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An investigation into how women in Saudi Arabia use consumption of fashion to construct their self-image and social identity: A comparison with British women and possible implications on marketing management

Waad Al-Harbi

Researcher with a master's degree in Science in Design Management, University of Salford, Manchester, UK

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Waad Al-Harbi [*]

Abstract :

The issue of identity construction through consumption has been constantly acknowledged recently from researchers and practitioners alike as they try to discover how consumers use the symbolic meanings of objects to signify their identity (Costa & Bamossy, 1995; Ger and Belk 1996;). Nevertheless, it was noticed that there is a gap in knowledge when it comes to Saudi Arabian women's fashion consumption habits and their motives for buying specific garments. Accordingly, this study focuses on investigating how women in Saudi Arabia use consumption of fashion to construct their self-image and identity compared to British women. The intensive behind the comparison is to realise the motives for consumption in collectivist societies compared to an individualistic one and highlight the implications of the findings on marketing management of fashion brands. The research found that despite the impact of culture on fashion choices, in an increasingly materialistic and globalised world, the individual identity of Saudi Arabian women is influenced by globalised media influences. Saudi Arabian women identities are more affected by external factors making them similar to those of British females in their purchasing behaviour. The findings present a valuable addition to the consumer behaviour literature and will provide marketing practitioners who are looking to penetrate the Saudi Arabian market, a useful insight into women's motives when making purchase decisions.

(*) Researcher with a master's degree in Science in Design Management, University of Salford, Manchester, UK .

Introduction :

In today's growing consumer culture, more than ever, consumption is utilised as an instrument for individualisation and expression in a social context; a way for describing a story about one's self and their social identity (McMahon, 1995). This paper investigated how women's cultural consumption is used to construct self-image and express social identity and assess its implication on the marketing management practice. The mounting economic importance of symbolic consumption, which emphasises consumer preferences and motivations, is a dominant theme in the literature (Annamma& Sherry, 2003). However, in theory as well as in practice there is little research concentrating specifically on Saudi Arabian women and how culture and social status affects their choices and perception of fashion brands. This gap in the marketing management knowledge stressed the need to explore how women in Saudi Arabia use the consumption of fashion to construct their self-image and social identity and understand their decision making process. Consumer research is very important to determine what decisions are relevant to the specific target market of any firm.The results of this research are expected to provide meaningful managerial implications to fashion marketing practitioners as well as contribute to the knowledge on consumer culture and fashion consumption.

The study begins with a thorough review of the theory and literature on today's post-modern societies and the current consumer culture as a social ideology; how is consumerism used in postmodern societies as a method for social expression and identity construction; and how does consumption of fashion help women find their self identity. It also explores the theory of social symbolism and the implication on modern marketing management practice. It scrutinizes the topic through examining the potential motives for fashion consumption drawing on ideas from social inclusion and diffusion theories and collective vs.

Individualistic societies. This was deemed important because it allow a further exploration of the topic in the analysis

stage through analysing the experiences of women in two different cultures: Saudi Arabia and the UK, in-order to highlight the possible impact of culture on the fashion consumption processes. It is suggested that the way we express our identity is related with our position and location in the social world and the type of community or culture that we come from. By examining these areas of the theory, the paper is able to provide an objective view of the topic from a variety of angles

Research Question :

The main question of the current study Investigates how women in Saudi Arabia use consumption of fashion to construct their self-image and social identity and it seeks a comparison with British women and possible implications on marketing management

Research Objectives :
The main purpose of the study is :

- To review current academic and practical literature concentrating on the relationship between consumption and identity construction in post-modern societies and assess how women use fashion commodities to construct self-identity and the implications of these findings on marketing practice.

- To use the framework developed from the literature to understand what guides and motivates women's fashion consumption and how culture, social status and self-identity is portrayed through their consumption habits.

- To provide a far-reaching analysis of the differences in the type of identities and meanings attached to consumption between women in Saudi Arabia and UK in an attempt to realise whether the meanings that people attach to dress and fashion is different and the implication of the findings on marketing practice in these countries.

Literature Review :
Post-Modern Consumer Theory and Marketing Management

Bordas (2001) defines consumption as "the task of acquiring and utilising goods that are present in the market to

satisfy explicit needs". Much recent literature suggests that people's decision to consume in a post-modern era stems from much deeper incentives than the simple economic interest related to the products' functionalities and utilities (Bourdieu, 1994) .

Symbolic consumption serves two main purposes: social symbolism and self-symbolism. Elliott &Wattanasuwan (1998) indicate that in post-modern era, people's identity is assembled in part through consumption and the self is conceptualised as a social construction based on interactions with the social world around us. This is explained in the theory of narrative Identity (Ricoeur, 1988: 1992), which implies that in a social setting we make sense of ourselves and our lives by the stories we can or can't tell and how we use the products we consume to narrate stories about our self. Post-modernity is characterised by a shift toward a consumer culture that is guided to a large extent by the proliferation of the Internet and globalised media. The influence of global media and exposure to global events as Giddens (1991) comments meant that reality is constantly under construction and its creation is never ending, essentially leading the consumer to question his own reality.

Recognising consumer motives is essential for marketers because it can simultaneously affect purchasing behaviour. Several theories address the importance of recognising the decision making process, which consumers go through when making a purchase decision.

Symbolic Nature of Fashion Consumption :

Self-perception and social expectations are increasingly defined by consumptive practices and aspirations in a society. According to several theorists (Hoyer,W.D. &MacInnis, 2001), one of the strikingly intriguing issues in relation to the topic of consumption is how commodities, fashion brands and clothing style in this case, are used by individuals as a tool to maintain or enhance self identity and construct unique messages about who they are in the society. Postmodern consumers use brands to build their self-image and make a statement about their identity and lifestyle to .others (Romu, 2009). Willis (1990) views

consumer goods as instruments that can be employed to express resistance or autonomy to mainstream society and a tool by which people can construct their self-identity.

The various products and fashion brands available for consumers in the market, in-addition to the ideas they develop, provides them with the means to constantly change their identities and form images of how they want to be perceived by others in their social environment. Often the choices we make are motivated by desire to gain approval, seek social harmony, or avoid disapproval or rejection (Losh, 2003).

According to individuals utilise fashion clothing to manage their public representation and grow a sense of association with their community. This is associated with the increase in the symbolic value of the goods consumed, where the objects we purchase reflect the type of people we are or aspire to become.

Levels of Fashion :

The structure of the fashion market has somehow been transformed as a result of technology and the emerging levels of fashion. According to Easey (2009), there are three different levels of fashion: Haute Couture, Designer wear and Street Fashion. Each of these levels is utilised by different groups for different purposes for different occasions. However, increasingly it has been highlighted in the theory that rarely do consumers stick to one level and that has tremendous implications on the marketing and design of fashion products.

Value of Brands to Identity Construction :

Consumers' consumption choices are not based just on the product's utilities but increasingly on their symbolic meanings and the images associated with consuming them (Belk, 1988; Bourdieu, 1994). Brands carry specific personality traits and attributes that define their attractiveness to the people that buy into them. This is explored by Piacentini and Miller (2004) who discusses the symbolic consumption where people use products as ways to create, develop and maintain their identities.

The *symbolic meanings* attached to clothing items vary by society because as Miller et al. (1993) points out, these meanings are constructed only after social interaction with others in a particular society.

Impact of Culture on Women's purchasing choices : Collectivistic vs. Individualistic Cultures :

Markus and Kitayama (1991) assume that members of western individualist societies define themselves as independent entities in terms of their individual traits and personalities. On the other hand, members of collective societies define themselves in terms of connection and social relationships. Researchers argue that in collectivistic cultures such as in Saudi Arabia, there is more emphasis on conformity to group norms and social acceptance (Zhou and Hui, 2003; Triandis and Gelfand, 1998; Opoku, 2012) .

people's choices or behaviour is more concerned with promoting the connection that an individual have with the society and thus its the desire to conform with the overall society that defines one's fashion consumption and overall preferences.

People's identities in a collective society are influenced by what others think and how people perceive the individual. People look to read each other through appearances, which is why fashion is such an important element in post-modern societies as it exhibits our membership to a certain place. In that sense, meeting others, being seen wearing a specific brand and getting recognised among others in the social ladder is a part of one's identity in Saudi culture.

So while fashion consumption can be used as a site for the definition of collective identity, it is also used to differentiate one's self from others in the society.

Saudi Arabia's Consumer Culture and Fashion : Consumption :

Consumer lifestyle and consumerist attitudes in Saudi Arabia are increasingly evident (Assad,S., 2012). As new market report by Sacha Orloff Group on the Gulf's retail market

recognised Saudi Arabia as one of the main markets with the most potential and dynamic fashion retail sectors. One of the principal factors identified behind the forecasted growth in KSA is the consumer's acceptance of the concept of modern brands in-addition to "enlarged consumer based created by the improved position of women in the society.

The radical change in women's purchasing behaviour can be attributed to some extent to emerging global brands, advertising, shifting business models and the adoption of foreign trends.

Fashion Consumption and Social Status :

According to theory of fashion diffusion individuals who belong to higher levels in society are usually better dressed than those at lower levels (Crane, 2001). Based on that theory, it is suggested that the way people are styled usually defines how others judge them and to what group are they classified.

Nevertheless, in post-modern societies this is no longer the case as there is a shift from class to consumer fashion. Status boundaries represented by social aspects of society have disappeared, as fashion is no longer restricted to a specific group or country.

People are able to pursue higher status identities and create an image of who they aspire to be through the type of products or brands they buy regardless to their social class.

Fashion Consumption and Identity Formation :

According to Thompson and Heytko (1994), one of the most important uses of fashion is to develop a sense of personal identity and express the self. Fashion items and clothes are often used as social tools by which people construct their identities, and communicate their respective self in their social contexts. There are multiple social motives that can be allied with the consumption of specific fashion items. For instance some people see in fashion an escape from their reality and a way for them to become the person they aspire to be. Fashion items offer a

valuable representation of one's self and contribute to one's construction of their self-identity in an increasingly judgmental consumer culture. Others use fashion items as a direct and clear statement about their social background or the social tribe they would like to be associated with.

Fashion Consumption and Social Symbolism :

This section addresses fashion consumerism as method for social inclusion and a way for individuals to construct their social world and develop a sense of belonging. Self-perception and social expectations are increasingly defined by consumptive practices and aspirations in a society. Consumption provides an opportunity for construction of self because it allows the person to portray a certain desired image of themselves to others in the same social setting .

In a country like Saudi Arabia, inclusion and individualisation are two very dominant themes. Saudi Arabian women are regarded as luxury consumers who derive status and prestige from their purchasing behaviours.

Implication on Marketing Management of Fashion Brands:

An individual's constant search for self-identity is a key characteristic of postmodern consumption, therefore learning about women's concept of their self and its connection to symbolic consumption is necessary for marketers of fashion brands who are looking to understand the essence of postmodern consumer behaviour .

by understanding women's motivations it is anticipated that marketers will be able to devise better marketing communication messages that can deliver a strong market position and a differential advantage. A fashion marketer uses a combination of variables to meet the needs of consumers and it is imperative that these variables are in line with people's expectations and desired selves (Tomlinson, 1990). Consumers are no longer spectators; instead they are active participants in the design of fashion brands and expect their desires and expectations to be taken into

account. They are demanding products that help them express their personalities through their appearance and are always looking for items that will make them stand out.

Methodology :
Research Structure & Rationale :

it was observed that there is lack of research, which focuses specifically on women in closed collectivist societies like Saudi Arabia .

This study expands on the existing body of research and contributes to this field of inquiry by examining consumption as a form of self-expression for women, highlighting the differences in experiences and identity negotiation between women in Saudi Arabia and the UK. The dissimilarity of the cultural settings and forms of social expression of the two countries investigated underline the rationale of this piece of research. It offers further opportunities to understand today's consumer culture and how women to negotiate and identify their identities and gain respect and value in their social settings use symbolic consumption.

Research Approach :

In-order to meet the studies objectives, a phenomenological approach was believed to be suitable to study women's experiences of consumption in today's consumer culture and investigate the symbolic meanings that they attach to commodities to build their self- identity (**Elliott & Wattanasuwan, 1998**).

According to Eriksson (1999), there are three main types of research that can be used to deal with research problems: Explanatory, Descriptive and Exploratory. The most appropriate method that was deemed suitable for this investigation was exploratory because it is the best method to understand the underlying motives behind fashion consumption and construct a deeper insight into how Saudi Arabian women construct their self-image from the brands they consume .

Exploratory Research :

The primary research will take the form of phenomenological unstructured interviews with a sample of 20 females, from the UK and Saudi Arabia in-order to assess their experiences of consumption and use of commodities for self and social representation .

Research Methods :

qualitative research was chosen as the favoured method for conducting the research and analysis. Data was collected through combined utilisation of secondary and primary research methods that were thought to serve the research objectives and provide the deep insight that is required to reach the desired research outcomes .

The researcher selected to use a combination of secondary and primary research methods because it allows a good holistic view of the topic at hand and a good analysis of the findings in relation to the literature .

Primary Research :

primary research is imperative because it helps in understanding and building truly deep insights from consumer perspective regarding their attitudes, motives and overall feeling towards fashion consumption .

Primary research provides a selection of up-to-date and worthy information, which is specific to the purpose of this research, allowing the researcher to derive valuable data that will add to the literature of marketing management and consumption. In-depth semi-structured Interview .

This form of qualitative research method is thought to be effective in obtaining information about values, opinions, behaviours and social context of the particular sample.

The researcher ensured that interviews lasted between 40-60 minutes to give enough time for warm up questions and also so that a good insight is developed through informal conversational approach. This was also intended to ensure that respondents are not aggravated .

Additionally, respondents will be asked about their shopping habits and expenditure levels on fashion items and brands. This intended to provide the researcher with a good background of the respondent to facilitate analysis of findings.

The interviews covered the main research issues including: consumer behaviour as a tool for social expression, social networks, consumption patterns, lifestyle, and the importance brands to their image in the society.

These questions might vary depending on the respondent's answers but the main purpose is to investigate women's motives and understand their shopping behaviour. The interview questions were designed to link back to the key themes and theories, as it is these themes that will be used as brief guidelines for discussion in relation to the research question.

The interviews were held in the participants' homes or at the university depending on the participant's preference. The questions were selected specifically to answer the research objectives and help the researcher reach a justified and verified conclusion. The aim was to determine what guides and motivates women's fashion consumption. Accordingly, the questions were split under four main categories to be able to thoroughly discuss the findings in relation to the objectives. The four main question categories were :

The main goal from selecting these categories was to :

- Understand what guides and motivates women's fashion consumption.

- Assess how culture and social status is portrayed in women's consumption habits.

- Analyse the differences in the type of identities and meanings attached to consumption between women in Saudi Arabia and UK.

Sampling :

The research used a purposive approach to select the sample design, where individuals are chosen on purpose because

they have the characteristics that represent the type of population that this study is investigating. When selecting the sample the aim was to understand the processes by which products come to symbolise social identities of women in both Saudi Arabia and The UK. The selected sample will hence comprise of women from either Saudi Arabia or the UK who shop regularly for a variety of purposes. In this study, a specific number of interviewees who fit the sampling needs is needed from each of the country being investigated.

Participants were recruited via friends and acquaintances using a snowball sampling method (Miles &Huberman, 1994). They were from varying ages and from different professional backgrounds. The sample included students, employed women and housewives ranging from the age of 18 - 45.

Analysis of Findings :

All interviews are audio taped in-order to be able to better understand and assess the findings and ensure accurate transcription of answers and experiences. Each interview will be transcribed and then thoroughly analysed to gain an understanding of how women use consumption to construct their self-image and social identity.

In-order to recognise and explore the patterns that were identified in the initial analysis, the researcher will use a part to whole reading strategy which shows the similarities and key themes across all transcripts (Banister, 2004).

Challenges for Implementation & Limitations :

In terms of the availability of resources needed to complete the interviews, sufficient effort has been exerted to ensure that enough participants, who are willing to take part in the study, are available. Some of the limitations to this study are that it uses a small sample of participants, only 20, so it is hard to generalise the findings on the general population. Accordingly the study can be used as the basis for future research on female consumption habits in Saudi Arabia and its implication on the marketing management practice.

FINDINGS & DISCUSSIONS :
Research Structure

The focus the study was to use each of the 20 interviews as a case example in-order to be able to derive in-depth understanding about each of the respondents.

The four main question categories were :

- Understanding Fashion Consumption.

- Motivation & Shopping Behaviour.

- Culture & Social Influence.

- Media Influence.

Understanding Fashion Consumption :

In-order to understand the value of fashion to women and its significance in their quest for individuality and social identity, interviewees were asked to define what fashion means to them and the importance of keeping up with fashion. The majority of respondents said that fashion is important and that it can affect their mood and the way people perceive them. Some of the answers provided to describe the feeling of not being able to catch-up with the latest trends include: 'disappointed', 'depressed', 'moody', 'out of date', 'annoyed', 'down', 'upset', 'left out', "awful".

These findings emphasise the symbolic value that individuals associate with brands as they seek to project their social identity and define themselves in the society. They are more concerned with the image associated with a particular fashion item rather than with the functional value of the product itself. When asked how wearing new fashion clothes make them feel, there were several interesting answers.

When compared with the answers of British respondents, both similarities and differences can be highlighted. Like their Saudi counterparts, British females also stressed the emotions that correlate with wearing new items of clothing. Constantly they highlighted how fashion and dress code is closely

associated with perceptions and therefore it can be intriguing for them not to be able to stay up-to-date with the latest trends and dress fashionably .

Fashion Consumption & Identity Construction :
Saudi Arabian Women :

The analysis of the interviews shows that In Saudi Arabia fashion appears to be highly associated with women's identity in the society they live in. Several of the respondents related fashion to how others would perceive them in the society. They linked fashion directly to the type of society they live in and the Saudi Arabian mentality and culture, which emphasises appearances above all. Consumption of new clothes appears to play a significant role in creating a positive/negative mood and this was attributed to its effect on how people perceive each other in a society.

Fashion as a tool to maintain and enhance self-identity and make a statement about who we want to be to others. This is highlighted in the above statements where consumption of fashion clothes appears to affect how others perceive individuals and how they utilise fashion clothing to develop a desired image. Saudi females constantly pointed to how it is important for them to be recognised in the society as having a good image and that wearing expensive identifiable type of brands is expressive of who they want to be, and will help them portray a better position in the society.

British Women :

In the case of British females, answers were varied but interestingly quite similar in their reference to the symbolic value of fashion items to the answers of the majority of Saudi Arabian respondents. A high percentage of British respondents linked fashion to identity and how they perceive themselves and self-identity, associating it with their mood.

British females were also particular about the products they consume as it defines who they are in the society and how are they perceived by others. Over 60% of British respondents said

that fashion is imperative to their self-esteem and overall self-confidence.

However, analysis of the findings from the interviews with British women showed that less emphasis is given to brand name when consuming fashion and more to style and quality.

- 75% of respondents said that style is most important .

- 50% said quality of clothes .

- and only 20% said that brand name is important .

It is certain that both British and Saudi Arabian women place a symbolic value to the products they buy and that it is this association that dictates the choices they make. In these examples, consumption is associated with formation of identities.

Decision-making Process & Consumer motives :

According to the existing literature on consumer behaviour, consumers have multiple motives for purchasing specific products that extend beyond the functional utilities of products and services. Often consumers re-direct the use of objects to create new meanings and send signals of empowerment and status or social conformity (**Losh, 2003**). Accordingly, the in-depth interviews sought to develop a deeper understanding of women's decision-making process when purchasing fashion items and brands. Similar questions were asked to British and Saudi respondents to be able to make comparisons and understand the underlying motives that determine a specific purchasing decision and then make an objective comparison. Respondents were asked to highlight which of these factors: Price, Quality, style, emotional value, uniqueness or brand name, is most important to them when buying clothes They were also asked to explain their motives for purchasing particular garments and brands .

Saudi Arabian Women :

Interestingly, almost 8 out of the 10 Saudi females that were interviewed said that brand name is important if they can afford it. Many respondents said that they care about branded

items because it gives a unique name and personality in the Saudi society, which is very judgmental and is based on appearances >

In many examples given by respondents, brands appear to be used to build self-image and make an identity statement about who we aspire to be and signal our identity. A high percentage of respondents indicated that their purchase decision is affected by the emotional value and uniqueness of branded products. In-addition to being constantly associated with better quality and value, branded items are often perceived as more luxurious and of higher symbolic value in a Saudi society. Buying branded items is regarded as being of higher status and can portray a certain self-image and helps the individual to fit-in (O'Cass and McEwen, 2004).

The findings to an extent support what was discussed in the literature about the nature of fashion consumption in Saudi Arabia's collectivist society, where fashion represents a bond between members in the society and a tool for identity expression.

British Women:
The emphasis on buying branded products was less apparent in the answers of many British females. When analysing the answers of respondents, very little percentage of the 10 females interviewed; only two, placed a high value to brands. Alternatively, many said that they are not too bothered if they can't afford to buy branded items as long as the quality and price of the item is reasonable and that it is up-to-date with the latest trends. Many females stressed the importance of looking unique and stylish as opposed to wearing a recognized brand.

Cultural and Social Influence on Fashion Choices :
To be able to make comparisons, British and Saudi Arabian respondents were asked to assess how much are their choices influenced by their culture and social surroundings. The analysis resulted in several interesting findings.

Saudi Arabian Women :

There were several references to the significance of religion and how a Saudi Arabian woman needs to always make sure to respect her faith when choosing her style. This highlights how woman's clothing in Saudi Arabia's culture is affected by the prevailing religious beliefs. However, many females were quick to point out that although they do need to consider their culture, they always try to reflect their unique identity by altering how they wear their garments.

The findings from the analysis somehow confirms what was discussed in the literature about how people's choices or behaviour is more concerned with projecting the connection to the culture and conforming with what the society wants. It shows how women's identity is somehow interdependent to the culture. This is a feature of a collectivist society where emphasis is placed on conformity to group norms and overall social acceptance **(Triandis & Gelford, 1998)**. These findings can be associated with what was discussed in the literature regarding post-modern consumer culture, which is associated with judgments based on images that people construct of others depending on how they look and what are they wearing.

British Women :

Not surprisingly, the answers of British female respondents focused less on culture and society and more on seeking individuality and looking trend using fashion consumption. When asked how culture influences decision to buy a fashion item, 50% of the respondent (5 from 10) said that they don't feel the need to conform to a particular culture or dress code. Answers focused more on achieving differentiation through the type of clothes they choose to wear.

They clearly have divergent attitudes. It is evident that the need for conformity to the culture is less important in a western globalised society like the UK. The answers of British females

show that they are more concerned with standing out and looking trendy rather than the British culture. In a sense, it was felt that British females do not feel a sense of belonging to a particular culture, and that their fashion choices are self-driven. They appear to draw their identity from different sources and they define themselves individually based on what they feel is acceptable or not.

Social Status & Fashion Consumption :

A high percentage of respondents who said they do not follow fashion linked it to their inability to finance their shopping due to social status or overall financial situation. Results also highlight how social status also affects the number of times women can afford to go shopping per month and the type of brands they buy although the class difference was more evident in Saudi Arabian respondents answers than in the UK. When asked how often they go clothes shopping.

Media Influence & Globalization and Fashion :

Almost all the Saudi and British respondents mentioned the Internet as a source for inspiration when trying to update their fashion knowledge and style This confirms the significance of the Internet in modern consumer culture and how it has transformed people's identities and fashion sense.

The second highest source of inspiration for women in Saudi Arabia was the people around them, which is a characteristic of a collectivist society. On the other hand, British females relied more on Newspapers and Magazines to select an individualistic identity for themselves. Social climates in which dress and fashion accumulate meaning are global, where females use a huge number of international media channels and climates to draw meaning and construct their ideal self-identity. It was clear that although Saudi women are bound to conform and abide with the cultural habits and group norms, they are also increasingly seeking individuality through the consumption choices they make. Saudi Arabian women are seeking multiple identities through fashion with the help of globalised media messages and the foreign influence in the country.

CONCLUSION & RECOMMENDATIONS :
Findings & Recommendations :

Analysis of the findings in relation the literature review resulted in very interesting findings that will certainly add to the body of knowledge on fashion consumption and marketing management.

- The findings highlight the prevalence of consumer culture and the importance of consumerism in shaping one's identity especially today's post modern ear that is characterized increasingly materialistic and judgmental societies. Both Saudi Arabian and British women associated their identity to their dress code and fashion sense.

- Fashion was referred to as a sign of inclusion in a collectivist society such as Saudi Arabia, which relate to ideas discussed in the literature about fashion consumption as an act of conformity. However, the study also found that women value regardless to their cultural background value individuality and often seek unique fashion garments and brands to signify difference and confirm their desired identity.

- Despite the prevalence of individuality over culture in western societies, the results from the primary research show that brands are used to signify alliance in one way or another, if not to the society then to particular group and that has significant implications on the application of marketing practices in that region. It is recommended that further research is conducted on the extent that Saudi Arabian women are willing to deviate away from their culture.

Implications :

The increased significance of fashion brands and the spread of consumer culture among Saudi Arabian women offer several opportunities for international fashion brands and individual designers who are looking to expand into new markets. The data analysis provide essential knowledge for both fashion designers and marketing managers because it present them with some of

the most influential motives that persuade women to buy a particular item, thus allowing them to break into the mindset of a Saudi Arabia females. This knowledge is imperative to be able to design marketing campaigns that appeal to the desires of this growing sector in the market.

Further Research :

Thus, it is anticipated that this piece of research will present a significant contribution to the study of consumer behaviour, and will be relevant for marketing practitioners looking to penetrate the Saudi-Arabian market and develop successful brand propositions. The paper will certainly set the grounds running for further research into the area, especially on Saudi Arabian women because there is little research on topic at the moment.

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