

The Impact of Pricing on Consumer Buying Behavior in Saudi Arabia : Al-Hassa Case Study

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Abstract

The study of consumer behavior is very challenging task. If a company wants to survive, it should be able to compete well. The main purpose of this research is to measure the impact of pricing strategies on consumers' psychology and on their buying behavior accordingly. A questionnaire has been designed, distributed and filled up by participants from Al-Hassa region. 433 responses were received from participants with 43.3% response rate, where SPSS were used to analyzed the data collected. The findings show that there is a **positive relationship** between prices and consumer buying behavior. It also showed that there is **no statistically significant difference** between the responses of individuals "due to age, gender, marital status, qualification and monthly salary" about the research's questions related to the three pricing strategies (Odd pricing strategy, Bundle pricing strategy and Discount pricing strategy) except **there is a statistically significant difference** between the responses of individuals "due to gender" about the odd pricing strategy. Depending on the founding results, recommendations were set to retailers and dealers.

Keywords: Buying behavior, odd even strategy, bundle strategy, discount strategy, Consumer Psychology.

1. Introduction

There is a high competition between companies to get loyal customers and to sustain them. However, this is not an easy task for marketers, because several companies and brands compete simultaneously to sustain customers and get abundant profits. Studying consumer buying behavior has a vital role in understanding the factors that influence consumers' buying decisions. Customers are the primary focus of the marketing process and the benchmark to measure the success or failure of goods and services. Therefore, most of the companies study consumer behavior to increase the possibility of their success.

Consumers take many decisions in their daily life and one of these is the buying decision. They decide to buy some products because of several reasons: in need for these products, want to try them, products are strongly recommended by others or the products will be given as a gift. However, companies in different departments such as marketing and research and development study and analyze consumer behavior to set and introduce either new product/service or to develop an existing once. For instance, companies try to study and analyze the timing of purchasing, the buying mode, purchasing quantities, and the type of products or services. From all of these efforts that have been done, the main goal is to satisfy consumers and to make them loyal. This can be done by minimizing their costs and generate maximum revenue in smarter way.

Because of globalization and booming in using electronic websites and social media, which enables consumers to do comparison between products and services with their prices at the same time, marketers need smart methods to attract consumers and to compete in this global worlds.

Pricing is one of 4 P's of marketing mix which they are product, price, place and promotion. Pricing is the only clear factor that produces money and provides obvious signal of success or failure of products and services. Therefore, researchers in this study chose to closely highlight this factor.

Many scholars and researchers had conducted studies on consumer buying behavior. However, the purpose of this study is to evaluate and measure the impact of pricing strategies on consumers' psychology and their buying behavior at Al-Hassa. It highlights some strategies that are used by retailers to make the prices attractive to the consumers, including odd even pricing, bundle pricing and discount pricing. It also guides marketing managers with research and development mangers to get better understanding of the pricing strategies that positively affect consumer buying behavior.

1.1 Purpose statement:

The main purpose of this research is to measure the impact of pricing strategies on consumers' psychology and on their buying behavior accordingly.

1.2 Research hypotheses



Figure 1. Research hypothesis framework

H1: There is a **positive relationship** between prices and consumer buying behavior.

H2: There is a statically significant difference between the responses of respondents about the three pricing strategies (odd even pricing, bundle pricing, and discount pricing) due to demographic variables (Age, gender, Marital Status, qualifications, and monthly salary).

2. Literature Review

2.1 Relevant Literature

Researchers have been conducted many studies to understand consumer buying behavior such as : Manali Khaniwale (2015) has conducted a study which analyzed the theoretical aspects of consumer buying behavior and the factors that influence it. Also, he reviewed the relationship between consumer buying behavior and the factors that influence the consumer's purchasing process and purchase decision. His research has sufficient evidence to prove that the consumer's buyer behavior is significantly influenced by the consumer's internal and external factors. According to H. Al-Salamin, J. Al-Baqshi, M. Al-Rassasi and H. Al-Salem (2015), thier results showed that the price of well-known brand products affects the purchase process negatively. Although young people are interested in purchasing brand products, their low income prevents them from the buying process while they are considered as a major segmentation for brand names. According to Aysel Boztepe (2012), environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in positive way. Demographic characteristics have moderate affect on model. Lefa Teng (2007) argued that when a price discount with and without a minimum purchase requirement is applied to a brand in a hold set, the brand moves from the consumers' hold set to the consideration set. However, the effects of the two types of price discounts on consumers' attitudes and purchase intentions are not significantly different. According to Junyeon Moon, Doren Chadee, and Surinder Tikoo (2006), their results indicate that individualism is the only culture dimension to have a significant effect on purchase intention. Product type and individualism by price interaction also have a significant effect, whereas price does not. Bruce L. Alford and Abhijit Biswas (2002) argued that consumers' level of sale proneness influences their evaluation of all three outcome variables, while price consciousness influences only search intention. Additionally, significant interaction effects were found between discount level and price consciousness and between price consciousness and sale proneness. Haemoon Oh (2000) stated that the traditional customer value process to be useful for lodging research and marketing. In addition, brand awareness and price fairness concepts were found to play significant roles in the customer value process. Indrajit Sinha and Rajeev Batra (1999) stated that perceived category risk and perceived price unfairness of national brands in that category are significant antecedents of consumer price consciousness, and that variations in such price consciousness across categories is a significant reason why consumers buy private label brands (PLBs) more in some categories than in others. Additionally, we show that perceived price-quality association has a significant effect on private label purchase in risky categories.

2.2 Consumer Psychology and Pricing

To price is to decide the amount required as payment for (something offered for sale) as stated in Oxford Manpower Dictionary (2002).

According to Rigges (2008), pricing is the process of determining and applying prices to goods and services. It is one of the four Ps of marketing (Product, Place, Price and Promotion) and it is perhaps the most

important one because it is the only factor that generates revenue to the company. Prices are determined by the balance of supply and demand and set with a certain degree of confidence that consumers will pay it.

Kotler & Keller(2012) stated that price is the one element of the marketing mix that produces revenue; the other elements produce costs. They also stated that purchase decisions are based on how consumers perceive prices and what they consider the current actual price to be. Understanding how consumers arrive at their perceptions of prices is an important marketing priority.

2.2.1 Odd even pricing

Various explanations are offered for the widespread use of odd pricing. One explanation is that customers see an odd price as being much cheaper than it actually is in relation to the nearest round figure. That is, customers see a price of \$4.99 as being closer to four dollars than nearly five dollars. It is believed that this illusion of much cheaper products triggers an enhanced buyer response (Boyd & Massy 1972)figure. Thus when a price is \$4.99, a consumer will recall that the price is \$4.00, and then maybe that it is \$4.90, but rarely that it is exactly \$4.99. The reason offered for not instead rounding \$4.99 to \$5.00 is based on memory processing time. Odd even pricing (also price ending, charm pricing) is a [pricing strategy](#) based on the theory that certain prices have a psychological impact. It is designed to influence the psyche of the customers and attract them to buy (Sahaf 2013)the intention of odd even pricing is to make the price appear considerably lower than it is.

2.2.2 Bundle pricing

Product bundle pricing is a pricing strategy in which several products, services, or any combinations of them are presented to the customers as a single package with a single price. Some research papers have been published so far which are devoted to different aspects of bundle pricing. Linde (2009) studied and compared three pricing strategies (bundling, versioning and windowing) in the field of movies. Ancarani (2002) described and analyzed the role of internet to present bundles of information goods using online tools. Furthermore, Simon and Butscher (2001) demonstrated that profitability could increase 10% to 40% using bundle pricing.

2.2.3 Discount pricing

Gedenk (2002), has explained the short term and long term effects of promotional pricing to a firm. According to his view, in the short run the consumers are switching to the particular store which offers promotional prices. And also, the consumers are switching to the brands which are engaged in promotional pricing frequently. And new customers are generated through this strategy. And promotional pricing accelerate the purchases and ultimately it contributes to the firm to generate higher profits.

In the long run, the brand loyalty is created through price promotions and ultimately the loyalty for the store occurs.

3. Consumer buying behavior

No matter how old, educated, rich, and talented we are, we are all consumers. Thus, understanding the consumers' behavior becomes a very important task for marketers, dealers and salesmen.

According to Manali Khaniwale (2015) Consumer behavior involves the study of individuals and the method they employ to choose, utilize, and set out products and services to fulfill their wants and the effect that these method have on the consumer and the society as a whole. Consumer behavior refers to all the thought, feelings and actions that an individual has or takes before or while buying any product, service or idea. Buyer behavior is the concept which answers what, why, how, when, and where an individual makes purchase. As a result, the outcome of buyer behavior is the buyer's decision. According to Kotler & Keller (2012) consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

One of the common models of consumer decision making process has been offered by *Blackwell et al (2006)*;According to him, the five stages of consumer decision making process are followings: problem/need recognition, information search, evaluation of alternatives, purchase decision made and post purchase evaluation

4. Factors affecting buying behaviors

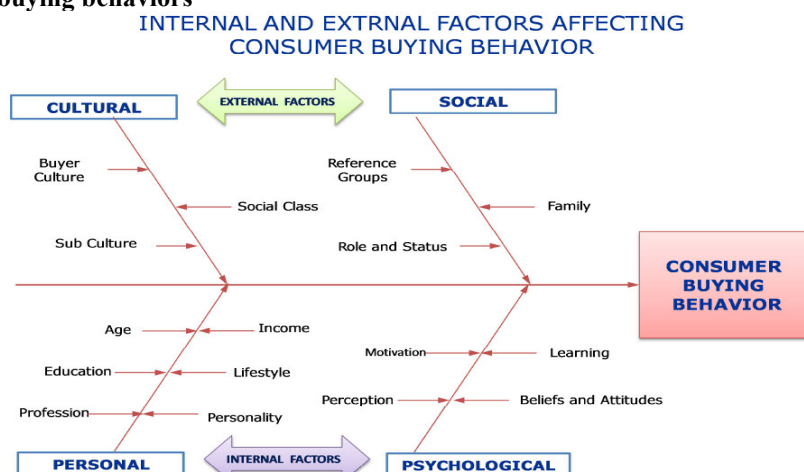


Figure 2. Internal and external factors affecting consumer buying behavior
 Source: Consumer buying behavior Manali Khaniwale (2015)

A consumer's buying behavior is influenced by internal and external factors as it was stated in figure 2. These factors can be classified into external (cultural and social) and internal (personal and psychological) factors. Manali Khaniwale (2015) research has sufficient evidence to prove that the consumer's buyer behavior is significantly influenced by the consumer's internal and external factors. The main factors that have immense impact on the buying process and final decision of consumers are cultural, social, personal, and physiological.

5. Background about Al-Hassa

"Al-Hassa is an oasis rich with green spaces and water springs. It is a land of welfare, beauty, and good people. Also, it is the biggest governorate in the Eastern Province and a place of multiple historical civilizations and archeological sites. Al Hassa is an oasis of dates and water springs, and it is the greenest place in the whole of eastern province in the Kingdom. It has more than a million and a half palm trees which is the largest palm oasis in the world, placing it in the edge for the Seven Wonders in the World contest strongly. (Saudi tourism website) According to statistics issued by central department of statistics and information (CDSI) in 2010, the population of Al-Hassa is approximately 1,220,655 people which (983,305 citizen) and (237,350 resident). The total area of Al-Hassa is 530,000 Km² which 68% of total area of eastern region and 24% of total area of Saudi Arabia. The geography location of Al-Hassa is very important since it is boundaries with UAE, Qatar and Oman." (H. Al-Salamin. J. Al-Baqshi, M. Al-Rasasi ans H. Al-Salem)

6. METHODOLOGY AND PROCEDURE

"An online questionnaire is used to collect quantitative data. Researchers have prepared a questionnaire and a set of questions that were asked to the intended participants. Excel and SPSS are used to provide a descriptive analysis. After a questionnaire is written and completed, a pilot study, and exploration study were conducted and sent it to people to critique it. The pilot study suggested some clarifications to the survey. Both Arabic and English language versions were available. The Arabic questionnaire employed Brislin's (1986) back-translation method to ensure that the questionnaires have the same meaning in both languages (H. Al-Salamin & A. Al-Hammad (2014)). Completed time and effort for finalizing this questionnaire was around two months."

6.1 Population and Sample Size

"The sample size was calculated to guarantee a sufficient number of respondents in each subgroup. Thus, the following formula has been used to estimate the population sample size (The Survey System, 2007):

Minimum Sample Size (n),

$$n = \frac{t^2 \times p \times (1 - p)}{m^2} \quad (1)$$

Where:

- n = required sample size (minimum size)
- t = Confidence level at 95% (standard value of 1.96)
- p = Estimated fractional population of subgroup (1,220,655)
- m = Margin of error at 5% (standard value of 0.05)

After we apply the above equation the required sample size is **385**. The questionnaire was prepared by using Google Docs application. The survey questionnaires were distributed to more than 1000 participants, 433 responses were received from participants with 43.3% response rate. The survey is emailed to many persons via

social media e-mails, WhatsApp, twitter, and Facebook in both languages: Arabic and English." (H. Al-Salamin & A. Al-Hammad (2014))

Furthermore, reliability and validity have been tested by using coefficient of "Cronbach's Alpha" which gave satisfactory results after applying it on each group and section in the questionnaire separately, and then applying it again on the entire questionnaire. The results were as summarized in the table (1):

Table 1. Reliability and Validity of data

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.682	.625	20

No of Items	Reliability Cronbach's Alpha	Validity = $\sqrt{\text{Reliability}}$
20	.682	.826

Knowing that a reliability coefficient of .70 or higher is considered "acceptable" in most social science research situations. Here in this case is almost .70 which will be acceptable.

For the purpose of interpreting and discussing the results of statistical analysis of data collected, the researchers will be relying on (the length of cells of the scale) which represents the range of cells to Likert scale divided by the number of cells of the scale ($5-1=4$) ($4/5 = 0.80$). (0.80) is then added to the lowest value in the scale, which is equal to (1) to determine the upper limit for the first cell, and thus became the standard length of the cells as follows:

Table 2. The length of cells

Strongly Agree	5 - 4.20
Agree	4.19 - 3.40
Neutral	3.39 - 2.60
Disagree	2.59 - 1.80
Strongly disagree	Less than 1.80

5. Findings and Discussion

The following tables show the frequencies and percentages used to identify the characteristics of the study sample:

Table 3. Distribution of participants according to age variable

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under 25	97	22.4	22.4	22.4
25-34	195	45.0	45.0	67.4
35-44	107	24.7	24.7	92.1
45-54	27	6.2	6.2	98.4
55 or older	7	1.6	1.6	100.0
Total	433	100.0	100.0	

Table 4. Distribution of participants according to gender variable

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	362	83.6	83.6	83.6
Female	71	16.4	16.4	100.0
Total	433	100.0	100.0	

Table 5. Distribution of participants according to marital variable

		Marital Status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	107	24.7	24.7	24.7
	Married	326	75.3	75.3	100.0
	Total	433	100.0	100.0	

Table 6. Distribution of participants according to qualifications variable

		Qualifications			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high school	100	23.1	23.1	23.1
	Diploma	95	21.9	21.9	45.0
	Bachelor	191	44.1	44.1	89.1
	Higher education	47	10.9	10.9	100.0
	Total	433	100.0	100.0	

Table 7. Distribution of participants according to monthly salary variable

		Monthly Salary			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10000 or less	266	61.4	61.4	61.4
	more than 10000	167	38.6	38.6	100.0
	Total	433	100.0	100.0	

It is clear from table 3 that most participants are from (25-34) age with 45% which followed by (35-44) age with 24.7%, while the least percentage was (55 or older) with only 1.6%. From table 4, it is shown that male was the majority of participant with 83.6% while the female was the rest. While in marital status the married participants were the majority with 75.3% as it is shown in table 5. Table 6 mentioned that bachelor degree holders were the majority of participants with 44.1% followed by high school holders with 23.1% while 10.9% of participants were higher education holders.

Table (8) shows that quality and price are significant factors that influence purchase intention. 52% of the respondents prioritize the quality and 30% of them prioritize the prices. It also shows that brand and design are less significant factors that influence consumers' purchase decision as 11% of the respondents prioritize the design and only 5% of them prioritize the brand. Based on this result, the first hypothesis is accepted. There is a positive relationship between prices and consumer buying behavior.

Table 8. a. Dichotomy group tabulated at value 1.

		Responses		Percent of Cases
		N	Percent	
Ranking	Price	136	30.5%	31.4%
	Quality	234	52.5%	54.0%
	Brand	23	5.2%	5.3%
	Design	53	11.9%	12.2%
Total		446	100.0%	103.0%

Table 9. Odd pricing strategy

Odd Pricing strategy	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean	Std. Deviation
	Count	%	Count	%	Count	%	Count	%	Count	%		
When buying, the way of writing the prices (such as 13.99 SR) attracts me to buy?	71	16.4%	167	38.6%	68	15.7%	79	18.2%	48	11.1%	2.69	1.255
I prefer to buy products that have odd prices (such as SR 19,29,....ETC)	67	15.5%	138	31.9%	103	23.8%	80	18.5%	45	10.4%	2.76	1.219
I can save money when buying products that have odd prices like 23,21	66	15.2%	148	34.2%	105	24.2%	70	16.2%	44	10.2%	2.72	1.201
Total											2.72	

Table 10. Bundle Pricing strategy

Bundle Pricing strategy	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean	Std. Deviation
	Count	%	Count	%	Count	%	Count	%	Count	%		
Products have bundle offers (Buy one and other free) attract me to buy more	172	39.7%	191	44.1%	45	10.4%	19	4.4%	6	1.4%	1.84	.881
Products have bundle offers (Buy one and get gift) attracts me to buy products	122	28.2%	203	46.9%	74	17.1%	24	5.5%	10	2.3%	2.07	.938
Total											1.95	

Table 11. Bundle Pricing strategy

Bundle Pricing strategy	1 branded pen		Bundle of 2 unbranded pens	
	Count	%	Count	%
If both the below options cost the same. Which option do you prefer?	349	80.6%	84	19.4%

Table 12. Discount Pricing strategy

Discount Pricing strategy	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean	Std. Deviation
	Count	%	Count	%	Count	%	Count	%	Count	%		
I may buy fake products just because their prices are lower than the originals	46	10.6%	159	36.7%	89	20.6%	69	15.9%	70	16.2%	2.90	1.262
Low prices of products increase my willingness to buy them	179	41.3%	190	43.9%	31	7.2%	21	4.8%	12	2.8%	1.84	.951
I prefer to buy my needs during sales seasons	197	45.5%	161	37.2%	51	11.8%	21	4.8%	3	.7%	1.78	.885
I always drive a bargain when buying a product	137	31.6%	175	40.4%	73	16.9%	33	7.6%	15	3.5%	2.11	1.045
Total											2.15	

Table (9) shows that the respondents have neutral response towards the questions of Odd pricing strategy as the total mean value for the responses is (2.72) which is positioned in the third category of the five point Likert scale (Neutral Scale).

Table (10) shows that the respondents have disagree responses toward the bundle pricing strategy as the total mean value for the responses is (1.95) which is positioned in the fourth category of the five point Likert scale (Disagree Scale).

Table (11) shows that respondents prefer to buy 1 branded pen rather than bundle of two unbranded pens. 80% of the responses support the first choice which shows that brand is a significant factor that influence purchase intention.

Table (12) shows that the respondents have disagree responses toward the bundle pricing strategy as the total mean value for the responses is (2.15) which is positioned in the fourth category of the five point Likert scale (Disagree Scale).

The researchers refer the above mentioned results to either of the following reason:

Respondents are currently better aware of the marketing strategies than they do few years ago.

- Most of the respondents are well educated (hold bachelor degree)
- Most of the respondents are rational and aware that such strategy is used by sellers to make the price more attractive, utilize consumers' desire and enhance their profitability

The following tables are related to the second hypothesis in this paper: There is a statically significant difference between the responses of respondents about the three pricing strategies (odd even pricing, bundle pricing, and discount pricing) due to demographic variables (Age, gender, Marital Status, qualifications, and monthly salary).

Table 13. Age- related differences in response to the three pricing strategies

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Odd	Between Groups	37.805	4	9.451	.983	.416
	Within Groups	4114.204	428	9.613		
	Total	4152.009	432			
Bundle	Between Groups	19.080	4	4.770	1.901	.109
	Within Groups	1074.037	428	2.509		
	Total	1093.118	432			
discount	Between Groups	57.407	4	14.352	1.823	.123
	Within Groups	3369.470	428	7.873		
	Total	3426.878	432			

The ANOVA test shows that there is no difference between the responses of individuals “due to age” about the Odd Pricing strategy, the bundle strategy and the discount strategy as the values of F test are more than 0.05 (.983, 1.901 and 1.823).

Table 14. Gender- related differences in response to the three pricing strategies

Group Statistics					
Gender (الجنس)		N	Mean	Std. Deviation	Std. Error Mean
Odd	Male	362	8.3343	3.11308	.16362
	Female	71	7.3521	2.91841	.34635
Bundle	Male	362	3.9254	1.52993	.08041
	Female	71	3.8028	1.87936	.22304
discount	Male	362	8.6160	2.71327	.14261
	Female	71	8.7042	3.31402	.39330

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Odd	Equal variances assumed	.813	.368	2.455	431	.014	.98214	.40007	.19581	1.76847
	Equal variances not assumed			2.564	103.729	.012	.98214	.38305	.22251	1.74178
Bundle	Equal variances assumed	5.418	.020	.593	431	.553	.12260	.20662	-.28352-	.52871
	Equal variances not assumed			.517	89.088	.606	.12260	.23709	-.34849-	.59369
Discount	Equal variances assumed	7.441	.007	-.241-	431	.810	-.08820-	.36597	-.80751-	.63110
	Equal variances not assumed			-.211-	89.316	.833	-.08820-	.41836	-.91943-	.74302

The Independent- Samples T Test shows there is no difference between the responses of individuals “due to gender” about the bundle and discount pricing strategies as the values of T test sig. (2 tailed) are more than 0.05. (.606 and .833) while there is a statistically difference between the responses of individuals “due to gender” about the odd pricing strategies as the values of T test sig. (2 tailed) are less than 0.05. which is (.012).

Table 15. Marital- related differences in response to the three pricing strategies

Group Statistics					
Marital Status		N	Mean	Std. Deviation	Std. Error Mean
Odd	Single	107	8.2991	3.11180	.30083
	Married	326	8.1319	3.10004	.17170
Bundle	Single	107	3.9159	1.67738	.16216
	Married	326	3.9018	1.56388	.08662
discount	Single	107	8.7103	2.77798	.26856
	Married	326	8.6043	2.83275	.15689

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Odd	Equal variances assumed	.008	.927	.484	431	.629	.16716	.34571	-.51233-	.84666
	Equal variances not assumed			.483	180.073	.630	.16716	.34638	-.51632-	.85064
bundle	Equal variances assumed	.384	.536	.079	431	.937	.01405	.17743	-.33469-	.36279
	Equal variances not assumed			.076	170.584	.939	.01405	.18384	-.34885-	.37694
discount	Equal variances assumed	.039	.844	.337	431	.736	.10599	.31412	-.51141-	.72338
	Equal variances not assumed			.341	183.721	.734	.10599	.31103	-.50766-	.71963

The Independent- Samples T Test shows there is no difference between the responses of individuals “due to Marital Status” about the three pricing strategies as the values of T test sig. (2 tailed) are more than 0.05. (.630, .939 and .734)

Table 16. Qualifications- related differences in response to the three pricing strategies

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Odd	Between Groups	183.999	3	61.333	6.631	.000
	Within Groups	3968.010	429	9.249		
	Total	4152.009	432			
Bundle	Between Groups	17.098	3	5.699	2.272	.080
	Within Groups	1076.020	429	2.508		
	Total	1093.118	432			
discount	Between Groups	106.316	3	35.439	4.579	.004
	Within Groups	3320.561	429	7.740		
	Total	3426.878	432			

The ANOVA test shows that there is no difference between the responses of individuals “due to qualifications” about the Odd Pricing strategy, the bundle strategy and the discount strategy as the values of F test are more than 0.05. (6.631, 2.272, and 4.579)

Table 17. Monthly salary- related differences in response to the three pricing strategies
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Odd	Between Groups	82.635	1	82.635	8.752	.003
	Within Groups	4069.374	431	9.442		
	Total	4152.009	432			
Bundle	Between Groups	1.600	1	1.600	.632	.427
	Within Groups	1091.518	431	2.533		
	Total	1093.118	432			
discount	Between Groups	43.377	1	43.377	5.525	.019
	Within Groups	3383.501	431	7.850		
	Total	3426.878	432			

The ANOVA test shows that there is no difference between the responses of individuals “due to Monthly salary” about the Odd Pricing strategy, the bundle strategy and the discount strategy as the values of F test are **more** than 0.05. (8.752, .632, and 5.525)

5. Conclusion and Recommendations

Through this research, it is concluded that there is a positive relationship between prices and consumer buying behavior (suitable prices make consumers more willing to purchase items). It also showed that there is no statistically significant difference between the responses of individuals “due to age, gender, marital status, qualification and monthly salary” about the research's questions related to the three pricing strategies (Odd pricing strategy, Bundle pricing strategy and Discount pricing strategy) except there is a statistically difference between the responses of individuals “due to gender” about the odd pricing strategy.

Based on the paper's conclusion, retailers and dealers are recommended to carefully study consumers buying behavior which is one of the most successful ways to know consumers' interests when making a purchase decision and to set suitable prices to their items as pricing has a direct impact on a company's revenue and consequently to its success. It is recommended that to segment consumer based on demographic characteristics and study carefully their needs and willingness to buy products or services. Moreover, here is an important factor that affect consumer buying behavior in positive way which is corporate social responsibility (CSR). If the company socially responsible and announce that the part of this payment of selected products will donate to non-profit organization or for event inside society, which will encourage consumer to select the products impulsively.

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