

Global Emerging Trends and Socio-Cultural Shifts Influencing Consumer Behavior in Saudi Arabia

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Abstract

Saudi Arabia's young customers are tech-savvy, and they are driving the country's socioeconomic revolution at breakneck speed. The study examined the impact of emerging trends and changing shopping habit on consumer behavior based on survey data from 212 Saudi customers. Trust is the strongest positive predictor for buy intention followed by trust in legitimacy of the product and trust in payment method. Price sensitivity is still at the core of it all as consumers are searching for a fair price and deals that are always available. There are social aspects, but they are secondary to trust and pricing. It is important to retain customers and make them repeat purchasers, and this is a function of convenience and overall client satisfaction. To keep up with a rapidly modernizing Saudi market companies will need to focus on service reliability, competitive pricing and frictionless shopping experiences, the survey says. All of these were highly aligned with the Saudi Vision 2030, which supported the development of an innovative and customer-centric commercial sector that serves a digitally equipped population.

Keywords

Buying Behavior, Convenience Factor, Global Trends, Social Influences

1. Introduction

Customer behavior and industry trends-related market research are essential for understanding a company's targeted markets and rivals. In the last four decades, Saudi Arabia experienced rapid and dramatic changes in socio-economic and political progress. 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. KSA's per capita income and GDP are formidable and increasing day by day. Saudi market is not stagnant rather price structure and cost of production vary at different levels of time. Therefore, the Saudi think tank of business establishment makes a review of price structure at different levels of time (Altalhi, 2023; Foudeh, 2017; Jawadi & Ftiti, 2019; Llanos-Antczak, 2023; Mensi et al., 2018). In this regard, various economists and price analyst have endorsed their opinions in context with the KSA business scenario. The Gross Domestic Product (GDP) in Saudi Arabia was worth 1108.15 billion US dollars in 2022, according to official data from the World Bank. The GDP value of Saudi Arabia represents 0.49 percent of the world 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 is going to weigh up these promises against the price and decide whether it is worth paying (Prakash et al., 2021; Zeithaml et al., 1993). In assessing price, the customer is looking specifically at the expected benefits of the product as shown below:

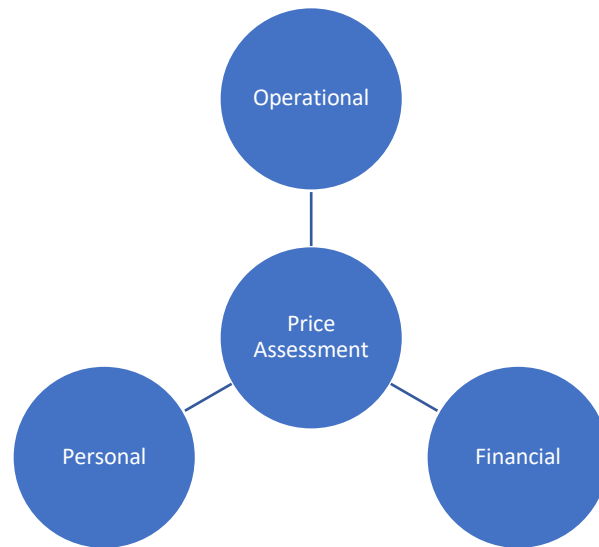


Figure 1: Conceptual model of Emerging Trends and Socio-Cultural events.

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 moved swiftly on the way to entering an age of mass consumption. Modern rational consumerism posits a controversy to social relations followed by 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). Hence, Saudi consumption pattern nowadays seems to be driven by the emulation of more developed predominately Western, economies. Marketers provide customers with a variety of products and services from various suppliers where they can make a comparison in terms of prices and quality and choose the best offer to them (Algumzi, 2022; Almohammadi & Abdulghaffar, 2022; Alqutub, 2023; Rahman, 2023). Market information is enhancing a one-to-one communication between the seller and the end buyer with round-the-clock customer service. Hence, this study is aimed to study the factors that influence the opportunities and constraints of consumerism in Saudi Arabia.

Based on the fact that economic diversified progress has been one of the strategic goals of the National Transformation Program that supports fulfilling the Saudi Vision 2030 by improving the market sector, and business environment to attract domestic and international investors, boosting small and medium enterprises and productive families in reaching their consumers and entering new markets. Such developments, in turn, will result in creating of new businesses and economic growth by commercial liquidity in the private sector, especially in 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 grafted on widely still traditional cultural values, reaching consumers leads to long and parallel development of industrial production and mass 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. Therefore, it becomes highly important to study and understand the different factors that affect consumers' behavior toward sales in Saudi Arabian marketplaces. This study focused on what factors could influence Saudi consumers to identify the products that are needed and the obsolete products. Retailers need to pay significant attention to 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 to provide light on the societal forces that shape their behavior and purchasing habits.

2. Literature Review

2.1 Upcoming Patterns in Customer Action

Emerging trends in consumer behavior reflect changes in society values, economy, and technology. The landscape of consumer behavior is constantly altering. The growth of e-commerce and digitization have a major effect on consumer behavior, according to studies. For example, Saudi Arabia's young, tech-savvy population and expanding internet penetration have fueled 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. Increasingly, 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 behavior is an area where there is a lot of unanswered questions.

In one of his research projects (Rahman, 2023) mentioned the availability of products in a very hygienic atmosphere. The evolution of cheerful staff and consumer relationships can play a pivotal role in creating satisfaction and providing a competitive edge in the market.

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, even though 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 (Donlagić & 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.

3. Research Methodology

The purpose of this study was to investigate the influence that several 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 to collect primary data using a structured questionnaire that was created using Google Forms. To 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 initial part of the survey consisted of collecting an assortment of demographic data, which included gender, age, income, education, and occupation. 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 to ascertain the sample size, which was discovered to be 212 respondents. Clients who were leaving these stores were contacted and interviewed using the structured questionnaire 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 to determine the strength of the associations between these variables as well as the direction in which they would go. Therefore, to shed light on the interrelationships between the variables, the Pearson correlation coefficient was calculated for each 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 the variables (Silva et al., 2020). Subsequently, multiple regression analysis was utilized 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 & Križanová, 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

In this section, descriptive statistics are employed to analyze the primary data pertaining to respondents' demographic information. The raw data is presented as percentages, encompassing variables such as age, gender, educational level, monthly income, and occupation.

Respondents in Percentage	Respondents in Number	Age
43.87	93	18 - 24
35.38	75	25 - 40
14.15	30	41 - 55
6.60	14	50 -60
Respondents in Percentage	Respondents in Number	Gender
64.15	136	Male
35.85	76	Female
Respondents in Percentage	Respondents in Number	Educational level
15.09	32	Post Graduate Degree
43.87	93	Graduate Degree
33.96	72	Diploma
7.08	15	Ph.D
Respondents in Percentage	Respondents in Number	Monthly Income
37.74	80	Less than SR 4000
41.04	87	SR 4000 - SR 8000
14.15	30	SR 8000 – SR 10000
7.08	15	Above SR 10000

Respondents in Percentage	Respondents in Number	Occupation
22.17	47	<i>Professional</i>
29.25	62	<i>Public Sector</i>
31.13	66	<i>Private Sector</i>
17.45	37	<i>Other Jobs</i>

Table 1: Demographic Information

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. To determine the extent to which the variables are related to one another, we computed the Pearson correlation coefficient for each pair of variables. A thorough picture of these associations was offered by the visualization of the correlation matrix using 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 because of this preliminary analysis.

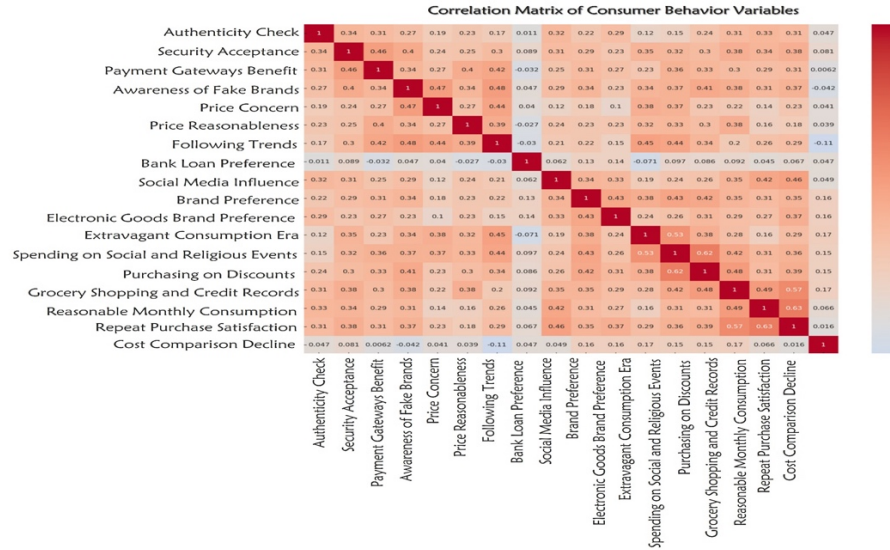


Figure 2: Correlation Insights of all variables

4.1.3 Trend Awareness Predictors

Quantifying the influence of several different factors on the propensity of consumers to follow trends was the objective of the multiple regression analysis for trend awareness. Using 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 can explain around 41.6% of the amount of variation in trend awareness. Several 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.

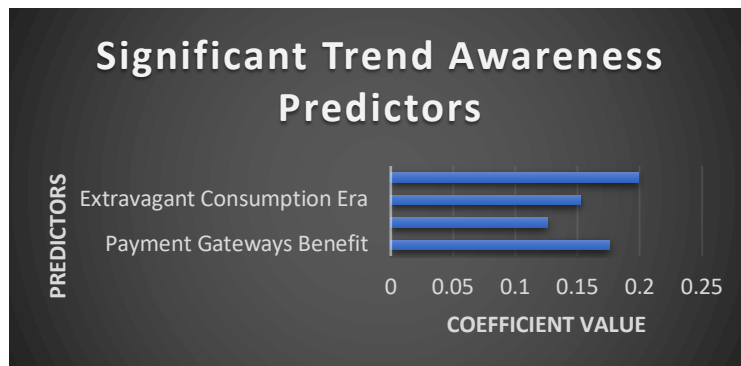


Figure 3: Trend Awareness Predictions

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 can explain roughly 32.7% of the differences in price sensitivity. Several 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.

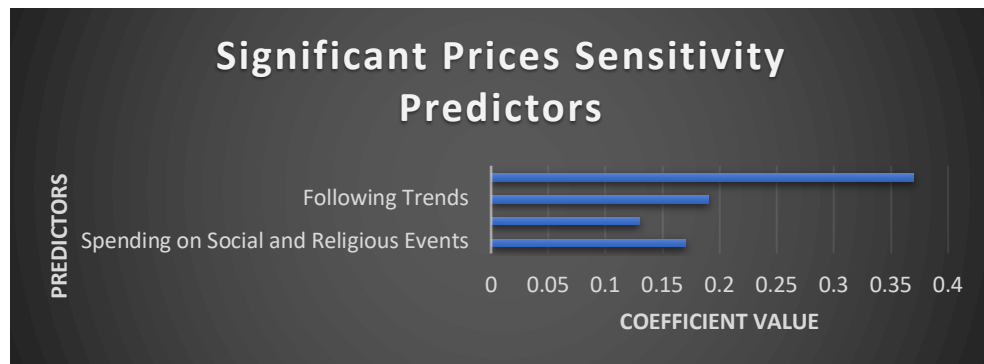


Figure 4: Price Sensitivity Predictions

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 were significant predictors. 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 can 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.

5. 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 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 middle-class youth populations of this country's customers are the backbone in the change and growth of new emerging and buying customer in KSA. Consumers of aged between 0 and 24 estimated one third of the kingdom's population (Almutairi et al., 2023). As appeared in the analysis 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. They agree that Security features used by the stores to protect credit card details and personal information are acceptable. Secure and various payment methods and receipt increased their trust 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. About the price factor, Saudi customers consider paying if they get the product or service at a low price if the price is reasonable for them. The GDP value of Saudi Arabia represents 0.49 percent of the world 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 increases since others are consuming the product (i.e. fashion). 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 globalization 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). Indeed, younger consumers tend to emulate Western consumer attitudes, and this is reflected in demand for a wide range of products in KSA. In addition, Saudi customers were neutral regarding the social influence on their purchasing behavior in terms of social media and the opinions of their families and people. This is due to the increased awareness of the new generation of society where they become more realized of the impact of social media advertising that may not be true and just to market a product or service. The consumers are not brand maniacs; they can't afford to live in the state of hibernation. KSA customers are aware of new growing trends as well as their basic needs that compel them to identify the right choice of product. They prefer to purchase their desired brands in stores with lower prices. The KSA business think tank must readjust, remodel and reshuffle its products, pack size, pricing, packaging and above all quality control. 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. Historically, hospitality is an elaborate ritual presided over and controlled by the host. Like all rituals, it follows exacting rules. Nowadays, the Influx of religious tourists particularly on the religious occasion of Hajj and Umrah is the second largest contribution to Saudi

Arabia's GDP. Considering the data exhibited by KSA Government about 12 million tourists pay visits to KSA per year.

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

Table 2: Inbound Tourist Trips by Purpose of Visit and Quarter
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 timesaving. This result aligns with the study conducted by (Yusuf, 2016; Zulfeequar 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, most 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 considering Saudi Vision 2030.

6. Recommendations

The results of this paper will help the government, firms, and vendors to better understand KSA shoppers. The research also helps leaders to adopt and develop a better purchasing environment with a technological competitive advantage for traditional vendors and consumers. Saudi companies should concentrate on setting effective marketing and sales strategies to draw clients. Companies or firms should find more methods to reach their targeted customers and promote their branding. Vendor, retailers should offer customers more product and pricing options to fulfill diverse demands. This study has come forward to recommend several recommendations for the industry. Among such recommendations: 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. Additionally, customers must be provided with a good range of quality customer service, to enhance usability and the shopping process. Marketers should provide various facilities to create

positive attitudes among Saudi customers. They must encourage them to shop by providing the required information, more choices, deals, and discounts for purchasing. These concerns will act as a motivation to customers for shopping.

7. 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 region by improving their plans and setting their marketing strategies. 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. Therefore, it has rightly been stated that awareness of the terms and conditions of a saleable commodity-alone can defend the cause of different categories of buyers. According to the Consumer Protection Act of Saudi Arabia, a contract comes into formation only when the offer as mentioned by the seller is accepted by the buyer but any prior concealment of the constituents and side effects of the product is thus subject to violation of the original terms and conditions as mentioned in Consumer Protection Act of KSA.

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