Global Journal of Management and Business Research: E Marketing
Volume 15 Issue 10 Version 1.0 Year 2015
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

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GJMBR - E Classification : JEL Code : M30

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Keywords: customer awareness, floor display, merchandising, pitfalls of impulse purchase, window display.

I. Introduction

Frankly speaking people like to shop for fun are more likely to purchase on impulse in our day to day life. We all want to experience happiness, and it can be a lot of excitement to go for purchasing and see hold the products we see that we like. When we start experiencing and sharing happiness as a result of adopting as habit and we can continue to experience that pleasure and happiness but at time of purchase the products we are unable to understand the pitfalls of impulse purchase.The basic aim of the present study is to make customers aware of pitfall of impulse purchase. There is a certain class and characteristics of buyers particularly those who without any purchase plan yield to impulse purchase, for example, there is a certain class of buyers viz. children, adolescent, school going children, as well as there are some categories of customers, who surreptitiously yield to impulse purchase. The present study intends to create awareness among certain class customers who in no time yield to lucrative looks of products marketed and merchandised on the basis of impulse purchase. As such slogans like 'Beat the Heat' and this is the right basis, spreading happiness are some of the slogans which attract customers: children, adolescents, school going children and women who simply on the basis of outward and external presentation irrespective of the inherent quality, durability and worth of products. What is important is that customers yielding impulse purchase must learn that external decorated and lucrative presentation are just a subsidiary means to original worth of a particular product marketed and merchandised in supermarket/ hypermarket and malls.

There are research scholars who advocate of impulse purchase surreptitiously argued that sale and transaction of commodities based on packaging outward lucrative look of saleable commodities easily attract a large chunk of customers particularly children, adolescents, women as well as those customers who get attracted by the external look of saleable lucrative products irrespective of price, durability and above all quality of products. Such saleable lucrative products planned and marketed by marketing indicate their basic propensity to create sales on the basic marketing. In addition to services and facilities offered, provided as well as marked by virtue of catering service provided – are not fulfilling in practice or a partial fulfillment as shown in the basic agreement offered. Hausman (2000) explained that negative estimation of impulsive purchase buying attitude that rise from negative definition of impulsiveness in psychology such as irresponsibility. Further he elaborated that consumers purchase products according to their needs because of cost-effective reasons and emotional satisfaction which

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[1] Organization of Consumer's Protection Association KSA.

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help them to ignore the negative impact of impulse purchase. It can thus be argued that these are flagrant violations of the basic features offered, which are committed in providing the services as mentioned in the offer. What is worth mentioning is that the preset study has been written from the consumers' stand point. Sale and advertisement of commodities by applying the impulse purchase is thus similar to cut and paste modus operandi. In other words planners and advertisers by their managerial modus operandi presenting the half truth about salability, durability and worth defined conditioned – is a partial revelation of worth a commodity. Purists opine that customers have every right to know the whole truth, thus constituents and the elements through which a particular commodity is manufactured. Furthermore, customers opting for purchase of particular product have every right to know the cut and paste technique applied in advertising of a particular products. Therefore, educating customers is as important as the technique of advertisement and ingredients used in preparing of a product or products. What is important is that the managerial apparatus and advertisers should rise above profit and loss terms so that users should learn and know durability and constituents of a product before it enters into a contract. According to the Saudi Arabian Law as defined and written in Consumer Protection Act KSA[2] Consumer Protection Act M/7/1956/royal decree "Advertising and agreements are not misleading and that fair dealing with consumers and that in writing and written in a plain, easily understood language with no unfair and unreasonable clauses"[3]. Furthermore The CPA of KSA aims to assist customers with legitimate claims within the installation and guarantee period of the member's product with the aim of coming to a resolution that is fair to both parties.[4] That any laps, flawed presentation, concealment about durability and ingredients of product, counterfeit the offer before turn into formation.

a) Impulse Purchase

Impulse Purchase is a significant fact for the researcher investigator in impulse buying behavior and retail business. A large number of studies evident have been recorded in an attempt to evaluate the prevalence made purchase on impulse.

Generally defined, a consumer's unplanned purchase is an important part of buyers' behaviour. It accounts for as much as 62 per cent of supermarket sales and 80 percent of all sales in certain product categories. Moreover, it can be understood from various literature reviews that Saudi consumer's exhibits impulsiveness and price consciousness behavioural dimension. Retail consumers tend to purchase impulsively as they do not plan in advance and they also go for other brand if their preferred brand is not available in a particular store. They are influenced by the store brands' prices and try them during discounts and if the quality is delivered. In turn, the satisfied customers prefer to visit the retailer again and again.

b) Factors effecting Impulse Purchase

Most recent research on impulse purchase point to there is many product, marketing and consumer description which appear to be related to the process. Product descriptions that lead to consumer's greater unplanned purchase are those very lucrative in packaging, pricing, promotions for which there is secondary need , having a short product life, small in size and easy to store.

Marketing factors affecting unplanned purchase and talking into consideration the mass distribution in supermarket/ hypermarket and self- services outlet with mass sales promotion and point of sales materials, display and store location. The percentage of impulse purchase appears to increase with:

1. Size of the invoice
2. Number of product purchase
3. Number of visit for shopping
4. Frequency of product purchase
5. Absence of hopping list

Amongst all above segmentations, class and culture may also influence the sum total of Impulse purchase.

c) Nature of Impulse Purchase

It is complicated for marketers to agree on a description of impulse purchase and David & Bitta[5] explained that it can be categorised in four types as below mentioned.

1. *Pure Impulse:* A novelty or escape purchase which breaks a normal buying pattern.
2. *Suggestion Impulse:* A shopper having no previous knowledge of product sees the item for the first time and visualizes a need for it.
3. *Reminder Impulse:* A shopper sees an item and is reminded that the stock at home needs replenishing or recalls on advertisement or other information about the item and previous decision to purchase.
4. *Planned Impulse:* A shopper enters the store with expectation and intention of making some purchase on the basis of price specials, coupons, and the like.

Furthermore, Bitta & David elaborate that most of the researchers have treated impulse purchase simply unplanned purchase behaviour, from this perspective that there are five critical elements appear in

[2] Consumer Protection act M/7/1956/royale decree/KSA

[3] www.ksa.co.za/images/industry/KSA_and_Consumer_Protection_Act.pdf p37

[4] www.ksa.co.za/images/industry/KSA_and_Consumer_Protection_Act.pdf p37

[5] Bitta & Loudon 1993, Consumer behaviour McGRAW - Hill International Edition page 567-68

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making a distinction impulsive from nonimpulsive consumer behavior. First the consumer has a sudden and unplanned desire to act. Secondly, this sudden desire to buy puts the consumer in a state of psychological imbalanced where he/she feels temporarily out of control. Thirdly, the consumer may experience psychological conflict.

Therefore, it could be concluded that customer loyalty is customer's intention to purchase a specific product or services in future repeatedly and customer loyalty is an important indicator of store health. Customers can have long-term loyalty to the retail outlets. Long-term loyal customers do not easily change their store and product choice. Researchers understand that impulsive buyers can be converted into loyal customers if they are satisfied. Moreover, it is also understood from that review of earlier studies that though impulsive purchases have attracted much attention in consumer research, unfortunately there is a dearth of research on group-level determinants. Thus, the current topic is considered as significant. (Mayank Dhaundiyal 2009).

d) Visual Merchandising

In fact, visual merchandising is effective display of products that impact consumer impulse buying behavior. According to Aujan soft drink manual 2009[6], the basic objective in displaying any product is enabled to be seen easily and recognized by consumers. It improves the opportunity of increasing its sales off-take of product movement. It is defined as the presentation of a store/ products and its merchandise to the consumers through the team work of the supermarket/hypermarket's advertising, display, promotion and merchandising departments in order to sell the products. The AMA[7] has defined merchandising as the planning involved in marketing the right merchandise at the right place at the right time in the right quantities. The process of merchandising includes the developing strategies to ensure the right products is decided to be sold at the right price and available at right place, at the right time, in the right amount, in order to satisfy the needs of the target customer. Merchandising is the day-to-day requirement of business activities. Visual merchandising is considered internal and exterior of a store display of products. The store exterior includes window display and it is a very effective tool to increase a good impression in the consumer's mind and the physical attractiveness of stores also helpful in selection of store. The store interior includes orienting factors like signage, layout, presentation techniques and ambient condition. The interior design within store can maintain customer interest, encourage customers to lower their psychological defenses and easy to make purchasing decisions (Kotler, 1974; Walters and White, 1987; Bitner, 1992; Omar, 1999; Davies and Ward, 2002). Therefore, Marketers have recognized that point of visual merchandising in retailing makes significant effect on consumer buying decisions (Schiffman and Kanuk, 1996). Therefore, visual merchandising is concerned with both the products and brands are visually communicated to the consumers.

II. Literature Review

There are a number of scholars and writers who have written on the pros and cons of impulse purchase. For example Walter, D and white D (1987) in his book Retail Marketing management draws attention purity of a saleable product where as Ms. S. Meena Kumari in her research paper "Role of visual Merchandising in retailing of Super market in Chennai"[8] wrote her article from the planners point of view arguing that impulse purchase is subject to enhancing overall sales keeping in view of salability of merchandised products. She rather preferably talks on behalf of sellers and advertisers to meet with sales target – is the hallmark offer finding in her research study. Similarly Rook, D W(1987)[9] "The buying Impulse": The journal of consumer research Vol,14,No 2 P.189-199, writes from marketing stand point. His article on the buying impulse has been written from marketing perspective saying that customers opt for purchase on the basis of impulse buying behavior. Weun, S. Jones however took a different approach to impulse buying behavior. He therefore, takes impulse purchase to be a 'complex phenomenon'. Thomas (1997) pointed out that two emotional shifts that affect the buying habits - an enhance in stress levels because consumers are out of their daily routine and an also increase in levels of hope and enthusiasm. Beatty and Ferrell (1998) argued that situational variables - time and money ere found to persuade and lead both positive and negative effect on impulse purchase. Rahman M.N mentioned in his research paper[10] consumers are becoming more retail market conscious now are getting connected via internet, Facebook, twitter and so on and so far. Industries are approaching the incoming customers with internet advertisement and successfully attracting and offering the potential customers. They come out with attractive and comprehensive market packages to attract retail consumers in large. Baker et al, 2002[11] identically highlights the role of advertiser while enhancing sale and advertisement of products. Store Promotion, visual merchandising, window display,

[6] Aujan Soft Drink Industry, KSA Merchandising Manual 2015
[7] The American Marketing Association, www.ama.org

[8] S. Meena Kumari, Role of visual Merchandising in retailing of Super market in Chennai
[9] Rook, D W(1987)[9] "The buying Impulse":The journal of consumer research Vol,14,No 2 P.189-199
[10] International Journal of Scientific & Engineering Research, Volume 3, Issue 11, November-2012 2 ISSN 2229-551

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coupon scheme, lucky draw, quantity purchase scheme, "Buy one – Get one" sort of attracting and lucrative offers are applied from the sales and merchandising stand point. Such lucrative offers are wholly merchandised from marketing stand point. Therefore what is the need is to create and find out a balance approached to which both customers and advertisers should have equal opportunity to exercise their rights as defined and mentioned in CPA of KSA[12] defending rights and privileges of consumers by global voice of Consumers[13] "The CPA has launched a Consumer Satisfaction Index which aims to bridge the gap between consumer expectations and reality. The CPA asks that Saudi consumers first contact providers to resolve any disputes. If they are unable to reach an agreement with the specific provider, they can then file a complaint with the CPA".

III. Research Objective and Design

a) Objective of Study

1. To study the impact of pitfall of impulse purchase.
2. To explore the dimensions of factors involve behind pitfalls of impulse purchase.

b) Data collection and sample

Research data applied here are twofold – the first consists and defines nature where as the second one is descriptive of visual and data based on performances of merchandiser which are based on the data provided by marketing manager of supermarket/ hypermarket and malls' competent marketing managers were interviewed to find out and locate the real and actual pitfalls of impulse purchase in practice. The present study intends to point out at the impact of pitfalls of visual merchandising operated in terms of apparel segment displayed and merchandised a product category. In order to explain the impact of pitfalls of impulse purchase, a systematic sample size of this study is hundred (100). The technique adopted for the sample size of 100 samples was based on supermarket/ hypermarket and mall on intercept method. In other words mall intercept method indicates those customers who go out and have exit from the store were examined and interviewed by virtue of structured and formulated questionnaire in order to locate actual pitfalls of impulse purchase inherent, applied and marketed in merchandising to give complete feedback to SKUs. In order to further explain the present sample procedure, a sample survey and apparel segment was conducted in Makkah and Jeddah. In order to further develop and design the sample procedure SPSS reliability test factor analysis was performed on the basis of which correlation and linear propagation were applied on collected data in order to reach and collect the findings. Literature review while studying and locating the pitfalls of impulse purchase in KSA context already consists of window-display, in-store promotion display; floor-display and promotional signage etc. play a very important in studying Pitfalls of impulse purchases hidden in visual merchandising. Window display provided in merchandising at the same time increases number of walk-in of the store as well of customers. Once the customer exercises entrance in the store, the next encounter of the customer walking-in the store. Niel Strens[14] in his findings presents the two different basic perspectives of retail purchase. He writes "People buy solutions, not products but retailers intend to sell products, not solutions. So they need to combine the value with their products."

IV. Methodology

Descriptive methodology has been applied to analyze merchandising of products from consumer stand point. The data mentioned below analyzes how managers and advertisers are just paying attention to enhance sales and marketing and net profit from the managerial stand point. The present methodology applied in the study is to present and defend buyer's stand point. As merchandising methodology in corporate business is not only from seller stand point rather buyers have equally right to know the pros and cons, merits and demerits, characteristics and draw-backs and limitations inherently hidden in a saleable product. The data mentioned in the present study points out how buyers are deliberately kept unaware and ignorant of whole truth and terms and conditions and salability of a product and service before a contract takes place. The methodology applied in the in present study is not a presentation of the pros and cons sales and advertisements of products. The methodology and data mentioned in the study phonologically argued from buyer stand point. Any half truth and concealment of durability purity and constituents as well as marketing as per methodology – would amount to violation of the basic contract taking place between a buyer and a seller. That buyer has equal right to know the actual term and conditions offered by the seller or by the advertiser or by the managerial apparatus regarding durability and constituents of products or products would be tantamount to violation of contract.

V. Discussion

Creating awareness in customers who whole heartedly get captivated by impulse purchase as a large

[12] www.ksa.co.za/images/industry/KSA_and_Consumer_Protection_Act.pdf p37.

[13] http://www.consumersinternational.org/news-and-media/news /2013 /05/saudi_consumers

[14] Barry and Berman, Joel R Evans , Retail Management, Pearson 2013, page no 381

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number of customers namely teenagers, school going children as well as women who get captivated outward and external appearance of products namely attractive packaging of products, display and merchandise products in which quality and durability of products are given lesser importance. What is worth pointing out is that the planners of impulse purchase hit certain area of customer who in no time to impulse and external buying behavior of customers. First of all what the planners of impulse purchase is to locate and to find out the buying behavior of certain class and age groups that could meet with their sales target as such S. Meena Kumari in her research paper[15] comes up and appears identifies and locate the areas pointing out how various group and class customers who in no time yield to impulse purchase. The protagonist of impulse purchase ironically hit and locate the areas where such a class buyers and customers easily yield to impulse irrespective the quality durability and stability of products.

The basic purpose of this study is to protect the certain group and different age of customers who get captivated by impulse purchase simply because they are not aware of pitfalls of impulse purchase. The basic motive of the present study is to educate, create awareness and to make them aware of the pitfalls of impulse purchase. It is worth mentioning is that protagonists and planners of impulse purchase make an all-out effort to identify the area population and class of customers like school going students, children adolescent and above all women who easily get interpreted by the external presentation , packaging as well as attracting slogans that overcome the applicability of right kind of behavioral approach. The process of impulse purchase takes place is completed by virtue of invoice and other modes of payment. What is worth-mentioning is that such a particular and specific class of customers particularly adolescent, children, women and a certain group of women working in offices who use and carry with them various modern means of payment like Debit card, Credit card PayPal, online payment mobile banking which give a boost to impulse buying behavior. Furthermore

Table No 1 : Respondent Profiles

S.No.	Characteristics of Respondents	Respondents in Percentage
1	**Income level per month**	
	Less than SR 4000	15
	SR 4000 - SR 8000	30
	SR 8000 – SR 10000	35
	Above SR 10000	20
2	**Gender**	
	Male	43
	Female	57
3	**Education**	
	Post Graduate Degree	21
	Graduate Degree	39
	Diploma	31
	Ph.D	9
4	**Occupation**	
	Professional	21
	Public Sector	30
	Private Sector	45
	Other Jobs	14
5	**Age**	
	>25	35
	25 -35	20
	35 -50	15
	50 -60	15
	< 60	15

As above data mentioned 35 % respondents have an income level of SR 8000- SR 10000. 57% of respondent who regularly visit the supermarket/ hypermarket and malls are females as who falls in category of 25-35 years of age group.

[15] Role of Visual

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Table No 2 : View of Respondents

S.No	Parameters	
1.	Feel good when the entrance is neat and clean	4.5
2.	Get influence with the promotions and with POP materials	4.6
3.	Window Display	2.8
4.	In store walking space motivate customers to purchase	4.5
5.	Attracted with merchandised products	4.5
6.	Audio –Video advertising in the store is important	3.4
7.	Fixture	4.0
8.	Impressed with in-store decorations	3.2

Table No 3 : Impact of Merchandising on various FMCG products to stimulate Impulse Buying

S.No	FMCG Products	Components of Merchandising	Respondents in Percentage
1	Milk	Promotional Signage	67 %
2	Soft Drinks	Promotional Signage	75 %
3	Juices	Floor Display	73 %
4	Bakeries	Window Display	70 %
5	Fruits & Vegetable	Promotional Signage	60 %
6	Personal Care Products	Floor Display	59%

Basically merchandising of FMCG products in any supermarket/hypermarket and malls are categorized into Milk, Soft Drink, Juices, Bakeries, fruits & vegetables and personal care products. The component and section for display & merchandising used to study pitfalls of impulse buying includes Window Display, promotional Signage, Floor Display and interior decorations.

It is stated from the present study that promotional signage for example "Buy one - Get one", "Buy two Get one UTC" (under the crown scheme) QPS (quantity purchase scheme) and like 20% discount on high impact to attract the customers and enhance the sales in short term. Respondent try to more products. The new generations of buyers are thus conscious and experience enough to find out, understand and differentiate between genuine and sub-standard commodities. For a typical Saudi buyer sale and purchase system is a two ways communication and is reciprocal to each other. In other words, a consumer selling & buying in the Saudi market can't afford to be attracted only by external look/ package, promotional slogan like "Buy one - Get one" or of the products. It needs to be mentioned that promotional techniques and slogans like "Buy- One Get One" basis can only survive in the short run. Therefore, in order to survive in the long run it is imperative on the part of managerial set up to maintain quality control. Managers and planers can earn a larger dividend by ensuring quality control and other essential factors in the long run. Therefore more competent managers and planners are searching for other avenues of promoting sales and popularity like long run plans instead of relying on subsidiary policy like "Buy one Get one": so on and so far. Therefore, the data and approach applied in the present study delineate the discrepancy of market share in the aftermath of amalgamation of firms of smaller market to and larger market share.

VI. Conclusion

The basic purpose of writing of this study is to create awareness in such a class of impulse buying behavior who are usually not able to overcome the buying impulse during purchase. Such a class of customers needs to know the pitfalls of impulse purchase. What is important for them is that customers in general should essentially and primarily give priority to quality and durability of products they buy. What is the worst is that the cult of impulse purchase can easily see in supermarket/ hypermarket and malls. The data exhibited in the present study point the outcome at how a certain class group of targeted customers are made to target of impulse purchase.

Therefore, it can be realized that the managerial set-up has to be survived in Saudi market by maintaining a concrete balance between demand of high quality products coupled with choice of their own brand based on their satisfaction level of Saudi consumers. It needs to be clarified that satisfaction level can be realized in multi-dimensional approached to a products/ brand: not only price presentation but also quality of particular commodities.

It can easily be realized that no global market can sell a commodity or saleable article below cost of production. They channelize and operate "Buy one Get one" by adopting or selling a sub-standard quality

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preferably of products. That makes consumer yield to their brand of sub-standard quality. Now in the aftermath of emergence of multinational concerns in KSA market, the consumers of KSA are experienced enough that they can no more be deluded by dazzling lucrative slogans like "Beat the Heat", "This is a right choice bay", Iftah Al Afraha (Spreading Happiness), La Togaff(None Stop), Kalak Harakat (Whole Body Active) so on and so forth—become tit bits for certain class of customers.

Therefore, different categories of customers and buyers of different age groups must acknowledge of pros and cons and terms and condition either overt or covert way if any. Therefore, it has rightly been stated that awareness of terms and condition of a saleable commodity- alone can defend the cause of different categories buyers. According to the consumer protection act of Saudi Arabia, a contract comes into formation only when offer as mentioned by the seller is accepted by the buyer but any prior concealment of the constituents and side effect of product is thus subject to violation of the original terms and conditions as mentioned in Consumer Protection Act of KSA.

Therefore, preference, likes and dislike are equally important as the price, presentation and packaging of particular commodities. Seen the things from this perspective the Saudi consumers don't afford to compromise with choice of commodities. As such the firms dealing in the sale and purchase of organized retailing is soaring high in KSA. Therefore, it can be realized that the managerial set-up has to be survived in Saudi market by maintaining a concrete balance between demand of high quality products coupled with choice of their own brand based on their satisfaction level of Saudi consumers. It needs to be clarified that satisfaction level can be realized in multi dimensional approached to a products/brand: not only price presentation but also quality of particular commodities. The managerial set-up operative in the Saudi market has a tremendous task of survival in a specific promotional situation. That consumer can't afford to be attracted simply by "Buy one Get one" or "Buy two Get one" situation. It can easily be realized that no global market can sell a commodity or saleable article below cost of production. They channelize and operate "Buy one Get one" by adopting or selling a sub-standard quality preferably of products. That makes consumer yield to their brand of sub-standard quality. Now in the aftermath of emergence of multinational concerns in KSA market, the consumers of KSA are experienced enough that they can no more be deluded by dazzling slogans like "Open Happiness", La Towaggaf (Non Stop). The new generations of buyers are thus conscious and experience enough to find out, understand and differentiate between genuine and sub-standard commodities. For a typical Saudi buyer sale and purchase system is a two ways communication and is reciprocal to each other. In other words, a consumer selling & buying in the Saudi market can't afford to be attracted only by external look/ package, promotional slogan like "Buy one Get one". It needs to be mentioned that promotional techniques and slogans like Buy One Get One" basis can only survive in the short run. Therefore, in order to survive in the long run it is imperative on the part of managerial set up to maintain quality control. Managers and planers can earn a larger dividend by ensuring quality control and other essential factors in the long run. Therefore more competent managers and planers are searching for other avenues of promoting sales and popularity like long run plans instead of relying on subsidiary policy like "Buy one Get one": so on and so far. Therefore, the data and approach applied in the present study delineate the discrepancy of market share in the aftermath of amalgamation of firms of smaller market to and larger market share.

VII. Suggestions

- In the present time, the government has constituted consumer redressing platform like The organization of consumer protection association, KSA[16] for the consumers by which they can complain and get their grievances redressed. But people are not aware of the consumer complaint redressing platform. Another problem is that customers are not aware of the procedures of getting their complaints redressed. There is a need to print the address of the consumer complaint redressing forum on every products and the very procedure to file the complaint against the sellers.
- Keeping in view of present maneuvering of the business community, the basic purpose of this study is to make customers know how to defend their right in terms and conditions offered and presented in the saleable product feature. It suggests that there is a need to ensure that manufactures should write all constituents of products in very legible fashion. There is a need to specify the size and font of description with specific instruction of placing the information on prescribed pattern and format.
- The responsibility should be fixed on competent authority to bring awareness of limitation of time and conditions specifically mentioned in brochure, hand bills, advertisement displayed on silver screen as well as mentioned in the leaflet.
- It should be mandatory on behalf of the manufacturers to mention the warning and limitations or constituents of the salable product written in minute slogans like Cigarette is injurious to health.

[16] http://www.mci.gov.sa/en/LawsRegulations/LicensingRegulation

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- As every product is not suitable for everybody, there is a need to create awareness in different categories based on age group, sex and it is possible adverse impact on human body on different age group and sex.
- Sometime, customers come across attracting slogans with a intention to mislead the customer either overtly or covertly. Sellers want customers fall prey of their temptation due to false promise given. These kinds of act should be come under criminal offence.
- Normally, it is found that date of expiry of the product is written in a very small size and at a place that is difficult to view. There is a need to specify the official declared size and font and its specific place for writing the "Date of Expiry" of the product. The packaging standards are set by Saudi Arabian Standards Organization[17] - SASO, which are of international standards.
- Therefore, it is suggested that the most important thing is to educate and enlighten customers to not fall victim to impulse purchase in the first sight without understanding features and ingredients of products. The present study is of twofold. First is that it discloses and points out at various dimension of impulse buying behavior of customer and second is that to make customer aware of and educated so that they may not fall victims to impulse and outward presentation and mere visual merchandising.

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