

The Impact of Escort Fees on the Consumption Behavior of Families of Expatriate Workers in the Private Sector in the Kingdom of Saudi Arabia

Mohammednour Eltahir Ahmed¹, Ahmed Osman Ahmed¹, Osman Saad Shidwan¹, Anas Satti Mohamed¹, Manal Mohamed EL Mekebbaty¹, Mohamed Abuelaila Ali Baraka Yousif², Somaia Osman Mohamed Abdelgadir³, Eman Abdel Hameed Hasnin³, Ghada Mohamed Elhag⁴, Khalid Yousif Ibrahim Salih⁵

¹Department of Business Administration, College of Applied Studies and Community Service, Imam Abdurrahman Bin Faisal University, Al-Dammam, Saudi Arabia.

²Department of Management and Information Systems, College of Applied Studies and Community Service, Imam Abdurrahman Bin Faisal University, Al-Dammam, Saudi Arabia.

³Business Administration Department, College of Business, Imam Mohammad Ibn Saud Islamic University.

⁴Arab Open University, Faculty of Business Studies.

⁵Department of Accounting, College of Applied Studies and Community Service, Imam Abdulrahman bin Faisal University, Saudi Arabia

Abstract

The study aimed to find out the impact of fees imposed on escorts on the consumer behavior of expatriate families in the Kingdom of Saudi Arabia by studying purchase motives, sources of purchase decisions, economic factors and social factors when purchasing products. The study concluded that there was no effect of these factors on changing the consumption habits of expatriate families. Rather, factors intervened that led to the increasing control of most of these factors and their impact, especially with the deterioration of the economic and security conditions in the countries of arrivals, and the preference of most families to stay in the Kingdom.

Keywords: consumer behavior, Fees charged for escorts, expatriate families.

1. Introduction

The consumer always seeks to satisfy his material and moral needs, in order to satisfy his desires, basing on the duality of income, and the prices of the offered goods and services. He also coexists

with his social class, and is affected by it through establishing relationships through which he seeks to satisfy his needs and fulfill his desires to the maximum possible extent.

This trend helped in demonstrating that the consumer is:

- The natural or legal person, who acquires or purchases materials and supplies that provide him with satisfying his needs and fulfilling his goods and services desires.
- The person who carries out his marketing activity constantly, by making rational purchase decisions in order to choose materials that achieve his benefit.

The study of the consumption behavior of families depends on the knowledge of their purchasing behavior. The customer or consumer plays distinct roles between being a user, a buyer or a consumer. Research has shown that consumer behavior is difficult to predict, even for experts in the field (Armstrong J. Scott, 1991).

Therefore, we find that consumer behavior involves a set of psychological processes that consumers go through in identifying needs, searching for ways to solve these needs, making purchase decisions, interpreting information, developing plans, and implementing these plans (for example, by engaging in comparison shopping or actually buy a product). Of all those processes he tries to understand the purchasing decision-making process, both for individuals and groups. The study is completed by identifying individual consumer characteristics such as demographic factors and behavioral variables in an effort to understand people's desires. It also helps the consumer to better understand the purchasing decision-making process of consumers and to predict not only the subject of purchases but also in determining the purchasing motives and purchasing frequencies of consumers. (Schiffman L.G., Kanuk L. 2004).

One of the current basic assumptions in consumer behavior research is the fact that people often buy products not because of their main function, but because of a subjective perception of the value of the product (Stávková J., Stejskal L., Toufarová Z., 2008). This is not to say that the basic products function is not important, but these days the role of the producer goes beyond the limits of its service (Solomon M.R., 2004).

Thus, the consumer, during the process of satisfying his needs and desires, which goes through multiple and different steps, we find that he is affected by internal factors that have his own environment and the factors of the external environment in which he lives and in which he finds himself forced to deal with and coexist in its shadow.

In general, we can say that the consumer behavior, that the consumer practices to satisfy his desires and needs contains multiple stages and steps, and these steps are affected by a number of factors, including what is private that can be controlled and a general factor that needs to deal and coexist with it, and it has a great impact on the stages and steps of his consumer behavior.

So, it is a process characterized by movement and renewal according to the degree of influence of various factors, and the nature of the purpose of acquisition or purchase.

The importance of the study:

The importance of the study stems from the fact that, it is considered one of the first studies that attempts to study the impact of some of what was stated in the Kingdom's Vision 2030 on expatriate workers after the vision was approved for the program to achieve financial balance to increase revenues in the state and that workers in the private sector bear part of what is spent on services provided to them and their families.

Objectives of the study:

The study seeks to achieve the following objectives:

1. Finding out how expatriates in the private sector met the fees imposed on their families staying with them.
2. Familiarization with the methods adopted by the expatriates in the private sector, who kept their families with them to coexist with these fees.
3. Measuring the impact of fees imposed on the consumption behavior of expatriate families, in terms of studying the extent of change that occurred in their purchasing procedures and motives, and the extent of the change in the impact of social and economic factors that they took into account when satisfying their needs and desires.

The study Problem:

After imposing the accompanying fees, or what is known as the financial compensation for dependents, which is defined as (what the head of the family working in the private sector, must pay in exchange for his family members staying in the Kingdom) (Saudi Arabia Vision 2030, p. 53). Many expatriates in the private sector have terminated their families' residency in the Kingdom, in order to reduce their spending rates, in order to achieve the goals that prompted them to leave their countries, which is to provide a portion of what they receive from salaries that develops savings for them to enable them to establish what they desire of projects that generate profits for them in their home countries.

Despite the increase in fees for escorts every year, there are still many of them who preferred to keep their families with them in the Kingdom, for their own reasons. They have tried to adapt to these fees, and perhaps the most and largest aspects of the effect appear in his consumer behaviors, which they follow to satisfy their needs and desires.

The research problem lies in the following questions:

- Were the previous and current purchase motives affected after imposing fees for escorts with expatriate families?
- Has the source of the purchasing decision within the expatriate families changed from what it was before?
- Did the impact of social factors decrease or increase after imposing fees on the expatriate family?

- Have the escorts' fees affected the economic processes related to purchases by the expatriate family?

Study hypotheses:

The study seeks to prove the validity of the following hypotheses:

The first hypothesis: Do the fees imposed on escorts affect the change in the purchase motives of the expatriate families in the private sector in the Kingdom when purchasing products?

The second hypothesis: Do the fees imposed on escorts affect the change in the sources of purchase decisions for expatriate families in the private sector in the Kingdom when making the purchase?

The third hypothesis: Do the fees imposed on escorts affect the change in economic factors when consuming products among expatriate families in the private sector in the Kingdom?

The fourth hypothesis: The fees imposed on escorts affect the reduction of interest in social factors among expatriate families in the private sector in the Kingdom?

Study population and sample:

The study population consists of expatriate families of all nationalities working in the private sector in the Kingdom.

The study sample:

As for the study sample: families of workers in the private sector of Sudanese and Egyptian nationalities were selected for several considerations, including geographical proximity, political instability in their countries, and the weak economic return of their workers. Although the same conditions are similar for many other nationalities, there are other factors that led to not choosing them, such as wars, for example.

Study methodology:

The descriptive methodology is adopted in this study, to track the phenomenon in question. And the social survey method for collecting data related to the study from the selected sample of the study population. The method of statistical analysis is also adopted to test the hypotheses of the study.

Analysis methods:

Statistical analysis methods (SPSS) will be used to test the study hypotheses as follows:

1. The arithmetic mean to indicate the extent to which the data is focused towards a specific value and it is equal to the sum of the values divided by their number.
2. Standard deviation indicates the extent to which the data are scattered from each other and is equal to the sum of the squares of the deviations of the values divided by their number.
3. Alpha Cronbach (an equation used to measure the stability of the resolution).

4. Other statistical methods are used to determine the relationship between the independent variable and the dependent variables of the study.

The limits of the study:

- Spatial and Human Boundaries: Sudanese and Egyptian Families within the Kingdom.
- Time limits: the period from 2017-2020

2. Theoretical framework:

Dimensions of consumer behavior:

Olson (Peter, 2008) indicated that consumer behavior has three main dimensions:

First: Consumer behavior is characterized by dynamism and movement, which means that the consumer and they as a whole are characterized by continuous change over time, and this concept has important implications in studying consumer behavior and developing the marketing strategy, as we cannot generalize about consumer behavior always, but usually it is in certain periods or for some commodities and certain groups of individuals, also we cannot apply the same marketing strategy at all times or for all commodities and markets, and that the dynamic nature of consumer behavior has made the development of the marketing strategy a kind of challenge for the organization to stay in the market.

Second: Consumer behavior is characterized by the continuous interaction between the perceptual, emotional and behavioral aspects of the consumer and external environmental events. In order to understand the consumer and try to develop the marketing strategy, the marketing man must know three basic elements: the element of perception and thinking, the element of influence and feeling, and the element of behavior.

Third: The exchange in consumer behavior between different individuals in various areas of life makes the definition of consumer behavior in line with the current definitions of marketing, and the truth is that the role of marketing is to create a process of exchange with consumers through the formation and application of marketing strategies. (Peter, J. Paul & Olson, Jerry C. 2008).

Reference group: It is the group that consists of two or more people, (Solomon, 2011) where members of the same group share certain values, norms or behavior, and a certain relationship is used between them so that the behavior of group members overlaps, and these reference groups serve as a frame of reference for individuals in their purchasing decisions and the formation of their attitudes and behavior.

The basic reference groups are of four types:

Family: The family is one of the most basic groups that have a significant and effective influence on the behavior patterns of the individuals who join it. This influence is demonstrated by its ability to refine the personality of individuals in terms of values and principles. The importance of the family stems from the fact that it imposes on its members the recurrence of direct contact with each other and the repetition of the relationship, which results in a great interaction between

family members, as family members consult and obtain information related to the purchasing decision, which in turn results in the impact of this type of reference group on the purchasing decision (Shiffman and Kanuk, 2010). The importance of the family stems from the fact that it imposes on its members the repetition of direct contact with each other and the repetition of the relationship, which results in a great interaction between family members (Karuk and Shiffman, 2010).

Friends: Friends are considered one of the types of informal groups, and the influence of friends as a reference group appears through the moral influence on the attitudes and feelings of their friends, towards various issues and living matters related to many goods and services, and this influence results from the nature of the relationship between friends, which results through the relationship and constant friction between friends. It also shows the influence of friends, as a reference group through the moral influence on the attitudes and feelings of their friends towards various issues and living matters related to many goods and services (Pride and Ferrell, 2008).

Co-workers: Co-workers are considered official reference groups, and their importance appears as a result of the long time individuals spend with their colleagues in their jobs, which generates a great opportunity for individuals to interact with each other in most matters of life each other as a source of information, living, use and experiences related to the purchasing decision. In addition, the nature of the formal relationship at work requires individuals to pay attention to the opinions of their co-workers (Obeidat, 2008).

Stars and Celebrities: Stars and celebrities have a high ability to influence a large group of young people by imitating them, such as imitation in the clothes and brands they use. (Macinnis and Hoyer, 2009).

Purchase decision:

The purchasing decision process by the consumer refers to the actions and mental expectations that consumers make when emergence of necessity or desire to buy (2010. al et Serralvo). The general model of consumer behavior shows how to make a purchase decision. This model consists of three stages: input, processing, and output, Kanuk and Schiffman (2010).

Previous studies:

Awunyo-VitorAyimeyand Gayibor study (2013). This study aimed to identify the sales promotion mechanisms used by the (anhya'Sem) soap company, which relied on determining how sales promotion mechanisms can affect the behavior of young consumers of secondary school students, when buying care products. Personal and especially soap personally for use in school, the study found that the soap company used promotional mechanisms that relied on symbolism in prizes such as T-shirts, shopping baskets, the study also showed that sales promotion programs affected many young consumers to buy the product and then, it is important that the company organizes regularly promoting sales to improve their selling capabilities, and has proven that many young consumers of high school students, associate the decision to buy soap for use in school with sales promotion programs. It has also shown that the youth segment is very important in the personal care products market and thus Marketers of personal care

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products should view young consumers as part of their target markets and offer sales promotion programs that will be attractive to young consumers.

SARFO. M .H and BOAKYE. N and other, (2011), the influence of sales promotion on consumer buying behavior in the mobile telecom industry in kumasl.

This study aimed to investigate the effect of sales promotion on consumer buying behavior for the mobile communications industry in the metro with a special focus on the sales promotion programs of mobile carriers, the relationship between sales promotion and consumer behavior and how sales promotion influences consumer decisions for mobile networks, especially in Metro, and also aimed to determine the relationship between sales promotion and the need for awareness, and the search for information. This study found that customers care about the discount price. Sales activation also creates a significant impact on consumers' perception. It was also found that the buying behavior of customers who interact with the mobile network, especially through sales promotion, depends on the level of their satisfaction.

Chakrabortty,. Hossain. Md, Azad and. Islam Md, (2013) Analysing the Effects of Sales Promotion and Advertising on Consumer's Purchase Behavior

This study seeks to demonstrate the simultaneous effect of sales promotion and advertising on consumer purchasing behavior. This study found that sales promotion is most effective on consumers who travel through the subsidiary road and is able to install in the consumer's mind the brand. This study also found that sales promotion and advertising are much more effective in lowering product prices, as a simple promotional signal can motivate consumers to buy the product. Sales promotion can also have a strong negative effect on consumers' reference price and perceived quality. This study highlighted the importance of integrating advertising with various promotional activities to improve product sales growth.

The study of Cours, Walker and Kiesler, (2008): aimed to study the relationship between consumers' purchase of brands and the views of parents and siblings, in addition to determining whether an evaluation is essential in determining the relationship between self-groups as a reference factor and individuals' purchasing behavior. The results concluded that the sibling factor plays a double role as a reference for purchasing and simulation, as the family and relatives are important. The results also indicated a significant in the internal perception of the consumer compared to others in the purchase of brand products.

A study (Xihao, Jiaqin and Huei, 2007), which aimed to make a comparison between the effect of reference groups on consumers of mobile phones in the United States of America and China. Its results indicated that there is a strong influence of reference groups on mobile phone consumers in both countries in making their purchasing decisions. The greatest impact on consumers in the purchase of mobile phones. The study recommended the necessity of employing the influence of reference groups on consumers in the promotional efforts of companies in the future to take advantage of this influence for the benefit of companies.

The study (Dahl and White, 2006) focused on the role of undesirable reference groups (which are the reference groups that the individual avoids being associated with) in influencing consumers' preferences, and the hypothesis of this study, is that dispersed reference groups can

affect consumers' judgment and behavior, in addition to determine the basic conditions for this effect. The findings of this study concluded that the reference groups have a social impact on consumers' judgment and choices.

Another study was carried out by Escalas and Bettman (2005) to investigate the consumer's tendency to buy brands in order to create a self-link to this brand. The study focused on the reference group as a source for finding this link. The study concluded that the brands associated with a specific image that correspond to the group To which the consumer belongs affects him and has a link and vice versa, while the brands associated with a specific image that are in line with the group that the consumer does not belong to do not affect him and vice versa.

3. Field study:

The responses of the study samples toward the first axis

Table No. 1-1

	paragraph		Agree	No idea	Do not agree	Avera ge	Deviati on	Significa nce	Ratio	Directi on	orde r	correlatio n coefficie nt
1	For consumption	k	210	113	541	2.38	0.85	t.test	79.33	Do not agree	5	0.51
		%	24.3	13.1	62.6			0.00				
2	For storage	k	147	89	628	2.56	0.77	0.00	85.33		7	0.58
		%	17	10.3	72.7					Do not agree		
3	For bragging	k	20	46	798	2.90	0.37	0.00	96.66		3	0.67
		%	2.3	5.3	92.4							
4	For renewal	k	32	48	784	2.87	0.43	0.00	95.66	Do not agree	6	0.72
		%	3.7	5.6	90.7							
5	For imitations	k	8	24	832	2.95	0.25	0.00	98.33		4	0.57
		%	0.9	2.8	96.3					Do not agree		
6	For Satisfaction of desire	k	24	48	792	2.89	0.39	0.00	96.33		2	0.61
		%	2.7	5.6	91.7					Do not agree		
7	For amusement	k	16	24	824	2.94	0.31	0.00	98		1	0.73
		%	1.8	2.8	95.4					Do not agree		
	Total Axis					2.78	0.29	0.00				1

From Table No. 1-1 in Question No. 5, which is represented in the motives for buying for the purpose of binding, they do not agree with a percentage of 98.33%, with an arithmetic average of 2.95, a standard deviation of (.25), and a significance level of 0.00. We can say that there is a relationship between the paragraphs of the first axis and the total number of paragraphs, and it is in favor of those who do not agree with the motives of purchase, and this relationship can also be determined.

The correlation coefficient for paragraph No. 1 reached (.73), which is a very strong correlation, as well as the rest of the paragraphs No. 6, which represent the satisfaction of the buyer’s desire, where the weighted average reached (2.89).And the standard deviation (0.39) and the correlation coefficient () paragraph No. 7 and paragraph No. 3 and paragraph No. 4 to the last paragraphs

Table No. 1-2

	Paragraph	Purchase motives according to gender					Difference in first axis , according to job grade					
			t	Correlati on coefficie nt	Average	Deviation		Empl oyee		Professio nal	Free lancer	
1	For Consumpti on	Male	2.2	0.03	2.42	0.83		2.28				
					0.06							
		Female			2.25	0.92		2.37	2.34	2	2.56	
								0.86	0.87	1.05	0.72	
2	For storage	Male	1.05	0.29	2.57	0.75		0.36				
					0.78							
		Female			2.5	0.82		2.54	2.6	2.5	2.61	
								0.78	0.74	0.71	0.74	
3	For purpose of bragging	Male	1.23	0.22	2.91	0.35		2.11				
					0.09							
		Female			2.87	0.43		2.92	2.87	2.8	2.84	
								0.31	0.47	0.42	0.42	
4	For the purpose of Renewal	Male	0.25	0.79	2.87	0.43		2.16				
					0.09							
		Female			2.88	0.43		2.88	2.8	3	2.93	
								0.41	0.55	0	0.35	
5		Male	0.95	0.34	2.96	0.22		0.151				
					0.93							
		Female			2.93	0.34		2.95	2.95	3	2.95	
								0.26	0.26	0	0.22	
6	For the purpose of Imitation	Male	0.85	0.39	2.89	0.37		1.02				
					0.38							
		Female			2.87	0.47		2.9	2.82	3	2.87	
								0.37	0.49	0	0.37	
7	For the purpose of Amusement	Male	0.89	0.37	2.94	0.29		5.75				
					0.001							
		Female			2.92	0.38		2.95	2.84	3	2.98	
								0.28	0.494	0.000	0.2	

From Table No. (1-2):

1. It is clear that there is a relationship between the fees for companions and the motives for purchasing for the purpose of consumption, which is represented in the first paragraph. This relationship is due to males, where the weighted average is (2.42), deviation (.83), and its significance level is (.03), which is less than (0.05).

2. There is no relationship between escorts fees and purchase motives for the purpose of storage, ostentation, renewal, imitation, desire and amusement, as it reached the level of significance. Each of them is greater than (0.05) as in the table.

3. There is a relationship between the fees of the escorts and the motives of purchasing for the purpose of entertainment, according to the job grade, and this relationship is due to the self-employed.

4. Where the mean (3), the deviation (0) and the level of significance (0.001), which is less than (0.05), and there is no relationship between the fees of the companions and the motives of purchase. In paragraphs 1 to 6, where the significance level is greater than (0.05), as in Table (1-2).

Table No. (1-3)

	Paragraph Purchasing movement by nationality(t)				The value of Ki-squared for the first axis according to income							
			t	Indicati on level	Aver age	Deviati on			High	Averag e	Low	Total
1	For Consump tion	Sudanese	5.75	0.56	2.39	0.83	Indication level		0.015	kai	12.32	
		Agree					%	21.8%	29.1%	21%	0.3%	
		Egyptian			2.36	0.89	No idea	%	10.3%	10.7%	16.7	13.1
							Do not agree	%	67.8%	60.2%	62.3	62.6
							Total	%	100.0 %	100.0 %	100%	100%
2	For storage	Sudanese	-3.7	0.00	2.5	0.82	0.04					
		Agree					%	22.4%	15.1%	75.5%	72.7%	
		Egyptian			2.68	0.63	No idea	%	13.8%	10.7%	8.2%	10.3%
							Do not agree	%	63.8%	74.2%	75.6%	72.7%
							Total	%	100.0 %	100.0 %	100%	100%
.3	For purpose of bragging	Sudanese	2.23	0.03	2.92	0.34	0.74		kai	1.94		
		Agree					%	3.4%	2.4%	1.7%	2.3%	
		Egyptian			2.86	0.43	No idea	%	5.7%	5.6%	4.8%	5.3%
							Do not agree	%	90.8%	92.0%	73.5%	92.4%
							Total	%	100.0 %	100.0 %	100.0 %	100.0 %
4	For the purpose	Sudanese	0.7	0.48	2.86	0.45	0.21					
		Agree					%	4.0%	3.6%	3.7%	3.7%	
		Egyptian			2.89	0.4	No idea	%	9.2%	5.0%	4.2%	5.6%

	of Renewal						Do not agree	%	86.8%	91.4%	92.1%	90.7%
							Total	%	100.0 %	100.0 %	100%	100%
5	For the purpose of Imitation	Sudanese	-5.5	0.00	2.93	0.3			0.13			
						Agree	%	0.0%	1.5%	0.8%	0.9%	
		Egyptian			3	0	No idea	%	0.6%	3.0%	3.7%	2.8%
							Do not agree	%	99.4%	95.5%	95.5%	96.3%
							Total	%	100.0 %	100.0 %	100%	100%
6	For the purpose of satisfacti on	Sudanese	1.66	0.09	2.9	0.37	./		0.11			
						Agree	%	3.4%	2.7%	2.5%	2.8%	
		Egyptian			2.86	0.42	No idea	%	1.7%	7.4%	5.7%	5.6%
							Do not agree	%	94.8%	89.9%	91.8%	91.7%
							Total	%	100.0 %	100.0 %	100%	100%
7	For the purpose of Amusem ent	Sudanese	1.37	0.16	2.95	0.28			0.38			
						Agree	%	2.9%	2.1%	1.1%	1.9%	
		Egyptian			2.91	0.37	No idea	%	4.0%	3.0%	2.0%	2.8%
							Do not agree	%	93.1%	95.0%	96.9%	95.4%
							Total	%	100.0 %	100.0 %	100%	100%

1. From Table No. (1-3), it is clear that there is a relationship between the fees for companions and the motives for purchasing for the purpose of consumption, which is represented in the first paragraph. This relationship is due to males, where the weighted average is (2.42), deviation (.83), and its significance level is (.03), which is less than (0.05).

2. There is no relationship between escorts fees and purchase motives for the purpose of storage, ostentation, renewal, imitation, desire and amusement, as it reached the level of significance. Each of them is greater than (0.05) as in the table.

3. There is a relationship between the fees of the escorts and the motives for purchasing for the purpose of entertainment, according to the job grade, and this relationship is due to the self-employed

Table No. (1-4) Responses of the study samples towards the second axis

	Paragra ph		Agre e	No idea	Do not agree	Aver age	Deviasi on	t	Indic ation	Ratio	Directi on	Arra ngin g	Correla tion Co- officia nts
1	Increas e of Husban d influen ce		504	120	240	1.69	0.877	-10.244	0.00	56.481	No idea	1	.697**
		%	58.3	13.9	27.8								
2			627	141	96	1.39	0.678	-26.646	0.00	46.181	Agree	2	.755**

	Decrease of daughters and sons influence	%	72.6	16.3	11.1								
3	Influence of Social Class		680	88	96	1.32	0.665	-29.892	0.00	44.136	Agree	3	.707**
		%	78.7	10.2	11.1								
4	Following rational steps		810	30	24	1.09	0.371	-72.023	0.00	36.343	Agree	5	.551**
		%	93.8	3.5	2.8								
5	Analysis of Family needs		791	39	34	1.12	0.433	-59.487	0.00	37.461	Agree	4	.492**
		%	91.6	4.5	3.9								
	Total sum of axis		3412	418	490	1.32	0.40219	-12.67	0.00		Agree		1

1. From Table (1-4), it is clear that there is a relationship between the fees of the escorts and the source of the purchase decision from the social class of the two nationalities, and this relationship is due to Sudanese nationality, where the mean was (1.44), deviation (0.73) and the level of significance (0.0), which is less than (0.05), the same applies in paragraph No. (4), which is represented in following rational steps to restore the relationship to the Egyptian nationality.

2. There is no relationship between the fees of the companions and the source of the purchase decision for paragraphs (1, 2, and 5), as the significance level for all of them is greater than (0.05).

Table No. (1-5)

Table No. (15)											
	Paragraph						Difference of second axis according to degree				
			t	Level of significance	Average	Deviation		Employee	Craft man	Free lance	Worker
1	Increase of husbands influence	Male	0.57	0.56	1.7	0.87		3.15			
							0.02				
		Female			1.66	0.87		1.72	1.77	1.2	1.5
								0.87	0.94	0.63	0.8
2	Decrease of sons influence d	Male	1.41	0.22	1.4	0.69		2.61			
							0.05				
		Female			1.33	0.63		1.35	1.49	1.3	1.5
								0.65	0.77	0.48	0.7
3	Influence of social class	Male	-1.4	0.16	1.31	0.65		3.39			
							0.01				
		Female			1.39	0.72		1.32	1.25	1.8	1.4
								0.66	0.61	0.42	0.8

4	Followin g rational steps	Male	1.65	0.09	1.1	0.39	4.46				
		0.004									
		Female			1.06	0.29	1.12		1	1	1.1
							0.42		0	0	0.2
5	Analysis of family needs	Male	1.33	0.18	1.11	0.41	5.64				
		0.001									
		Female			1.17	0.5	1.16		1.02	1	1.1
							0.49		0.14	0	0.3

From Table No. (1-5), in Paragraph No. (1), which is represented in the economic factors with interest in income, they agree with a rate of 97.2% and an average of an arithmetic value of (1.06) and a standard deviation of (.033) and a level of significance of 0.00 on it. We can say that there is a relationship between the paragraphs of the third axis and the total number of paragraphs, and it returns in favor of those who agree on economic factors by paying attention to income and this relationship as well. It can be determined by the correlation coefficient for paragraph No. 1, which amounted to (.031), which is a strong positive correlation, as well as the rest of the paragraphs no. (2, 3, 4, 5 and 6).

Paragraph (C): Economic factors by type, variance, third axis, according to job grade

Table No. (1-6)

	T(decision according to sex						Value of Kai Square of second axis according to social status				
	Paragraph		t	Level of significance	Average	Deviation			Married	Widow	Divorced
1	Increase of husbands influence	Sudane se	0.191	1.31	1.72	0.887	Level indication of		5.461 ^a	Kai	0.243
							Agree	%	57.9%	71.4%	83.3%
		Egyptia n			1.64	0.853	No idea	%	13.8%	14.3%	16.7%
							Do not agree	%	28.3%	14.3%	0.0%
							Total	%	100.0%	100.0%	100.0%
2	Decrees of Sons influence	Sudane se	0.093	1.68	1.41	0.682	Level indication of		3.840 ^a	Kai	0.428
							Agree	%	72.2%	85.7%	91.7%

		Egyptian			1.33	0.667	No idea	%	16.6%	0.0%	8.3%
							Do not agree	%	11.2%	14.3%	0.0%
							Total	%	100.0%	100.0%	100.0%
3	Influence of social class	Sudanese	0.00	6.72	1.41	0.737	Level of indication		1.420 ^a	Kai	0.841
							Agree	%	78.7%	85.7%	75.0%
		Egyptian			1.14	0.425	No idea	%	10.2%	0.0%	16.7%
							Do not agree	%	11.1%	14.3%	8.3%
							Total	%	100.0%	100.0%	100.0%
4	Following rational steps	Sudanese	0.043	-2.03	1.07	0.354	Level of indication		7.029 ^a	Kai	0.134
							Agree	%	93.8%	100.0%	83.3%
		Egyptian			1.13	0.404	No idea	%	3.3%	0.0%	16.7%
							Do not agree	%	2.8%	0.0%	0.0%
							Total	%	100.0%	100.0%	100.0%
5	Analysis of family needs	Sudanese	0.114	-1.58	1.11	0.430	Level of indication		1.799 ^a	Kai	0.773
							Agree	%	91.5%	100.0%	91.7%
		Egyptian			1.16	0.437	No idea	%	4.6%	0.0%	0.0%
							Do not agree	%	3.9%	0.0%	8.3%
							Total	%	100.0%	100.0%	100.0%

1. From Table No. (1-6), it is clear that there is a relationship between the fees for companions and the economic factors in preparing the income budget and products with a consumer life for males and females, where the average for each of them reached (1.06), (1.01), (1.39) and (1.24), with a deviation of (0.27), (0.08), (0.71) and (0.58), and this relationship is due to males in preparing the income budget where the significance level reached (0.0), which is less than (0.05), and for males in products with a consumption age. There is no relationship between escort fees and economic factors for paragraphs (1, 3, 5 and 6), as the significance level for all of them is greater than (0.05).

2. From Table No. (1-6), it is clear that there is a relationship between the fees of escorts and economic factors with interest in income according to income, as the average. It reached (1.13), (1.05) and (1.03); deviation of (0.48), (0.3), (0.23) and the level of significance (0.005), which is less than (0.05), and this relationship is due in favor of

Group High Low and Low High as in Table (1-2-3).

Table (1-2-3)

Post Hoc Tests			mean differ	std.errir	sig
Concern about income	High	Medium	.079*	0.031	0.036
		Low	.098*	0.030	0.005

	Medium	High	-.079-*	0.031	0.036
		Low	0.019	0.025	0.744
	Low	High	-.098-*	0.030	0.005
		Medium	-0.019	0.025	0.744

Table No. (1-7)

	Paragraph Purchasing movement by nationality(t)						The value of Ki-squared for the first axis according to income					
			t	Indication level	Average	Deviation			Employee	Craftsman	Freelance	Worker
1	Concern about income	Sudanese	-6.91	0.00	1.00	0.08	Indication level		0.1	Kai	6.206	
							Agree	%	96.4%	100.0%	100.0%	98.0%
		Egyptian			1.16	0.55	No idea	%	0.0%	0.0%	0.0%	0.0%
							Do not agree	%	3.6%	0.0%	0.0%	2.0%
							Total	%	100.0%	100.0%	100.0%	100.0%
2	Preparing income budget	Sudanese	-4.13	0.00	1.02	0.16	Indication level		0.005	Kai	18.37	
							Agree	%	96.1%	100.0%	100.0%	91.8%
		Egyptian			1.1	0.37	No idea	%	2.6%	0.0%	0.0%	8.2%
							Do not agree	%	1.3%	0.0%	0.0%	0.0%
							Total	%	100.0%	100.0%	100.0%	100.0%
3	Products with marks	Sudanese	-7.19	0.00	2.14	0.87	Indication level		0.002	Kai	20.44	
							Agree	%	23.9%	32.2%	40.0%	27.6%
		Egyptian			2.57	0.72	No idea	%	18.7%	28.1%	40.0%	17.3%
							Do not agree	%	57.4%	39.7%	20.0%	55.1%
							Total	%	100.0%	100.0%	100.0%	100.0%
4	Products with consumption age	Sudanese	-0.23	0.81	1.36	0.67	Indication level		0.002	Kai	20.48	
							Agree	%	73.1%	89.7%	90.0%	71.4%
		Egyptian			1.37	0.72	No idea	%	13.3%	5.5%	10.0%	14.3%
							Do not agree	%	13.6%	4.8%	0.0%	14.3%
							Total	%	100.0%	100.0%	100.0%	100.0%
5	Disinterest	Sudanese	0.437	0.66	1.22	0.58	Indication level		0.77	Kai	3.24	
							Agree	%	85.1%	87.7%	100.0%	85.7%
		Egyptian			1.2	0.52	No idea	%	7.5%	4.8%	0.0%	6.1%
							Do not agree	%	7.4%	7.5%	0.0%	8.2%
							Total	%	100.0%	100.0%	100.0%	100.0%
6	Special products	Sudanese	-0.43	0.67	1.2	0.53	Indication level		0.00%	Kai	27.40	
							Agree	%	85.9%	84.9%	60.0%	91.8%
		Egyptian			1.22	0.56	No idea	%	6.2%	11.6%	40.0%	5.1%
							Do not agree	%	7.9%	3.4%	0.0%	3.1%
							Total	%	100.0%	100.0%	100.0%	100.0%

							Total	%	100.0 %	100.0 %	100.0%	100.0%
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From Table No. (1-7) it is clear that:

1. There is a relationship between the fees of the escorts and the motive for purchasing for the purpose of storage in relation to the nationality. This relationship is due to the Egyptian nationality, where the mean was (2.68), deviation (.63) and the level of significance (0.0), which is less than (0.05), and there is also a relationship in paragraph no. (3) and (5).
2. There is no difference between the escort fees and the purchase motive for the two nationalities for the purpose of consumption, as the significance level reached (0.56), which is greater than (0.05), and paragraphs (4), (6) and (7).
3. There is a relationship between the escorts fees and the motive for purchasing for consumption, where the significance level reached (0.02) which is less than (0.05), and this relationship is due to the fact that 67.8% of the high-income people do not agree as well in paragraph No. (2) And there is no relationship between the escorts fees and purchase motives For the purpose of each of paragraphs no. (3 to 7) where the significance level for each of them is greater than (0.05).

Table No. (1-8)

	Paragraph	Purchase motives according to gender					Difference in first axis ,according to job grade				
			t	Correlation coefficient	Average	Deviation		Employee	Professional	Freelancer	Labour
1	Increase of husbands influence	Male	0.57	0.56	1.7	0.87		3.15			
								0.02			
		Female	0.57	0.56	1.66	0.87		1.72	1.77	1.2	1.5
								0.87	0.94	0.63	0.8
2	Decrease of sons influence	Male	1.41	0.22	1.4	0.69		2.61			
								0.05			
		Female	1.41	0.22	1.33	0.63		1.35	1.49		1.3
								0.65	0.77		0.7
3	Influence of social class	Male	-1.4	0.16	1.31	0.65		3.39			
								0.01			
		Female	-1.4	0.16	1.39	0.72		1.32	1.25		1.8
								0.66	0.61		0.42
4	Following rational steps	Male	1.65	0.09	1.1	0.39		4.46			
								0.004			
		Female	1.65	0.09	1.06	0.29		1.12	1		1
								0.42	0		0.2
5		Male	1.33	0.18	1.11	0.41		5.64			
								0.001			
			1.33	0.18	1.17	0.5		1.16	1.02		1

Analysis of family needs	Female						0.49	0.14	0	0.3
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1. From Table No. (1-8), it is clear that there is a relationship between the fees of escorts and the economic factors in preparing the income for the two nationalities, and this relationship is due to the Egyptian nationality, where the mean was (1.16), deviation (0.55), and the level of significance (0.0), which is less than (0.05). The same applies in paragraph no. (2) And (2 and 3), which are represented in preparing the income budget and branded products in favor of the Egyptian nationality. There is no relationship between the fees of the escorts and the economic factors of paragraphs (4, 5 and 6), as the level of significance for all of them is greater than (0.05).
2. From Table No. (1-8), it is clear that there is a relationship between the fees of the escorts and the economic factors according to the job grade in preparing the income budget, as 100%. Professionals and entrepreneurs agree, and the significance level is (0.005), which is less than (0.05), and the same applies in paragraphs (3 and 4), as the significance level. Both are less than (0.002) which is less than (0.05).
3. There is no relationship between the accompanying fees and the economic factors in paragraph (1), which are represented in the interest in income, as the significance level (0.1) is greater than 0.05.

Also applies to an order in Paragraph No. (5)-

Second axis:

From Table No. 2-1 in Question No. 1, which is represented in the purchase decision by increasing the influence of the pair, they agree by 58.3%, with an arithmetic mean of (1.69), a standard deviation of (.087) and a level of significance of 0.00 on which we can express.

Because there is a relationship between the paragraphs of the second axis and the total number of paragraphs, and it is in favor of those who agree to the purchase decision, and this relationship can also be determined by the correlation coefficient for paragraph No. 1, which amounted to (.07), which is a very strong positive correlation, as well as the rest of the paragraphs No. (2, 3, 4 and 5).

4. Findings of the study:

1. The fees imposed on escorts did not affect the change, in the purchase motives of expatriate families in the private sector in the Kingdom when purchasing products.
2. The fees imposed on escorts did not affect the change in the sources of purchase decisions for expatriate families in the private sector in the Kingdom when making the purchase.
3. The fees imposed on the escorts did not affect the change in the economic factors, when consuming the products of the expatriate families in the private sector in the Kingdom.

4. The fees imposed on escorts did not affect the reduction of interest in social factors, among expatriate families, in the private sector in the Kingdom.
5. The control of most of these factors increased and their impact increased, especially with the deterioration of the economic and security conditions in the countries of arrivals and the preference of most families to stay in the Kingdom.

5. Recommendations:

1. Working to spread the culture of saving among expatriate families.
2. Recommending expatriate families to change their purchasing habits, in order to reconcile their conditions with the annual increase in fees for escorts.
3. Determining the priorities of the expatriate families, especially in light of the changes that followed the decisions of imposing fees.
4. Urging expatriate families to identify a fixed source of purchasing decisions within them and reduce the influence of different groups.

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