total	116	94.3	100.0	
Missing	No Response	5	4.1		
	System	2	1.6		
	Total	7	5.7		
Total		123	100.0		

Name brands 10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	12	9.8	10.4	10.4
	not important	10	8.1	8.7	19.1
	Neutral	24	19.5	20.9	40.0
	important	25	20.3	21.7	61.7
	very important	44	35.8	38.3	100.0
	Total	115	93.5	100.0	
Missing	No Response	8	6.5		
Total		123	100.0		

Department stores 11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	17	13.8	14.4	14.4
	not important	13	10.6	11.0	25.4
	Neutral	42	34.1	35.6	61.0
	important	18	14.6	15.3	76.3
	very important	28	22.8	23.7	100.0
	Total	118	95.9	100.0	
Missing	No Response	5	4.1		
Total		123	100.0		

Products 12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	6	4.9	5.1	5.1
	not important	2	1.6	1.7	6.8
	Neutral	12	9.8	10.3	17.1
	important	28	22.8	23.9	41.0
	very important	69	56.1	59.0	100.0
	Total	117	95.1	100.0	
Missing	No Response	6	4.9		
Total		123	100.0		

Price 13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important at all	3	2.4	2.5	2.5
	not important	2	1.6	1.7	4.2
	Neutral	23	18.7	19.5	23.7
	important	25	20.3	21.2	44.9
	very important	65	52.8	55.1	100.0
	Total	118	95.9	100.0	
Missing	No Response	5	4.1		
Total		123	100.0		

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Frequencies

Statistics

		TV ad	Radio ad	Magazine ad	Newspapers ad	Internet ad	Word of mouth	other
N	Valid	121	119	120	119	119	120	26
	Missing	2	4	3	4	4	3	97
Mean		2.45	1.91	2.90	2.86	2.39	3.45	2.96
Range		4	4	4	4	4	4	4
Sum		296	227	348	340	284	414	77

Frequency Table

TV ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	45	36.6	37.2	37.2
	little	22	17.9	18.2	55.4
	Neutral	22	17.9	18.2	73.6
	influence	19	15.4	15.7	89.3
	A lot	13	10.6	10.7	100.0
	Total	121	98.4	100.0	
Missing	No Response	2	1.6		
Total		123	100.0		

Radio ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	61	49.6	51.3	51.3
	little	22	17.9	18.5	69.7
	Neutral	25	20.3	21.0	90.8
	influence	8	6.5	6.7	97.5
	A lot	3	2.4	2.5	100.0
	Total	119	96.7	100.0	
Missing	No Response	4	3.3		
Total		123	100.0		

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Magazine ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	23	18.7	19.2	19.2
	little	24	19.5	20.0	39.2
	Neutral	29	23.6	24.2	63.3
	influence	30	24.4	25.0	88.3
	A lot	14	11.4	11.7	100.0
	Total	120	97.6	100.0	
Missing	No Response	3	2.4		
Total		123	100.0		

Newspapers ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	34	27.6	28.6	28.6
	little	14	11.4	11.8	40.3
	Neutral	25	20.3	21.0	61.3
	influence	27	22.0	22.7	84.0
	A lot	19	15.4	16.0	100.0
	Total	119	96.7	100.0	
Missing	No Response	4	3.3		
Total		123	100.0		

Internet ad

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	46	37.4	38.7	38.7
	little	20	16.3	16.8	55.5
	Neutral	24	19.5	20.2	75.6
	influence	19	15.4	16.0	91.6
	A lot	10	8.1	8.4	100.0
	Total	119	96.7	100.0	
Missing	No Response	4	3.3		
Total		123	100.0		

Word of mouth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	19	15.4	15.8	15.8
	little	6	4.9	5.0	20.8
	Neutral	27	22.0	22.5	43.3
	influence	38	30.9	31.7	75.0
	A lot	30	24.4	25.0	100.0
	Total	120	97.6	100.0	
Missing	No Response	3	2.4		
Total		123	100.0		

other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very little	9	7.3	34.6	34.6
	little	1	.8	3.8	38.5
	Neutral	5	4.1	19.2	57.7
	influence	4	3.3	15.4	73.1
	A lot	7	5.7	26.9	100.0
	Total	26	21.1	100.0	
Missing	No Response	97	78.9		
Total		123	100.0		

Frequencies

Statistics

Pay

N	Valid	123
	Missing	0
Mean		1.64
Range		3
Sum		202

Most likely pay with

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cash	82	66.7	66.7	66.7
	credit card	21	17.1	17.1	83.7
	check	2	1.6	1.6	85.4
	cash/credit card	18	14.6	14.6	100.0
	Total	123	100.0	100.0	

Frequencies

Statistics

How much do you spend on shopping?

N	Valid	123
	Missing	0
Mean		2.34
Range		3

How much do you spend on shopping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than SR200	16	13.0	13.0	13.0
	SR201 to SR 499.99	59	48.0	48.0	61.0
	SR500 to SR799.99	38	30.9	30.9	91.9
	SR800 and more	10	8.1	8.1	100.0
	Total	123	100.0	100.0	

Frequencies

Statistics

		Advertising when searching	Importance of refunds	Refund policy	Advertising when purchasing	Importance of exchange	Exchange policy	Fun activity
N	Valid	122	122	117	120	120	116	121
	Missing	1	1	6	3	3	7	2
Mean		3.55	3.71	3.74	3.13	3.36	3.02	3.53
Range		4	4	4	4	4	4	4
Sum		433	453	438	376	403	350	427

Frequency Table

Advertising when searching

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	4.9	4.9	4.9
	Disagree	10	8.1	8.2	13.1
	Neutral	33	26.8	27.0	40.2
	Agree	57	46.3	46.7	86.9
	Strongly agree	16	13.0	13.1	100.0
	Total	122	99.2	100.0	
Missing	No Response	1	.8		
Total		123	100.0		

Importance of refunds

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2.4	2.5	2.5
	Disagree	11	8.9	9.0	11.5
	Neutral	35	28.5	28.7	40.2
	Agree	42	34.1	34.4	74.6
	Strongly agree	31	25.2	25.4	100.0
	Total	122	99.2	100.0	
Missing	No Response	1	.8		
Total		123	100.0		

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Refund policy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2.4	2.6	2.6
	Disagree	22	17.9	18.8	21.4
	Neutral	21	17.1	17.9	39.3
	Agree	27	22.0	23.1	62.4
	Strongly agree	44	35.8	37.6	100.0
	Total	117	95.1	100.0	
Missing	No Response	6	4.9		
Total		123	100.0		

Advertising when purchasing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	4.1	4.2	4.2
	Disagree	22	17.9	18.3	22.5
	Neutral	56	45.5	46.7	69.2
	Agree	26	21.1	21.7	90.8
	Strongly agree	11	8.9	9.2	100.0
	Total	120	97.6	100.0	
Missing	No Response	3	2.4		
Total		123	100.0		

Importance of exchange

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	6.5	6.7	6.7
	Disagree	17	13.8	14.2	20.8
	Neutral	36	29.3	30.0	50.8
	Agree	42	34.1	35.0	85.8
	Strongly agree	17	13.8	14.2	100.0
	Total	120	97.6	100.0	
Missing	No Response	3	2.4		
Total		123	100.0		

Exchange policy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	16	13.0	13.8	13.8
	Disagree	30	24.4	25.9	39.7
	Neutral	26	21.1	22.4	62.1
	Agree	24	19.5	20.7	82.8
	Strongly agree	20	16.3	17.2	100.0
	Total	116	94.3	100.0	
Missing	No Response	7	5.7		
Total		123	100.0		

Fun activity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	21	17.1	17.4	17.4
	Disagree	5	4.1	4.1	21.5
	Neutral	19	15.4	15.7	37.2
	Agree	41	33.3	33.9	71.1
	Strongly agree	35	28.5	28.9	100.0
	Total	121	98.4	100.0	
Missing	No Response	2	1.6		
Total		123	100.0		

Frequencies

Statistics

Reasonable time for refund

N	Valid	122
	Missing	1
Mean		1.81
Range		3
Sum		221

Reasonable time for refund

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-7 days	64	52.0	52.5	52.5
	8-20 days	31	25.2	25.4	77.9
	21-30 days	13	10.6	10.7	88.5
	more than a month	14	11.4	11.5	100.0
	Total	122	99.2	100.0	
Missing	No Response	1	.8		
Total		123	100.0		

Frequencies

Marital status

N	Valid	121
	Missing	2
Mean		2.26
Range		2
Sum		273

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married with children	39	31.7	32.2	32.2
	Married without children	12	9.8	9.9	42.1
	Single	70	56.9	57.9	100.0
	Total	121	98.4	100.0	
Missing	No Response	2	1.6		
Total		123	100.0		

Frequencies

Age

N	Valid	120
	Missing	3
Mean		2.07
Range		4
Sum		248

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25	40	32.5	33.3	33.3
	26-35	49	39.8	40.8	74.2
	36-45	19	15.4	15.8	90.0
	46-55	7	5.7	5.8	95.8
	56+	5	4.1	4.2	100.0
	Total	120	97.6	100.0	
Missing	No Response	3	2.4		
Total		123	100.0		

Frequencies

Statistics

income

N	Valid	112
	Missing	11
Mean		$2.04
Range		$4
Sum		$229

income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under SR60,000	47	38.2	42.0	42.0
	SR61,000-SR95,000	24	19.5	21.4	63.4
	SR96,000-SR190,000	32	26.0	28.6	92.0
	SR191,000-SR357,000	7	5.7	6.3	98.2
	SR358,000+	2	1.6	1.8	100.0
	Total	112	91.1	100.0	
Missing	No Response	11	8.9		
Total		123	100.0		

Frequencies

Statistics

education level

N	Valid	120
	Missing	3
Mean		3.08
Range		4
Sum		369

education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below high school	5	4.1	4.2	4.2
	High school	15	12.2	12.5	16.7
	College	74	60.2	61.7	78.3
	Graduate school	18	14.6	15.0	93.3
	other	8	6.5	6.7	100.0
	Total	120	97.6	100.0	
Missing	No Response	2	1.6		
	System	1	.8		
	Total	3	2.4		
Total		123	100.0		

APPENDIX B

QUESTIONNAIRE

Questionnaire

The study in which you are being asked to participate in is designed to investigate women shopping habits for their own personal needs in Saudi Arabia. This study is being conducted by Ghassan Altawail under the supervision of Dr. Nabil Razzouk, Professor of Marketing, in partial fulfillment of the requirements for the degree of master in business administration. This study has been approved by the Institutional Review Board, California State University, San Bernardino.

In this study you will be asked to respond to several questions about your shopping habits for personal needs. The Questionnaire should take about 5 to 10 minutes to complete. All of your responses will be held in the strictest of confidence by the researcher. Your name will not be reported with your responses. All data will be reported in group form only. You may receive the group results of this study upon completion in the Fall Quarter of 2003 at California State University, San Bernardino library.

Your participation in this study is totally voluntary. You are free not to answer any questions and withdraw at any time during this study.

If you have any questions or concerns about this study, Please fell free to contact me Dr. Nabil Razzouk (909) 880-5754.

1. On average how often do you go shopping for your own personal needs? (Please check one)

    _____ Once or Twice a month
    _____ Once a week
    _____ Twice a week
    _____ Three Times a week
    _____ Four Times a week
    _____ Other (please specify) _____

2. I usually go shopping for my own personal needs:

    _____ By Myself   _____ with Friends   _____ with Family
    _____ with Co-workers _____ Other (please specify) _____

3. Which days of the week are you most likely to go out Shopping for your own personal needs? (Please check all that apply)

    _____ Monday   _____ Tuesday   _____ Wednesday   _____ Thursday
    _____ Friday   _____ Saturday   _____ Sunday

4. When you go shopping for a particular brand available in both a store in the mall or in an individual store outside the mall, do you prefer to buy it from: (Please check one)

    _____ A Store in the Shopping mall
    _____ An Individual Store outside the mall
    _____ Does not matter

5. On a scale of 1-5, 1 being not at all important, to 5 being very important, please indicate how important to you is each of the following attributes when Shopping for your own personal needs in a **mall**:

	Not Important at all				Very Important
Mall Name	1	2	3	4	5
Mall Location	1	2	3	4	5
Mall Design	1	2	3	4	5
Women Only Shopping Mall	1	2	3	4	5
Female Sales Person	1	2	3	4	5
Availability of Fitting room	1	2	3	4	5
Availability of Restaurants	1	2	3	4	5
Availability of Coffee Shops	1	2	3	4	5
Availability of Children Entertainment	1	2	3	4	5
Availability of Name Brands	1	2	3	4	5
Availability of Department Stores	1	2	3	4	5
Variety of Products	1	2	3	4	5
Price	1	2	3	4	5

6. On a scale of 1-5, 1 being not at all important, to 5 being very important, please indicate how important to you is each of the following attributes when Shopping for your own personal needs in **an Individual store outside the mall**:

	Not Important at all				Very Important
Store Name	1	2	3	4	5
Store Location	1	2	3	4	5
Store Design	1	2	3	4	5
Women Only Store	1	2	3	4	5
Female Sales Person	1	2	3	4	5
Availability of Fitting room	1	2	3	4	5
Availability of Restaurants	1	2	3	4	5
Availability of Coffee Shops	1	2	3	4	5
Availability of Children Entertainment	1	2	3	4	5
Availability of Name Brands	1	2	3	4	5
Availability of Department Stores	1	2	3	4	5
Variety of Products	1	2	3	4	5
Price	1	2	3	4	5

7. Please indicate how much influence does each of the following forms of promotion attributes have on you when shopping for your own personal needs.

	Very little Influence				A lot of Influence
Television Advertising	1	2	3	4	5
Radio Advertising	1	2	3	4	5
Magazines Advertising	1	2	3	4	5
Newspapers Advertising	1	2	3	4	5
Internet Advertising	1	2	3	4	5
Word of Mouth	1	2	3	4	5
Other, please specify _____	1	2	3	4	5

8. When you go shopping for your own personal needs you are most likely to pay with:
   (Please check all that apply)

   _____ Cash   _____ Credit Card   _____ Check

9. On average how much do you spend on Shopping for your own personal needs per month?
   (Please check one)

   _____ Less than SR 200
   _____ SR 201 to SR 499.99
   _____ SR 500 to SR 799.99
   _____ SR 800 and more

10. Please indicate the level you agree or disagree with each of the following statement by circling the number that best represents your response.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Advertising is helpful when searching for information	1	2	3	4	5
Business underestimate the Importance of Refunds to costumers	1	2	3	4	5
Refund Policy definitely impact my buying decision	1	2	3	4	5
Advertising affect my decision to purchase a product	1	2	3	4	5
Business underestimate the Importance of Exchanges to costumers	1	2	3	4	5
Exchange Policy of stores does not affect my buying decision	1	2	3	4	5
Shopping is a fun activity	1	2	3	4	5

11. What do you think is a reasonable time limit for refunds or exchange: (Please check one)

_____ 1-7 day's
_____ 8-20 day's
_____ 21-30 day's
_____ More than 1 month

Please tell us a little about you:

12. What is your marital status?
    (Please check one)

    _____ Married with children
    _____ Married without children
    _____ Single

13. You are a member of what age group?
    (Please check one)

    _____ 15-25 years   _____ 26-35   _____ 36-45   _____ 46-55   _____ 56+

14. Your family household income is:
    (Please check one)

    _____ Under SR 60,000
    _____ SR61, 000-SR95, 000
    _____ SR96, 000-SR190, 000
    _____ SR191, 000-SR357, 000
    _____ SR358, 000+

15. Which category best describes your highest educational level?
    (Please check one)

    _____ Below high school
    _____ High School
    _____ College
    _____ Graduate School
    _____ Other _____

THANK YOU!

1. On average how often do you go shopping for your own personal needs?
    (Please check one)

    74%   Once or Twice a month
    20%   Once a week
    14% Twice a week
    3%   Three Times a week
    5%   Four Times a week
    7%   Other (please specify) _____

2. I usually go shopping for my own personal needs:

    26 By Myself   36 with Friends   76 with Family
    7   with Co-workers 4   Other (please specify) _____

3. Which days of the week are you most likely to go out Shopping for your own
    personal needs? (Please check all that apply)

    27 Monday   19 Tuesday   43 Wednesday   83 Thursday
    29 Friday   20 Saturday   23 Sunday

4. When you go shopping for a particular brand available in both a store in the
    mall or in an individual store outside the mall, do you prefer to buy it from:
    (Please check one)

    42.3%   A Store in the Shopping mall
    10.6%   An Individual Store outside the mall
    47.2%   Does not matter

5. On a scale of 1-5, 1 being not at all important, to 5 being very important, please indicate how important to you is each of the following attributes when Shopping for your own personal needs in a **mall**:

	Not Important at all				Very Important
Mall Name	34.1%	10.6%	16.3%	23.6%	13%
Mall Location	3.3%	7.3%	19.5%	29.3%	38.2%
Mall Design	26.8%	19.5%	24.4%	20.3%	7.3%
Women Only Shopping Mall	48%	19.5%	10.6%	10.6%	10.6%
Female Sales Person	42.3%	17.9%	14.6%	4.9%	18.7%
Availability of Fitting room	19.5%	9.8%	9.8%	15.4%	43.1%
Availability of Restaurants	13%	13%	14.6%	25.2%	30.1%
Availability of Coffee Shops	14.6%	11.4%	14.6%	23.6%	31.7%
Availability of Children Entertainment	30.1%	8.9%	20.3%	17.9%	20.3%
Availability of Name Brands	8.9%	8.9%	30.1%	22.8%	23.6%
Availability of Department Stores	10.6%	10.6%	30.1%	22.8%	22%
Variety of Products	3.3%	3.3%	13.8%	19.5%	58.5%
Price	4.9%	.8%	17.1%	27.6%	46.3%

6. On a scale of 1-5, 1 being not at all important, to 5 being very important, please indicate how important to you is each of the following attributes when Shopping for your own personal needs in **an Individual store outside the mall**:

	Not Important at all				Very Important
Store Name	31.7%	3.3%	15.4%	22%	24.4%
Store Location	8.9%	4.9%	17.9%	25.2%	38.2%
Store Design	21.1%	7.3%	29.3%	22.8%	14.6%
Women Only Store	37.4%	18.7%	17.9%	8.1%	13%
Female Sales Person	33.3%	17.9%	19.5%	8.1%	16.3%
Availability of Fitting room	24.4%	7.3%	15.4%	12.2%	36.6%
Availability of Restaurants	30.9%	5.7%	22.8%	10.6%	26.8%
Availability of Coffee Shops	27.6%	10.6%	24.4%	12.2%	22%
Availability of Children Entertainment	42.3%	8.9%	14.6%	12.2%	16.3%
Availability of Name Brands	9.8%	8.1%	19.5%	20.3%	35.8%
Availability of Department Stores	13.8%	10.6%	34.1%	14.6%	22.8%
Variety of Products	4.9%	1.6%	9.8%	22.8%	56.1%
Price	2.4%	1.6%	18.7%	20.3%	52.8%

7. Please indicate how much influence does each of the following forms of promotion attributes have on you when shopping for your own personal needs.

	Very little Influence				A lot of Influence
Television Advertising	36.6%	17.9%	17.9%	15.4%	10.6%
Radio Advertising	49.6%	17.9%	20.3%	6.5%	2.04%
Magazines Advertising	18.7%	19.5%	23.6%	24.4%	11.4%
Newspapers Advertising	27.6%	11.4%	20.3%	22%	15.4%
Internet Advertising	37.4%	16.3%	19.5%	15.4	8.1%
Word of Mouth	15.4%	4.9%	22%	30.9%	24.4
Other, please specify____	36.6%	17.9%	17.9%	15.4%	10.6%

8. When you go shopping for your own personal needs you are most likely to pay with:
(Please check all that apply)

__66.7%__ Cash   __17.1%__ Credit Card   __1.6%__ Check
__14.6%__ cash/card

9. On average how much do you spend on Shopping for your own personal needs per month?
(Please check one)

__13%__	Less than SR 200
__48%__	SR 201 to SR 499.99
__30.9%__	SR 500 to SR 799.99
__8.1%__	SR 800 and more

10. Please indicate the level you agree or disagree with each of the following statement by circling the number that best represents your response.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Advertising is helpful when searching for information	4.9%	8.1%	26.8%	46.3%	13%
Business underestimate the Importance of Refunds to costumers	2.4%	8.9%	28.5%	34.1%	25.2%
Refund Policy definitely impact my buying decision	2.4%	17.9%	17.1%	22%	35.8%
Advertising affect my decision to purchase a product	4.1%	17.9%	45.5%	21.1%	8.9%
Business underestimate the Importance of Exchanges to costumers	6.5%	13.8%	29.3%	34.1%	13.8%
Exchange Policy of stores does not affect my buying decision	13%	24.4%	21.1%	19.5%	16.3%
Shopping is a fun activity	17.1%	4.1%	15.4%	33.3%	28.5

11. What do you think is a reasonable time limit for refunds or exchange: (Please check one)

    __52%__ 1-7 day's
    __25.2%__ 8-20 day's
    __10.6%__ 21-30 day's
    __11.4%__ More than 1 month

Please tell us a little about you:

12. What is your marital status?
(Please check one)

    31.7%   Married with children
    9.8%   Married without children
    56.9%   Single

13. You are a member of what age group?
(Please check one)

    32.5%   15-25 years   39.8% 26-35   15.4% 36-45
    5.7%   46-55   4.1%   56+

14. Your family household income is:
(Please check one)

    38.2%   Under SR 60,000
    19.5%   SR61, 000-SR95, 000
    26%   SR96, 000-SR190, 000
    5.7%   SR191, 000-SR357, 000
    1.6%   SR358, 000+

15. Which category best describes your highest educational level?
(Please check one)

    4.1%   Below high school
    12.2%   High School
    60.2%   College
    14.6%   Graduate School
    6.5%   Other _____

THANK YOU!

APPENDIX C

OPEN END QUESTION

List of "other" category responses

1. On average how often do you go shopping?
   Survey # 003: If I need to buy something or if I'm depressed
   Survey # 007: whenever I need
   Survey # 009: once every 2-3 months
   Survey # 025: If I need
   Survey # 053: whenever I need

7. How much influence does each of the following attributes have on you
   Survey # 009: my incite
   Survey # 033: in front of the store
   Survey # 044: friend
   Survey #0 54: on the street
   Survey #057: experience of other
   Survey #068: I have to see to believe it
   Survey #110: friend

15. Which category best describes your highest educational level?
   Survey # 032: deplume
   Survey # 039: health education specialist

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