

The impact of opportunity sales (discounts) on Impulse purchase for clothes in the Saudi society and measuring the community's awareness of the negative repercussions of Impulse purchase on the environment

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Abstract: This study examines the influence of opportunistic sales on compulsive clothing purchases in Saudi society, with a particular focus on women in Jeddah. The rise of e-commerce and online shopping platforms has transformed the shopping experience, leading to increased impulsive and unplanned purchases, also known as "purchasing gluttony." Using a quantitative approach and a descriptive analysis, this research investigates the impact of discounts and promotions on the inclination towards purchasing gluttony. The findings demonstrate that these strategies significantly influence consumers' tendency to engage in excessive buying. To foster loyalty and regular purchasing behavior, products should have a lasting impact on customers. However, the study reveals a limited awareness among Saudi society regarding the negative consequences of compulsive buying on the environment. Therefore, the study recommends educating consumers about sustainability and their role in promoting rational clothing consumption. It also suggests encouraging retailers and marketers to reduce the frequency of discounts throughout the year, thereby supporting environmental preservation initiatives in collaboration with the Chamber of Commerce. Future research should focus on sustainability and consumer purchasing behavior while shedding light on the adverse effects of compulsive buying on individuals, society, and the environment.

Keywords: Compulsive purchasing, opportunistic sales, discounts, environmental pollution.

تأثير مبيعات الفرصة (التخفيضات) على النهم الشرائي للملابس في المجتمع السعودي وقياس وعي المجتمع بالانعكاسات السلبية للنهم الشرائي على البيئة

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المستخلص: تتناول هذه الدراسة تأثير بيع الفرصة (التخفيضات) على النهم الشرائي للملابس في المجتمع السعودي، مع التركيز بشكل خاص على النساء في جدة. أدى ظهور منصات التجارة الإلكترونية والتسوق عبر الإنترنت إلى تحويل تجربة التسوق، مما أدى إلى زيادة عمليات الشراء العشوائية وغير المخطط لها، والمعروفة أيضاً باسم "النهم الشرائي". باستخدام المنهج الكمي والتحليل الوصفي، يبحث هذا البحث في تأثير الخصومات والعروض الترويجية على الميل نحو النهم الشرائي. وتبين النتائج أن هذه الاستراتيجيات تؤثر بشكل كبير على ميل المستهلكين إلى الانخراط في الشراء المفرط. لتعزيز الولاء وسلوك الشراء المنتظم، يجب أن يكون للمنتجات تأثير دائم على العملاء. إلا أن الدراسة تكشف عن محدودية الوعي لدى المجتمع السعودي بالآثار السلبية للنهم الشرائي على البيئة. ولذلك توصي الدراسة بتوعية المستهلكين حول الاستدامة ودورها في تعزيز الاستهلاك الرشيد للملابس. كما يقترح تشجيع تجار التجزئة والمستهلكين على تقليل وتيرة الخصومات على مدار العام، وبالتالي دعم مبادرات الحفاظ على البيئة بالتعاون مع الغرفة التجارية. يجب أن تركز الأبحاث المستقبلية على الاستدامة وسلوك الشراء لدى المستهلك مع تسليط الضوء على الآثار الضارة للشراء القهري على الأفراد والمجتمع والبيئة.

الكلمات المفتاحية: النهم الشرائي، بيع الفرصة، التخفيضات، التلوث البيئي.

1. Introduction:

To achieve success and maintain market share, businesses use various tools, including sales promotion, which influences consumers' shopping behavior and thinking. Sales promotion persuades potential customers to purchase a brand or product and provides added value and incentives to consumers. However, it is a short-term technique aimed at achieving specific goals such as improving product availability or stimulating purchases, rather than building long-term customer loyalty. Sales promotion activities aim to stimulate consumer interest, trial or purchase and are used to attract new customers or retain current ones. Retailers use sales promotion to establish their brand and gain short-term profits while building customer loyalty. In today's competitive marketplace, retailers and manufacturers use sales promotion strategically to attract new customers and increase market share and long-term profitability.

The world has experienced a remarkable technological development, which has brought forth the emergence of e-commerce and online shopping platforms. These advancements have revolutionized the shopping experience, making it more convenient, enjoyable, and cost-effective for consumers to purchase goods. Marketers and retailers have invested substantial resources and efforts to create a positive shopping environment that enhances the mood of shoppers. Research by Dittmar and Drury (2000) has shown that many consumers engage in unplanned shopping as a means to improve their mood. Consequently, this behavior has given rise to shopping addiction, also known as compulsive shopping. Studies indicate that compulsive shopping is more prevalent among females than males worldwide (Weinstein et al., 2016). Furthermore, the survey conducted by Dittmar and Drury (2000) identified clothing as one of the most frequently purchased consumer goods, closely linked to the shopper's self-image and appearance.

Clothing is more than just a practical necessity; it is an expression of individuality and a reflection of one's personality. In recent years, research on clothing has shifted towards studying its social and psychological aspects and its influence on consumer purchasing behaviour. Consequently, retailers and marketers have increasingly employed marketing methods that leverage the psychological and social aspects of consumers to boost sales. One prominent method is the use of opportunistic sales or discounts, which strongly motivate consumers to make purchases. This finding was supported by Al-Dahmani's study (2023), which highlighted the significant impact of promotions and discounts on the inclination towards compulsive buying. Moreover, research conducted by Matanović Jelena, Klačar Stefan, and Popov Bor (2022) demonstrated that women are more likely to engage in impulsive clothing purchases compared to men.

Sales promotion has become increasingly important for retailers in the past decade, as it has proven to be an effective tool in their marketing programs. Sales promotion helps retailers reach consumers at the time and place where purchase decisions are made, resulting in a large number of sales. According to Robinson (1982), sales promotion provides consumers with an additional incentive to purchase, in addition to the basic benefits provided by the product or brand.

Sales promotion in a store can have various effects on consumer behavior, such as brand switching, category switching, store switching, stockpiling, or increased consumption patterns, all of which can result in increased sales. Different types of promotions have been found to trigger different consumer responses (Currin, 1991). Consumers' product choices can change when they enter a retail store or outlet and come across sales promotions.

Sales promotion has a significant impact on impulse purchases, indicating that retailers are promoting brands effectively. As a result, sales promotion has gained reliability as an effective tool for retailers to increase sales and promote their brands.

2. Objectives of the study :

1. To determine the influence of opportunity sales (discounts) on the compulsive purchasing of clothing within Saudi society.
2. To assess the level of awareness among Saudi society regarding the negative environmental consequences associated with compulsive purchasing behaviour.

3. Significance of the study

1. Contribute to the global movement towards environmental sustainability by shedding light on the environmental impact of the clothing industry and consumer behavior.
2. Support the vision of the Kingdom of Saudi Arabia to achieve carbon neutrality by 2060, by highlighting the need for sustainable consumption practices in the clothing sector.

3. Raise consumer awareness regarding the detrimental effects of excessive clothing consumption on the environment, fostering a more responsible and conscious approach to purchasing behaviour.

4. Study methodology

The study adopts a quantitative approach, specifically the descriptive and analytical approach. The descriptive approach is utilized to review the theoretical foundations of previous studies related to the research topic. This involves examining and summarizing existing literature to gain insights into the subject matter. The analytical approach, on the other hand, is employed to analyze the data collected through the questionnaire. This analysis aims to test the research hypotheses, extract findings, and make recommendations based on the results.

The quantitative approach is chosen as it allows for the examination of the relationship between variables in the study. It provides a systematic and structured method for collecting and analyzing numerical data, enabling the researcher to draw statistical inferences and make generalizations.

The analytical descriptive approach focuses on answering questions related to who, what, where, when, and to what extent. It involves identifying and creating measures of phenomena, describing the variables influencing the phenomenon, and describing the sample to determine the extent of its impact on the phenomenon. This approach helps provide a comprehensive understanding of the research topic and its implications.

By employing the quantitative, descriptive, and analytical approach, this study aims to gather data, analyze it statistically, and draw meaningful conclusions about the impact of opportunity sales on clothing purchasing cravings in Saudi society, as well as the level of awareness regarding the environmental repercussions of compulsive purchasing.

5. Research Terminology

1. Opportunity Sales (Sales): Refers to the practice of offering discounts or adjusting prices in a way that aligns with anticipated future changes. In the context of this research, it pertains to the reduced prices offered by women's clothing and fabric stores for a limited period (Bannock & Manser, 1989).
2. Compulsive buying: Refers to the repetitive and excessive purchasing behavior that becomes a primary response to negative events and emotions. It is associated with cravings, withdrawal, and the experience of euphoria or relief from negative emotions (Weinstein et al., 2016).
3. Environmental pollution: Defined as a change in the characteristics of the environment that can directly or indirectly impact living organisms and the human environment. It encompasses various human activities that introduce new materials or energy into the environment, posing risks to human life, health, livelihood, well-being, and natural resources (Al- Nuwairan, 2007). The United Nations also defines environmental pollution as actions that increase or add materials or energy to the environment, directly or indirectly endangering human life and resources (Al- Nuwairan, 2007).

6. Therorical background

Compulsive buying

The rise of e-commerce and online shopping platforms has revolutionized the way people shop, offering convenience and affordability. Marketers and retailers invest significant resources in creating a positive shopping environment to enhance shoppers' mood. Research conducted by Dittmar and Drury (2000) has shown that many consumers engage in unplanned shopping as a means to improve their mood. This behavior has given rise to shopping addiction, commonly known as compulsive shopping, with studies indicating a higher prevalence among females compared to males worldwide (Weinstein et al., 2016). Notably, clothing emerges as one of the most frequently purchased consumer goods closely tied to the shopper's self-image and appearance, as highlighted by Dittmar and Drury's (2000) survey.

By further exploring these aspects, the study aims to deepen our understanding of the impact of e-commerce on shopping behavior, the strategies employed by marketers to influence mood, the prevalence and gender differences in compulsive shopping, and the role of clothing purchases in shaping self-image and appearance.

The phenomenon of compulsive buying holds significant theoretical and practical relevance within the fields of economics, consumer research, and psychology. Over the past two decades, this purchasing behavior has witnessed an increase attributed to various economic and social changes. Factors such as rising personal income and the availability of credit facilities have contributed to the growth of compulsive buying. Consumer goods, including clothing, have transitioned from fulfilling basic material needs to serving as modern forms of self-expression, self-identity regulation, and a means to achieve specific social status.

Consumers often engage in unplanned and impulsive purchases, driven by the desire to fulfill immediate emotional needs or attain a certain self-image or social standing. However, these spur-of-the-moment purchases may later lead to regret. Dittmar and Drury (2000) suggest that compulsive buying is characterized by this lack of prior intention, resulting in impulsive buying decisions. Schlosser, Black, and Freet (1994) have indicated that compulsive buying shares have similarities with other impulsive, moody, or addictive personality disorders.

The symbolic self-completion theory proposed by Wicklund and Gollwitzer (1982) offers an explanation for compulsive buying behavior. It suggests that individuals who engage in compulsive buying may experience a deficiency in self-concept awareness, which motivates them to compensate for this deficiency through excessive and impulsive shopping.

According to Higgins (1987), deficiencies in self-concept arise from self-contradictions between an individual's actual self (how they perceive themselves) and their ideal self (the image they aspire to). This self-concept discrepancy becomes relevant in the context of clothing as it serves as a significant material symbol of personal and social identity (Dittmar, 1992). Clothes, therefore, play a crucial role in the way consumers perceive themselves and how they are perceived by others.

Interestingly, women with a compulsive interest in shopping tend to be more focused on the shopping experience itself and the act of spending money rather than the actual ownership of the clothes they buy. In contrast, men in this category exhibit a greater interest in acquiring goods (O'Guinn & Faber, 1989).

Numerous studies have highlighted the severe consequences associated with compulsive buying behaviour. One significant outcome is the accumulation of substantial debts, as indicated by research conducted by Weinstein et al. (2016), Müller and Joshi (2022), and Li, Fang, et al. (2023). Compulsive buying can lead individuals to spend beyond their means, resulting in financial burdens that can be difficult to overcome.

Furthermore, compulsive buying has been linked to various other negative impacts. It can result in legal problems, strained family relationships, and intense feelings of remorse, as highlighted by Müller and Joshi (2022). The consequences extend beyond financial implications and can significantly affect individuals' personal lives and overall well-being.

In addition to these external consequences, compulsive buying has been associated with mental health issues. Research conducted by Weinstein et al. (2016) suggests a correlation between compulsive buying and conditions such as depression, impulse control disorders, eating disorders, severe distress, and anxiety. These mental health repercussions emphasize the importance of understanding and addressing compulsive buying behavior as a significant concern.

Opportunity Sales (Sales)

Clothing research has increasingly focused on understanding the social and psychological aspects of clothing and their influence on consumer purchasing behaviour. Consequently, retailers and marketers have adopted various marketing methods that leverage the psychological and social factors to boost sales. One prominent approach is the use of opportunity sales or discounts, which have a significant impact on motivating consumers to make purchases, as supported by the findings of Al-Dahmani's study (2023).

The research conducted by Matanović Jelena, Klačar Stefan, and Popov Bor (2022) revealed that promotions and discounts have a statistically significant effect on the inclination towards compulsive buying. Opportunity sales substantially reduce the price of products, covering some expenses with non-discounted items, thus stimulating consumers' desire to buy both discounted and regular-priced products, as noted by Al-Saed (1998).

Bannock and Manser (1989) define opportunity sales as price reductions or adjustments made in anticipation of future price changes or interest rate reductions. Women's clothing stores often utilize this strategy during limited periods to attract customers and drive sales.

Opportunity sales or discounts have proven to be effective methods for enticing consumers to try products and increasing their purchase quantities, as noted by Arafa (2010). The presence of discounts on products has a reassuring effect on consumers and

serves as an effective strategy for fostering loyalty and habituation to the product, as highlighted by Zabat (2005). Additionally, discounts are employed to boost sales during seasons characterized by lower consumer demand. To maximize their impact, products offering discounts are often placed in prominent locations within exhibition sites due to the positive effect that discounts have on sales volume. Opportunity sales (discounts) can take various forms, including:

There are several forms in which opportunity sales or discounts can be implemented:

- Reductions in the fixed price: This method involves lowering the price of a product either by a percentage or by a specific monetary value. It can apply to individual items or a group of products, and it serves as an incentive for consumers to make a purchase (Martichoux , 2004).
- Crossed-out price: This approach entails displaying the sale price alongside the crossed-out original reference price. This visual representation emphasizes the significance of the discount and highlights the difference between the two prices, creating a sense of value for the consumer.
- Special price: This promotional offer is utilized on a non-periodic basis and may or may not be accompanied by advertisements. It is commonly employed by distributors, particularly those who guarantee the lowest price for a product. This method directly influences consumers during the purchase process and is often supported by specific branding or labeling to justify the use of the special price (Desmet, 2002).
- Trial price: This is a special price offered during the product's introduction to the market. It involves a significant and attractive reduction in price, coupled with a short display period. The purpose is to attract consumers and encourage them to try the product at a lower cost.
- Free offer: This offer differs from adding free products and instead involves a price reduction. For example, a promotion may offer a package of six units with one unit provided for free. This type of offer provides an incentive for consumers to make a purchase by highlighting the added value they receive.
- Coupons: Coupons are vouchers that enable buyers to obtain financial savings when purchasing specific products. They provide the bearer with the right to a specific discount, typically a percentage or a fixed amount off the product's price (Arafa, 2010). Coupons serve as a tangible incentive for consumers to make a purchase and can be distributed through various channels.

Opportunity sales or discounts, when employed as a psychological pricing method, have been found to have a statistically significant impact on the inclination towards compulsive buying, as supported by the research conducted by Matanović Jelena, Klačar Stefan, and Popov Bor.

In the Kingdom of Saudi Arabia, the Ministry of Commerce has emphasized the importance of commercial establishments adhering to regulations and guidelines regarding commercial discounts and promotional offers. The regulations and controls for discounts in establishments and electronic stores typically include the following provisions:

1. Obtaining a license: Establishments or online stores must obtain a license for the discounts they plan to offer before announcing them. This ensures that discounts are authorized and comply with regulations.
2. Visible display of the license: The license should be prominently displayed in a visible location. Consumers should be able to verify the validity of the license by scanning its barcode using a mobile camera. The license should contain information about the establishment, the type and percentage of discounts, and the duration of the promotion.
3. Commitment to genuine offers: Establishments must adhere to the licensed offers and discounts. They should not engage in deceptive, misleading, or price manipulation practices. Violation of these regulations can result in penalties as stipulated in the Anti-Commercial Fraud Law.
4. Clearly defined discount percentages: The discount percentages, presented as a range (from - to), should be clearly stated and communicated to the consumer. This helps consumers understand the extent of the discount being offered.
5. Price tags on discounted products: Discounted products should be clearly labeled with price tags that indicate both the price before and after the discount. This provides transparency and allows consumers to compare the original and discounted prices.

6. Disclosure of exchange and return policies: Consumers should be informed about the exchange and return policies specific to the promotional offers. This ensures transparency and helps consumers make informed decisions during the offer period.
7. Compliance with product guarantees: Establishments must comply with the product guarantees provided by the manufacturing companies for the products included in the promotional offers. This protects consumers' rights and ensures product quality.
8. Consumer's freedom of choice: Consumers should be able to choose products without being obligated to participate in promotional offers. They should not be pressured or coerced into making purchases based solely on the promotional offers.
9. Adherence to advertising controls in e-commerce: Establishments must comply with advertising controls specific to e-commerce. This includes ensuring that advertisements for discounts and promotional offers meet established standards and do not mislead or deceive consumers.

The Ministry of Commerce in the Kingdom of Saudi Arabia maintains active field efforts to monitor commercial discounts and promotional offers across all regions of the country. The ministry takes this proactive approach to ensure compliance with regulations and to safeguard consumer rights. If consumers come across any commercial violations or suspect any irregularities in discounts or promotional offers, they are encouraged to report them.

Environmental pollution

Caring for the environment is considered an integral part of Islamic teachings, encompassing all aspects of the environment. In today's world, environmental issues have gained significant attention due to the degradation of terrestrial and marine life and the need to protect them from pollution for future generations (Ibrahim, 2023).

Promotions and discounts have been found to have a statistically significant effect on the tendency towards compulsive buying, particularly in the context of clothing purchases. Research has indicated that women tend to engage in compulsive purchasing of clothes more than men (Matanović Jelena, Klačar Stefan, & Popov Bor, 2022). This has led to a culture where clothing is produced in massive quantities, often resulting in garments being treated as disposable items that are discarded after only a few uses. Such practices have a negative impact on the environment and the quality of future life.

Reports from the Environmental Protection Agency indicate that millions of tons of clothes and shoes are discarded in landfills every year (Environmental Protection Agency, 2019). The clothing industry, in particular, is recognized as one of the most polluting industries globally. It consumes substantial amounts of energy and raw materials and leaves behind a significant carbon footprint.

These findings highlight the need for sustainable practices in the clothing industry and a shift towards more responsible consumer behaviour. It is crucial to raise awareness about the environmental impact of excessive consumption and encourage measures such as reducing waste, recycling, and choosing durable and sustainable clothing options.

Industrial wastewater generated by the textile industry often contains high levels of carcinogenic chemicals and toxic dyes, as confirmed by the study conducted by Ghaly in 2014. These chemicals can have detrimental effects on aquatic ecosystems and human health when they are not properly treated before being discharged into waterbodies.

7. Limitations :

Objective: The research focuses specifically on the impact of opportunity sales on clothing purchasing craving and environmental awareness, excluding other factors that may influence consumer behavior.

Spatial: The study is limited to the city of Jeddah, which may affect the generalizability of findings to other regions in Saudi Arabia.

Temporal: The study are set during the second semester of the year 2023.

8. Research Tools (Questionnaire)

The purpose of this questionnaire is to assess the influence of opportunity sales (discounts) on the craving for clothing purchases within Saudi society, as well as to measure the community's awareness of the negative environmental consequences associated with excessive clothing consumption.

Questionnaire components

The questionnaire consists of two sections, each containing a set of items. Participants are requested to respond using a three-point Likert scale, indicating their agreement on a continuum from "Yes" to "To some extent" to "No."

The validity and reliability of the research tool

To estimate the validity of the research tool, the questionnaire, a method of "logical validity" was employed. The questionnaire was reviewed by a panel of experts or arbitrators, who evaluated its validity and effectiveness in achieving the research objectives. The experts provided their professional judgment and opinions on the questionnaire's content and its alignment with the research goals.

Table (1) shows the rates of agreement of the arbitrators on the items of the questionnaire

| Item | Suitable | | Somewhat Convenient | | Inappropriate | |
|---|----------|------|---------------------|------|---------------|---|
| | T | % | T | % | T | % |
| Linguistic wording and clarity of items | 5 | 100 | – | – | – | – |
| Logical sequence of questions | 4 | 85.6 | 1 | 13.4 | – | – |
| number of items | 5 | 100 | – | – | – | – |
| Comprehensiveness of the study objectives | 5 | 100 | – | – | – | – |

The source: Prepared by researchers

Based on the high agreement rates obtained by the arbitrators for all the statements in the questionnaire, it can be inferred that the questionnaire demonstrates content validity. The agreement among the arbitrators suggests that the items in the questionnaire are appropriate and relevant for measuring the intended constructs, indicating the validity of the evaluation form for use in the current research.

Calculating the questionnaire reliability

Reliability was calculated using Cronbach's alpha coefficient for the questionnaire constructs.

Table (2) Cronbach's alpha stability coefficient values

| Item | Alpha coefficient |
|--|-------------------|
| Linguistic formulation of items | 0,919 |
| Ease and clarity of items | 0,935 |
| Logical sequence of questions and organization | 0,919 |
| Fit the questions with the goal prepared for | 0.948 |
| Stability of the questionnaire as a whole | 0,942 |

The source: Prepared by researchers

It is evident from the previous analysis that all the stability coefficients (Cronbach's alpha) achieved a high level of 0.01, indicating the reliability and validity of the questionnaire.

The questionnaire was administered to women residing in the city of Jeddah, located in the western region of the Kingdom of Saudi Arabia. The results obtained from the questionnaire are presented below:

9. Discussion and analysis:

First: the general data of the respondents

The following figures illustrate the demographic characteristics of the respondents

The majority of respondents had a university education (62.9%), followed by those with a diploma (15.4%) and postgraduate studies (13.1%). A smaller percentage of respondents held a secondary certificate (8.6%).

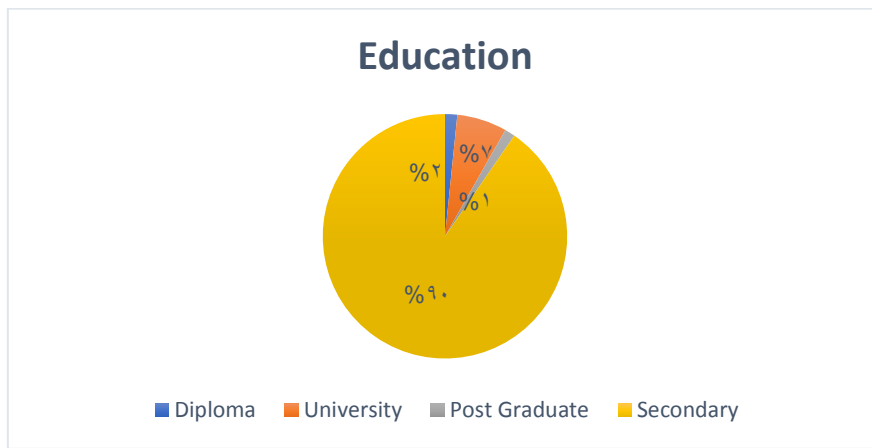


Fig1: Level of Education

In terms of age distribution, the percentages of respondents aged 40 years and over and 30-40 years were close, accounting for 41.7% and 38.3%, respectively. Meanwhile, respondents between 20-30 years old represented 20% of the total.

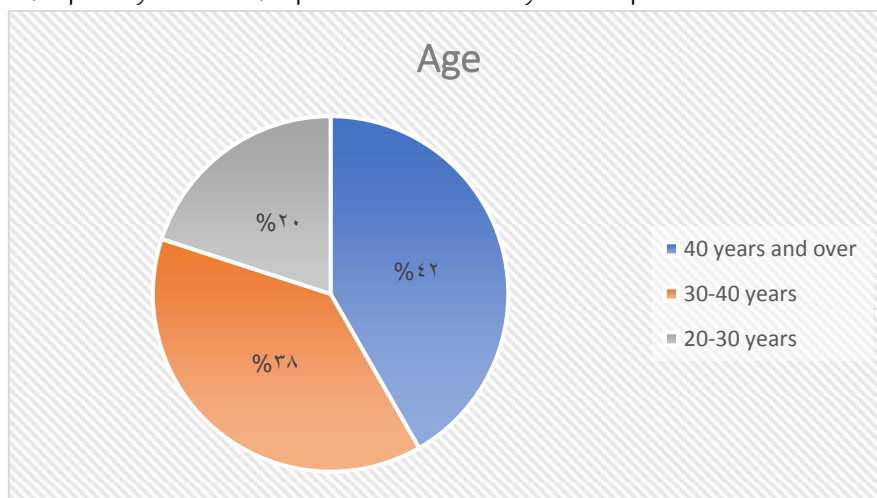


Fig 2: Age distribution

Regarding income levels, the highest proportion of respondents belonged to the middle-income category (87.4%), followed by those in the low-income category (8%) and high-income category (5%).

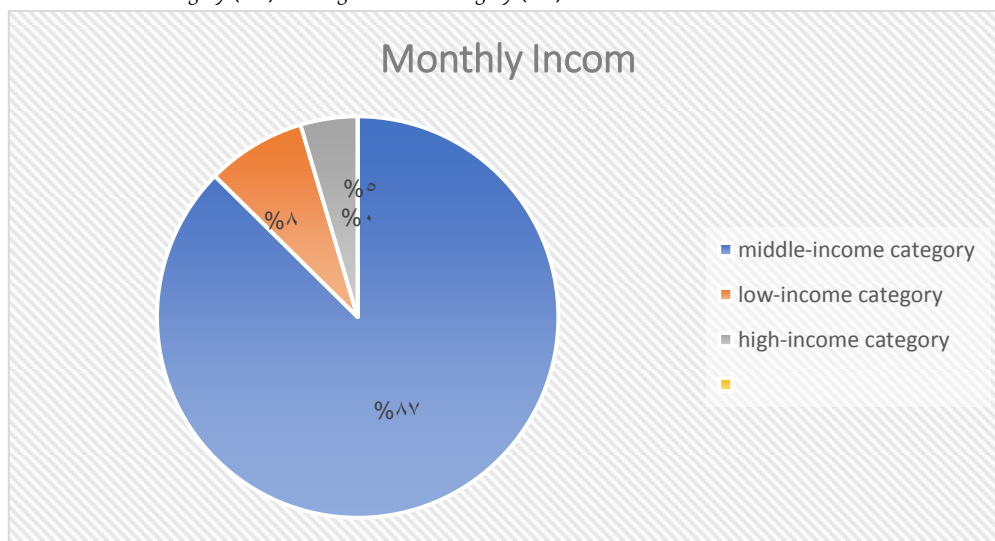


Fig 3: Monthly Income

Second: the effect of opportunity sales (discounts) on the compulsive purchasing of clothes in Saudi society

Table (3) Descriptive results of a questionnaire of the impact of opportunity sales (discounts) on the compulsive purchasing of clothes in Saudi society

| Items | Yes | No | Sometimes |
|---|------------|------------|------------|
| | Repetition | Repetition | Repetition |
| I prefer to buy a lot of clothes when there are discounts. | 81 | 26 | 66 |
| I always like to buy a new and exciting clothing item. | 87 | 27 | 57 |
| I visit stores that carry out promotional activities frequently. | 54 | 48 | 71 |
| I usually buy from brands that have discounts and opportunity sales. | 98 | 21 | 55 |
| I buy the product offered in the opportunity sales campaign. | 75 | 29 | 70 |
| When I buy from a brand that offers a discount, I feel like I'm making a good purchase. | 114 | 26 | 32 |
| The chance deal made me buy from another brand that I don't buy regularly. | 84 | 50 | 39 |
| I have favorite brands, but I buy from most brands that promote opportunity sales (sales). | 86 | 41 | 47 |
| Discounts make me buy the product without planning. | 52 | 69 | 51 |
| The free coupon offered a reason to purchase a product of a specific brand | 64 | 66 | 43 |
| I feel like I'm making a good purchase, if I buy something with a discount voucher. | 89 | 36 | 48 |
| I buy a product of a brand that I don't buy regularly if they offer discount coupon system. | 70 | 50 | 53 |
| The coupon made me buy the product earlier than planned. | 75 | 49 | 49 |
| The offer (buy one get one free) tempted me to buy the product. | 82 | 30 | 60 |
| Most of the time I buy from brands that offer (buy one, get one free). | 75 | 36 | 62 |
| The offer (buy 1 get 1 free) encourages me to buy the product earlier than it should be. | 77 | 40 | 55 |

The source: Prepared by researchers

Based on the data presented in Table 3, several noteworthy observations can be made. Firstly, out of the total 176 women respondents, 81 of them exhibit a strong inclination towards purchasing a significant quantity of clothes when discounts are available, making it the highest preference among the respondents. Additionally, 87 of the participants consistently expressed a desire to buy new clothing products. Furthermore, 71 respondents actively engage in promotional activities, indicating an interest in seeking out deals and offers. It is also worth noting that 98 respondents have previously made purchases from brands that provide discounts.

Table 3 also reveals that 75 respondents tend to buy products offered specifically within opportunity sales campaigns. Moreover, a significant proportion of the sample, 114 respondents, believe that purchasing from discount brands represents a good buy. This sentiment is echoed by 84% of women, who are inclined to buy from brands they wouldn't typically consider due to the presence of a sale. Furthermore, 86 women confess to making purchases from brands on sale despite having their favorite brands available. The appeal of discounts can even prompt 69 women to make impulsive purchases without prior planning.

The influence of free coupons is evident, as 66 women were motivated to buy products from specific brands when presented with such coupons. Additionally, 89 women feel that buying items with discount vouchers constitutes a good purchase. Notably, a considerable 70% of women are willing to deviate from their regular brand choices and buy from a different brand if a discount coupon is available. Furthermore, the availability of a voucher prompts 75% of women to make purchases earlier than originally planned.

Third: Measuring the community's awareness of the impact of the compulsive purchase of clothes on the environment

Table (4) Results of a questionnaire measuring community awareness of the impact of the compulsive purchase of clothes on the environment

| Item | Yes Ratio | no Ratio | Sometimes Ratio |
|---|--------------|-------------|--------------------|
| When buying clothes, I think about the environmental impact of producing that garment. | 46 | 91 | 38 |
| I'd rather have less expensive, but long-lasting clothes. | 130 | 15 | 30 |
| The majority of my clothes come from buying new products. | 99 | 28 | 47 |
| The majority of my clothes come from recycled products. | 17 | 123 | 32 |
| Sell my unwanted clothes. | 16 | 147 | 10 |
| I give my unwanted clothes to charity. | 143 | 5 | 25 |
| I throw my unwanted clothes in the trash. | 18 | 114 | 42 |
| I am interested in buying sustainable clothing (such as recycled clothing, sustainably sourced fabrics). | 31 | 105 | 38 |
| Companies must display all garment material data on the label (such as material, fabric production, and where it was made). | 146 | 13 | 14 |
| I know fast fashion is the term used to describe low-cost collections of clothing that mimic current fashion trends. | 93 | 45 | 34 |
| I buy a new piece of clothing every week. | 16 | 140 | 16 |
| I buy a new piece of clothing every few months. | 101 | 28 | 43 |
| I buy a new piece of clothing when it is necessary. | 152 | 7 | 12 |
| I have already purchased a product that I do not need. | 87 | 53 | 31 |
| Quality is one of the factors that influence my choice when buying clothes. | 142 | 4 | 27 |
| Price is one of the factors that influence my choice when buying clothes. | 138 | 4 | 28 |
| Social media is one of the factors that influence my choice when buying clothes. | 82 | 46 | 46 |
| Family/friends are one of the factors that influence my choice when buying clothes. | 76 | 42 | 54 |
| I am concerned about the environmental impact of throwing away unwanted clothes. | 65 | 67 | 41 |
| Willing to pay more for an item if it is of better quality and sustainably made. | 111 | 23 | 39 |
| I think the more awareness of fast fashion, the less such clothes will be produced. | 121 | 10 | 42 |

The source: Prepared by researchers

Based on the data presented in Table 4, several key findings can be observed. Firstly, out of the 176 respondents, 91 individuals do not consider the environmental impact of clothing production when making purchasing decisions. Additionally, 130 respondents believe that it is preferable to have clothes that are both affordable and durable. Furthermore, 99 respondents indicate that the majority of their clothes are acquired through new purchases, while 123 respondents state that the majority of their clothes are not made from recycled products.

In terms of unwanted clothes, 147 respondents do not sell them, but instead, 143 respondents choose to donate them to charity. Moreover, 114 respondents do not dispose of their unwanted clothes in the trash. When it comes to sustainable clothing, 105 respondents express no interest in purchasing items made from recycled materials or sustainably sourced fabrics.

The data also reveals that 146 respondents believe that clothing companies should provide comprehensive information about the materials used, fabric production, and manufacturing location on the clothing labels. Additionally, 93 respondents are familiar with the term "fast fashion."

In terms of purchasing habits, 140 respondents do not buy a new piece of clothing every week, while 101 respondents make new purchases every few months. On the other hand, 152 respondents only buy clothes when necessary.

Interestingly, 87 respondents admit to having bought a product they did not need. Moreover, 142 respondents consider quality as one of the factors influencing their clothing choices, while 138 respondents prioritize price. Social media influences the purchasing decisions of 82 respondents, while family and friends influence the choices of 76 respondents.

Concerning environmental impacts, 67 respondents do not express concern about the consequences of disposing of unwanted clothes. However, 111 respondents are willing to pay more for an item if it is of better quality and sustainably produced.

Lastly, 121 respondents believe that raising awareness about fast fashion can contribute to reducing its production.

Fouth: the impact of consumer offers on purchasing power in Saudi society compared to income

To measure the impact of consumer offers on purchasing power in Saudi society compared to income, we analyzed the purchasing behavior of individuals based on their income category. The study shows that the highest proportion of respondents belonged to the middle-income category (87.4%), followed by the low-income category (8%) and the high-income category (5%). Based on this information, a few observations were concluded:

Middle-Income Category: The fact that the majority of respondents belong to the middle-income category suggests that this group has the largest representation in Saudi society. Middle-income individuals typically have a moderate level of purchasing power and may be more sensitive to consumer offers and sales. They are likely to consider discounts and promotions when making purchasing decisions.

Low-Income Category: While the low-income category has a smaller representation in the study (8% of respondents), it still represents a significant portion of the population. Low-income individuals generally have limited purchasing power and may be more price-conscious. They may be more likely to take advantage of consumer offers to stretch their budgets and make necessary purchases.

High-Income Category: The study shows that the high-income category has the smallest representation (5% of respondents). However, it is worth noting that high-income individuals tend to buy more during sales. This suggests that even though they have higher purchasing power overall, they still find value in consumer offers and are motivated to take advantage of discounted prices.

Overall, the study implies that consumer offers, such as sales and discounts, have a significant impact on purchasing power across all income categories in Saudi society. While middle-income individuals form the majority and are likely to be the most influenced by such offers, low-income individuals can greatly benefit from discounted prices, and even high-income individuals show a propensity to take advantage of consumer offers.

Fifth: the environmental impact of the accelerating volume of purchases in Saudi society, and how can the resulting waste be recycled for increased consumption

The accelerating volume of purchases in Saudi society can have a significant environmental impact, particularly in terms of waste generation and resource depletion. Increased consumption leads to a higher demand for products, which in turn leads to increased production, transportation, and packaging. This entire lifecycle of products contributes to various environmental challenges.

- 1- **Waste Generation:** The rise in purchases results in an increase in waste generation, including packaging materials, product waste, and discarded items. This waste often ends up in landfills, contributing to pollution and taking up valuable space. Improper disposal of certain products, such as electronic waste, can also lead to hazardous materials leaching into the soil and water, posing risks to human health and the environment.
- 2- **Resource Depletion:** The increased volume of purchases puts pressure on natural resources and raw materials. Extraction of resources, such as minerals, metals, and fossil fuels, for the production of goods can lead to habitat destruction, deforestation, and increased carbon emissions. Additionally, the energy and water required for manufacturing, transportation, and disposal of products further strain natural resources and contribute to climate change.

To address these environmental challenges, recycling plays a crucial role in reducing waste and promoting a more sustainable consumption cycle. Recycling allows for the recovery of valuable materials from waste, reducing the need for raw material extraction, saving energy, and minimizing environmental impacts. Here are some ways in which waste can be recycled for increased consumption:

- 1- **Material Recycling:** Various materials, such as paper, plastic, glass, and metals, can be recycled. Establishing efficient recycling programs and infrastructure enables the collection, sorting, and processing of these materials into new products. Governments,

businesses, and individuals can promote recycling through awareness campaigns, proper waste segregation, and support for recycling facilities.

- 2- **E-Waste Recycling:** With the increasing use of electronic devices, proper recycling of electronic waste (e-waste) becomes essential. E-waste recycling involves extracting valuable materials like metals from discarded electronics while ensuring the safe disposal of hazardous components. Encouraging e-waste collection points and partnering with specialized recycling companies can help manage this waste stream.
- 3- **Circular Economy Approach:** Adopting a circular economy approach involves designing products for durability, repairability, and recyclability. This approach promotes the reuse and refurbishment of products, maximizing their lifespan and minimizing waste generation. Encouraging businesses to adopt circular economy principles can significantly reduce the environmental impact of increasing consumption.
- 4- **Consumer Awareness and Education:** Promoting consumer awareness about the importance of recycling and sustainable consumption can drive behavioral change. Educating individuals about proper waste management, recycling practices, and the environmental impact of their choices can encourage responsible consumption and waste reduction.

It is crucial to recognize that recycling alone is not enough to address the environmental impact of increased consumption. Reducing overall consumption, promoting sustainable production practices, and encouraging the use of renewable and eco-friendly materials are also essential strategies to mitigate environmental harm and move towards a more sustainable society.

10. Results:

The statistical analysis reveals that promotional offers and discounts have a significant influence on the propensity of compulsive buying. This indicates that sales opportunity effectively motivates consumers to try new products and encourages them to purchase larger quantities of those products.

The presence of a visible discount on a product has a positive impact on consumer reassurance, fostering loyalty and habitually purchasing such products. This suggests that discounts serve as an effective strategy for cultivating consumer loyalty and encouraging repeat purchases.

The findings indicate that Saudi society has relatively low awareness regarding the detrimental environmental consequences of excessive consumption. This highlights a need to raise awareness and educate the population about the negative repercussions of overconsumption on the environment.

11. Recommendations:

- 1- **Consumer Education:** Implement educational campaigns to raise awareness among consumers about the significance of their role in promoting sustainability through responsible clothing consumption. Emphasize the environmental impact of excessive clothing purchases and the benefits of adopting more mindful buying habits.
- 2- **Collaboration with Retailers:** Engage with retailers and marketers to encourage them to reduce the frequency of discounts throughout the year. Collaborate with local chambers of commerce or industry associations to advocate for more environmentally conscious practices in the retail sector. Promote initiatives that prioritize sustainability and discourage excessive consumption.
- 3- **Future Research:** Conduct further studies and research on sustainability and consumer purchasing behaviour. Explore the motivations and barriers that influence consumers' decision-making processes regarding sustainable clothing choices. This research can provide valuable insights for developing effective strategies and interventions.
- 4- **Raise Awareness:** Increase public awareness about the negative consequences of compulsive buying on individuals, society, and the environment. Utilize various communication channels, including social media, educational campaigns, and public events, to highlight the detrimental effects of excessive consumption and promote more responsible choices.

By implementing these recommendations, it is possible to foster a more sustainable and conscious approach to clothing consumption, promoting environmental preservation and improving consumer behaviors.

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