

The Impact of Promoting Consumer Purchasing Behavior⁴⁰

an Empirical Study on Commercial Centers in Jeddah

أثر السلوك الشرائي للمستهلك - دراسة تطبيقية على مراكز تجارية بجدة

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Abstract:

Objectives: The study aimed to measure the extent to which consumer behavior and his decision to buy were enhanced, because promotion is one of the most important elements of the marketing mix and is of great importance in increasing sales. **Methodology:** The study was conducted in Jeddah, Saudi Arabia. It targeted a sample of final consumers of various consumer and household products in a number of commercial centers in Jeddah. Information and data were taken by questionnaire and interview. (sample size 65, 2020). **The finding:** The presence of advertising promotion helps to increase the consumer's culture in how he buys the advertised goods and products and how to purchase them in a way that helps in achieving his requirements and satisfying the consumer's desires. **Novelty:** The study showed the importance of promotion among many consumers in the mentioned centers.

Keywords: Promotion, consumer, Purchasing, behavior, Commercial Centers.

أثر الترويج على السلوك الشرائي للمستهلك - دراسة تطبيقية على مراكز تجارية بجدة

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ملخص الدراسة:

الأهداف: هدفت الدراسة إلى قياس مدى تحسن سلوك المستهلك وقراره بالشراء ، لأن الترويج من أهم عناصر المزيج التسويقي وله أهمية كبيرة في زيادة المبيعات. المنهجية: أجريت الدراسة في مدينة جدة بالمملكة العربية السعودية. واستهدفت عينة من المستهلكين النهائيين لمختلف المنتجات الاستهلاكية والمنزلية في عدد من المراكز التجارية بجدة. تم أخذ المعلومات والبيانات عن طريق الاستبيان والمقابلة. (حجم العينة 65 ، 2020). النتيجة: إن وجود الدعاية الدعائية يساعد على زيادة ثقافة المستهلك في كيفية شرائه للسلع والمنتجات المعلن عنها وكيفية شرائها بما يساعد في تحقيق متطلباته وإشباع رغبات المستهلك. الحداثة: أوضحت الدراسة أهمية الترويج لدى العديد من المستهلكين في المراكز المذكورة

1.Introduction

Promotion is one of the main marketing activities that modern institutions adopt in order to achieve sales and communication goals with customers. As a result of what the world knows today about the intensity of competition in markets that are also characterized by continuous fluctuations and changes that do not know static, which can be attributed to the increasing needs and desires of the continuous and complex

individuals, institutions must devise means through which they seek to influence the purchasing decision of the consumer.

Perhaps one of the most important means of influencing the purchasing decision is the promotion of its elements represented in: advertising, personal selling, sales activation, public relations, as the institution's reliance on this activity has many goals, the most important of which is working to contact the customer and influence him to win his positive purchasing behavior and ensure his satisfaction Hence, it is.

Despite the importance of the topic of promotion in Western societies that have mastered the art of using it in conquest of foreign markets after they have mastered it in the local market, the matter is different in developing countries where promotion did not receive the same level of attention, and the evidence for this is that the topic of promotion in Arab references was not Receives only a small amount of information. Instead, some reduced the promotion to "advertising" only, while many other promotional means were neglected, so it was necessary to address all the elements of the promotional mix, and show their importance in changing the purchasing behavior of the consumer.

Promotion methods have witnessed in recent years rapid developments in line with the progress in communication systems and modern technologies in the media, perhaps the most important of which are satellite communications and the Internet, and the most important of which is online advertising in promotional activity. in the twenty-first century. Thamer. (2012).

1.1. Problem: We can identify the study questions as follows:

- Is advertising consumer goods an important source of information from a consumer perspective that helps them easily select different goods and products?
- Does advertising promotion of many consumer goods and products have a positive impact on consumer behavior by making purchasing decisions?
- Can effective promotion contribute to progressive responses to targeted consumers and can adjust or change trends in their attitudes and promote their loyalty?

1.2.The importance of studying: The importance of advertising promotion is:

- Foster easy communication between the seller and the buyer, which requires second means of communication and understanding between the parties.
- Promotion helps to maintain awareness and development in the lives of individuals by providing them with information and data on all goods and services and everything beneficial to them.
- The promotion activity affects the purchase decision of consumers.

1.3.Objectives of the study:

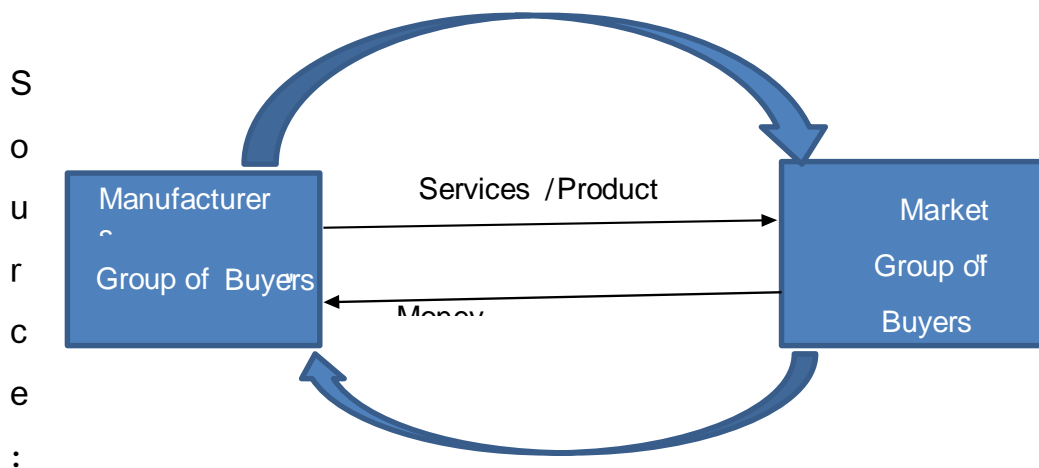
- Knowledge of consumers' attitudes and desires to buy some consumer goods and services, and their influence over various advertising methods within Jeddah.
- Information to consumers to quickly drain products and reduce storage cost and expiration risk.
- Increasing demand for goods by introducing consumers to products and consumer goods, providing real benefit, and satisfying their needs.

2.The promotion: One of the most important elements of the marketing mix, which is not indispensable in the marketing process.

Promotional activities are needed for any business that tries to gain customers' satisfaction by delivering the goods and services they need to consume and trying to subject them to voluntary changes in their purchasing behavior.

Figure1 shows a simplified marketing system graphic.

Figure1: Information needs and desires
Contact Marketing and Advertising



(Kotler & Keller, 2012) Marketing Management, 14th Ed., New Jersey, Prentice-Hall.

From the Figure1:

we saw that the connection between the product and the consumer is done through communication, which takes many forms, for example, promoting by all forms. The communication mechanism between manufacturers of the product or service providers and consumers is based on the communication process model between the sender and receiver of the message, which is shown in Figure 2.

Figure2: the communication process model



Source : (Kotler & Keller, 2012) Marketing Management, 14th Ed., New Jersey, Prentice–Hall.

2.1. The process of sending a message to a particular product, organizations face many Influencing factors to reach their customers, the most important of which is how they understand the message sent by the consumer and the influence factors that will affect the consumer when he receives the message and may negatively affect the communication between companies and consumers.

So promotion can be defined as a very recent concept and thus we find that every student in this field tries to define most aspects of promotion, for example, The Cotler definition: Kotler & Keller. (2012), " promotion as an activity within a marketing effort that includes a persuasive communication process".

Abu Al-Diwa identified it as an effective medium between different organizations and many market groups and that promotion is the marketing activities used to communicate with a specific market target and give comprehensive information about the organization, what are its products? What are their activities? Aldaiwah, J. Abi Saeed. (2015).

2.2. Promotion elements: If we want to explain the elements of promotion, the traditional marketing 2.2.1. the mix must first be mentioned:

- Promotion, Product.
- Place, Price.

Promotion items can be defined as the table1:

table1:Promotion items

The element	The definition	Source
Advertising	"Advertising is the different activities that result in the publication or broadcast of visual or audio-visual advertising messages to the public to urge it to purchase goods or services, or for the good approval of the ideas of declared persons or enterprises"	American collective for Marketing
Personal Selling	A direct selling mechanism where the contact or communication between the	American collective

	seller and the buyer does not need an intermediary to persuade their buy for the product or accept the ideas put forward	for Marketing
Publicity	An activity that influences public thinking either to make it believe in a particular idea or principle or to disown it from an idea or principle of what it believes.	(Al-Masri, 1995)
Public Relation	The American Public Relations Association has defined it as The activity of any industry, union, body, profession, government, or another enterprise in building and strengthening healthy and productive relationships between it and a group of the public, such as customers, employees, shareholders or the public at large. And to adapt the institution to the environmental conditions and explain the institution to the community	(Jamil Ahmed Khidr, 1999).

Source: Investigator Setup.

2.3.The importance and objectives of promotion:

The large number of companies providing services and goods and the crowded market with different products has become necessary to promote

and care to reach the primary goal of the marketing process, namely, to build a relationship with the expected future audience, or strengthen and maintain the relationship, with the current audience, so promoting primarily is raising the awareness of the public and at some point in time of a product. Yu W, Han X, Ding L, (2021 Mar 1;59:102377). 2021 Mar 1;59:102377

The promotion has become the duty of companies to do, at least some of their actions and steps that strengthen the relationship between the two key components of the marketing process – the product and the consumer.

3) In promoting the organization aims to achieve several objectives, including:– Dalal Saad ALShaer, Allam Hamdan , and Anjum Razzaque. (2020 19:01. <https://doi.org/10.1142/S0219649220400122>).

1. Preparation and creation of awareness and attention.
2. Setting up information about the organization or product or both.
3. Explain and clarify the actions of the Organization.
4. Enticing and engaging intermediaries to purchase and store the product.
5. Obtaining Customer Loyalty.
6. Increase the amount and frequency of use for products.

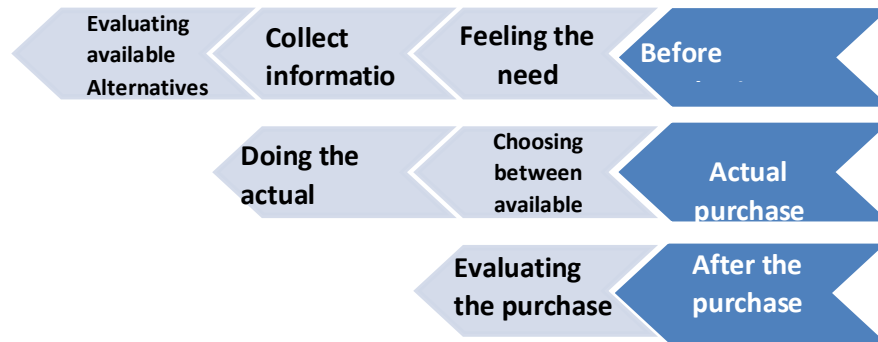
3.Consumer Behavior:–

To achieve its goals, plans, and strategies, an organization must know how to identify consumers, how to reach them, what to do about their needs, and how to tell them what to do about the products or services being offered to them.

.3.1 Definition of consumer behavior: Identify the consumer as a behavior that is demonstrated by the consumer in research, buying, or using goods, services, ideas, or experiences that are expected to satisfy their needs and the purchasing power available to them. Talaat, Asaad Abdel Hamid. (2017).

3.2 Consumer purchasing decision stages: The consumer, to make his decision to purchase the product, there are several stages and is in the form shown in Figure 3:

Figure 3: Describes the steps to make the consumer's purchasing decision



Source: Abeid Mohamed Ibrahim, Consumer behavior: Strategic access, (Wael Publishing and Distribution, Hashemite Kingdom of Jordan, 2011, 3rd edition).

which shows the steps of the consumer's purchasing decision-making process, the following can be explained:

- **Feeling the need:** We can reduce the perception that consumers feel the need when their real state of affairs, which represents what they need, is defective or different from the desired state and dream of achieving it. Goods and services can be seen as a means to satisfy desires.
- **Information gathering:** When a consumer feels a need, he or she starts to move to the other point, which is the stage of collecting information, about the products or services he wants, from his or her sources such as asking family, friends, co-workers, etc. This stage can be considered one of the most important stages for sales and marketing, as the consumer will start searching for the company, identifying its products and organizations to accelerate the organization of promotional campaigns to prove that its products are the best and the best alternative for what they seek. Obaidat, Muhammad Ibrahim. (2011).
- **Assessing available alternatives:** At this stage, after the information has been collected by the consumer, he will try to compare his alternatives, which he believes can solve his problems, and when compared, the consumer will have a set of beliefs, ideas, and attitudes that may translate his or her wishes for the next stage.
- **Choosing between alternatives:** After the alternatives are evaluated, the consumer has collected sufficient information about what he needs about the commodity or service and
- who provides it, but the insistence on the person makes him seek to satisfy his need and try to end this satisfaction. The purchase decision is a

complex decision with many things involved and sometimes a simple molecule that helps to change things, as the purchase

- decision is made in the same store after the trade is traded and the purchase decision is made, especially if there is no strong customer loyalty to the company or the item that he wants to buy.
- **Actual purchase:** The actual purchase can be divided into two types:
- **Complex purchase experience:** It depends on buying materials that consumers do not always need, i.e. they may buy them once each long to clear their price or be non-consumer, the simplest example of which is the home or the car, i.e. the goods called durable goods. Ali, Al Qasimi, and others. (2018).
- **The simple buying process:** is the process of buying consumer items that do not need long thinking or large sums and consumers need to buy them in close periods, such as foodstuffs, clothing, and other consumer goods, and are called endurable goods.

The difference between the two is that complex purchases make the consumer look very detailed and differentiates between the producers of the service or product and promote a larger role than a simple purchase that may not require a decision or in-depth consideration to make the purchase.

3.3.The role of producers is to develop future marketing strategies that focus on:

What kind of effects has driven consumers to buy?

Does the family satisfy themselves after they have finished the purchase?

- **Product or Service Assessment process:** After the purchase of the service or product has ended, the consumer moves to the final stage of the decision-making process, starting with
 - an assessment of what he or she has taken and is right with this process? Is he satisfied with his decision?
- **The role of the facilities at this stage is:**
 - Understand the consumer's opinion and try to develop the product to the customer's satisfaction.
 - See the end of the commodity, its destruction, throw, sell or lease, to be better designed and to determine the optimal size and quality of the product.
 - Consumer satisfaction measures, in the case of customer dissatisfaction, have adverse effects such as a negative image of the company to friends or relatives, loss of the consumer, conversion to competitors, or consumer compensation may be sought and converted into legal ways that make the organization often lose a lot of money.

4. Factors influencing consumer behavior:

Many factors affect consumer behavior: He Z, Zhou Y, Wang J, Li C, Wang M, Li W, (2021 Feb;30(2):1249-69.).

4.1. External factors: All factors that affect consumer behavior that the consumer cannot change and are divided into:

- **The cultural traditions:** and customs that society imposes must be observed by members of society.

- **The social strata:** Society is made up of different strata, each similar to each other with habits, principles, and needs, and here the task of the market leaders to study each layer individually to guide and better communicate with the appropriate product.
- **Family:** the diversity within a family with different traits, opinions, and roles, and what a marketing man needs is to study families individually and in their roles and to study the most influential person within the home and who makes the purchase decision.

4.2.Internal factors: Factors that are within a person and that can be controlled and divided into:

- **Motivations and trends:** Desires within an individual are the main engine that makes an individual make purchases or make decisions and drive them toward his or her needs and desires.
- **The individual's personal experience:** Alsharman, Ziyad Muhammad, Abd al-Salam Abd al-Ghaffar. (2009), a person is at different age stages, and at each stage of his or her life his or her purchasing behavior differs from the stage before her, because of his or her different needs. The nature of purchasing decisions of individuals is also affected by the function in which they are held. **For example**, a simple factor focuses its purchase on food goods or clothing. The manager is keen to acquire the products that are suitable for his center, buying a luxury car for example and expensive clothes.

- **Personal factors:** also the lifestyle that demonstrates how an individual interacts with his environment through his activities, interests, and personal opinions through Attributes (self-confidence, control, independence, difference, social characteristic, ability to adapt, adapt, creativity, and other characteristics) Khan MR, Iqbal M, Lodhi AJ.(2021 Jan 1;28(1):119–32).
- **Psychological factors:** The psychological factors that affect the consumer differ by taking the purchasing decision. We can mention some of these factors as follows:

Motivation: Maslow's theory is one of the most prominent theories related to human motivation and consumer behavior, which is known as Maslow's ladder of needs.

–in which he explained the human needs and motivations hierarchically, according to priorities, Figure 4:

Figure 4: explains Maslow's pyramid for needs



Source: Talaat Asaad Abdel Hamid, *Effective Marketing* (Ain Shams Library, Egypt, 1999, eighth edition).

shows that the individual is motivated towards satisfying the most important needs and then moves to the least important, where the basic needs appear at the base and the least important at the top:

- Physiological needs (eating, drinking, confusion, housing).
- The need for security and stability: family stability, safety, and protection.
- Social needs: Excellence in belonging to the group.
- The need for appreciation and respect: social status, social status.
- The need for self-realization: It is the act of proving oneself by accomplishing what no other person can accomplish to achieve goals.

The Corona pandemic has imposed and increased pressures, uncertainty and a new reality on all business organizations and obliged them to investigate and be flexible in the face of these changes or predict them if they want to stay and continue by following new promotion methods such as electronic promotion Rizk, E. (2020).

5. The field study: data collection and analysis:

This research deals with the results of the field study, its analysis, and interpretation by identifying the effect of advertising promotion on purchasing decision-making for the consumer.

Table 2: Analysis of the paragraphs of the advertising promotion axis

Descriptive Statistics					
	Mean	Std. Deviation	C.V. the difference	Compatibility	N
AD1	3.84	.931	24%	76%	86
AD2	4.08	1.031	25%	75%	86
AD3	3.80	1.004	26%	74%	86
AD4	3.45	1.224	35%	65%	86
AD5	4.03	1.045	25%	75%	86
AD6	3.64	1.116	30%	70%	86
AD7	3.71	1.050	28%	72%	86

AD8	3.84	1.206	31%	69%	86
AD9	3.86	1.190	30%	70%	86
AD10	3.87	1.015	26%	74%	86
AD11	3.90	1.006	25%	75%	86
AD12	3.79	1.179	31%	69%	86
AD13	3.65	1.125	30%	70%	86
AD14	4.02	1.017	25%	75%	86
AD15	3.80	1.050	27%	73%	86
AD16	3.62	1.321	36%	64%	86
AD17	3.69	1.119	30%	70%	86

Source: Prepared by the researcher, field study, 2020.

Table No. (2) shows: the arithmetic mean, the standard deviation, the compatibility ratios, and the difference reached during the survey of the opinions of a sample of consumers in the marketing center (Hyper Panda) as an example of the famous commercial centers in Jeddah, and accordingly the following results were reached by analyzing the first and the private axis By advertising promotion shown in the questionnaire and divided from the first paragraph to the seventh paragraph, as follows, and obtain the following results:

The highest compatibility rate for the first paragraph of the questionnaire, which is (76%), with an average arithmetic score (3.84) and a standard deviation (139.), As it was shown that TV programs that have the largest number of views during commercial advertisements on the marketing center

(Hyper Lined) affect by Great for consumer purchasing decisions and the nature of their consumption.

As for the percentage of compatibility obtained by the study, the commercial advertisement put forward in a good and elaborate way for the consumer helps him more in making his purchasing decision, which was (75%), mean arithmetic (4.08), and standard deviation (1.031) for the second paragraph.

As for the fifth paragraph that obtained the same percentage of compatibility for the second paragraph, which is (75%), and an arithmetic mean (4.03 and standard deviation (1.045) emphasized that the well-known and well-known brand has a significant influence on its choice of the commodity.

The eleventh paragraph obtained a compatibility ratio (75%) and average arithmetic of 3.90) and a standard deviation (1.006), as the credibility of the advertisement from the marketing center (Hyper Panda) builds confidence among consumers about the quality of the consumer goods it has.

It was found that any advertising medium is considered as a promotional tool that has a major impact on the nature of the purchasing decision of the consumer, as a consensus rate (72%), arithmetic average (71.7), and standard deviation (1.050) were obtained.

National and religious occasions have a significant impact on the purchasing decision, as it was clear that consumers are interested in buying consumer goods when announcing the existence of offers and discounts on some of the commodities necessary for the consumer at this time of the

year. The acceptance rate has reached (70%) and an average (3.64)) and a standard deviation of (1.116).

The weekly announcements made by the commercial center in (Hyper Panda) through paper publications obtained a compatibility ratio of (73%), an average score of (3.80) and a standard deviation (1.050).

As for the method of professionally designing the products, the purchasing decision is affected by a compatibility rate of (69%), mean (3.84) and standard deviation 1.206), and the ninth paragraph of the questionnaire in this axis obtained the same compatibility ratio and an average mean (3.86) and a standard deviation (1.190) that distributing free samples for a specific commodity makes the consumer's decision regarding their purchase more convincing.

The experience of promoters in the use of multiple persuasion methods used by (Hyper Panda) has a positive impact on consumers' conviction of some commodities that they are not accustomed to purchasing, and they have obtained a compatibility ratio (74%), arithmetic average (3.87) and standard deviation (1.015)

The provision of offers and discounts on goods and services by the commercial center showed acceptance of (75%), average arithmetic (3.90), and standard deviation (1.006), which indicates that the use of this type of advertising for consumer goods leads to attracting the consumer to the acquisition of consumer goods even if they do not They are used to being low priced only.

The continuous repetition of the announcement to promote consumer goods has achieved a compatibility rate (69%) of the questionnaire sample, an average (3.79), and a standard deviation (1.179), which positively affects the purchasing decisions of consumers.

The lowest compatibility percentage obtained was (64%), arithmetic mean (3.62) and standard deviation (1.321), which indicated that the use of a specific type of marketer within the marketing center (Hyper Panda) did not significantly affect the consumer's purchasing behavior and the process of taking Purchasing decisions.

able 3: analysis of the paragraphs of the purchasing decision axis

Descriptive Statistics

	Mean	Std. Deviation	C.V the difference	Compatibility	N
DE1	3.64	1.207	33%	64%	96
DE2	3.67	1.152	31%	69%	96
DE3	4.07	1.049	25%	75%	96
DE4	3.93	1.038	26%	74%	96
DE5	3.90	1.074	27%	73%	96
DE6	3.67	1.132	30%	70%	96

Source: Prepared by the researcher, field study, 2020

Table (3) shows the arithmetic mean and the standard deviation of the total paragraphs of the consumer purchasing axis in the commercial center

(Hyper Panda) and the extent of its influence on advertising promotion, according to the analysis of the data from paragraph DE1–DE6, as follows:

- The consumer culture and the extent of familiarity with the mechanism of his acquisition of consumer goods and his ability to know the importance of the commodities purchased and their benefit for him obtained the highest compatibility rate which is (75%), arithmetic average (4.07) and a standard deviation (1.049) from the percentage of the sample that the researcher relied on. Indicates, However, the use of advertising means to promote consumer goods allows the consumer to have a comprehensive idea of the type of commodity purchased, which helps him to create a cultural background that makes it easier for him to choose the goods .
- The percentage of compatibility (74%), the mean (3.93), and the standard deviation (1.038) on the paragraph that confirms that one of the most important reasons for consumers to buy various goods, products, and goods found in Hyper Panda, has achieved the second–highest percentage among the paragraphs for this the hub.
 - The design of the place and the extent of the existence of a large area for displaying consumer goods that helps the consumer in choosing consumer goods and products, which achieved a compatibility rate (73%), mean arithmetic (3.90), and standard deviation (1.074).
 - The lighting used in a marketing center such as Hyper Panda has an effect of a consensus rate (70%), an average mean (3.67), and a

standard deviation (1.132) on the purchasing decisions of the consumer in the mechanism of his acquisition of goods and consumer products.

- The purchase of large quantities of some consumer goods and products obtained a compatibility ratio (69%), an average (3.67), and a standard deviation (1.152), as it affects the purchasing decisions and choices of consumers.
- That the consumer's choice of some consumer goods is subject to the reduction rates that the marketing center performs on some goods and services since the compatibility rate for this paragraph has reached (64%), an average mean (3.64), and a standard deviation (1.207) from the total of the consumers in the research sample. This indicates that the consumer does not care about the prices of some commodities even if they are low because they are not important to him and his acquisition of other goods even if they are not included in the price reduction offer.

6. Conclusion: findings and recommendations:

6.1. Results:

- The results of the study analysis revealed that the majority of marketers in Hyper Panda in the Jeddah region influence the purchasing decisions of consumers, through advertisements for goods and products through television and electronic display screens as promotional means.
- The advertisement of the product in a deliberate, coordinated, and planned manner helps greatly to attract consumers to the acquisition of the advertised goods or products, which directly affects the nature of

purchasing decisions for consumers within the city of Jeddah, in addition to the consumer's knowledge of the brand and its reputation helps it in its ease of choice for the consumer good This is due to his awareness and prior knowledge of the type of commodity, depending on his trademark.

- The credibility of advertising in promoting consumer goods and describing the commodity with its true specifications builds trust between the consumer and the advertised product, which helps greatly to change the nature of consumption among shoppers.
- Advertising promotion helps to increase consumer culture in how it acquires goods and products advertised and how it acquires them in a way that helps in achieving its requirements and satisfying its consumer desires.
- Using clear places to display products, lighting, designs, and wide areas inside the marketing centers, making it easier for consumers to access the goods and products they need.
- The use of some promoters or sales representatives to promote new goods within the Hyper Panda helps to deliver products to consumers in a clear way and the
- possibility of trying the product and being convinced by consumers, which directly affects the change in their purchasing decision in their purchase of new or unknown goods before.
- Promoting a specific product or commodity during a national or religious occasion helps influence the purchasing decision of the consumer, as this type of occasion helps to form an opinion for consumers about the goods

and products they need and this time was used to promote them to attract consumers.

6.2.Recommendations:

- Using appropriate music to attract consumers, fits with the geographical spot, time, and place, which makes it easier for consumers to purchase consumer goods clearly and easily and without negatively affecting their decisions.
- Providing some discounts and offers for good and luxurious consumer goods, which conveys to the consumer a message in thinking about the quality of the commodity he buys and not paying attention to the price only, and changing the idea of consumers who buy goods and products for a low price only.
- Using multiple advertising methods, announcing the existence of weekly or monthly offers and discounts, and informing the consumer about them, helps to change the purchasing decision for consumers so that he is always aware of all the offers provided by the marketing center, which helps to exchange goods at reasonable prices and influence the patterns of consumer behavior.
- The process of repeating the advertisement continuously and without any renewal in the way the product is presented will lead to the possibility of consumers not
- being attracted to their purchase of consumer goods, and this shows that the use of advertising in promoting the commodity harms consumer decisions and leads to adverse results.

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