


EXPECTATIONS OF SAUDI FEMALES ON THE MARKET OF AUTOMOBILE
INDUSTRY

DECLARATION OF AUTHENTICITY

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EXPECTATIONS OF SAUDI FEMALES ON THE MARKET OF AUTOMOBILE
INDUSTRY



Expectations of Saudi Females on the Market of Automobile Industry

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College of Business

Effat University

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Dedication

I dedicated this work first to my beloved parents, who have been very supportive in my academic life by offering anything to make it easier and reachable. Also, I could not have done this without the Almighty God.

My sincerest appreciation goes to my advisor, Dr. Hanen Charni, for her patience, advice, guidance, and attention to detail throughout my dissertation.

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Abstract

After the females in Saudi Arabia got their driving license, the market of automobile industry is booming ever since. A lot of female drivers have approached it in hope of buying new cars. Apart from that, the promotions and advertisements have also seen significant impact due to the rising female drivers. This is relatively a new topic for studying as a part of academic research in terms of marketing. The aim of the research is to observe significant change in the marketing strategies of the automobile industry in relation to female drivers. The methodology used for this research is quantitative in nature due to the use of survey which will generate graphical data to understand the impact of Saudi females on the market of automobile industry. The results presented that the Mercedes – Benz is the most preferred car and female drivers mostly prefer quality over pricing and brand.

Key words: advertisements, automobile, female drivers, marketing, Saudi Arabia.

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1. Introduction

1.1 Background Information

The automobile industry is the fastest growing industry due to the increasing population and its standard of living. With passage of time, more and more people require automobiles for commutation. Thereby, the market is expanding with the increase in their demand all across the world. Saudi Arabia has the largest amount of consumers in comparison to the other countries. Cars from different countries are bought by the customers like that of Japan, South Korea, European countries, the US and even China with the introduction of its brand Geely. With this trend in the automobile industry, the marketing of automotive industry is also evolving and becoming highly innovative with time.

The goal of marketing is to communicate well with the customers. There are different types of people in the market who have different preferences and based on these preferences, the customers are categorised into different groups. This research focuses on the current trends in the automobile industry in relation to female drivers in Saudi Arabia. There are factors that affect the market of automobile industry in general. They are as follows: globalization, regionalization, and market convergence, diversified patterns of consumer behavior, constant need to modify the automobiles and bringing about product diversification, digital technology, increased innovation and constant quality and product development management (Uchil & Yazdanifard, 2014). Upon targeting the female drivers, it is evident from them that they even focus on the brand, quality and its pricing these days and have a lot more expectations from the automobiles as they are a source of identity in the society.

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1.2 Problem Statement

Study of the results arising from marketing department has led to increase in research of this topic to gather more data. This research presents a question:

Q) What is the impact of Saudi female drivers on automobile industry?

1.3 Aims and Objectives

- To observe significant change in the marketing strategies of the automobile industry in relation to female drivers.
- To discuss automobile industry in Saudi Arabia.
- To gather more data for this under researched topic.
- To develop a proper marketing strategy to attract more female drivers.

1.4 Importance of the research

This research will help us understand a new perspective in the field of marketing in relation to the automobile industry for female drivers in Saudi Arabia.

1.5 Methodology and scope of the research

Methodology

Quantitative methodology: To develop questionnaire for survey of 100 respondents in Jeddah to gather graphical analysis.

Scope

- Female drivers as well as marketers of the automobile industry

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- 100 respondents for the research
- From Jeddah, Saudi Arabia

1.6 Parts of the research

The parts of the research include introduction, literature review, methodology, results and analysis, conclusion, discussions, limitations and recommendations.

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2. Literature review

The literature review of this research will discuss the market segmentation, automobile industry in general, expectations of automobiles in terms of price quality, and brand preferred by females, followed by the market of automobile industry in Saudi Arabia, and introduction of automobile brands to the female drivers in Saudi Arabia.

2.1 Market segmentation

Market segmentation is one of the resourceful tactics used by marketers for efficient businesses. It is defined as, “The actual process of identifying segments of the market and the process of dividing a broad customer base into sub-groups of consumers consisting of existing and prospective customers”, (Camilleri, 2018). The segmented customers vary in demographics, attitudes, behavior, needs, locations, and even social affiliations. They are then sub – divided into different segments which the marketers target differently, (Larsen, 2010). Hence, the businesses also look forward to the customers that will help them in running them and make profit as they cannot fulfil the needs and requirements of each and every customer. This is the reason that they target specific customers to generate income.

If the business is set up well, they might even target all the customers and attend to their needs and requirements too. For this, it is very important for the business to understand and focus on their target market to deliver the products and services to the right customers in the market who will become loyal ones if they are highly satisfied with their performance. They need to do this because the marketers in the businesses have to develop strategies and then evaluate them so that they would add up to the satisfaction level of the customers of today’s generation.

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Most of these businesses are customer – driven, and hence customers are their ultimate priority in terms of developing strategies that would attract customers.

2.2 Automobile industry in general

With the advancement in technology and rising globalization, people need and want to be a part of the automobile industry through its purchase so that they can travel according to their convenience, time and even effort they apply to reach from one destination to another destination. The development of automobiles brought about change in the lives of the people. It has helped in facilitation of commuting and is thereby defined as, “Automobile is anything that has an engine and runs on wheels and facilitates travel on the road. Over the years, automobiles have been used and evolved in order to help in road travel”, (Srivastava, 2013).

The most important point to be noted was, “It is a prominent part of the manufacturing sector and considered to be an indicator of economic development of any country. It is also a technology and knowledge intensive industry”, (Singh, 2017). This meant that this industry has brought about significant changes in the economy thereby transforming the entire market through its application. Several companies have emerged in the market that provide automobiles based on their feasibility and availability to the consumers.

Though its manufacturing is complex with the presentation of car, its engine, its spare parts, and instruments, people are still willing to buy them and specifically those ones that suit their needs and requirements. Others also look at other characteristics like safety, comfort, quality, and even aesthetic (Haque & Tausif, 2018).

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2.3 Expectations of female drivers in relation to brand, price, and quality

Females are considered to be the conscious segment in the consumer industry while purchasing goods and services. They look forward to the different market features related to the product or service itself like the name of the brand, price, and most importantly quality. They are brand conscious these days due to the globalization and technological advancements that have acted as positive factors in creating brand awareness and influencing customers to like particular brands and label themselves according to brands in the society. Most of the customers then are segmented according to the various brands present in the market. They would become loyal consumers if the brand is able to satisfy them completely and fulfil their desires, needs and even requirements. “Female consumers’ buying behavior is highly and positively affected by branding status, attitude toward a brand, self - concepts and with others’ opinions”, (Malik et al., 2013).

Apart from this, they look forward to the pricing too. Some prefer high end brands which means that they would even pay high price for them due to the perception that high quality products are highly priced, (Malik et al., 2013). Likewise, some customers are economical and would look for brands that are cost – efficient. Ever since economic crises hit, people are attending brands that are offered at affordable prices and this has been a changing attitude and behavior of customers in the market, (Anjana, 2018).

A product feature that no customer would compromise on is the quality as all of the customers would seek premium quality products and services. As noted by one of the researchers, “Females are characteristically more helpful and are more likely to express their opinions”, (Wildfeuer, 2018). This is the reason that the perception of the females matters a lot in the market.

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With time, the female drivers are increasing in number and so are their preferences. The image of the female drivers changed with the advertising which brought about revolution in the automobile industry, (Cuneen et al., 2009).

2.4 Automobile industry and female drivers in Saudi Arabia

As discussed earlier, Saudi Arabia has the largest consumer base for the automobiles as each family unit demands for 2 – 3 cars at home and with rise of female drivers, the numbers are projected to increase with time therefore expanding the automobile industry. It is important to focus on the study about the “sales cycle in the new vehicle purchase process. It was about the vibrancy and the huge extent of the automobile market in the Kingdom and it was predicted that the automobile demand to be further optimistic with reference to the socio-economic aspects of the population”, (Fayad, 2014).

This showed that there are possibilities of the growth in the market size of the automobile industry and thereby development of new marketing strategies and techniques to bring about more consumers to add to the list of purchasing automobiles. The car sales will increase, driving schools will open up and insurance for vehicles will also rise. Advertising of female drivers played a key role in encouraging more female drivers to pursue driving. It is evident that with the integration of new segment, women, the market is growing rapidly. “More than 3 million women will join the Saudi driving population by 2020, with key regions such as Madinah, Riyadh, and Makkah accounting for more than 70% of female drivers”, (AMJD, 2019). More female drivers will join in on the road.

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KSA market share of car manufacturers

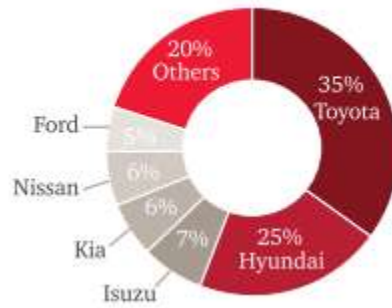


Figure 1: Market share of car manufacturers in the KSA (PWC, 2018)

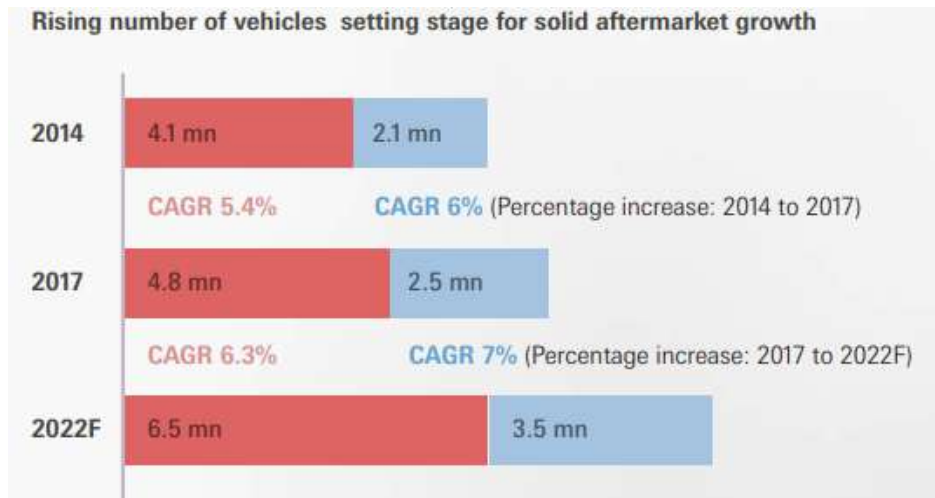


Figure 2: Growth of automobile industry (AMJD, 2019)

The market for automobile industry has revolutionized and this has brought about increase in the sales and lease of the car, thus increasing the market size of it. More passengers and drivers will be seen in the cities of the Kingdom.

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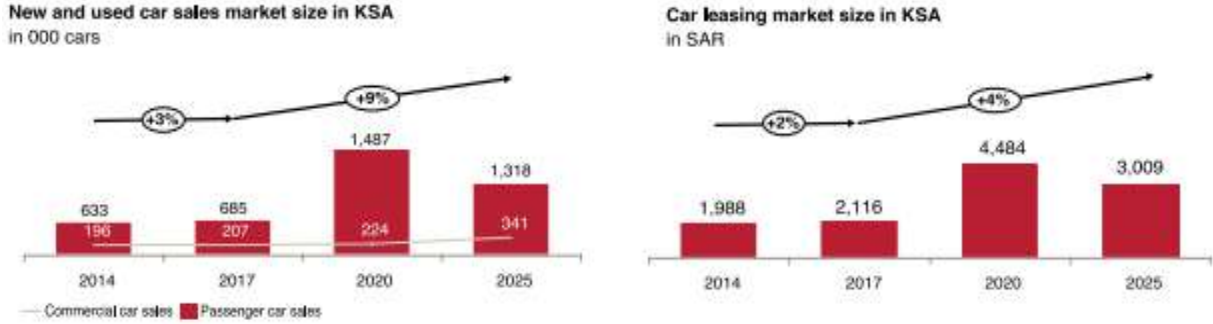


Figure 3: Sales and leasing market size in the KSA (PWC, 2018)

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3. Methodology

3.1 Introduction

Research methodology can be simply defined as the plan that is formulated by the researcher in order to obtain answers and reach appropriate conclusions from the research being conducted. It includes the framework of the entire research procedure that is to be followed to reach the conclusion. This includes the formation of objectives, development of necessary hypotheses, and collection of data through various methodologies. The data collected is then analysed to arrive at a solution (Kumar, 2014).

There are various dimensions of research methodology thereby making its scope is a lot wider than that of a regular research. It comprises of explaining the reason behind using a particular research technique, it outlines the actual research issue with necessary details for reaching solutions. A good research methodology is one that clearly describes the various techniques used by the researcher including the selection of samples, collection of data for study, management of research costs and other variables which are essential role in successful conduction of research. Furthermore, methodology encompasses the various broader concepts such as paradigm, theoretical models, phases and techniques which can be either qualitative or quantitative.

3.2 Types of Methodology

Qualitative research includes an inductive styled approach which focuses on the meanings at an individual level. This approach is used by the researcher when the aim to learn about the views on a particular subject.

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It can also be used when the researcher aims at obtaining detailed information about a group of people or community. The data that is collected for this type of methodology is usually in the setting of the participant. Tools used under qualitative methodology are in-depth interviews, narratives, ethnography, case studies, historical researches etc. Qualitative research methodologies are based on words, perceptions and feeling. (Silverman, 2016).

Quantitative methodology is based on the numerical and graphical analysis. It is based mostly on facts and is highly time consuming. There are four subtypes of researches under quantitative research methodology which are descriptive, correlational, quasi-experimental and experimental, (Kowalczyk, 2016).

Mixed methodology is based on the combination of qualitative and quantitative analysis. It uses both facts and opinions. A drawback of this type of methodology is that it requires additional time for collection and analysis of two different types of data for the purpose of understanding the research problem (Creswell, et al., 2011).

3.3 Types of data

Primary and Secondary Data

3.3.1 Primary data

There are two main forms of collecting data for a research. Depending on the closeness of the method to the event being recorded, observed or experienced, the data is classified as primary and secondary data (Sindhu, 2011). Data gathering can be accomplished by one of the two methods or by the combination of both enabling the researcher to gain a broader perspective of the phenomenon under study (Mesly, 2015).

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Primary data is usually available in crude form. A key advantage of primary data is that it is always specific to the needs of the researcher. Therefore, it is considered to be more accurate and reliable for researches. (Driscoll, 2011).

3.3.2 Secondary data

Secondary data includes the data that is obtained by the researcher from various published articles on internet, journals from libraries, periodicals or various websites. Secondary data is collected from sources such as government publications, books of various authors, websites, journal articles, internal records etc. (Douglas, 2015). A major drawback of secondary data is that it might not be specific to the exact requirements of the researcher thereby making it relatively less accurate and reliable as compared to primary data source. However, most researchers begin their research work by investigating the already known information and data which has been conducted previously by other researchers in the specified area of interest (Johnston, 2013).

3.4 Types of tool used

The tool used is survey which is a part of quantitative methodology used to collect data from larger amount of target sample from the population and can be prepared and used by Survey Monkey and Google Form survey.

3.5 Ethical Consideration

Ethical considerations ensure an environment of trust and mutual respect is maintained with all the people contributing towards the success of a research.

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The various considerations refer to the issues of copyright infringement, confidentiality, honesty on part of the researcher, intellectual property used etc. The ethical considerations also prevent any sort of discrimination that can arise among the researchers and the subjects under study (Walliman, 2018).

Mainly two philosophical considerations exist when concerned with research. First, the teleological consideration which implies that benefits of the research findings should be measured against the costs of unethical behavior. This mainly depends on the comparison between the relative good and the evil produced during the course of research. Second, the deontological consideration which asserts that the righteousness of an action comes through the good or bad of its consequences (Frankena, 2001). Therefore, it is important for the researcher to ensure that the methodologies adapted by him are under the ethical laws of the society (Akaranga, et al., 2016).

3.6 Primary data

The primary data is contributed from the survey collected from female drivers in Jeddah, Saudi Arabia.

3.7 Secondary data

The secondary data is not accounted in the methodology of this research.

3.8 Sample size

The sample size includes conducting survey of 100 female drivers in Jeddah, Saudi Arabia.

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3.9 Data collection

The data was collected by sending out survey questions prepared on Google Survey to the female drivers in order to explore the automobile industry in Jeddah, Saudi Arabia. The questionnaire will generate graphs for the analysis of the results.

3.10 Data assessment

The assessment is based on the graphical analysis presented from the Google Survey.

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4. Results

4.1 Demographics

There were 103 respondents in total for the survey sent out. The first part covered age, gender, highest level of education, professional status, monthly household income, what do you look while driving cars and the brand of the cars preferred by the drivers in Saudi Arabia.

Q1: Please specify your age category:

103 responses

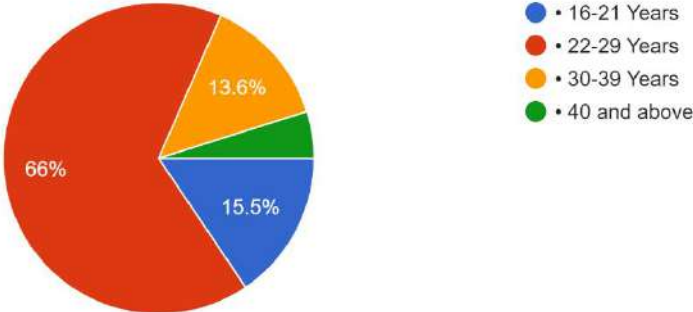


Figure 4: Age of the respondents

The age categories to which a majority of the respondents belonged was the 22-29 years with 66% age group with the 16-21 age group coming at second place with 15.5%, 30 – 39 years of 13.6%, and 4.9% for 40 and above.

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Q2: Gender:

100 responses

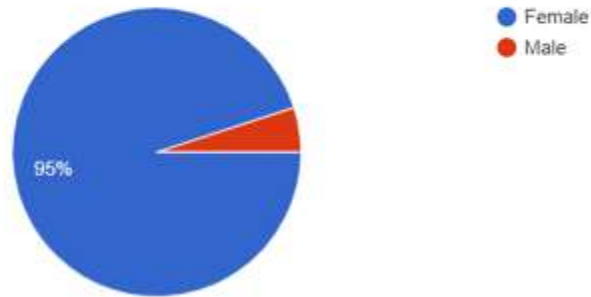


Figure 5: Gender of the respondents

95% out of the 100 responses that came answering respondent gender were female while the remaining 5% were masculine.

Q3: What is the highest education level you have completed?

102 responses

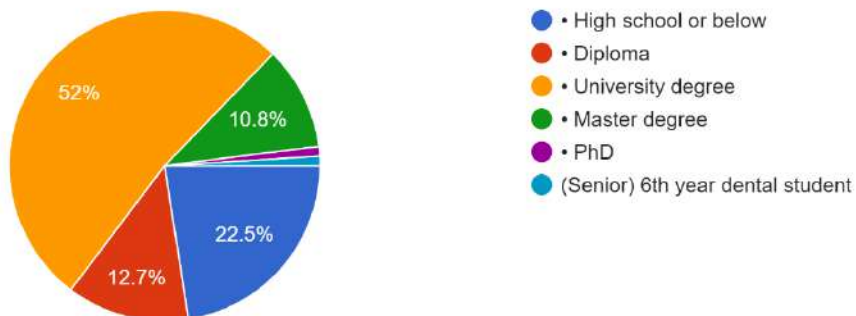


Figure 6: Highest level of education of the respondents

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More than half (52%) of the answers stated that their highest academic education was of Graduate level with 22.5% at high school or below level. Other notable academic groups were those who attained diplomas (12.7%) and Master's degree (10.8%).

Q4: Professional status

102 responses

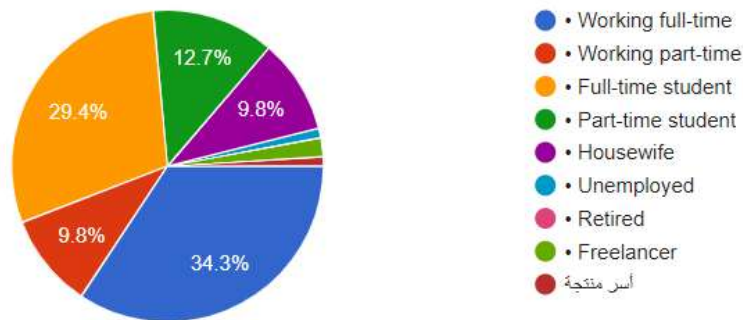


Figure 7: Professional status of the respondents

A majority (34.3%) of the 103 responses were working full-time jobs while 29.4% were full-time students. Some (12.7%) were part time students and some (9.8%) were either working part-time or chose their status as housewife.

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Q5: Please specify the range of your monthly household income:
102 responses

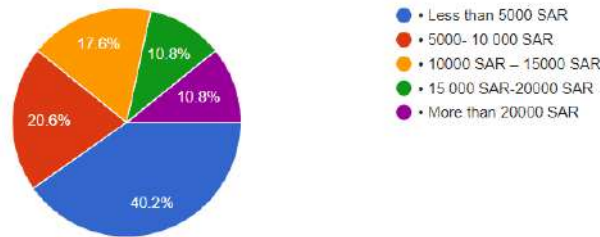


Figure 8: Monthly household income of the respondents

Monthly income for the majority (40.2%) range fell in the below SR 5,000 range while the next most selected range at 20.6% was between SR 5,000-SR 10,000. 17.6% to the range of SR 10,000 to SR 15,000 with only minor groups (10.8%) in the SR 15,000 to SR 20,000 category or above SR 20,000 category.

Q6: What do you see when purchasing a car?
102 responses

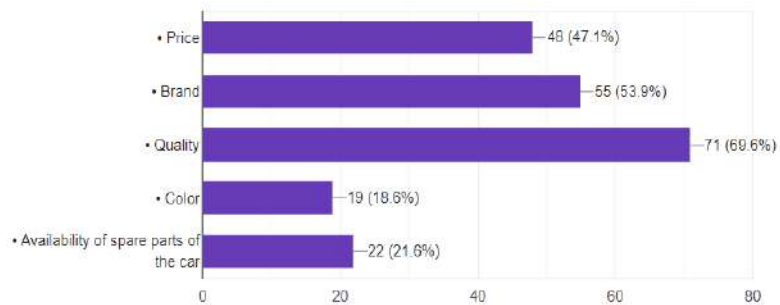


Figure 9: Purchasing of a car of the respondents

Most of the respondents (69.6%) claimed that they look for quality when purchasing a car while other significant responses at 53.9% and 47.1% said they look at the brand and price respectively.

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Q7: Which is your favourite car brand?
103 responses

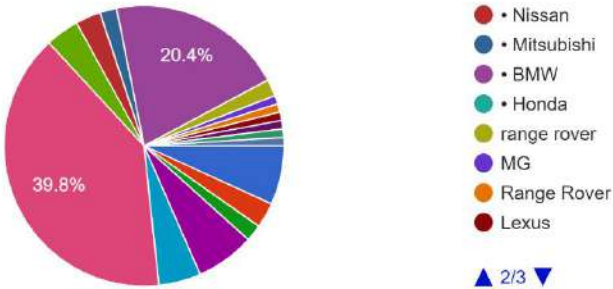


Figure 10: Favourite car brand

There are different car preferences for the brands like Nissan, Mitsubishi, BMW, Honda, Range Rover, MG, Lexus, and Toyota.

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4.2 Results analysis

The analysis of the results for this research regarding market and the customers' preferences are mentioned below.

Market is segregated for both males and females in the automobile industry.

103 responses

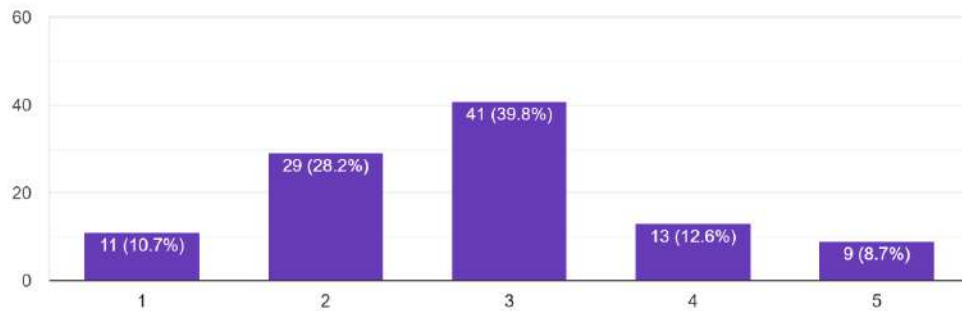


Figure 11: Respondents for market segregation

Market is segregated for both males and females in the automobile industry as 10.7% strongly agreed, 28.2% respondents agreed, respondents were largely (39.85%) neutral when answering about the market segregation on males and females. 12.6% still disagreed and 8.7% strongly disagreed that the automobile industry for females and males is segregated.

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There are many factors that brought about change in the automobile industry.

103 responses

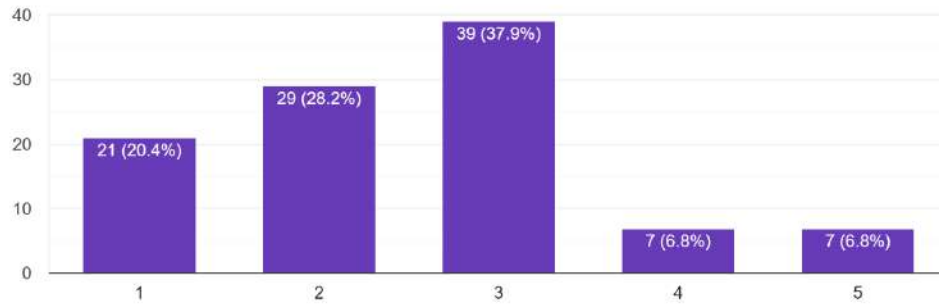


Figure 12: Respondents for changes in the automobile industry

37.9% of the 103 responses showed that they have a neutral stance on many changes appearing in the automobile industry. Roughly 29% agreed about any changes appearing in the industry while 20% strong agreed about changes happening in the industry. While 6.8% disagreed and 6.8% strongly disagreed for changes in the automobile industry.

Automobile industry in Saudi Arabia is still developing and growing fast.

103 responses

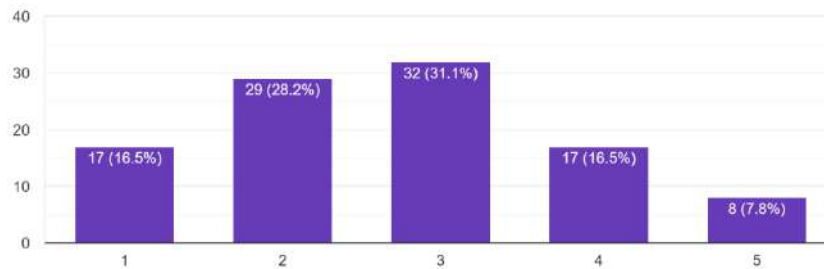


Figure 13: Respondents for development and growth

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Again, around 31% people were neutral on the statement that automobile industry in the Kingdom is evolving rapidly while a close second (29%) people agreed with this statement. 16.5% both strongly agreed and 16.5% disagreed with this statement and 7.8% strongly disagreed with the statement.

Automobile industry in Saudi Arabia is customer – driven.

103 responses

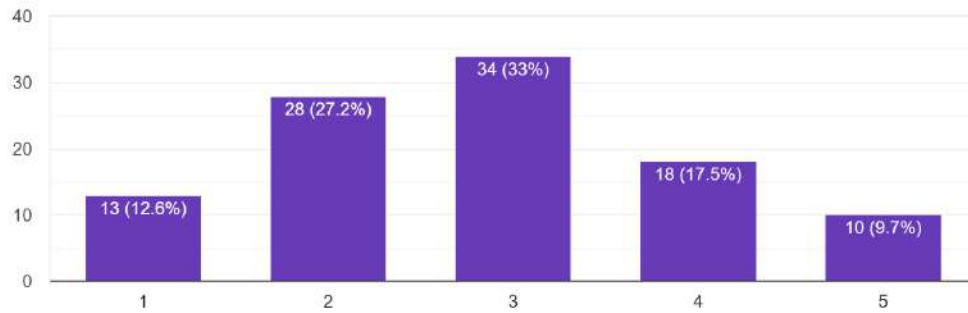


Figure 14: Respondents regarding automobile industry being customer – driven

When it comes to answering if the industry is customer-driven, 33% respondents neither agreed nor disagreed while 12.6% strongly agreed, 27.2% agreed and 17.5% disagreed and 9.7% strongly disagreed that it is customer-driven.

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Automobile industry is influenced by the living standards of people in Saudi Arabia.

103 responses

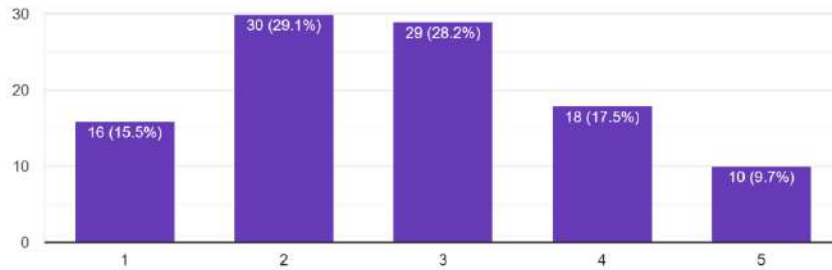


Figure 15: Respondents influenced by living standards

29% and 15.5% of the respondents that the automobile industry is dependent on the living standards of Saudi Arabian people while 28% remained neutral on this statement. 17.5% and 9.7% disagreed and strongly disagreed respectively.

Automobile industry deals with the changing preferences of the customers in Saudi Arabia.

103 responses

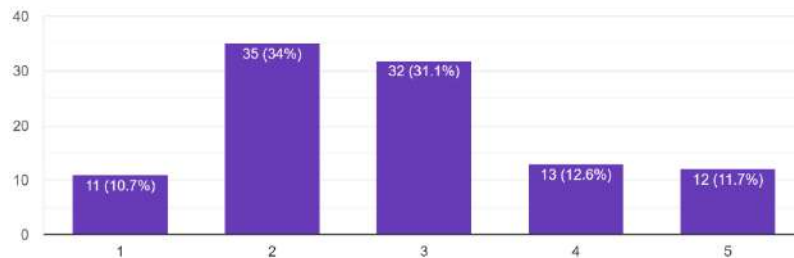


Figure 16: Changing preferences of the customers

When asked about the automobile industry responding to changing social preferences, the majority (10.7%) strongly agreed, (34%) agreed while 31% remained neutral. While 12.6% disagreed and 11.7% strongly disagreed with the statement.

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Different automobiles hold different values for the customers.
103 responses

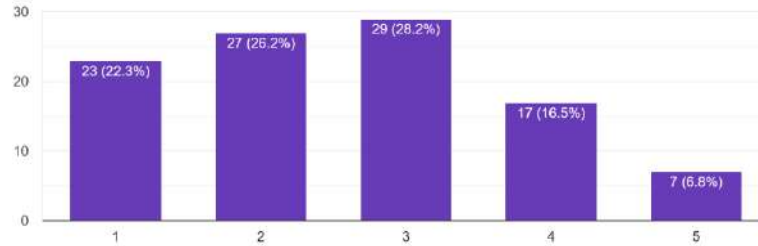


Figure 17: Respondents regarding different values

When questioned if different automobiles hold different value for customers, 28% people responded that they neither agreed nor disagreed while 22.3% strongly agreed, 26% people agreed, 16.5% disagreed and 6.8% strongly disagreed.

Automobiles try their best to meet the needs and wants of the people.
103 responses

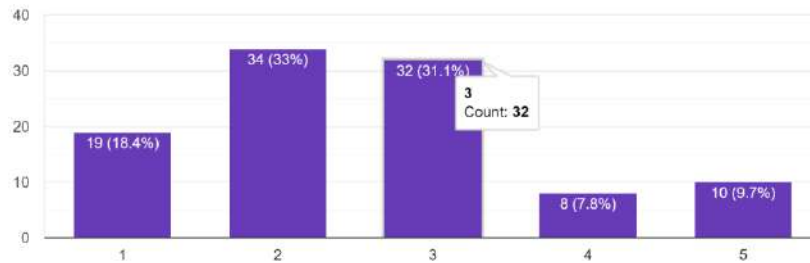


Figure 18: Respondents regarding meeting needs and wants

18.4% strongly agreed, 33% respondents agreed with the statement that automobiles try to meet the needs of consumers while 31% stayed neutral on this matter and 7.8% disagreed while 9.7% strongly disagreed.

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Automobile industry is becoming diversified in Saudi Arabia.

103 responses

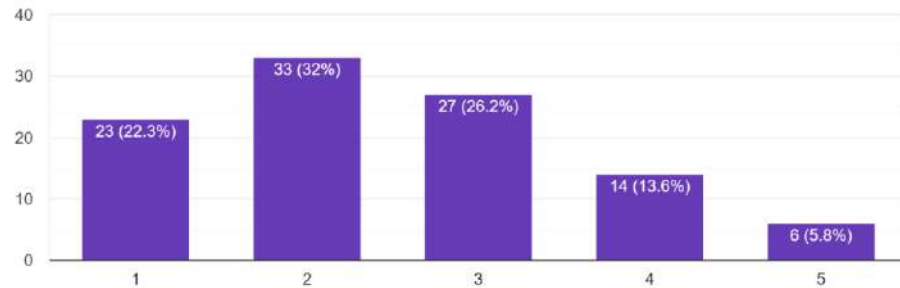


Figure 19: Respondents regarding automobile industry becoming diversified

Again, 22.3% strongly agreed, 32% were of the stance agreeing that the automobile industry in KSA is becoming diversified while 26.2% neither supported nor rejected this statement, 13.6% disagreed and 5.8% strongly disagreed that the automobile industry becoming diversified.

I am highly amazed by different brands available in the market.

102 responses

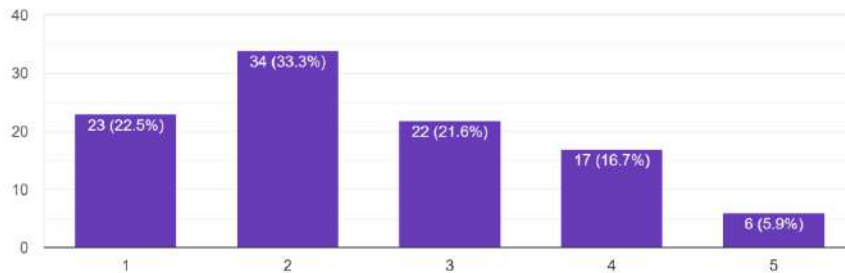


Figure 20: Respondents being amazed by different brands

When asking if female drivers find the different brands on the market beyond expectations, 34% agreed while 23% strongly agreed. However, a close 22% were neutral on this question. While 16.7% disagreed while 5.9% strongly disagreed.

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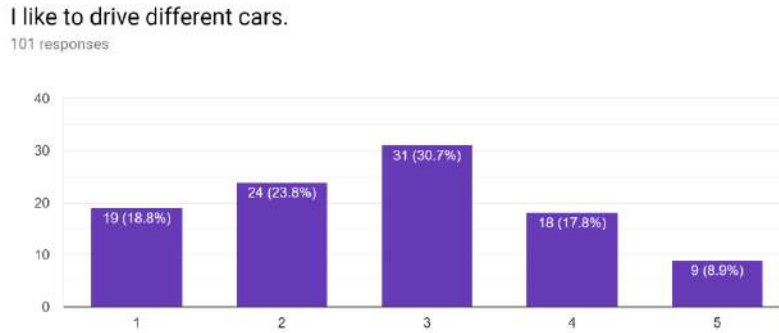


Figure 21: Respondents liking different cars

On asking if females preferred to drive different cars 31% remained unbiased on the matter while 18.8% strongly agreed, 23.8% agreed on wanting to drive different cars. The rest 17.8% disagreed and 8.9% strongly disagreed to the statement.

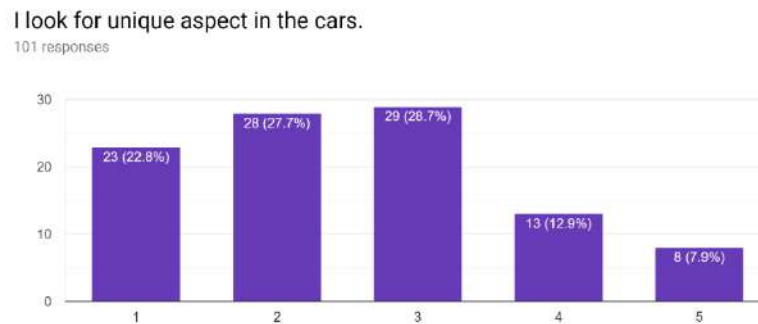


Figure 22: Respondents looking for unique aspects in the cars

On investigating if customers searched for unique features in their car, 29% did had neither a positive nor negative opinion while 22.8% strongly agreed, 28% agreed said they look for unique features. While 12.9% disagreed and 7.9% strongly disagreed on this statement.

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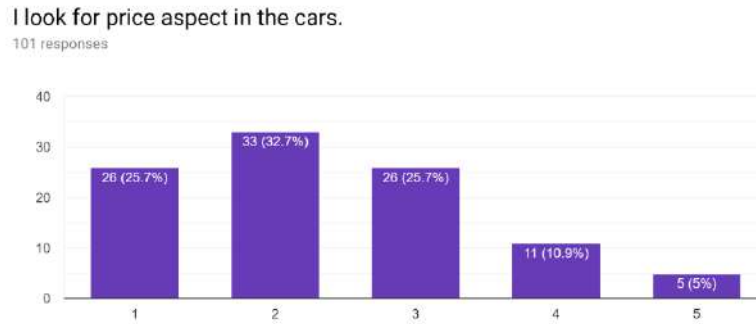


Figure 23: Respondents looking for price aspects in the car

When questioning about whether customers sought price aspects in cars, a majority (33%) agreed, while 26% each strongly agreed or 26% remained neutral, 10.9% disagreed and 5% strongly disagreed.

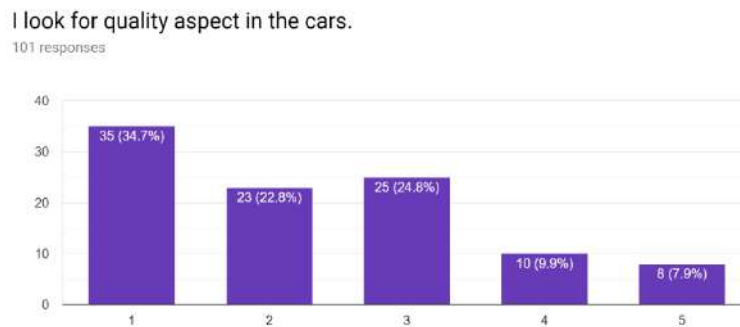


Figure 24: Respondents looking for quality aspect in the car

Similarly, when examining if customers sought quality in their car, the majority (35%) strongly agreed or just agreed (23%) while 25% stayed neutral, 9.9% disagreed and 7.9% strongly disagreed.

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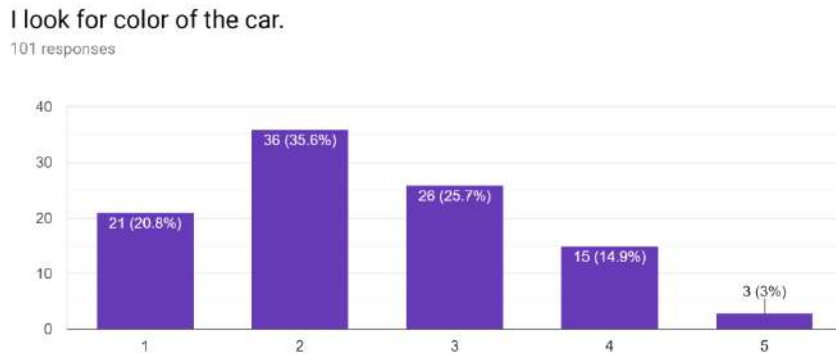


Figure 25: Respondents looking for color aspect in the car

Around 36% and 20.8% also answered that they look closely at the car color whereas 26% stayed unbiased, 14.9% disagreed while 3% strongly disagreed.

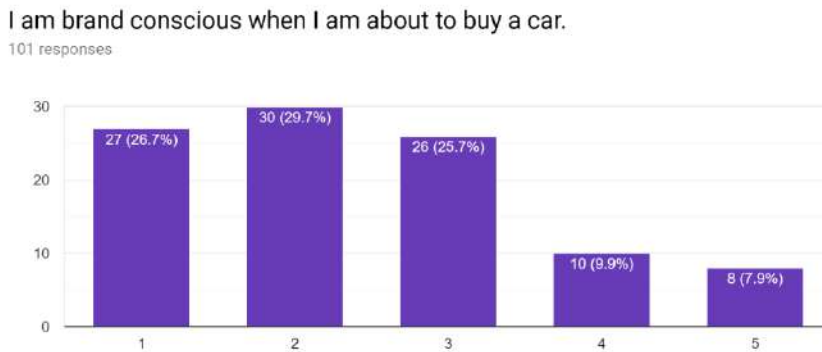


Figure 26: Respondents looking for brand conscious

Most respondents 26.7% strongly agreed, (30%) agreed that they are brand-conscious about their car purchases while 26% were neutral, 9.9% disagreed while 7.9% strongly disagreed for being brand conscious to buy a car.

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My choice of car can vary with time.

101 responses

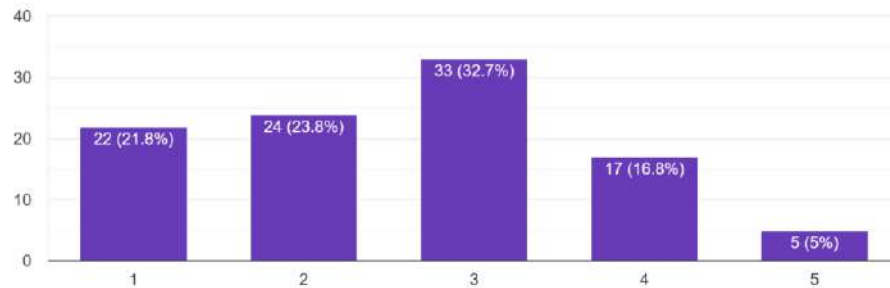


Figure 27: Respondents for choice of car varying with time

32.7% were unsure if their choice of car would vary over time but 21.8% strongly agreed and 24% agreed that it may vary as time passes, 16.8% disagreed and 5% strongly disagreed.

I like personalized cars.

101 responses

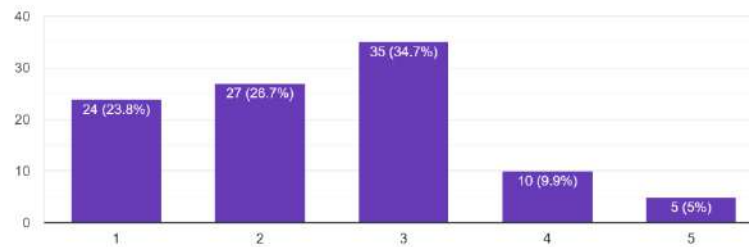


Figure 28: Respondents for liking personalized cars

35% were unsure if they preferred personalized cars while 23.8% strongly agreed, 26% agreed that they did, 9.9% disagreed and 5% strongly disagreed for liking personalized cars.

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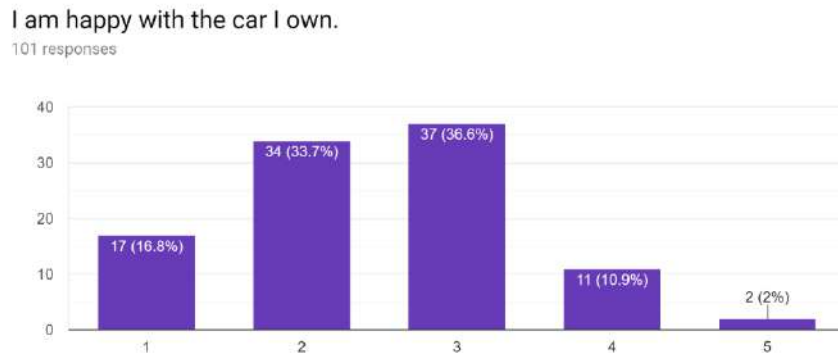


Figure 29: Respondents for being happy with the car

Roughly 37% respondents were currently unbiased with the car they owned while almost 34% answered stated that they were happy and 16.8% strongly agreed, 10.9% disagreed while 2% strongly disagreed.

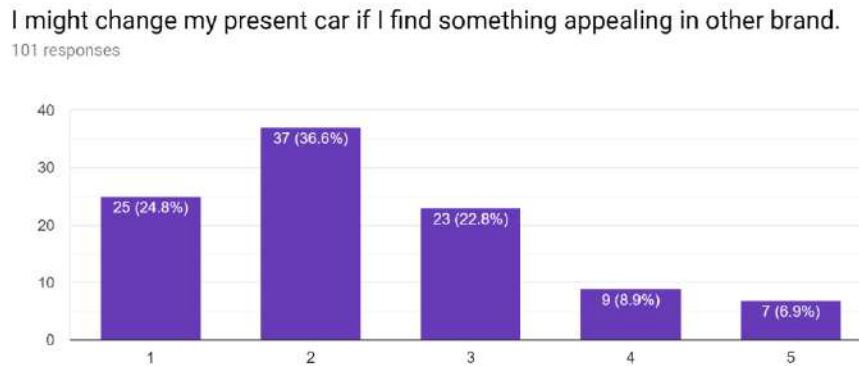


Figure 30: Respondents for changing present car

Almost 24.8% strongly agreed, 37% were of the view that they would change their car if another brand appealed to them more while roughly 22.8% were neutral on this view, 9.9% disagreed and 6.9% strongly disagreed.

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5. Conclusion

Most of the respondents were 22-29 year age group and most *responding gender were female* More than half was of graduate level. Monthly income for the majority range fell in the below SR 5,000 range while the next most selected range was between SR 5,000-SR 10,000, with only minor groups in the SR 15,000 to SR 20,000 category or above SR 20,000 category. Most of the respondents claimed that they look for quality when purchasing a car while other significant responses said they look at the brand and price respectively. The most preferred automobile brand amongst 103 responses was Mercedes – Benz. Respondents were largely neutral when answering about the market segregation on males and females. Most of the respondents showed that they have a neutral stance on many changes appearing in the automobile industry. People were neutral on the statement that automobile industry in the Kingdom is evolving rapidly. When it comes to answering if the industry is customer-driven, most respondents neither agreed nor disagreed. When asked about the automobile industry responding to changing social preferences, the majority agreed. Most of the respondents that the automobile industry is dependent on the living standards of Saudi Arabian people. When questioned if different automobiles hold different value for customers, most people responded that they agreed. Most respondents agreed with the statement that automobiles try to meet the needs of consumers. Automobile industry in the KSA is becoming diversified.

When asking if female drivers find the different brands on the market beyond expectations, they strongly agreed. Most of them preferred different cars. On investigating if customers searched for unique features in their car, customers sought price aspects in cars, quality in their car, they look closely at the car color, they are brand-conscious about their car purchases, and choice of car

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would vary over time. Most of them were happy with their personalized cars. Finally, they would change their car if another brand appealed to them more.

5.1 Limitations of the research

Like every other research, there are limitations associated with that of the research. The limitations are lack of time, less respondents to determine the validity and practicality of the research, and the respondents are limited to Jeddah only, hence, it does not give complete idea about the Kingdom. The research also lacks empirical data.

5.2 Recommendations of the research

The recommendations of the research are associated with the gathering of empirical data and to conduct a large – scale survey to get more accurate results.

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EXPECTATIONS OF SAUDI FEMALE DRIVERS ON THE MARKET OF AUTOMOBILE INDUSTRY

Appendices

Expectations of Saudi female drivers in the automobile industry

This study aims to explore the expectations of Saudi female drivers from the automobile industry.

You are kindly requested to fill this 5 minutes questionnaire. The survey is completely anonymous and all information and answers are confidential and will be strictly used for the purpose of this study. Your collaboration is highly appreciated.

Participation Consent:

- I understand that some of what I say during this study may be used in the analysis and writing of the final report (i.e. published research results).
- I understand my anonymity and confidentiality will be preserved at all times, and that the comments and responses to questions that I give will be reported in general (i.e. without reference to me). I will not suffer any negative consequences as a result of my participation in this research project.
- I understand that I am free to withdraw and discontinue participation at any time.
- I understand if I have any concerns about this research I can contact the chair of the Research Ethics Institutional Review Committee (REIRC) at Effat University.

Part 1 : General Information:

Q1: Please specify your age category:

1. 16-21 Years
2. 22-29 Years
3. 30-39 Years
4. 40 and above

Q2: Gender:

1. Male
2. Female

Q3: What is the highest education level you have completed?

1. High school or below
2. Diploma

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3. University degree
4. Master degree
5. PhD
6. Other: _____

Q4: Professional status

7. Working full-time
8. Working part-time
9. Full-time student
10. Part-time student
11. Housewife/husband
12. Unemployed
13. Retired
14. Freelancer
15. Other: _____

Q5: Please specify the range of your monthly household income:

1. Less than 5000 SAR
2. 5000- 10 000 SAR
3. 10000 SAR – 15000 SAR
4. 15 000 SAR-20000 SAR
5. More than 20000 SAR

| | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|--|-------------------|----------|----------------------------|-------|----------------|
| General about market | | | | | |
| Market is segregated for both males and females in the automobile industry. | 1 | 2 | 3 | 4 | 5 |
| There are many factors that brought about change in the automobile industry. | 1 | 2 | 3 | 4 | 5 |
| Automobile industry in Saudi Arabia is still developing and growing fast. | 1 | 2 | 3 | 4 | 5 |
| Automobile industry in Saudi Arabia is customer – driven. | 1 | 2 | 3 | 4 | 5 |

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| | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|-------------------|----------|----------------------------|-------|----------------|
| Automobile industry deals with the changing preferences of the customers in Saudi Arabia. | 1 | 2 | 3 | 4 | 5 |
| Automobile industry is influenced by the living standards of people in Saudi Arabia. | 1 | 2 | 3 | 4 | 5 |
| Different automobiles hold different values for the customers. | 1 | 2 | 3 | 4 | 5 |
| Automobiles try their best to meet the needs and wants of the people. | 1 | 2 | 3 | 4 | 5 |
| Automobile industry is becoming diversified in Saudi Arabia. | 1 | 2 | 3 | 4 | 5 |
| Female drivers | | | | | |
| I am highly amazed by different brands available in the market. | 1 | 2 | 3 | 4 | 5 |
| I like to drive different cars. | 1 | 2 | 3 | 4 | 5 |
| I look for unique aspect in the cars. | 1 | 2 | 3 | 4 | 5 |
| I look for price aspect in the cars. | 1 | 2 | 3 | 4 | 5 |
| I look for quality aspect in the cars. | 1 | 2 | 3 | 4 | 5 |
| I am brand conscious when I am about to buy a car. | 1 | 2 | 3 | 4 | 5 |
| My choice of car can vary with time. | | | | | |
| I like personalized cars. | 1 | 2 | 3 | 4 | 5 |
| I am happy with the car I own. | 1 | 2 | 3 | 4 | 5 |

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| | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
|---|--------------------------|-----------------|-----------------------------------|--------------|-----------------------|
| I might change my present car if I find something appealing in other brand. | 1 | 2 | 3 | 4 | 5 |