

## The Mediating Role of Religious Orientation on the Relationship Between Luxury Values and Buying Behavior in Riyadh, Saudi Arabia

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**Abstract:** This study examined the relationship between luxury value, ethical values and consumer buying behavior to leapfrog marketing which has a strong relation with sociology and psychology issues. The aim of this study is to analyze the market and the client behavior by including religious orientation as a mediator which has been proved. The researcher reviewed extensive articles concerning consumer buying behavior, luxury value, ethical value and religious orientation. Moreover, survey questionnaire was used in this research to cover the quantitative method and collect data from respondents who have been using cars in the capital city “Riyadh” of Saudi Arabia, in order to highlight the reasons behind buying cars in Riyadh. The data was collected from car agencies in Riyadh, Saudi Arabia which indicated that religious orientation as a mediator play an important role between luxury value and ethical value in addressing consumer buying behavior. Limitations and direction of future research are posted at the end.

**Key words:** Luxury value, ethical value, religious orientation, consumer buying behavior, Saudi Arabia

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### INTRODUCTION

Now a days marketing becomes an important part of any organization or business (Kaplan and Haenlein, 2009). Thus, it contributes greatly to the success of an organization, enable the creation of business awareness and enhance the level of customer relationship (Verhoef, 2003). In addition, production and distribution depend largely on marketing. Therefore, absent of effective marketing strategy can definitely leads to lose of customers or consumers, marketers knows that consumer buying behavior is a huge science (Aldridge *et al.*, 1997). Furthermore, many scholars were searching about consumer buying behavior, as it is needed to be covered and investigated, especially in the third world countries which is outside of the US and Europe context (Echtner and Prasad, 2003).

From this, Saudi Arabia is one of the Middle Eastern countries that mandate Arabic as an official language, even though, to some extent English is commonly spoken particularly in business transactions. The Holy Book of Islam (Qur’an) was written in Arabic. The Kingdom of Saudi Arabia is officially known as the largest Arab state in Western Asia by land area (approximately 2,150,000 km<sup>2</sup>, constituting the bulk of the Arabian Peninsula and the second-largest in the Arab world after Algeria, it is the only Arab nation with both a Red Sea coast and a Persian Gulf coast. With regard to the Saudi inhabitants, at least the county has about 21 million which

are Saudi nationals and at least 5 million foreigners. It is the second largest oil reserves country in the world, the sixth largest country in the world that has natural gas reserves and equally, the country was characterized as a high income economy with 19th highest GDP in the world. The country is one of the 20 most powerful countries in the world being the world's largest oil exporter. It is the country that is being ranked as the most regional power within the Arabian Peninsula because they maintain regional hegemony within such Arabian Peninsula. Literature review has shown that Saudi Arabia import products more than export products which is pushing the government of Saudi Arabia to spend millions of Saudi Riyals every year. The most important countries that Saudi Arabia imported from are; first rank USA with a value of (78770) million SR which is (13.5%) of the total imported, secondly, China came with a value of (74195) million SR at the rate of (12.7%) of the total imported, thirdly, came from Germany with a value of (41367) million SR at the rate of (7.1%) of the total import, Fourthly, Japan came with a value of (38989) million SR which is (6.7%) of the total imports, fifthly, South Korea imports value reached (35467) million SR at the rate of (6.1%) of the total imports.

In addition, most of the Middle Eastern countries have different traditional norms which are entirely different from the materialistic values that have being emphasized by companies in western countries. Therefore, this makes it difficult for these companies to

use very similar values if they want to enter those markets. Thus, in the Middle Eastern countries ISLAM religion familiarizes and affects their buying behavior, not only culture but even their rules and regulations.

Allah SubhanahuWaTa'ala said in the Noble Qur'an on buying behavior that: Woe to those who give less than due; who when they take a measure from people, take in full but if they give by measure or by weight to them, they cause loss, do they not think that they will be resurrected, for a tremendous day, The day when mankind will stand before the Lord of the worlds?

Prophet Muhammad (PBUH) said: "I have not been sent except to perfect the ethical system (makarim al-akhlaq)". One of the most significant aspects of a Muslim's life is to have high ethical standards. Since, the beginning of Islam, Prophet Muhammad (PBUH) was predominantly concerned with teaching and disciplining Muslims to have the best personal characteristics and the best manners.

However, it increases the significance of this study which aims to focus on the buying behavior of people who are using cars in Riyadh, the capital city of Saudi Arabia. Further, it intends to study how luxury and ethical values can influence the buying behavior of car consumers in Riyadh. Therefore, this study attempts to offer new avenues into the body of knowledge and practice of consumer buying behavior by examining the influence of luxury and ethical values with the mediating role of religious orientation in the Riyadh, capital city of Saudi Arabia.

**Problem statement:** The purpose of this study is to determine the relationship between the luxury value and Consumer Buying Behavior (CBB) through religious orientation, however predominantly within the context of Saudi Arabia which to some extent only few or no empirical evidence was provided to such effect. Veblen (1899) described the phenomenon of conspicuous consumption: the ostentatious use of goods or services to signal status to other members of the society. The leisure class would obtain satisfaction from the reaction of others to the wealth that they displayed in consuming an expensive product conspicuously (Teimourpour and Hanzaee, 2011).

This invidious comparison provides a rationale for the conspicuous consumption of luxury products (Veblen, 1899). Although the theory of conspicuous consumption remains, influential today, there are some doubts about its veracity. Researchers believe that all social groups, from the wealthy to the poor, are engaged in this kind of consumption to various degrees (Acikalin and Develiglu, 2009).

Automobile industry provided different kind of products which are needed by various customers, regardless to their nationality, social class, gender and age. This study attempts to investigate the effect of religious orientation on the behavior of consumers during the process of taking decision concerning buying certain products. Predominantly, the study incorporate religious orientation as a mediator on buying behavior of a consumer by determining the impact of the vital factors as such, luxury value and ethical value (Teimourpour and Hanzaee, 2011).

### **Literature Review**

**Consumer buying behavior:** Globalization has automatically changed the behavior of people thinking and even their businesses. Therefore, in order to accomplish effective outcome from the marketing strategy, consideration needed to be given by marketers on the factors that motivate consumption behavior of the customers. Even though, the consumption decision by a consumers is more related to the consistent pattern of affective and cognitive responses but then, individual attitudes and values can equally be influence by their respective culture (Hofstede, 1980).

Why should the researcher give concern to buying behavior of consumers? This is because; such behavior can no longer be taking for granted. Consumer buying behavior concerned with consumers buying intention to our products and what factors responsible to consumers buying behavior? This goes along with the study which proven that 77 companies introduced 11 000 new products into market and up to the period of 5 years, 56% of such product are still present. But only 8% of such new product reached the market while the remaining 82% failed to actualize marketing aims (Kuratko *et al.*, 1993).

In this kind of situation, it is worthy to know the essentials factor responsible to consumers buying behavior within various societies. Since the main concerned of marketing is to have consumer's attention. Therefore, it's very crucial to have knowledge regarding consumers lifestyle, needs and other buying decision process so that to take effective decision.

The consumer behavior studies deals with the issues of consumers on what they buy, how often they buy, when they buy, why they buy, from where they buy and how they buy. Therefore, is essential for different global market today to employ open-minded consumer-oriented approach so that meet up with their consumers demand (De Mooij and Hofstede, 2011).

Living is becoming increasingly synonymous with consumption. Indeed people employ consumption not only to satisfy basic physiological functions but to create

a “self” and define one’s role in society. Consumption has now become a means of self-realization and identification, as consumers no longer merely consume products; they consume the symbolic meaning of those products, the “image” (Chaudhuri and Majumdar, 2006).

While Bennett (2001) has considered consumer behavior as “the dynamic interaction of affect and cognition, behavior and environmental events by which human beings conduct the exchange aspects of their lives”, Blackwell etc. in 2001 affirmed that the issues of product disposal in their own definition of consumer behavior as those “activities people undertake when obtaining, consuming and disposing of products and services”. Peter and Olson (1993) see the matter in line with interactions and exchanges of experiences.

They expressed that consumer behavior “involves thoughts and feelings of people experience and actions in consumption processes. It also includes comments from other consumers, advertisements, price information, packaging, product appearance. In other words, it is a dynamic process that involves interactions and exchanges”.

**Luxury value:** Luxury is the term used in referring to certain services, products or lifestyle. The concept of luxury has been given different meaning by different people because it has different form but then such concepts depend upon the consumers experience and mood. Thus, luxury is easy to define. It is also considered as a good object which require human involvement, supply in small quantity which are highly recognize by different people (Granot and Brashear, 2008; Cornell, 2002). Therefore, luxury value provides additional pleasure and compliment in all minds at once. Luxury is the supplement of the governing classes (Silverstein and Fiske, 2003; Kapferer, 1997). Necessities are useful substances that release an unpleasant state of discomfort. While in this vein, luxuries are categorized as objects of wish that deliver pleasure (Berry, 1994).

Luxury can equally be considered as goods which bring esteem to the producers, luxury value enables the psychological satisfaction of consumers and their functional needs. This psychological satisfaction can be considered as the key factor that unique luxury from non-luxury value (Nia and Zaichkowsky, 2000). A concept of exclusivity is properly documented in the luxury literature (Pantzalis, 1995). High categorized customers might prepare luxury value that could be used to indicate status and wealth. And distance consumers when consumed noticeably from more humble family starts (Trigg, 2001). Generally, luxury value are defined as goods that are utmost complete in the market in terms of price

and quality (Word IQ, 2004). Whereas necessities are those useful substances that give an unpleasant state of discomfort, luxuries are categorized as substances of wish that provide good pleasure (Berry, 1994). The concept of a luxury value is considered to be the ultimate end for the esteem type group where brand identity, loyalty, perceived quality and awareness are essential components (Phau and Prendergast, 2000). As non-imperative services or items which contribute to luxurious living, an understanding goes beyond the essential minimum. Luxury brands can be considered as those items whose quality and price ratios are the top in the market (McKinsey, 1990) and despite the fact that the ratio of efficiency to price might be low with respect to certain luxury value, but then, the ratio of intangible and situational utility to price is reasonably high (Nueno and Quelch, 1998).

The consumption of luxury value is a phenomenon that spans national boundaries. The same luxury value and products are often marketed cross-culturally. As such, it can be argued that demand for luxury value is globally consistent. This raises the intriguing question as to whether culture has any relevance for the consumption of luxury value. Some marketing scholars have questioned the assumption of global markets. They argue that the cultural context needs to be considered when attempting to understand the behavior of consumers and in particular their motivations (Antonides, 1989; Kotler, 1986; McCracken, 1989; Suerdem, 1993). The view of these researches emphasizes that culture is an important variable in consumer behavior and will continue as a source of differentiation between markets. Even if consumers from different countries consume the same luxury value, this does not imply that motivation for consuming luxury value will be the same.

Luxury value products and the motivation to buy luxury brands are becoming increasingly relevant to consumers in Asia. However, there is little academic literature addressing luxury value in the context of these markets. Luxury-purchase motivation is predominantly based on Western thoughts and markets. Perhaps, professionals in the luxury goods industry believe that a golden rule of success in the luxury business applies everywhere. However, even if consumers from different countries consume the same luxury value, one should not assume that motivation for consuming luxury value will be the same. Cultural values have been shown to influence consumer behavior in many studies. Literature addressing luxury perceptions and motivations in an Asian context is not common (Teimourpour and Hanzae, 2011), even less so when comparing Asian attitudes to luxury. Although, luxury consumption has been studied by a number of

authors in the past, most studies were concerned with developing Veblen (1899) study or comparing conspicuous consumption with other kinds of consumption such as status consumption. A study of luxury value of a particular market in a particular country is scarce, although consumer behaviors vary according to cultures and features of markets.

This provides the rationale to question the validity of broad Western luxury-purchase motivations when applied to different cultures in their respective luxury markets. If the differences are found to be related with consumer behavior from different parts of the world, this would be support marketers whose luxury products are sold in markets other than those studied. Establishing whether relationships exist between cultural values and motivation for consuming luxury products would be advantageous for the marketers of luxury value. This would allow for informed marketing strategy decisions to be made in a wide range of countries. In general terms, a study of luxury consumption of the Saudi market as a sample of Muslim society gives a deeper understanding of consumer behavior in different cultures.

There is a growing body of evidence that luxury value is related to consumer buying behavior (Granot and Brashear, 2008; Teimourpour and Hanzae, 2011; Wiedmann *et al.*, 2007). However, previous researches highlight that luxury value leads to the human desire of any product and ultimately which might construct consumers' buying behavior towards that particular product (Berry, 1994; Kapferer, 1997; Wiedmann *et al.*, 2007). Therefore, the first hypothesis is proposed.

**Ethical value:** Described principles as a set of ethical principles that distinguish what is right and what is incorrect. In the Quran, the phrase carefully associated to principles is KHOOLOK, the Noble Quran also uses several conditions to describe the benefits concept: KHAIR (goodness), ADIL (justice), BBER, QEST (equity), HAKK (truthfulness), TQWA (piety) and MAAROOF (Virtue). Excellent actions are SALYHAT and incorrect methods are described as SAYEAT. Because of this, moral in Islam goes beyond the person Islamic but with relation with ALLAH (Hashi, 2011; Ali and Al-Owaihian, 2008, Davis *et al.*, 2001).

The basic concepts and fundamental principles of decent human which is reflect inside the human by telling him, what is good and bad and recommending concept of right and wrong and with moral duty and obligation conduct? Ethical values means values, habits and norms. It includes rules of what is right and wrong, good and evil, justice and crime what you can or should do and what you cannot do. People are usually fighting with the

ethical value problems when they face a situation where they have not been before and where the old behavior model does not apply. Then they have to weigh their values and question their moral which play an important role when making ethical decisions (Ferrell *et al.*, 2007). The growth in concern for ethical value issues which encompass environmental and social concerns, among consumers across countries has been well documented in marketing literature (Shaw and Clarke, 1999).

Research on consumer ethical value has been quite limited. The little that has been written about consumer ethical value can be placed into four broad categories. First, some authors have empirically examined very specific behaviors that have ethical implications. The two most commonly investigated areas are shoplifting (Kallis *et al.*, 1986; Moschis and Powell, 1986) and ecologically related consumption (Antil, 1984; Haldeman *et al.*, 1987). A second group of study has focused on providing normative guidelines for businesses and consumers on ethically related issues, for example, (Stampfl, 1979) outlined a code of ethical values for consumers and developed a set of strategies for combating consumer abuse.

The third set of papers has focused on developing a conceptual basis for understanding ethical decision making by consumers. Conceptually, presented a model based on the techniques of neutralization developed in sociology by Sykes and Matza (1957) that helps in explaining how some people may justify non-normative consumer behavior (Grove *et al.*, 1989). Given the paucity of research in this area, the techniques of neutralization may be capable of giving some direction for studying consumers, ethical judgements. The fourth group has empirically attempted to understand the ethical decision making of consumers.

However, only a few studies could be found that the general ethical judgments of the final consumer. Based on John F. Kennedy's "Consumer Bill of Rights" (Davis, 1979) who investigated the extent to which people are willing to take the responsibilities corresponding to their rights as a consumers. She found that more subjects were likely to insist on their rights as consumers than were willing to accept their corresponding responsibilities (Vitell and Muncy, 1992).

**Religious orientation:** Religious orientation refers to the individual that integrate their religion in their life for instance their attitude and behavior is based on religious principles, rules and guides (Allport and Ross, 1967).

Religious orientation or devout religious refers to the individuals that integrate their religious in their life. For instance, their attitude and behavior is based on religious

principles, rules and guides. Individuals who are intrinsically motivated towards their religion are characterized as having a greater tendency to fully integrate their religion in their life and adhere to the religion as it is perceived to be the primary objective in their life (Allport and Ross, 1967).

This concerned with Islamic ways of doing things with regard to all human endeavors within a given societies. It concerned with Islamic principles and laws that might enable the process of all human endeavors. Islamic civilization considers the individuals are the first building block in the construction of community, their righteous judge the entire community.

There was a significant development of the Islamic fundamentalism around the globe for the past decades. Overman (1994) suggested that muslims in all continents have observe a revisit to Islamic way of life, to the traditions of the Islamic faith, as a means of affirming the identity, as a way to combat the political and social unfairness and injustice rooted long ago in their societies and on top of that as an option to tensions and materialism this century. Like any other religion, Islam plays an important role in national culture; it is an influential element in social and political aspects of the society life (Tayeb, 1997). Recently, countless Muslim countries have initiated an effort to reinstate in their regions their own indigenous traditions in managing their social, educational and business organizations.

Endot (1995) stated that the manifestation of the regeneration of Islamic principles in daily life appear noticeably with the setting up of Islamic banking system, insurance services (Takaful), health services, higher education institutions, business outlets and research foundations. However, it is important to note that although muslim states share a similarity in common, there are also differences among the nations and these differences can be seen in social aspect of life as well as economic and business practices (Tayeb, 1997).

For muslims, the Quran is the words of Allah (SWT) and an angel revealed syllable by syllable to the Prophet >1,400 year ago. Therefore, Islam is not a man-made religion and the faith of the Muslim are therefore originated from divine commandments. Although often most non-Muslim perceived Islam as being a pessimist religion but the Quran explicitly mentions than man are free to decide and to choose in their destiny. All human are held responsible for the consequences of their manners. Consequently, Allah (SWT) has equipped human with the Quran and the “Sunnah” of the Prophet Muhammad (PBUH) where this is the most valuable reference and source of guidance that lead human in running their daily life.

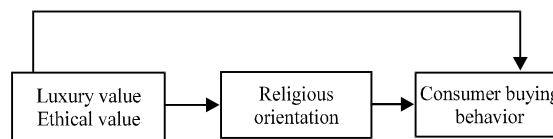


Fig. 1: The relationship between luxury value, ethics, religious orientation and consumer buying behavior

**Theoretical framework:** In this study, the relationship between luxury value, ethics, religious orientation and consumer buying behavior is discussed which is shown in Fig. 1.

### MATERIALS AND METHODS

The researcher presents the approach used to test the variables in the research framework and its hypotheses. The purpose of the research’s design is to facilitate an evaluation of the strength and direction of the relationship between Religious orientation as a mediator toward Saudi consumer buying behavior in the kingdom of Saudi Arabia and their behavioral intention. The operationalization of variables is also presented in this article. There are many types of research methodology and each one has its benefits. Therefore, using any of these methods depends on the research problem, objectives and its hypotheses. So, utilizing the right approach absolutely reinforces the value of the research findings (Sekaran and Bougie, 2010).

Quantitative research design is carried out because it assists the researcher to examine deeply a large sample of respondent’s opinions about the proposed phenomenon. Moreover, the researcher can take an accurate perspective of human behavior (Lakshman *et al.*, 2000). The self-administered survey questionnaire has been used in this study to understand the Saudi consumers’ attitudes and adoption behavior towards purchase of cars. Questionnaire used in this study comprised on 55 items and has been drawn from the previous studies (Allport and Ross, 1967; Bearden and Etzel, 1982; Bloch *et al.*, 1986; Davis *et al.*, 2001) as well as modified accordingly to align with the Saudi context which assists researcher to form its conventional reliability and validity. However, to ensure the consistency of the instrument this study measures all items using 5 point Likert scale where 1 indicates strongly disagree and 5 indicates strongly agree apart from demographics of the respondents. The Likert scale is intended to inspect how strongly the respondent agrees or disagrees with a certain testimonial (Sekaran and Bougie, 2010). Moreover, pilot study has been done before sending the final draft to ensure the face and construct validity and internal consistency. The value of Cronbach alpha is 0.831.

The population of this study is all those car consumers who are using cars in the capital city “Riyadh” of Saudi Arabia. However, total population of this study is 2.5 million car consumers. Previous researchers such as Sekaran and Bougie (2010) and Zikmund *et al.* (2010) stated that the sampling technique ought to be directed instead of gathering data from each and every element of the population. Therefore, this study implements the technique recommended by Sekaran and Bougie (2010) which demonstrates that the sample size at the population of 2.5 million should be 384 respondents. Additionally, this study has adopted convenience sampling as it can encounter sufficient sample without any difficulty and further it ensures the vigorous and rapid information from the respondents. Zikmund (2003) proposed that convenience sampling technique is able to attain widespread information rapidly and effectively.

As mentioned earlier, the researcher has distributed self-administered survey questionnaires to increase the accuracy and validity of the study and further to enhance the response rate. Researcher has distributed 600 survey questionnaires and out of which 422 questionnaires were received. Total 27 questionnaires were incomplete, however, 395 questionnaires were considered to be valid and appropriate for the analysis and the valid response rate is 66%.

Formerly data collected has been cleaned and normalized through SPSS latest version and then researcher used second generation Structural Equation Modeling (PLS-SEM) technique. Precisely, Smart PLS software (Hair *et al.*, 2013) has been used for testing the mediation analysis. SEM is more appropriate for exploring the direct and indirect mechanisms by providing ‘more complete structural models’. The advantages of SEM are that it certifies a concurrent test of the causal correlations between many variables in a hypothesized model and permits examination of both direct and indirect (mediated) causal effects as well as moderator effects.

## RESULTS AND DISCUSSION

According to the conducted research the Cronbach’s Alpha shows a value of 0.84 as depicted in Table 1. From the performed analysis a total of 55 items were measured the component of luxury value, ethical value, religious orientation and consumer buying behavior. Cronbach’s Alpha has been tested to examine the reliability of the instruments. Mean while, the validity and reliability revealed good internal consistency which

Table 1: Result of reliability test

| Reliability statistics |  |            |
|------------------------|--|------------|
| Cronbach’s alpha       | Cronbach’s alpha based on standardized items | N of items |
| 0.831                  | 0.841  | 55         |

Table 2: Results of hypotheses testing

| Hypothesis   | $\beta$ | SR     | t-value | p-value | Finding         |
|--------------|---------|--------|---------|---------|-----------------|
| LV->CBB      | 0.089   | 0.054  | 1.648   | 0.100   | Significant     |
| LV->RO       | 0.133   | 0.047  | 2.796   | 0.005   | Significant     |
| ETH->CBB     | 0.029   | 0.069  | 0.42    | 0.675   | Not Significant |
| ETH->RO      | 0.435   | 0.068  | 6.404   | 0.00    | Significant     |
| RO->CBB      | 0.233   | 0.061  | 3.82    | 0.00    | Significant     |
| LV->RO->CBB  | -0.031  | 0.014  | 2.225   | 0.013   | Significant     |
| ETH->RO->CBB | 0.101   | 0.0312 | 3.2504  | 0.0006  | Significant     |

in turn can be used to examine the tested model. Moreover, the result showed that hypothesis was supported the framework as the portrayed below.

**Hypothesis testing:** Hypothesis one tells that luxury value has an impact on consumer buying behavior and, it has been accepted. As, Table 2 shows the significant impact of luxury value on consumer buying behavior at the 0.01 level of significance ( $\beta = 0.089$ ,  $t = 1.648$ ,  $p = 0.01$ ). The findings indicates that luxury values is considered to be one of the most important determinants of consumers’ behavior towards buying cars in Riyadh, the capital city of Saudi Arabia. This finding is in line with the Theory of Planned Behavior (TPB) as well as with previous studies (Granot and Brashear, 2008; Stegemann, 2011; Teimourpour and Hanzae, 2011; Wiedmann *et al.*, 2007).

Hypothesis two states that luxury value has an impact on religious orientation and it also has been accepted as table displays the significant impact of luxury value on religious orientation at the 0.01 level of significance ( $\beta = 0.133$ ,  $t = 2.796$ ,  $p = 0.005$ ). The results show that luxury value is related to religious orientation in Riyadh, the capital city of Saudi Arabia. Additionally, these findings are in line with the previous study of Khan *et al.* (2005) which found that luxury value strongly impact on religious orientation. Moreover, one possible justification can be religious orientation is really strong in Saudi Arabia, however, people of Saudi Arabia follow religious orientation even in the matters of their daily life. Another justification might be people have a better understanding and sufficient information about their religion and they know what their religion actually expect from them.

Hypothesis three positions that ethical value is correlated to consumer buying behavior, however, findings of the current study rejects this hypothesis. As table shows insignificant impact of ethical value on

consumer buying behavior at the 0.01 level of significance ( $\beta = -0.029$ ,  $t = 0.42$ ,  $p = 0.675$ ). The result indicates that ethical values are not considered to be one of the most important determinants of consumer buying behavior in Riyadh, capital city of Saudi Arabia. This result doesn't correspond with past research (Hashi, 2011; Yurtsever, 2013) which found that ethical values are very important to all Muslims and they have significant impact on consumer buying behaviors. Moreover, religion is one of the most important and distinctive aspect of Arab culture as many researchers have identified religion as a dominant variable which affects numerous features of Arab culture (Kalliny and Gentry, 2007; Shahin and Wright, 2004). One possible explanation of insignificant result is that the most critical challenge nowadays Muslims are facing is the lack of the spiritual and ethical dimension of life. Therefore, there are several opportunities for improving the consumer buying behavior in Riyadh, the capital city of Saudi Arabia if they pay more attention to the Islamic rules and regulations.

Hypothesis four confers about the relationship between ethical value and religious orientation. Nonetheless, it is seen that there is a significant impact of ethical values on religious orientation in Riyadh, the capital city of Saudi Arabia. Table 2 presents substantial findings at the 0.01 level of significance ( $\beta = 0.101$ ,  $t = 3.2504$ ,  $p = 0.0006$ ). The findings reveal that ethical value is the determinant of consumer buying behavior in Riyadh, capital city of Saudi Arabia. This result is in line with previous studies (Khan *et al.*, 2005; Sia, 2008) which found ethical values as an important contributor to religious orientation and ultimately ethical values lead to religious orientation. Therefore, ethical values affect significantly religious orientation in Riyadh, the capital city of Saudi Arabia.

Hypothesis five is built on the relationship between religious orientation and consumer buying behavior. The findings expose that in Riyadh "the capital city of Saudi Arabia" religious orientation is strongly connected to consumer buying behavior. Such as table exhibits significant impact of religious orientation on consumer buying behavior at the 0.01 level of significance ( $\beta = 0.233$ ,  $t = 3.82$ ,  $p = 0.00$ ). These findings are in line with the previous study (Al-Hyari *et al.*, 2012; Khan *et al.*, 2005). The potential explanation of these findings is that as it is mentioned earlier that religious orientation is very strong in Kingdom of Saudi Arabia which ultimately impacts on the buying behavior of the consumers. However, from these findings we can claim that religious orientation is a determinant of buying behavior of Saudi people. Therefore, car companies must look at religious orientation as an important element for determining the buying behavior of Saudi people.

Hypothesis six is constructed based on the mediating relationship of religious orientation between luxury values and consumer buying behavior. However, this hypothesis is supported as per table confirms religious orientation significantly mediates the relationship between luxury values and consumer buying behavior in Riyadh, capital city of Saudi Arabia. Therefore, this relationship is negatively significant at the 0.01 level of significance ( $\beta = -0.031$ ,  $t = -2.225$ ,  $p = 0.013$ ). We can postulate that religious orientation negatively mediates the relationship between luxury values and consumer buying behavior. Developing from this argument, it can be claimed that people of Riyadh are bound to their religious orientation when it comes to buying behavior, even though if their luxury values drive them to buy that particular product but still they will not buy it if their religious orientation doesn't allow them. It is supported by the previous study (Al-Hyari *et al.*, 2012) which shows that consumers are motivated by their religious orientation to buy or not to buy any certain product. In addition to that, the buying behavior is not only restricted by social, political and economic opportunities but, also influenced by cultural and religious orientation which affect the consumer buying behavior especially when religion is at the core of these behavior (Al-Hyari *et al.*, 2012).

Final hypothesis talks about the mediating role of religious orientation in the relationship of ethical values and consumer buying behavior. And, it is seen that religious orientation significantly mediates the relationship between ethical values and consumer buying behavior as table demonstrates the significant mediating impact of religious orientation in between ethical values and consumer buying behavior at the 0.01 level of significance ( $\beta = 0.101$ ,  $t = 3.2504$ ,  $p = 0.0006$ ). This result is in line with previous studies (Essoo and Dibb, 2004; Khan *et al.*, 2005) which suggested that religious orientation to be positively related to discretionary behavior that promotes the effective functioning of the consumer buying behavior. One possible explanation of positive relationship between ethical values, religious orientation and consumer buying behavior is the positive relationships at marketplace between sellers and buyers.

## CONCLUSION

The current study comes up to investigate the relationship between luxury value, ethical values and consumer buying behavior mediated by religious orientation. These relationships are designed to provide essential evidence on the influencing factors that affect consumer buying behavior by using religious orientation as a mediator. This is indeed regulating consumer buying behavior in dealing with car agencies to minimize daily rush hour.

### **LIMITATIONS**

Likewise, any other research the current study has also several limitations that need to be considered when reviewing the findings such as the sampling was grounded on convenience sampling, consequently likelihoods of error remain. Total numbers of respondents were also limited due to time and budget constraints. Moreover, the focus of the study was made only on car consumers in Riyadh, capital city of Saudi Arabia. However, generalization of the findings to other contexts might be an issue.

### **RECOMMENDATIONS**

As mentioned earlier, this research has limitations linked to the generalization of the results. Future researchers might want to include a bigger sample size to make the results more precise and comprehensive of the world's massive population. Future scholars might also add other context in order to obtain data from many other cities of Saudi Arabia to provide more reliable data analysis for significant results. Therefore, additional settings can be added to study this phenomenon within or outside Saudi Arabia. Additionally, future researches might use more systematic sampling technique to reduce the errors which might be an issue in convenience sampling. In addition to that other variables can also be considered in order to study the phenomenon of consumer buying behavior in the upcoming studies. Furthermore, it is highly recommended that future studies should apply qualitative approach to test the above mentioned variables in addressing deeply the consumer buying behavior towards car users in Saudi Arabia.

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