

Global Emerging Trends and Socio-Cultural Shifts: Leading the Changing Patterns of Consumer Behavior

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Abstract

Saudi Arabia's youthful and technologically literate populace is the main driver of its swift socioeconomic growth. This study looks at how Saudi buying habits are impacted by social and cultural variables as well as new trends. In order to investigate trust, price sensitivity, social effects, convenience, and customer happiness, this study polls 212 Saudi consumers. The findings show that consumers' purchasing decisions are influenced by their level of trust in products and payment methods. Consumers care most about price and adore fair pricing and sales. When weighed against other factors, social influences are negligible. In order to keep people coming back, shopping should be fun. This study highlights the value of trust, competitive pricing, and excellent customer service, all of which can assist businesses in modifying their marketing strategies to meet the changing needs of Saudi consumers. Saudi Vision 2030's objective of developing a creative, customer-focused market is supported by these findings.

Keywords

Buying behavior, Convenience factor, Global trends, Shopping

Introduction: Customer behavior and industry trends-related market research are essential for understanding a company's targeted markets and rivals. In the last forty years, Saudi Arabia's political, economic, and social growth has changed quickly and dramatically. Transforming to modernization the KSA has upgraded to a service economy sector from the traditional agricultural oil-based economy with a fast-paced consumer culture (Almutairi et al., 2023; Moshashai et al., 2020a; Samargandi et al., 2014; Yusuf, 2016). The Arabian market is dynamic and offers special opportunities and challenges. The per capita income and GDP of KSA are impressive and continue to rise steadily. The Saudi market is not static; instead, the price structure and production costs fluctuate over varying timeframes. Consequently, the Saudi think tank dedicated to business establishment conducts an analysis of price structures across various temporal levels (Altalhi,

2023; Foudeh, 2017; Jawadi & Ftiti, 2019; Llanos-Antczak, 2023; Mensi et al., 2018). In this context, numerous economists and price analysts have articulated their perspectives concerning the business landscape in the Kingdom of Saudi Arabia. In 2022, the Gross Domestic Product (GDP) of Saudi Arabia was recorded at 1108.15 billion US dollars, as per the official statistics provided by the World Bank. The GDP of Saudi Arabia constitutes 0.49 percent of the global economy (Almutairi et al., 2023; Saudi Arabia GDP, 2023). Increased GDP in the Gulf Region is owed to the exploration of natural resources. These economic developments and globalization are growing emerging consumers; affecting their perception (tastes, values) and purchasing behavior (trends, preferences, habits), In terms of consumer behavior research, only a few topics have attracted the attention of academics, researchers, and professionals alike and have taken patronage behavior into account. According to (Karim et al., 2025; Roshid et al., 2025; Schallehn et al., 2019; Tanchangya et al., 2024) Customer needs are motivated by distinct product and service categories that are pertinent to their needs. Price, as seen from the perspective of the client, symbolizes the value that a person places on the item being traded. Marketers have been making claims. The customer will evaluate these assurances in relation to the cost and determine if the expenditure is justified (Prakash et al., 2021; Zeithaml et al., 1993). When evaluating price, the client is particularly focused on the anticipated advantages of the product, as seen below:

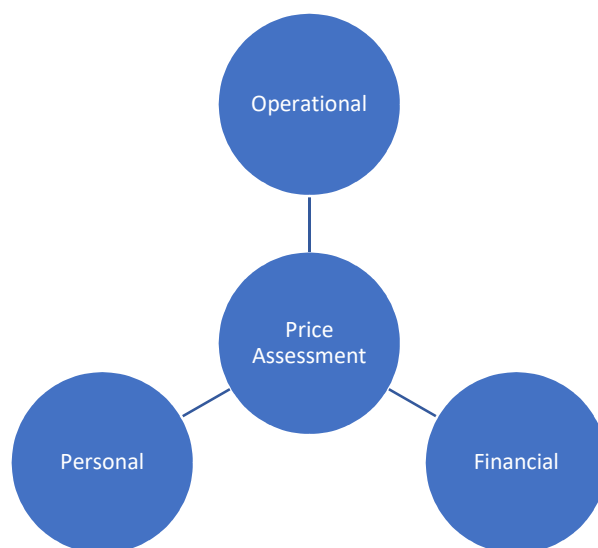


Figure 1: Conceptual model of Emerging Trends and Socio-Cultural events.

Since 40% of people in the KSA are over 40, they have their own preferences, trends, and inclinations, purchasing habits. Two-thirds of Saudis prioritize quality over price (Ho, 2019; Market Research Report, 2023). The contemporary Saudi market caters to a new breed of clients that have their own unique preferences and usual options. Many researchers have suggested that the unique features of consumers have an impact on customer value, engaging customers positively influences customer value creation (Assad, 2008; Jassim & Al-Kawaz, 2022; Zhang et al., 2017). The Gulf region has rapidly progressed towards embracing an era of widespread consumption. Contemporary rational consumerism presents a challenge to social relationships that are rooted in

traditional and religious values. The study of consumer culture has begun to take into implicate all areas of social life very seriously (Ahmadi, 2022; Alali et al., 2023; Karim, Hasan, Waaje, et al., 2024; Roshid et al., 2025). Consequently, the current consumption patterns in Saudi Arabia appear to be influenced by the imitation of more advanced, predominantly Western, economies. Marketers present consumers with an array of products and services sourced from diverse suppliers, enabling them to evaluate options based on price and quality, ultimately allowing for the selection of the most advantageous offer (Algumzi, 2022; Almohammadi & Abdulghaffar, 2022; Alqutub, 2023; Rahman, 2023). Market information is facilitating a direct dialogue between the seller and the end buyer, complemented by continuous customer service availability. This study seeks to examine the various factors that shape the opportunities and limitations of consumerism in Saudi Arabia.

The diversification of the economy has been a strategic objective of the National Transformation Program, which aims to support the realisation of Saudi Vision 2030 by enhancing the market sector and business environment to attract both domestic and international investors, while promoting small and medium enterprises and productive families in accessing consumers and entering new markets. Such improvements will consequently lead to the establishment of new enterprises and economic expansion through commercial liquidity in the private sector, particularly within the retail industry (Havrlant & Darandary, 2021; Moshashai et al., 2020; Roshid et al., 2024; Sarwar et al., 2021). This initiative will elevate the Kingdom's status as a global investment hub. Recent years witnessed spectacular Western consumerism, through manifestations of goods and services (luxury cars, modern technology, and Western fashion) in KSA; While consumerism has been attached to many still-strong cultural ideals, it has led to the long-term growth of both mass production and consumption. As mentioned earlier, the kingdom has made it a priority to promote trade and investment. Industry and Commerce-related shopping data and available statistics illustrate a growing breed of clients cater to unique preferences and usual options (Karim et al., 2024; Roshid et al., 2024). Consumer behavior research helps marketers understand what drives consumers' purchasing decisions. Consequently, it is crucial to examine and comprehend the various factors that influence consumer behaviour regarding sales in Saudi Arabian marketplaces. This investigation examined the various factors that may affect Saudi consumers in recognising essential products as well as those that have become obsolete. Retailers must closely examine those factors. The following questions guide the research: How do Saudi consumers' purchasing habits are influenced by socio-cultural factors such as religion, traditions, family networks, institutions, money, commodities, and information? When marketing and producing goods, which consumer trends should Saudi Arabian businesses keep in mind? The primary goal of this research is to examine the characteristics, motives, and consuming styles of Saudi Arabian consumers in order to provide light on the societal forces that shape their behavior and purchasing habits.

1. Literature Review

2.1 Upcoming Patterns in Customer Action

Emerging trends in consumer behaviour reflect changes in society values, economy, and technology. The landscape of consumer behaviour is constantly altering. The growth of e-commerce and digitization have a major effect on consumer behaviour, according to studies. For example, Saudi Arabia's young, tech-savvy population and expanding internet penetration have fuelled the country's e-commerce platforms' meteoric rise (Assiri & Mirza, 2011; Zulfeequar Alam & Elaasi, 2016). Furthermore, cellphones have made online buying incredibly accessible, leading to the rise of mobile commerce (Alzubaidi, 2018).

The rising profile of eco-friendly and morally sound purchasing practices is another noteworthy development. More and more, consumers are considering social and environmental impacts when making purchases. Corporate social responsibility (CSR) is gaining popularity among Saudi customers, who are increasingly interested in sustainable practices (Karim et al., 2023; Mohammed, 2020). Nonetheless, there is a lack of data on the precise ways in which these tendencies affect the purchasing habits of various Saudi market segments. Understanding how new technology like AI and AR affect Saudi consumer behaviour is an area where there is a lot of unanswered questions. In his research article, Rahman (2023) discussed the availability of products in a highly sanitary environment. An important factor in generating happiness and giving a company an advantage in the market is the development of positive relationships between employees and customers.

2.2 How Society and Culture Interact

The distinct socio-cultural environment of Saudi Arabia has a significant impact on consumer behavior. The conservative character of Saudi society and the traditional values derived from Islamic principles influence consumer preferences and behaviors. Religious rituals, gender norms, and family dynamics all play important roles in this region's purchasing habits (Algumzi, 2022; Rambo et al., 2009).

Particularly important are gender dynamics. The Vision 2030 project and other recent social and political shifts have brought to a dramatic increase in women's agency and economic engagement (Altalhi, 2023; Havrlant & Darandary, 2021; Moshashai et al., 2020b, 2020a; Sarwar et al., 2021; *The Kingdom of Saudi Arabia's Vision 2030*). Particularly in product categories where men have historically held sway, this change is likely to affect how people shop. There is still a lack of knowledge on how these changes are influencing consumer behavior, especially when it comes to women's greater workforce involvement, despite the fact that there is study on the subject.

2.3 The Role of Socioeconomic Situation

Additionally, consumer behavior is influenced by economic variables including employment rates, income levels, and economic policies. By supporting industries like retail, entertainment, and tourism, the Vision 2030 plan hopes to diversify the economy away from its reliance on oil. The preferences and spending habits of consumers are likely to be affected by these developments (Đonlagić & Moskalenko, 2020; Karim, Roshid, Dhar, et al., 2024; Rambo et al., 2009; Senan et al., 2018; Waaje et al., 2025). Nevertheless, there is a significant lack of research on how economic diversification affects consumer behaviour. It is crucial to comprehend how changes in economic policies and the emergence of new industries impact consumer preferences and spending patterns.

According to the McKinsey (2020-2021) Middle East Consumer Sentiment Survey reports, KSA lower-income tier consumers are getting more price sensitive, and overall, 50 percent of the respondents are cutting back on spending, trading down, and searing similar quality cheaper grocery options. Digital economy increased online users in KSA, 42% of these shoppers buy groceries online at least once a week. Eventually, traditional retailers are losing out on revenue growth opportunities. 3rdly, they prefer more healthy products and are socially sophisticated.

2. Research Methodology

The purpose of this study was to investigate the influence that a number of different factors have on consumer behavior by utilizing demographic information, correlation analysis, and multiple regression analysis. A quantitative technique that was based on survey research was utilized in order to collect primary data through the use of a structured questionnaire that was created using Google Forms. For the purpose of ensuring that respondents felt at ease and were more inclined to make truthful responses, the questionnaire was created to be an anonymous survey. Additionally, the questionnaire was divided into two pieces. The survey's initial phase involved gathering a variety of demographic information, such as gender, age, income, occupation, and level of education. In the second segment, the focus was on the preferences of customers regarding their purchases and the factors that influence their purchasing behavior. Each facet consisted of two to four questions. The mall intercept approach was utilized at supermarkets, hypermarkets, and malls in order to ascertain the sample size, which was discovered to be 212 respondents. In particular, clients who were leaving these stores were contacted and interviewed using the structured questionnaire in order to gain a better understanding of the trends that are forming among Saudi Arabian consumers. During the data collection process, both Makkah and Jeddah were visited.

There were questions on product authenticity checks, security features, payment methods, awareness of counterfeit goods, price concerns, trend-following behaviors, and purchasing habits included in the dataset. The dataset was comprised of survey results pertaining to many aspects of consumer behavior in Saudi Arabia. A correlation study was carried out in order to determine the strength of the associations between these variables as well as the direction in which they would go. Therefore, in order to shed light on the interrelationships between the variables, the Pearson correlation coefficient was calculated for each and every pair of variables (Karmakar et al., 2022; Pareek & Mathur, 2022). The identification of potential predictors for the upcoming regression analysis was made easier by this preliminary analysis by providing the necessary information. A heatmap was used to show the correlation matrix, which provided a full visual representation of the correlations that exist between all of the variables (Silva et al., 2020). Subsequently, multiple regression analysis was utilized in order to quantify the impact that the selected predictors had on the dependent variables, which were price sensitivity and trend awareness (Karim et al., 2025; Ramar, 2023; Roshid et al., 2024). There was a robust framework for understanding the components that influence consumer behavior in this setting, which was provided by the regression models, which comprised significant predictors as indicated by the correlation analysis. The findings of the study also highlighted the complex relationship that exists between the level of

consumer awareness and the degree to which they are sensitive to price in the Saudi market. The findings shed light on the significant part that is played by product authenticity checks and security measures in the process of molding the perceptions and actions of consumers. The analysis also found that payment methods and awareness of phony brands have a major influence on price concerns and buying habits, which exemplifies the complexity of the decision-making processes that consumers engage in (Nahalková Tesárová & Křižanová, 2023). These discoveries have important repercussions for advertising professionals and governments who are working to encourage consumer behaviors that are both educated and secure.

4. Data Analysis and Implications

4.1.1 Demographic Information

This section utilizes descriptive statistics to examine the primary data related to the demographic information of the respondents. The data is displayed in percentage form, covering variables including age, gender, educational attainment, monthly income, and occupation.

Table 1: Demographic Information

<i>Age</i>	Respondents in Number	Respondents in Percentage
<i>18 - 24</i>	93	43.87
<i>25 - 40</i>	75	35.38
<i>41 - 55</i>	30	14.15
<i>50 -60</i>	14	6.60
<i>Gender</i>	Respondents in Number	Respondents in Percentage
<i>Male</i>	136	64.15
<i>Female</i>	76	35.85
<i>Educational level</i>	Respondents in Number	Respondents in Percentage
<i>Post Graduate Degree</i>	32	15.09
<i>Graduate Degree</i>	93	43.87
<i>Diploma</i>	72	33.96
<i>Ph.D</i>	15	7.08

Monthly Income	Respondents in Number	Respondents in Percentage
<i>Less than SR 4000</i>	80	37.74
<i>SR 4000 - SR 8000</i>	87	41.04
<i>SR 8000 – SR 10000</i>	30	14.15
<i>Above SR 10000</i>	15	7.08
Occupation	Respondents in Number	Respondents in Percentage
<i>Professional</i>	47	22.17
<i>Public Sector</i>	62	29.25
<i>Private Sector</i>	66	31.13
<i>Other Jobs</i>	37	17.45

The demographic information table shows that the youngest participants were 18–24 years old (43.87%), followed by those in the 25–40 age range (35.38%), those in the 41–55 age range (14.15%), and those in the 50–60 age range (6.60%). There were fewer women than men among the respondents (35.85% vs. 64.15 percent). A total of 43.87 percent of respondents held a master's degree or above, 15.09 percent a post-graduate degree, 33.96 percent a diploma, and 7.08% a doctorate. Respondents' monthly income was likewise divided into four categories in the study. Nearly half of the respondents (41.04%) said their income was between SR 4000 and SR 8000. The next highest percentage was 37.34%, followed by 14.15% for SR 8000 to SR 10,000, and a lesser percentage of 7.08% for SR 10,000 or more. When broken down by profession, the survey found that 31.13 percent of respondents worked in the private sector, 29.25 percent in the public sector, 22.17% as professionals, and 17.45 percent in some other occupation. Based on this demographic profile, it seems that most of the respondents were young people, mostly men, with a fair amount of college degrees and middle-class salaries. A pertinent backdrop for evaluating consumer behavior patterns in Makkah and Jeddah supermarkets, hypermarkets, and malls is provided by the fact that most participants were employed in the private sector.

4.1.2 Correlation Insights

A correlation study was conducted with the purpose of determining the strength and direction of the links that exist between the various variables that pertain to consumer behavior. In order to determine the extent to which the variables are related to one another, we computed the Pearson correlation coefficient for each and every pair of variables. A thorough picture of these associations was offered by the visualization of the correlation matrix through the use of a heatmap. As a result,

important correlations were highlighted, which informed further regression studies. Several variables were found to have substantial positive relationships with trend awareness, including awareness of false brands (0.475), confidence in an extravagant consumption era (0.452), price concern (0.439), and expenditure on social and religious activities (0.438). These findings were derived from the correlation analysis which showed key conclusions. Additionally, there were significant associations found between price sensitivity and the following: awareness of phony brands (0.474), awareness of trends (0.439), belief in an era of excessive consumption (0.381), and spending on social and religious activities (0.369).

According to these connections, consumers who are aware of fake brands, who believe that we are living in an era of excessive consumption, and who are concerned about costs are more likely to follow trends and be sensitive to fluctuations in price. A more in-depth investigation using

regression models was made possible as a result of this preliminary analysis.

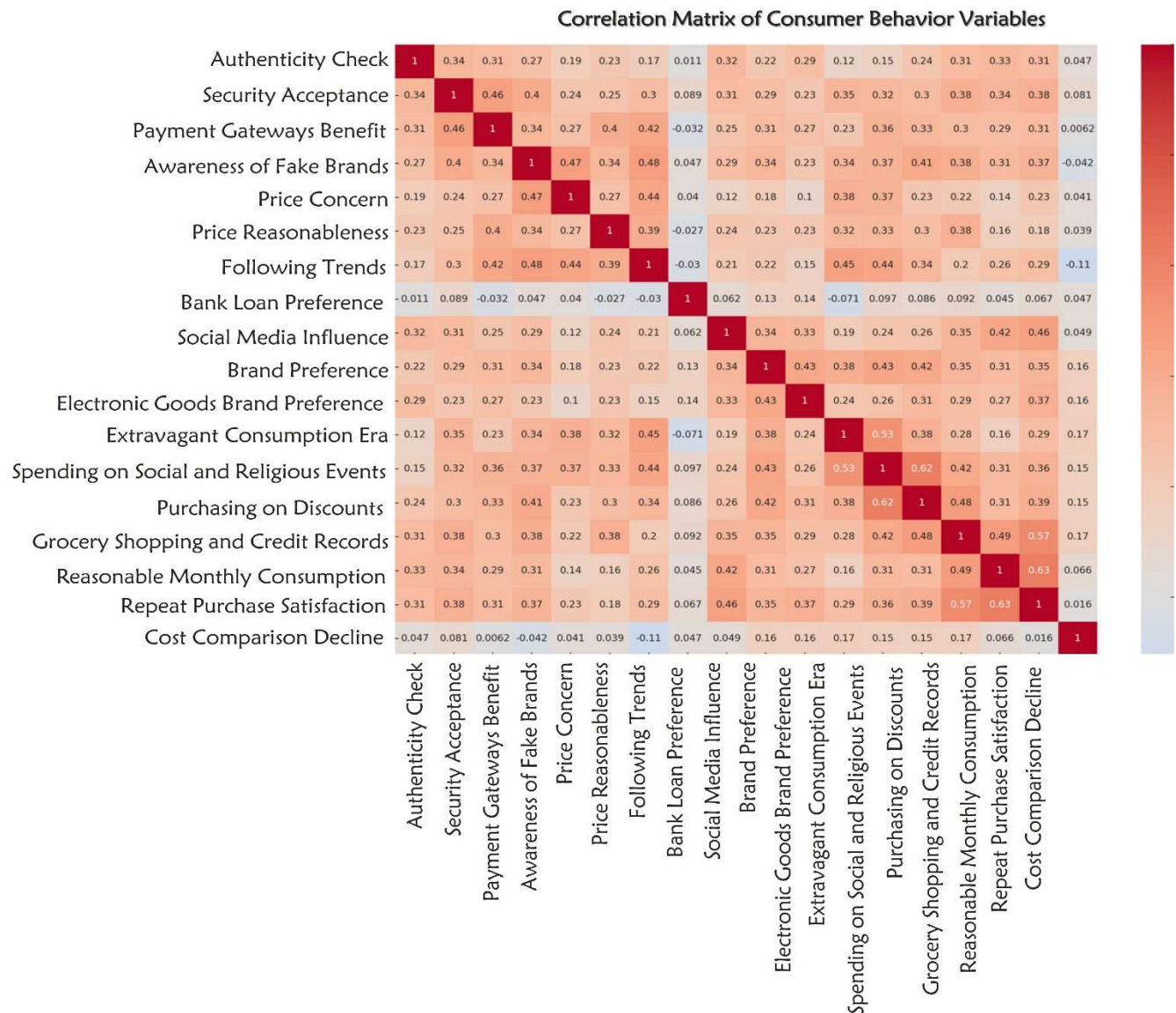


Figure 2: Correlation Insights of all variables

4.1.3 Trend Awareness Predictors

Quantifying the influence of a number of different factors on the propensity of consumers to follow trends was the objective of the multiple regression analysis for trend awareness. Through the use of correlation analysis, the dependent variable, which was referred to as "Fond of following trends to visible goods and habits in social family programs," was studied in comparison to the independent factors selected. A value of 0.416 was found for the R-squared component of the regression model after it was fitted using the ordinary least squares (OLS) method. It can be deduced from this that the model is capable of explaining around 41.6% of the amount of variation in trend awareness. A number of factors were found to be significant predictors ($p < 0.05$),

including belief in an extravagant spending era, awareness of bogus brands, concern regarding price, and various ways of payment.

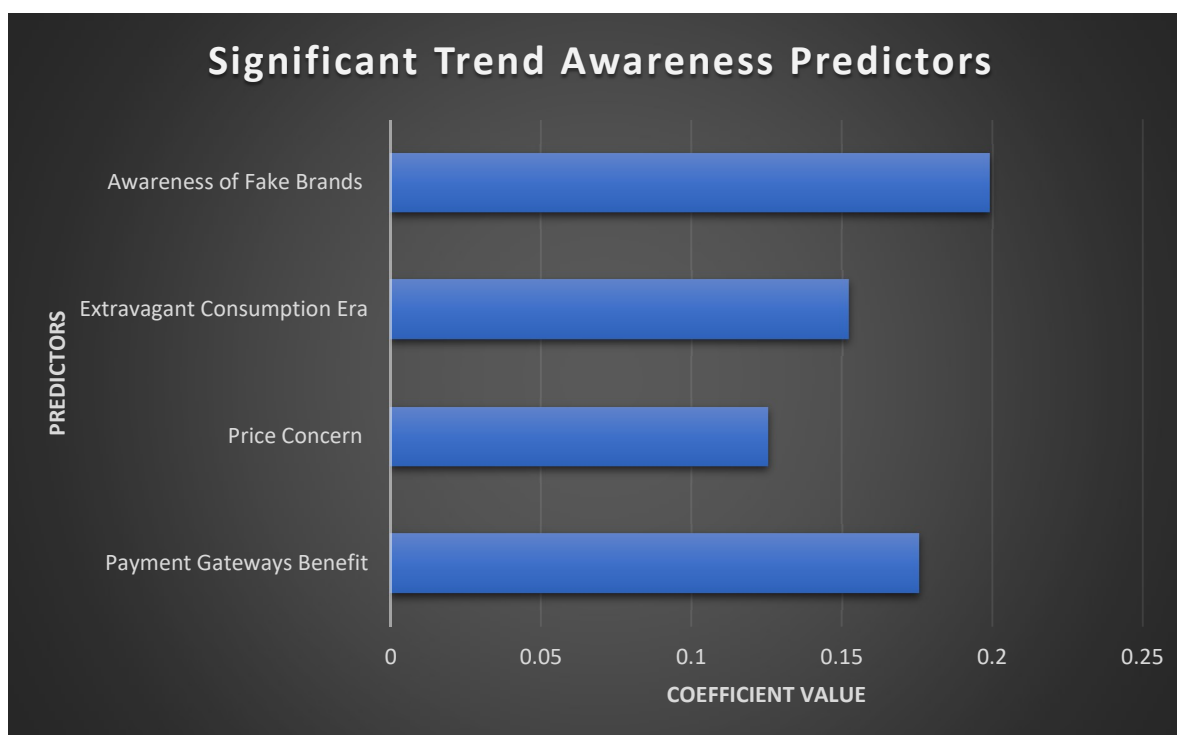


Figure 3: Trend Awareness Predictions

Particularly, the awareness of bogus brands had a substantial beneficial impact on trend awareness (coefficient: 0.1983, p-value: 0.003). This was the case. Based on this research, it appears that consumers who are aware of the existence of counterfeit products are more likely to purchase fashionable items. Another factor that had a positive relationship on trend awareness was the belief in an extravagant consumption era (coefficient: 0.1554, p-value: 0.004). This suggests that customers who view their era to be one of excessive consumption are more aware of trends. Additionally, price concern (coefficient: 0.1345, p-value: 0.018) and various means of payment (coefficient: 0.1877, p-value: 0.002) were found to be significant predictors, indicating the significance that financial considerations and payment flexibility have in driving behavior that follows trends. Marketers who want to reach consumer segments that are aware of trends absolutely need to have these insights. One way to effectively appeal to this demographic is to place an emphasis on the genuineness of the products and to make use of flexible payment alternatives.

4.1.4 Price Sensitivity Predictors

Understanding the elements that influence customers' primary worry about pricing was the primary focus of the regression analysis for price sensitivity. When compared to a group of independent factors that were discovered by correlation analysis, the dependent variable, which was "Price is

my primary concern," was also investigated. An R-squared value of 0.327 was obtained using the regression model, which indicates that the model is capable of explaining roughly 32.7% of the differences in price sensitivity. A number of factors were shown to be significant predictors ($p < 0.05$), including the awareness of fake brands, the awareness of trends, the belief in an era of excessive consumption, and the spending on attending social and religious activities.

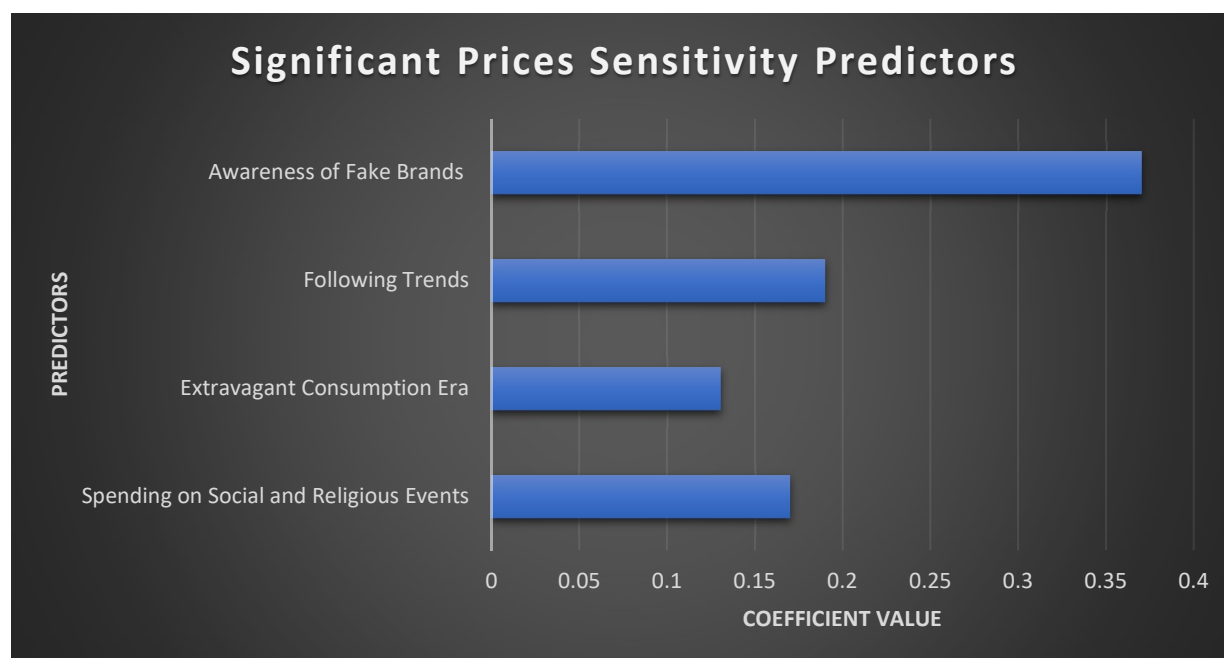


Figure 4: Price Sensitivity Predictions

The most significant predictor was the awareness of imitation brands, with a coefficient of 0.3713 and a p-value of less than 0.001. This indicates that consumers who are particularly attentive about counterfeit items are also extremely sensitive to pricing. Those who are concerned about pricing are also those who follow trends, as indicated by the fact that trend awareness had a positive impact on price sensitivity (coefficient: 0.1985, p-value: 0.020). Spending on social and religious events (coefficient: 0.1825, p-value: 0.048) and belief in an extravagant consumption era (coefficient: 0.1356, p-value: 0.046) were significant predictors, highlighting the importance of societal and cultural influences on price sensitivity. Both of these were significant predictors. In order to attract customers that are price-conscious, it is recommended that marketers place an emphasis on promoting the value and authenticity of their products and services. To further assist in tailoring marketing strategies to better match the requirements of consumers, it is helpful to have a grasp of the cultural and societal circumstances that influence price sensitivity.

4.2 Implications for Advertising and Interaction with Customers

The insights that were obtained from the correlation and regression studies give useful implications for marketing strategies and the involvement of consumers. By gaining an understanding of the

significant relationship that exists between the awareness of fake brands and both trend awareness and price sensitivity, one can better appreciate the significance of product authenticity in the decision-making process of consumers. By ensuring that their products are regarded as genuine and by informing consumers about the authenticity measures that are in place, marketers have the opportunity to capitalize on this concept. As a result of the favorable influence that believing in an extravagant consumption era has on both trend awareness and price sensitivity, it is suggested that marketing messaging should resonate with customers' perceptions of modern consumption patterns. By highlighting products that match with these preconceptions, it is possible to effectively engage consumers who are price-sensitive and knowledgeable of contemporary trends. In addition, the fact that price concerns and payment flexibility play a role in driving trend awareness highlights the importance of pricing strategies that provide both value and ease. It is possible to attract customers who place a high value on pricing and are likely to follow trends by providing them with promotional offers, discounts, and different payment choices. A thorough understanding of the primary drivers of consumer behaviors is provided by these studies, which can be utilized to design targeted marketing strategies and boost consumer engagement in the Saudi Arabian market. In conclusion, these analyses provide a comprehensive summary of the findings.

3. Discussion

This section focuses on the factors that influence Saudi shoppers' behavior and their attitudes towards consumerism. The study highlights the importance of understanding these factors in order to cater to the needs and preferences of the Saudi consumer market. The sources that address this theme explore how various aspects of consumer culture, such as values, beliefs, norms, lifestyles, and identities, shape the preferences and choices of Saudi customers. The youth populations from the middle class in this country serve as a fundamental force driving the transformation and expansion of new and emerging consumers in KSA. Individuals aged 0 to 24 are estimated to comprise one third of the kingdom's population (Almutairi et al., 2023). As observed in the examination of the trust factor, Saudi consumers prefer traditional purchasing methods and feel partially secure when using credit cards or other economic modalities for payment (cash, mobile phone). This indicates that there is a level of apprehension among Saudi consumers when it comes to online transactions and non-traditional payment methods. Trust is identified as a crucial factor influencing the shopping behavior of Saudi consumers. They prioritize the authenticity of shops and products, indicating that they value trustworthiness and reliability in their purchasing decisions. Saudi consumers actively check for the trustworthiness and goodwill of the stores they engage with, suggesting that they seek reassurance before making a purchase. The consensus is that the security measures implemented by the stores to safeguard credit card information and personal data are deemed satisfactory. The availability of secure and diverse payment methods, along with receipts, enhanced their confidence in the stores, and they are also aware of fake products. If trust is achieved; risk is most likely to decline and shoppers are comfortable with the shop. This awareness suggests that Saudi consumers are cautious and vigilant when making purchasing decisions, as they strive to avoid counterfeit or low-quality products. This is consistent with (Assiri & Mirza, 2011; Karmakar et al., 2023), in which the study discovered that online trust is crucial for customers, and retailers must have a trusting relationship with them. Consumer

behavior is favorably impacted by the perceived trust. Concerning the price aspect, customers in Saudi Arabia are willing to make a purchase if they perceive the product or service to be offered at a low price, provided that the price aligns with their expectations of reasonableness. The GDP value of Saudi Arabia accounts for 0.49 percent of the global economy (Saudi Arabia GDP, 2023). Market growth, financial interdependence, and product diversity play a key role in purchasing. Two third of Saudis are prioritizing quality over price (Altalhi, 2023). Hence, Saudi is a tradition-directed society, they prefer spending on social family programs as a Bandwagon effect. Customers need to build up the self-esteem of recognition from visualizing wealth and assets, viz (Cars, lands, houses) as a) Bandwagon effect: Demand rises as a result of other people using the goods (fashion, for example). b) The snob effect occurs when demand falls because others are consuming a certain product. c) Veblen effect: demand increases when the price is higher rather than lower (Leibenstein, 1950). Though globalisation and changes in the international environment have an impact on Saudi people, even though Islam plays a significant role in the country's daily lives, Saudis respond to modernization by acquiring and consuming goods to elevate their social status and to publicly display their ability to buy luxury goods (Abdellatif et al., 2018; Al-Hyari et al., 2012). Younger consumers in the Kingdom of Saudi Arabia clearly act like younger consumers in the West. This is clear from the fact that a wide range of goods are in high demand. Furthermore, Saudi consumers exhibited a neutral stance concerning the impact of social factors on their purchasing decisions, particularly in relation to social media and the perspectives of their families and peers. This phenomenon can be attributed to the heightened consciousness of the contemporary generation, which has become more discerning regarding the influence of social media advertising that may lack authenticity and primarily serves to promote a product or service. The consumers do not exhibit an obsessive attachment to brands; they are unable to sustain a prolonged period of inactivity. Customers in KSA possess a keen awareness of emerging trends alongside their fundamental needs, which drive them to discern the most suitable product options. They tend to acquire their preferred brands from establishments that offer more economical pricing. The KSA business think tank must undertake a comprehensive reassessment and reconfiguration of its offerings, including product specifications, packaging dimensions, pricing strategies, and, most critically, the standards of quality. Urban modern consumers are more exposed to high quality particular electronic brands and westernized consumption for warranty and guaranty. This finding supports the study conducted by (Al Salamin et al., 2015), which found that although young people are interested in buying branded goods, their purchasing intentions are negatively impacted by price. Ramadan or Eid (al Fitr and al Adha) has turned into a consumer fest as well, it has become a season of shopping and huge consumption. Throughout history, hospitality has been a complex ritual overseen and governed by the host. As with all rituals, it adheres to precise regulations. In contemporary times, the surge of religious tourists, especially during the sacred events of Hajj and Umrah, represents the second most significant contribution to the GDP of Saudi Arabia. Considering the information presented by the KSA Government, approximately 12 million tourists visit KSA annually.

Table 2: Inbound Tourist Trips by Purpose of Visit and Quarter

Purpose of Visit	First Quarter	Second Quarter	Third Quarter	Fourth Quarter (E)	Total	Market Share %
Religious	490974	706492	1574652	2094808	4867387	44.9 %

Source: (Institute for Hajj and Umrah Research, 2022)

In the discussion of the convenience factor, the study has shown that a new category of customers is no longer deluded by discounts, deals, and offers while shopping. In most cases, they are in search of their choice of commodity taking into view their basic need and their purchasing power as well. They prefer to shop for grocery items on instant cash payment rather than credit, maintaining a monthly record. But, monthly shopping for regular usage and consumption still presents time-saving. This result aligns with the study conducted by (Yusuf, 2016; Zulfeequeer Alam & Elaasi, 2016), who examined the relative ease of traditional and online grocery buying and discovered that, in comparison to traditional shopping, online grocery shopping lacks confidence qualities. Moreover, the majority of Saudi customers are satisfied with purchasing and services. If they are content with their shopping experience they will buy products again from the same shop if they are satisfied with it. Satisfaction can seriously affect buying behavior. Accessing desired information of the best quality keeps consumers motivated to buy, and the high-cost price will negatively impact buying from the same shop compared to friends, colleagues, and known ones. Accordingly, the sources agree that consumerism is a complex and dynamic phenomenon that requires a multidimensional approach to understand its impact on Saudi society. The overall results prove that the respondents have perceived rational shopping positively. This clearly shows the large growth of trade and industry in Saudi Arabia in light of Saudi Vision 2030.

4. Recommendations

The findings of this study will assist the government, businesses, and suppliers in gaining a deeper insight into the behaviours of shoppers in KSA. The study further assists leaders in cultivating and enhancing a more favourable purchasing landscape, thereby establishing a technological edge for both conventional vendors and consumers. Saudi enterprises ought to focus on developing robust marketing and sales strategies to attract clientele. Organisations ought to explore additional strategies to engage their intended audience and enhance their brand identity. Vendors and retailers ought to provide customers with a broader array of product and pricing alternatives to accommodate a variety of demands. This study has put forth a series of recommendations for the industry. Within the scope of these suggestions: to increase consumer confidence, reliance, and retention companies must develop strong privacy policies. Hence, businesses in Saudi Arabia, need to improve their transactions systems, such as securing financial and personal information. In order to improve usability and the shopping experience, clients must also be offered a wide variety of high-quality customer care. Marketers should offer a range of amenities to Saudi consumers in order to foster favourable sentiments. They must entice customers to shop by giving them the necessary details, additional options, sales, and discounts. These concerns will act as a motivation to customers for shopping.

Conclusion

The findings support the need for improved product and service growth in terms of quality, packaging, and price that meet the demands of consumers. Trust and authenticity are essential in both the product and the marketplace; when customers' perceptions correspond with this element, they are more inclined to purchase. Saudi clients appear to be interested in obtaining and receiving items or services at a fair price. While buying, Saudi customers are occasionally impacted by social factors. They all agree that they spend a lot of money on social and religious activities due to peer pressure, but not necessarily on branded things. Moreover, Nowadays the limited traditional offer of salable consumer commodities can't fix the consumers. Registered record keeping on credits is no longer a familiar style. Most consumers are satisfied with the marketing setup and proper market information about products and services. These findings will provide knowledge of the general requisites of consumers, and help investors and business analysts in the area by establishing their marketing tactics and refining their goals. To navigate the Saudi Arabian market, investors should be dynamic with new commodities, pricing, and packaging; assessing the increasing business value; and elasticity of demand and, prices are the way. Conducting research with social listening tactics on emerging trends including real-time data analytics, mobile research, artificial intelligence, online communities, and cross-channel integration is important. Consequently, it has been accurately asserted that knowledge of the terms and conditions of a marketable product is essential for safeguarding the interests of various buyer types. Under the Consumer Protection Act of Saudi Arabia, a contract is established solely when the buyer accepts the seller's offer; however, any prior concealment of the product's components and side effects constitutes a breach of the original terms and conditions outlined in the Consumer Protection Act of KSA.

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