

ASSESSING THE IMPACT OF RECESSION ON CONSUMER'S BEHAVIOUR: AN EMPIRICAL STUDY IN DUBAI

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ABSTRACT

Purpose-The global recession in the recent past is presenting new and difficult challenge for marketers wishing to provide goods that retain loyalty of consumers both during and after the recession. The purpose of this paper is to understand the impact of global recession on consumer shopping behaviour moreover how consumer consumption and saving pattern changed across different product categories during and after recession.

Design/methodology/approach – A total of 235 consumers across shopping malls, beaches, parks in Dubai were personally surveyed with a structured questionnaire. Paired sample t-test & ANOVA was used to test the effect of recession on consumption pattern of different good and leisure related activities.

Findings- The study provides empirical evidence that the priorities of the consumer have significantly changed after recession.

Practical Implications-The results may help the marketers to understand the evolving consumption and saving patterns, and fine-tune their strategies accordingly.

Originality/Value-The study differs from previous works as it provides empirical evidence that recession has impact on the shopping behaviour of the customers specially in Islamic Country-Dubai.

Keywords: pre and post Recession, Consumer Behaviour, Shopping Behaviour, Islamic Country Dubai.

INTRODUCTION:

The global recession present changing patterns in consumers' behaviour and companies' marketing strategies either propel or undermine performance (Quelch & Jocz, 2009). Which generate panic among consumers and present a stressful situation for the marketers resulting to immediate changes in consumer priorities (Dawson, 2006; Amalia & Ionut, 2009; Deparez & Amara, 2011; Per-Henrik, 2010).

Marketing researchers study consumer behaviour as part of the broader survival tactic for marketers during downturns (Perner, 2008, Hansen, 2004, Arnold, Price & Zinkhan, 2002; Gulf News, 2009; John, 2010), but more specifically it can develop, enhance, maintain and terminate relationship with specific consumer segment; as it include a wide set of prior and after purchase activities.

Between 2009 and 2010 the recession was exerting a broad influence on consumer trends and attitudes, propelling some trends forward while slowing, halting and even reversing others (Flatters and Willmott, 2009). As economies implode, and the frailty and folly of many business decisions are exposed, there has been, unsurprisingly, considerable criticism that marketers have been complicit through their encouragement of unsustainable patterns of consumption with messages of rampant consumerism, endless credit, and disposable culture (James, 2007; de Graaf, 2005; Schor, 1998). In particular, encouraging even greater consumption of fossil fuels, fast food and cigarettes, as well as over-packaging products, and building in unnecessary product obsolescence have done little to position marketing as the planet's saviour (Kleanthous and Peck, 2007). However, marketing is central to global society, and when harnessed responsibly, those messages encourage us to recycle, reuse, buy fairtrade, eat healthily, drink sensibly, save energy, spend intelligently and support good causes (Carrigan & Pelsmacker, 2009). Though, the commercial potential for marketers in this current economic crisis encourages people desire for simplicity and accelerating the maturing trend. Consider the rise of edited retailing (consumers are offered limited collections of coordinated product choices), a growing demand for trusted brands and value, an increasing desire for advisers – ranging from social networks to product ranking web sites – that can simplify choice making, and enthusiasm for less complicated, more user-friendly technologies. This trend will continue to accelerate through the recovery into the long term. Unlike consumers in previous recessions, who greeted the return of financial stability with a buying spree, current consumers entered the recession feeling bloated. When they regain their ability to spend, they'll continue to buy simpler offerings with the greatest value (Flatters & Willmott et al., 2009).

During recession, of course, consumer set stricter priorities and reduce their spending. As sales start to drop, businesses typically cut costs, reduce prices, and postpone new investments. Marketing expenditures in areas from communications to research are often slashed across the board but such cost cutting is a mistake. Although it's wise to contain costs, failing to support brands or examine core customers' changing needs can jeopardize performance over the long term. Companies that put customer needs under microscope, take a scalpel rather than a cleaver to the marketing budget, and nimbly adjust strategies; tactics and product offerings in response to shifting demand are more likely than others to flourish both during and after a recession (Quelch & Jocz, 2009). Other argues that recessions fall into two broad groups (Flatters and Willmott et al., 2009), and most are relatively brief and shallow and provoke short term changes in consumer behavior depending on the causes of the recession and who its principal victims are. Usually, consumption trends rebound fairly quickly when the recession ends, though at different rates in different sectors. A recent International Monetary Fund analysis of 122 recessions in 21 developed countries since 1960 found that the typical recession lasted about a year and resulted in a dip in GDP of roughly 2%.

However, research conducted by Euro RSCG (2010) has found that in the countries surveyed, the crisis has caused a net slowdown in consumption. Apart from modifications in the priorities of consumers for long term, the crisis has substantially changed the perception and representation they have on brands and their benefits.

These conflicting views present a dilemma for those marketers facing the consequences of economic downturn; can they afford to pursue consumers when it appears that the market for their products and services may be shrinking? Can they afford not to pursue that consumers, given the risks to their reputation and revenue such action might engender?

Such is the challenge facing consumers and marketers across the world while seeking substantial

insight for survival tactic in turbulent business environment created during economic crisis. Research suggests (Mansoor & Jalal, 2011) financial crisis affects the customers not only economically but psychologically, which makes global consumers more conscious on their spending and priorities, creating opportunities as well as threads in a range of sectors across the international marketplace. Given the instability of consumer behaviour and marketers, this paper will explore to what extent Dubai consumer's behaviour, perception and priorities changed during and after recession.

LITERATURE REVIEW:

Consumer Behaviour: Recession Psychology and Market Impact:

The meaning of consumer behaviour is based on consumer buying behaviour (Arnould, 2002; Peter & Olson, 2007). Perner (2008) comment that consumer behavior involves the study of the processes which individuals, groups, or organizations perform to acquire products, services, experiences, or ideas to satisfy their needs and how these processes have impacted the consumer and society. However, this is a driving force behind the success of many businesses, as most of the contemporary consumers spend major time on buying decisions. Hansen (2008) considers it as a complex phenomenon which consists of a wide set of prior and after purchase activities. Additionally, Anderson (2005) introduced the concept of consumer behaviour knowledge, referring to consumer behaviour's direct affect on marketing strategy which further conceptualise by Winer (2000) as marketing concept to satisfy customer needs through which the firms can satisfy those needs only to the extent that they understand their customers. Therefore, marketing strategies must incorporate knowledge of consumer behaviour into every facet of a strategic marketing plan (Solomon, 2002).

The Consumer researcher also debates between positivistic and interpretive consumer research (Hudson & Ozanne 1988; Wells & Prensky, 1997; Havlena and Holbrook, 1986; Laros and Steenkamp, 2005) and characterized the field of consumer behaviour with diverse viewpoints; as a result, the entire field based on an interdisciplinary science (Kassarjian 1995; Arnold, 2002; Learn marketing, 2008; East, 1997; Foxall & Goldsmith, 1994; Peter & Olson, 2007; Wells & Prensky, 1997).

The dominant viewpoint in the consumer behavior literature is that the relationship between consumer behaviour and marketing strategy is the key for success of companies' marketing strategies depends upon managers' understandings of consumer behaviour especially during a recession (Kotler and Caslione 2009; Research and marketing, 2009; Posthuma and Dworkin, 2000; Nistorescu and Puiu, 2009).

From these theoretical perspectives, PaulFlatters & Michael Willmott et.al., (2009) contemplate four key trends which are accelerated by this recession: consumer demand for simplicity, a call for ethical business governance, a desire to economize, and a tendency to flit from one offering to another. Four other important trends are slowing: green consumption, a decline in respect for authority, ethical consumption, and extreme-experience seeking.

In this context Quelch & Jocz et.al., (2009) divide customers into four groups based on their emotional response to the recession: a hard-hit slam-on-the-brakes segment, which curtails all spending; a pained-but-patient segment, which selectively economizes; a comfortably well-off segment, whose high-end purchasing continues, if less conspicuously; and a live-for-today segment, whose spending remains largely unchanged. Next, assess how each segment allocates its purchases among the following categories: essentials, treats, postponables, and expendables. But, by all accounts, this recession is the severest since the Great Depression. The wave of bad economic news is eroding confidence and buying power, driving consumers to adjust their behavior in fundamental and perhaps permanent ways (Quelch & Jocz et.al., 2009). However, these combined effects create a profound challenge for marketers, not only during the downturn but in the recovery that will eventually follow (Quelch & Jocz et.al., 2009; Havlena and Holbrook, 1986; Carrigane and Pelsmacker, 2009). As the current recession may have features of both types of downturns. Most observers, including the IMF, the World Bank, the Organisation for Economic Co-operation and Development, and nearly all private forecasting agencies, agree that it will not be as deep as the Great Depression and won't persist for as long as the lost decade. However, it's likely to be the most severe slowdown since the Depression and will affect most markets and consumers in all economic strata.

Recession: Evidence and Impact on Consumer Behaviour:

The global economic recession arrived at a speed few could have predicted. Snapshots of consumer behaviour around the world suggest a grim picture (Carrigane and Pelsmacker et. al., 2009). The US 90% consumers believe that they are currently living in a recession. However, 56% of US consumers feel that their lifestyle has been impacted by the recession. Suddenly, consumers were forced to revalue their spending and shopping choices. Overall 72% of US shoppers, lower prices have a high amount of influence over where people do their shopping (Research and marketing, 2009). Similarly, 82% of Spanish consumers believe that they are currently living in a recession. 53% of Spanish consumers feel that their lifestyle has been impacted by the recession. More than one-in-three UK consumers experienced a worsening financial situation, falling job security and falling confidence in the housing market in 2008 and 2009 (Barbaro & Dash, 2008 & BBC News, 2009). The sharp slowdown in South East Asia, which has been the world's fastest growing economies, is having the impact both at home or elsewhere around the world, 78% of Chinese customers have felt some impact from the financial crisis and middle-class consumers are feeling the most pressure (Fairtrade Foundation, 2009 & Future Foundation, 2009). South Korean has been paralyzed by the wave of meltdown, 82% of South Korean consumers believe that they are currently living in a recession. Over one-third of Japanese shoppers are giving up some of their favourite brands to save money.

In the Arab world about 59% of consumers in the United Arab Emirates UAE and 30% in Saudi Arabia believe that their country is in a state of recession. Numerous researches found significant evidences (Gulf News et. al., 2009; John et. al., 2010) that consumers are adjusting their consumption behaviours, 38% of Saudi and 37% UAE consumers have changed their lifestyle specially lower and middle class as a response to the global economic downturn (Mansoor & Jalal, et. al., 2011).

BACKGROUND AND HYPOTHESIS:

Crisis Consumption: During & After Recession:

As crisis consumption is often contented consumption. Even When consumers consider basic levels of food, shelter, and clothing to be essentials, and most would put transportation and medical care in that category. Beyond that, the assignment of particular goods and services to the various categories is highly idiosyncratic. Throughout a downturn, all consumers except those in the live-for-today segment typically reevaluate their consumption priorities. From the previous recessions such products and services as restaurant dining, travel, arts and entertainment, new clothing, auto- mobiles, appliances, and consumer electronics can quickly shift in consumers' minds from essentials to treats, postponables, or even expendables, depending on the individual. As priorities change, consumers may altogether eliminate purchases in certain categories, such as household services (cleaning, lawn care, snow removal), moving them from essentials, say, into expendables. Or they may substitute purchases in one category for purchases in another, perhaps swapping dining out (a treat) for cooking at home (an essential). And because most consumers become more price sensitive and less brand loyal during recessions, they can be expected to seek out favorite products and brands at reduced prices or settle for less-preferred alternatives. For example, they may choose cheaper private labels or switch from organic to nonorganic foods (Quelch & Jocz et.al., 2009).

However, all these collective effects create profound challenges for consumer purchasing pattern. As mentioned earlier they become more money minded and switch to cheaper brands having a more rational view on promotion and start comparing different products and product selection based on price compromising quality rather than fashion for brands (Nistorescu and Puiu, 2009; Laros & Steenkamp, 2005).

Similarly, the UAE saw a 56 percent drop in overall consumer spending pattern during 2009 compared with earlier spending, consumption of durable goods such as cars, branded and high quality products dropped by 64 percent, and searching for bigger offers and discount rise to 69 percent (Synovate , 2010; Per-Henrik, 2010). The fluctuating UAE currencies and tightening credit availability means sudden decline of 44 percent in consumer spending on entertainment resulting 35 percent drop in abroad holidays (Yahoo! Maktoob Research survey, 2011). The consequences of crises consumption

across the UAE have meant significant change in consumption such avoidance of outdoor weekend holidays, visit to shopping malls only for household necessities and children free entertainment and demanding for heavy discount on fashion and branded product (Deprez and Amara et. al., 2011; chalhoub group et. al., 2007; Research survey et. al., 2011. Based on this previous discussion, we anticipate the following hypotheses:

H1. After recession there is a significant decrease to consumer shopping mall visit on weekend.

H2. During recession there is a significant decline in consumer spending pattern of fashion & branded products.

H3. During recession the consumer shows significant drop in consumer brand loyalty.

H4. During recession there is a significant increase in consumer discount demand and bulk shopping.

Recession Impact: Consumer Spending & Saving:

Recessions implant anxiety, and even those consumers whose financial situation is relatively stable will exhibit caution in their household spending & saving which can manifest in many ways across different cultures. Though spending depend on consumers' having disposable income, feeling confident about their future, trusting in business and the economy, and embracing lifestyles and values that encourage saving (Quelch & Jocz et.al., 2009). Even when consumers recognise the need to reduce spending, the aesthete, luxury, or comfort seeker within them does not disappear, although it may require restraint. In the US beer, alcohol, movies, and home entertainment tend to thrive in hard economic times, as consumers avoid high ticket or debt funded purchases they consider non-essential. However, in Belgium beer has not proved recession proof, with InBev, the world's largest brewer reporting missed targets and cancelled management bonuses. Car and house sales have collapsed from Dubai to Dublin, as has the requisite spending on carpets and furniture that usually accompanies house purchases (Carrigan & Pelsmacker et. al., 2009; Papworth, 2009) . But rather than lose the spending habit, consumers are trading down to cheaper items to cheer themselves up, regardless of country or cultural tradition (Elliott, 2008).

However, in the ensuing meltdown, consumers face piles of bills, stagnant or falling incomes, and shrinking nest eggs. At the same time, a series of corporate scandals; failures in the financial housing, and insurance sectors; and taxpayer bailouts of mismanaged businesses have fostered consumer distrust and skepticism of marketers' messages. It's no surprise that in January 2009 the Conference Board's U.S. Consumer Confidence Index sank to the lowest level since tracking started in 1967 (Carrigan & Pelsmacker et. al., 2009). Thus, growing unemployment, increasing inflation, freezing wages, bad economic situation encourages the postponement of discretionary expenditures and encouraging saving & investment (Aliqah, 2010; Mansoor and Jalal et. al., 2011; Tudor and Silvia, 2009; G. Katona, 1974). Figures demonstrate saving has grown substantially across UAE after recession. The overall 60 percent increase in saving over 2009 with an average of 10 to 30 percent monthly saving. This saving culture was embedded among all age group particularly in lower & middle income group (Maktoob Research Survey, 2011; jwtintelligence.com, 2010). The spending pattern among lower-class consumers in the 22-45 age group represent the largest frugal consumers almost 63 percent which further divided on the bases of priorities i.e. 57 percent on shopping, 35 percent on holidays and 44 percent on housing. Such consumers are more interested to spend in housing as an investment, because the prices for apartment are falling and sales grinding to a halt which seems to be an opportunity for investment as future security (Stanley.2008; Foreman, Colin, Meed, 2008; Deprez and Amara et. al., 2011).

The increased cost of living, tighter lending standards, growing unemployment, and global recession has changed the economic landscape, and now that consumer spending is under pressure, there are concerns that it encourages a shift from expensive to inexpensive substitute, a shift from luxury to essential, a shift from huge quantity to small quantities, and a shift from consumption to save and invest (PriceWaterhouseCoopers, 2008; Mansoor & Jalal et. al., 2011). Based on the discussion we hypothesize:

H5. After recession there is a significant increase in consumer saving pattern.

H6. After recession the lower income group significantly increases the spending pattern on housing category.

DATA AND METHODS:

Data collection and sample:

The study is conducted in Dubai one of most Islamic religion dominated region in the world. Muslims constitute around 96% of total population in Dubai (www.dubaicityfacts.com). The study was carried across shopping malls, beaches, parks in Dubai during post-recession period (2010-11). Systematic random sampling design was followed to select the respondents of the study. To maintain the systematic design of the sample, every fifth customer leaving the shopping malls, beaches and parks were interviewed with a structured questionnaire. The data has been collected by resorting to a survey, specifically a questionnaire method. We received 235 filled-in questionnaires from the respondents. The response rate was found to be 51%. A brief description of the sample profile is given in Table-I of the appendix.

DATA COLLECTION INSTRUMENT:

The survey questionnaire was structured with two parts. The first part of the questionnaire included socio-demographic information of the respondents such as age, annual income, location, nationality, profession and stay in Dubai.

The second part included questions related to:

- Consumers' consumption behavior in terms of frequency of going out on weekends to shopping malls, eating out, spending on leisure, purchase of fashionable and branded accessories, discount preferences and bulk shopping.
- The individual preferences of consumers' spending pattern on various attribute of priority during and after recession in terms of housing, schooling, medical and food on a Likert type scale to analyse the importance of various attribute of priority during and after recession (1 not at all important, 2 somewhat important, 3 important, 4 very important and 5 extremely important).
- The individual preferences of consumers' saving pattern during and after recession was measured on a Likert-type scale (1 not at all important and 5 extremely important).

DATA ANALYSIS:

The collected data were digitized in an SPSS spreadsheet and a analysis was carried out to assess the consumer buying behaviour during and after recession which included cross-tabulation and frequency distribution. Paired sample t-test was used to test the effect of recession on consumption pattern of different good and leisure related activities. One way ANOVA and Cross-tab was used to test the effect of recession on consumption and saving pattern across consumers of different demographic characteristics.

RESULTS AND DISCUSSION:

Table II and Figure-1 indicates that going out on weekends had been increased substantially by the consumers. Paired sample t-test was carried out to test this hypothesis. As per the survey (Table-II and Figure-1), going out on weekends has been increased substantially after recession than during recession (3.60 vs 2.63; $p < 0.001$). Accordingly, Figure II & III indicates that there is a major shift regarding visiting favorite destination on weekends. During recession, only 38.3% consumers prefer to go to shopping malls but after recession majority of the respondent 93.2% prefer to visit shopping mall. In the similar vein consumer's preference for shopping and entertainment is 77.9% contradicts greatly with earlier preference 48.9%. Therefore, H1, which assumes that the after recession there is a significant increase to consumer shopping mall visit on weekend, is rejected.

Based on the Paired sample t-test, the purchasing pattern of fashion & branded accessories had been decreased after recession. The result of Table-II and Figure-1 predicts that purchasing pattern of fashion accessories and brand was decline more frequently after recession in comparison to during recession (1.83 vs. 2.75 $p < 0.001$). Therefore, H2, which assume that during recession there is a significant decline in consumer spending pattern of branded products, is rejected.

Consumer consumption pattern for various attributes have been assessed through this questionnaire survey, results of which indicate that 83 percent consumers will not shift to cheaper brands and almost 75 percent prefer branded product after recession in comparison to during recession (Table-III). Therefore, H3 assumes that during recession the consumer shows significant drop in consumer brand loyalty, is true.

Consumers express significantly different views on bulk shopping and discount preferences after recession. The frequency distribution (Table-III) reveals that 89 percent consumer disagree for bulk purchase similarly, 66 percent do not prefer those store which offers maximum discount after recession comparatively to during recession consumer psychology. Therefore, H4 , Thus, is accepted.

Consumer responses on saving pattern after recession were increase substantially comparing to during recession through frequency distribution, which shows a 93 percent consumer preference in saving (Table-III). This indicates that there is a shift from consumption to saving pattern in Dubai consumers. Therefore, H5, presumes that after recession there is a significant increase in consumer saving pattern, is strongly supported.

A comparative study of consumer responses on the five categories of spending pattern with the demographic profile of the respondents was done to analyzing the variance (ANOVA) to assess if there are any significant differences in the higher, middle, lower and lowest income group consumers for spending on housing, food, schooling, medical and miscellaneous after recession (Table IV & V). Result indicate that out of the five income group, the responses of lower income and higher income differ significantly on the spending pattern (4.30 vrs 4.11 $p < 0.05$) and was significant (4.18 vrs 1.41 $p < 0.001$) on housing spending. These findings clearly indicate that H6 is accepted.

CONCLUSION AND MANAGERIAL IMPLICATIONS:

During recession economy is unpredictable, and consumers are fickle. Those firms who treat sustainability as an opportunity, rather than a costly add on are most likely to reap the rewards long term by exploiting the opportunity it brings to differentiate, make cost savings, build consumer trust, and help consumers continue to make more sustainable purchasing decisions. Certainly price is driving many recession hit consumers, but Ipsos MORI poll showed that consumers respond favourably when retailers make more sustainable options easy, available, and affordable (Carrigan & Pelsmacker et. al., 2009). Consumers worldwide resist giving up what they feel to be either an established high quality of life, or the promise of one, and this is not helped when choices are presented by some sectors of the media in a stark “either-or” scenario between the benefits of modern life or saving. This is where opportunities exist for marketers and brands to deliver more palatable solutions, particularly during such difficult economic times (Manget et al., 2009; Connolly and Prothero, 2003). It is not surprising that many companies have found loyal customers are the primary, enduring source of cash flow and organic growth, marketing isn’t optional it’s a “good cost”, essential to brining in revenues from these key customers and focusing on “securing the present” and protecting the current assets (Quelch & Jocz et.al., 2009; Ernst and Young , 2009).

However, the current recession, as noted, is unusually severe, and consumer confidence and trust in business are at record-breaking lows. Given these facts, there is a good possibility that consumer attitudes and behavior shaped during this recession will linger substantially beyond its end. Consumer will seek value and trusted brands, remain considered in their purchases of treats, and continue to delay purchases of postponables. Consumers can also be expected to retain their distrust of business, an attitude forged by the corporate malfeasance that fueled this recession. There is already empirical evidence which verify the effect of recession on consumers behaviour and priorities (G. Katona,1974; Deprez and Amara et al, 2011; Yahoo! Maktoob Research survey et al, 2011; Mansoor & Jalal, et al, 2011).

Quelch & Jocz et.al. (2009) believe that this profile suggests two lessons for marketers. First, the discipline around marketing strategy and research they developed during the recession and the ability to respond nimbly to changes in demand will continue to serve them when the economy recovers. And second, they should prepare now for a possible long-term shift in consumers’ behaviour and attitudes. The shock of the downturn and anger about the abuses that drove it promise to accelerate pre-existing trends toward reduced materialism, commitment to sustainability, higher

expectations of corporate social responsibility, and resentment of cynical marketing that treats people as soulless and mechanical consumers. Increasingly, customers will demand that business act in their and society's best interests and will factor company practices into their brand choices. During and after the recession, it would be foolhardy for marketers to ignore those changing expectations. While businesses are putting customers under a microscope, their customers are, in turn, examining them more closely than ever.

FUTURE RESEARCH:

Our findings introduce a number of questions that are suggestive for future research directions like whether recession affect consumption pattern in other countries as they do in Dubai (Masoor & Jalal, et al, 2011). Further, impact of recession on the spending as investment pattern of the consumer can also be investigated. We encourage further empirical testing, replication and extensions of our work in different national context so that greater confidence can be placed on the implications of recommendations for consumer spending pattern.

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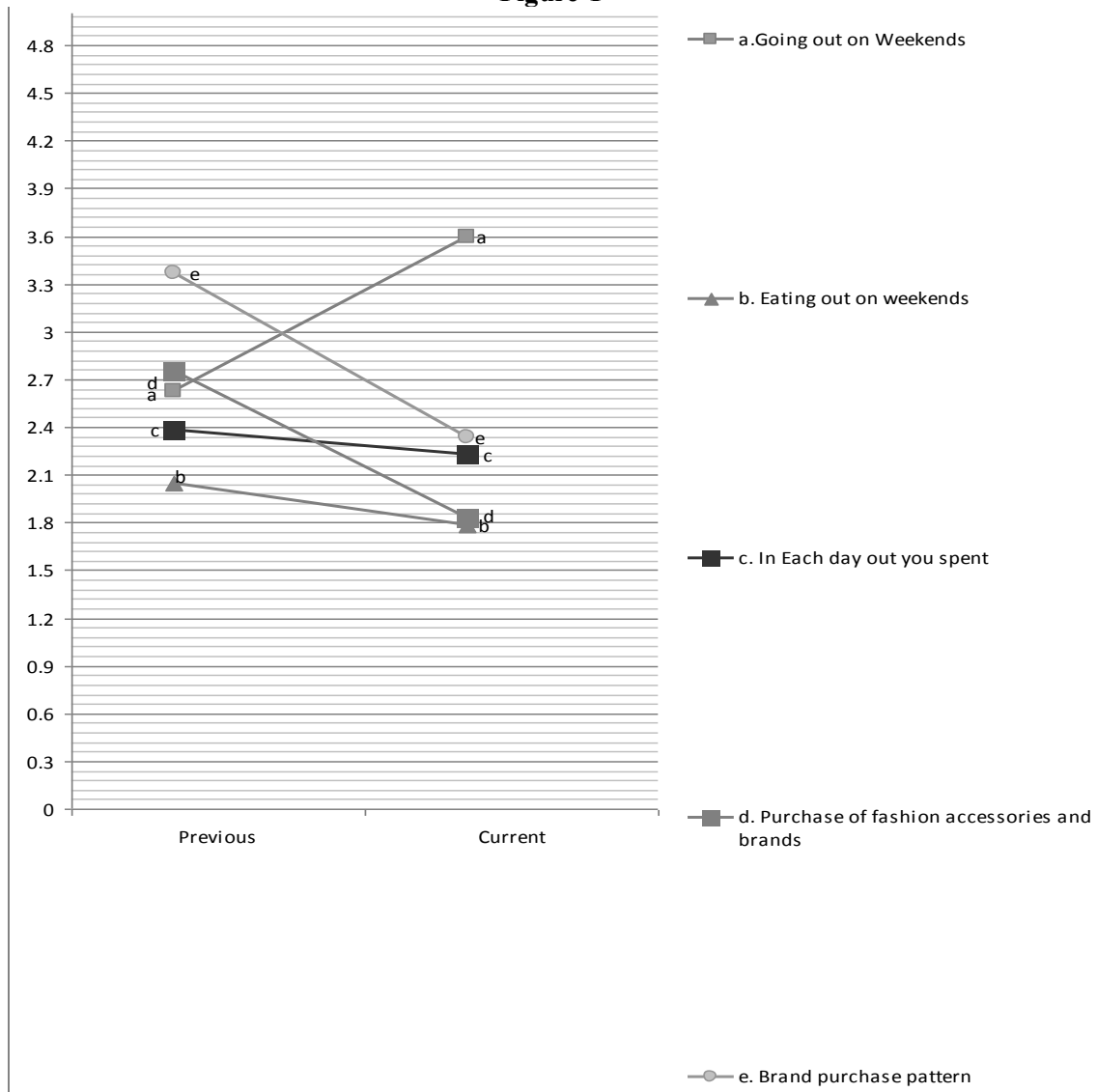
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APPENDIX

Figure-1



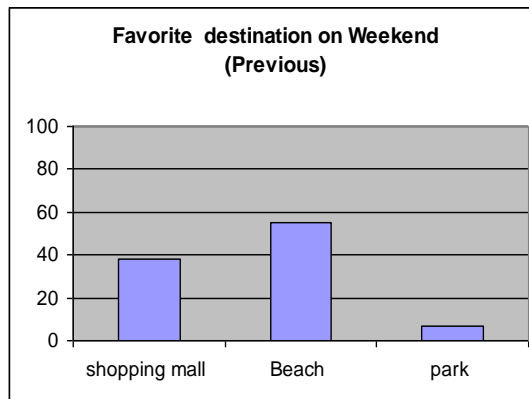


Figure I

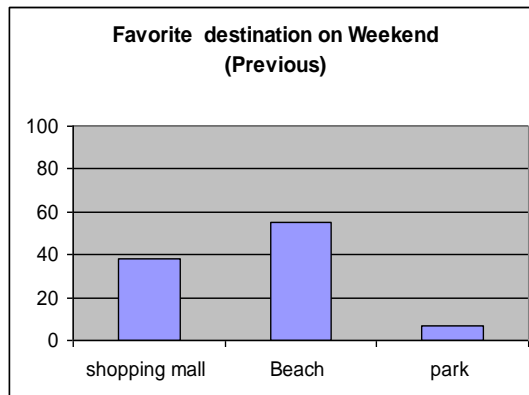


Figure II

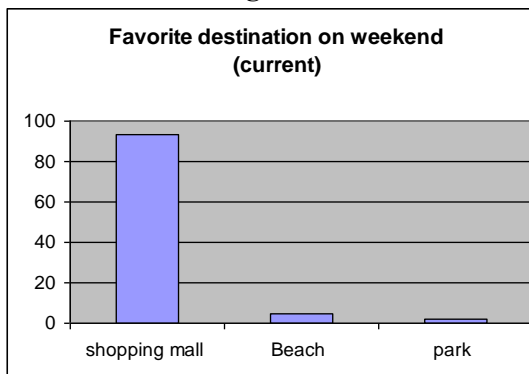


Figure III

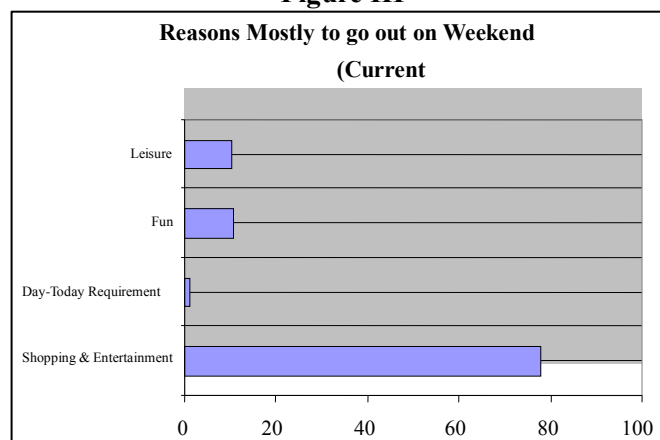


Figure-IV

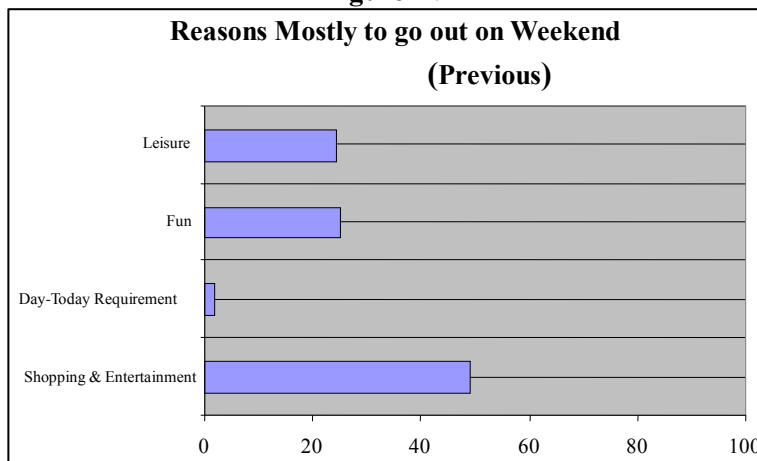


Table I: Sample Characteristics

Characteristics	Category	Sample
Age Group	18-24	38 (16.2)
	25-40	132 (56.2)
	41->60	65 (27.7)
Annual Income	1,00,000	12 (5.1)
	1,00,000-2,00,000	189 (80.4)
	2,10,000-4,00,000	16 (6.8)
	4,00,000-5,00,000	18 (7.7)
Profession	Employed	199 (84.7)
	Business	23 (9.8)
	Student	9 (3.8)
	Government	4 (1.7)
Location	Dubai	130 (55.3)
	Sharjah	21 (8.9)
	Ajman	22 (9.4)
	Abu Dhabi	20 (8.5)
	Fujairah	13 (5.5)
	Rasal Kharmah	29 (12.3)
Staying in Dubai	More than 2 year	62 (26.4)
	More than 4 year	93 (39.6)
	More than 6 year	37 (15.7)
	More than 10 year	43 (18.3)

Note: Figures in parentheses show the percentages to the total number of respondents.

Table -II
Impact of Recession on Consumer’s Shopping Behaviour

Variable	Mean
Going out on weekend	3.60*** 2.63
Eating out on Weekend	1.78*** 2.05
In each day out you spend	2.23*** 2.38
Purchase of Fashion Accessories & Brands	1.83*** 2.75
Brand Purchase Pattern	2.34*** 3.37

Note: Unshaded values represent Current Status and Shaded Values represent previous status of consumer Shopping Behaviour.

***P< 0.001.

Table-III: Consumption pattern after recession

Consumption pattern	Preference (%)
Increase in Saving	93%
Prefer to foreign brand over local	75%
Not Switch to cheaper brand	83%
Do not save money by bulk purchase	89%
Do not Prefer maximum discount offers	66%

Table-IV: Spending Pattern on Different Major Categories (5 being highest & 1 being lowest)

Categories	Spending
Housing	4.18 **
Food	3.29
Schooling	3.14
Medical	1.41
Miscellaneous	2.91

**P < .001

Table V: Effect of Income Spending on Housing

Income Categories	Spending Housing
Lowest	3.00 *
Lower	4.30
Middle	3.81
Higher	4.11

*P < .05
