

CONSUMER IMPULSIVE BUYING BEHAVIOR OF SERVICES SECTOR IN JORDAN

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ABSTRACT:

This study aimed at a statement **The Relationship between Factors Affecting Consumers to Impulsive Buying Behavior and the Jordanian Telecommunications Sector to achieve the aim of the study, the researchers reviewed the literature that dealt with the relationship of factors affecting impulsive buying behavior among customers in the communications sector. To achieve the goal of the study will compare the results of these studies, the researchers also noted that most of the previous studies focused on the perspective of the impact of personal factors and store factors in the measurement of impulsive buying behaviors in general and for telecommunications companies in particular. Moreover, personal factors along-with social factors are the most influential mechanism that deeply influences the consumer's behavior. Especially these factors have strong significant influence and work hand in hand in Jordanian telecom sector The researchers also recommended It is necessary to focus telecommunications**

companies on personal factors that include matters specific to customers to focus on how to target and satisfy them in addition to taking into account the demographic factors that alerting these companies to diversify the services provided in order to target and satisfy a large segment of customers and do not forget the store factors that express The exhibition environment so that the environment for these exhibitions is designed and provided with services that can be in line with the aspirations of customers this relevant recommendation regarding impulse buying behavior, aimed at indicating ways in which the Jordanian telecom sector can raise its competitive advantage and regulatory performance in Jordan.

KEYWORDS: Impulsive Buying Behavior; Consumers; Communication Sector; Services; Jordan.

INTRODUCTION:

The telecommunications sector in Jordan has witnessed strong competition between active companies, local or regional, and they seek to gratify the needs and demands of the

potential customers (B. Svendsen and K. Prebensen, 2013; Alshare, 2018; Alghizzawi, Habes and Salloum, 2019; Habes, et al., 2020; Habes, et al., 2020) as well as to compete with the advantages that enable them to maintain their position concerning the services provided by these companies and repurchase by consumers [6]–[14]. Service companies like telecommunications companies tend to pay attention to personal factors, i.e., age and life span which have a significant and positive impact on impulsive purchase behavior of customers according to [15]. At present, multiple factors affect impulsive purchase decision is of greater magnitude for companies in promoting their products and services in the light of the intense competition between the telecommunications companies in Jordan. Thus, overcoming this competition and influencing purchase decision is one of the most challenging factors for the companies in marketing their products and services, by studying the psychological, economic, social and personal situation of consumers in general, add the factors available in the store (including store environment and employees [5], [16], [25]–[28], [17]–[24]) Thus, the problem of the study is centered into whether the telecom companies in Jordan study how different personal characteristics (age, education, occupation, life cycle, and personality traits) and store elements (promotions and sales packages environment, employees' behavior) affecting the purchase intention in Jordan telecom operators. This study is distinguished in nature as the primary intention is to determine the influence of different personal and company factors on consumers' buying behavior. These factors can be related to the telecom company in Jordan. The study outcomes will highlight further theoretical implications for future researchers and existing research studies. Also, it will provide practical guidelines to the telecom companies to

increase their sales, brand loyalty by satisfying their consumers.

METHODS:

Through this study, the researchers will provide support to the previous literature that searches about customer behavior and impulsive purchase in the service sector, especially communications in the third chapter. The previous literature will be listed, and the comparison method will be followed through the fourth section. The results reached will be discussed based on previous studies, and finally, in the fifth section, recommendations and limitations will be made in this research.

PREVIOUS LITERATURE:

As was previously explained, the comparison method will be adopted in this study, and that depends largely on reviewing the previous literature and access to what has been achieved so that we can discuss these results and link them to the research problem to achieve the overall goal in this study. Researchers focused on the telecommunications sector in Jordan and impulsive purchasing behavior.

1. Impulsive Buying Behavior (IBB):

Since the development of business development and management, consumers are the main point of attention for the advertisers, marketers and the companies [29], [30]. It can be assumed that consumers and other related factors are deeply influential regarding the marketing of a service or product [31], [32]. This is because consumers demand, needs, and characteristics; all are the basic factors that can further determine their product demands and criteria [33]. In this regard, evaluating the service is quite different from the tangible products and is of greater consideration for both the consumers and the service providers [34]. According to Kumar and Ghodeswar,

(2015) the argued that companies have a limited budget to analyses the consumers' characteristics, their needs, their service expectations, and also their financial situation. These are important motives that reinforce the customers to purchase the products that accurately match their criteria. This decision-making process is not random; however, impulsive purchase decisions can be reinforced by determining the needs, demands, and status of the customer, especially when they possess brand loyalty. I find suitable, consumers make an immediate decision as it fulfills their requirements, and according to their designated criteria [32], [36]. The continuous research on the concept of consumer behavior has made researchers attach great importance to the study of this behavior and to lay the foundations and rules that govern it to ensure the prior knowledge of the behavior of individuals and anticipate their movements to serve the productive process of institutions that seek to achieve their objectives by satisfying the consumer who has become intelligent and awareness that it enables him to select the goods and services that are most beneficial to him, thus, the study of impulsive buying behaviors important for both the institution and the consumer [16], [37], [38]. The study of impulsive buying behaviors is of greater significance within service companies such as telecommunications companies, which is carried out by marketing management; this is done to achieve the desired goals [39]. Scrutinizing the dynamics and mechanism of impulsive purchase decisions is highly beneficial for a business organization. It helps them to improve their products and services, which further leads to customer satisfaction. This eventually led the company to increase its sales and achieve the desired financial goals [32]. The contemporary concept of market proposes customer as starting and ending mechanism of the whole marketing process

that is to rely on the consumer's expectations about the products of the institution rather than the interest of the institution only products [40]. The company can discover unique marketing prospects, by examining the dissatisfaction and demands of the potential customers, which ensures their growth and expansion as a study of the personal factors of the consumer [17], [30]. According to Awan and Abbas, (2015) stated that the study of impulsive buying behaviors contributes to helping the institution to formulate the appropriate pricing policy since the successful institution can satisfy its customers by providing them better services and products by keeping their impulsive purchase intention under consideration. It is also important to study impulsive purchasing intention by the institutional point of view, formulating its promotional policies by identifying the appropriate promotional mix capable of convincing the consumer. It also contributes to the development and improvement of the services provided by the institution to its customers [41]. The division of the market into appropriate market sectors has the ability to stop specific standards and diversify its services within its stores [35]. The organization can achieve rapid response to changes that occur in the wishes and needs of the consumer by upgrading the efficiency of its stores and promote the Store, Environment and focus on the development of skills of employees [30], [32], [42]. A study conducted by Duarte, Raposo and Ferraz, (2013) revealed that determine the influencing factors on buying intentions can also help the institutions to improve their outlets by knowing the locations of the consumers' concentration, which helps them to plot their distribution plans. According to the impulsive buying behaviors analysis, the organization can evaluate its marketing performance [43]. Identify the strengths and weaknesses within it, and this by knowing the

consumer's opinion about the product and the way it was presented [42], [44] Many researchers examined the factors influencing impulsive purchase intentions as defined by [45] the impulse purchase is defined as “an unplanned buying decision” or purchasing something without any prior planning. Also for many marketers it is “an immediate and wise way of make purchases in many cases”. Also, purchase as a motivation is closely related to the ease of purchase. According to Burman and Agrawal, (2015). That the behavior of the consumer purchasing can be found anywhere and buying the consumer impulse is prevailing every day. A [39] defined it as “ as unplanned buying decision due to sudden urge, for gratifying the personal needs”.

2. Jordan Telecom Operators:

The world is now facing high competition in all sectors, and this is due to the development of communications and means of communication between individuals between others [46]–[51] Therefore the telecommunications sector is vital, Jordan Telecom Operators sector is one of the main pillars of the Jordanian economy. This sector has been and remains the focus of attention, as efforts continue to strengthen Jordan's position as a key player and a leading exporter of specialized solutions in the field of communications and information technology. Over the past years, the sector witnessed remarkable growth, with its contribution to GDP reaching 12%, and in 2015, the revenues of the information technology sector grew to exceed \$ 600 million, while the total revenues of the telecommunications sector reached more than \$ 1.35 billion [52]. The Jordan Telecom Operators market in Jordan is relatively mature and saturated, “according to the analysis of the Oxford Business Group consultancy. The latest data from the Telecommunications Regulatory Commission

(TRC) point to a penetration rate of 155% in the third quarter of 2013. Also, this sector is the second most competitive in the MENA region, just behind Saudi Arabia [53].

The Jordanian telecommunications sector has been affected by many challenges that led to declines in cell phone subscriptions, in addition to market saturation. [1], [54]–[56] According to a report prepared by the three telecommunications service providers (Umniah, Zain Jordan and Orange Jordan), the local industry has been subjected - since the middle of the last year 2018 to a series of additional state assessments that they have led to declines of 12 % and between 30% -40% in combined revenues and profits, respectively as shown in Fig 1,2 [53]. Thus, Jordan telecom operations need to give more attention to differentiate their product and services that provide in the sector by utilizing the techniques and strengthening the factors that can have a positive impact on the impulsive purchase intention of their current and potential customers [12], [57]–[60].



Fig 1 Mobile phone subscription (2018)

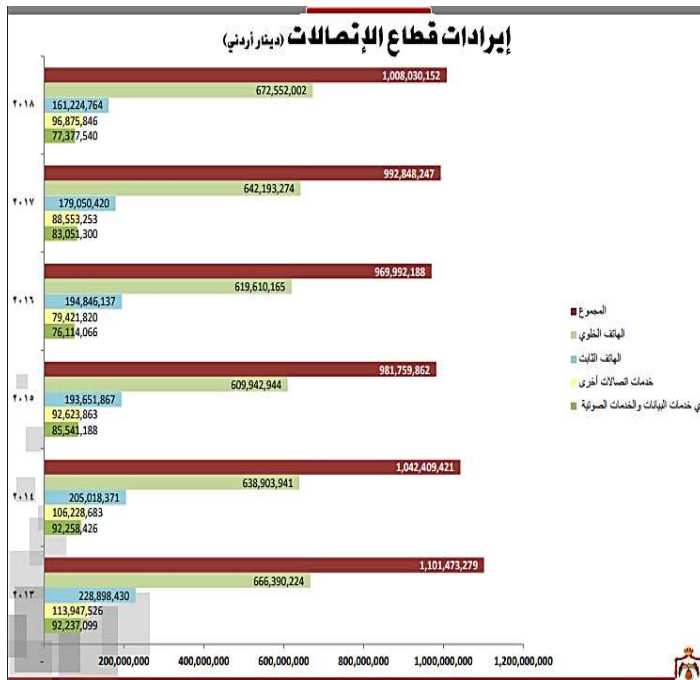


Fig 2 Communications revenue in Jordan (2018)

RESULT / DISCUSSION:

A study conducted by [61] This research was designed to discover interactions in exploring the process by which the store environment emotionally (excitement and pleasure) affect the behavior of impulse buying. This study scrutinized the relationship between impulsive purchase behavior and the store setup and environment. Results indicated that the store environment was positively correlated with the purchase motivations of the customers by triggering the emotions to make a quick purchase. Also, store environment and purchase decisions were closely related to each customer's location commitment. The study of [18] aimed at discovering the impact of personal factors such as availability of time, family impact and availability of money, store factors (store environment, sales promotions, and friendly shop staff) on the Y generation of motivated purchasing behavior in the Pakistani market in large cities and small cities in the country on face In particular. To obtain the study results,

well-structured survey questionnaires were distributed among n= 422 study participants. SPSS and AMOS were used for the data analysis process. Findings indicated that besides several store factors, different personal factors, including personal choices, peers, time, age, and family pressure, were influential on the purchasing decisions of the respondents. Findings revealed a strong and significant impact of the personal factors on the impulsive purchase decision of the customers. Also, it was found that purchasing methods have also been influenced by the marketing methods of companies and marketers [15]. According to a study of Awan and Abbas, (2015) was conducted to analyze the impacts of personal demographical factors on the purchase decisions of customers in Multan, Pakistan. The researchers adopted the quantitative approach was used to examine and study the relationship between variables using the questionnaire as a tool for all data from 250 respondents by random sampling. The findings of the study revealed that sex and age are significantly inversely related to the behavior of consumer purchases. Also, other factors, like income and education, are closely and directly related to Consumers Purchase Behavior. The results also showed that demographic characteristics of consumers had a significant impact on the purchase of drivers and primary demographic factors deeply influence the purchasing intentions of the potential customers. The study of [62] aimed to examine the significance of impulsive buying decisions on consumer behavior. Given the possibility of a change towards a more planned purchase with the arrival of the Internet, this Final Degree Project aims to know the role that purchasing currently plays by momentum in the fashion sector. Specifically, it is about contributing to the debate about which channel is more impulsive, the physical one or the online one, in addition to analyzing which factors motivate

and demotivate the impulse purchase online. In turn, due to the increase in the use of social networks as a means of communication and information, the influence they can have on impulse buying is examined. In this way, after surveying 180 consumers, it was found that offline and online channels have similar impulsivity indices and that social networks can be an interesting means to stimulate impulse buying. The results of the empirical analysis offer interesting recommendations for the sales strategies of companies operating through the Internet. By understanding consumer behavior and identifying the selection, search, and evaluation process of a product or service that it considers will satisfy its need, it allows the marketer to gather valuable information for the company, which facilitates the development of a strategy in the market variables with the purpose of acquiring competitive advantages, taking advantage of opportunities to stay or enter new markets. Since for marketing, the consumer is the base of inspiration for the creation of products and services. We know that our consumer is part of a society in which he has obtained a set of values, beliefs, perceptions, behaviors, and attitudes learned in the family since they are linked to the factors of the culture and subculture of a country. This offers you order, direction, and guidance to be able to relate and live with other members of society and resolve conflicts within it, sharing experience and common situations in your life. In the same way, they are divided by means of a hierarchy, class, or distinctive status being classified by the level of study, occupations, income, wealth, which come to influence the behavior of the individual creating his own personality that distinguishes him from other people within a society. In this way, marketers use these internal and external consumer factors to select market segments for a given product or service. Consequently, a consumer's purchase

decision process takes it through five stages by which the researcher can identify them through recognition of the need, information searching evaluating the possible alternatives, and post-purchase preferences. That is why companies, together with advertisers, value these phases to launch an advertising campaign for a certain product, measure the level of acceptance in the market, giving it a greater focus on compliance to meet the needs of a target audience, facilitating decision-making about of a product or service [63], [64].

CONCLUSION:

This study aimed to review the literature that dealt with the relationship of factors affecting impulsive buying behavior among customers in the communications sector. In order to achieve the goal of the study will compare the results of these studies, the researchers also noted that most of the previous studies focused from the perspective of the impact of personal factors and store factors in the measurement of impulsive buying behaviors in general and for telecommunications companies in particular. Moreover, personal factors along-with social factors are the most influential mechanism that deeply influences the consumer's behavior. Especially these factors have strong significant influence and work hand in hand in Jordanian telecom sector [15], [18], [42], [61]–[63], [65] a holistic view of these comparisons and results in it is clear to us that there is a positive relationship for personal factors and the store On impulsive buying behavior among customers in the Jordanian telecommunications sector. In addition to the demographic factors also affect the behavior of customers to impulsive purchase the impulsive purchase achieves high revenues for telecommunications companies as these factors play an important role in motivating the customers on the purchase especially that the

telecommunications sector is vital sector and advanced dramatically, which generates high competition for the market being saturated with Jordan.

LIMITATION:

The current study witnesses certain demographical and environmental factors on the immediate buying decisions of the customers from the telecom sector in Jordan. However, the study also contains certain limitations, which may include that this study is limited to analyses of the only public sector organization. In this regard, the results cannot be applied to the other sector organizations in Jordan, i.e., textile, food, health, airline, and others. Thus the results can only be implemented in the telecom sector. Moreover, the study only uses a comparative method. Here we can assume that these results cannot be generalized to other countries and even Middle Eastern states as the customers and the business design, policies, and strategies differ from each other.

RECOMMENDATION:

This study is capable of contributing to highlight the factors that are liable for triggering the impulsive purchase intentions. Especially in Jordan, the telecom sector is rapidly flourishing; we need more studies to highlight the different aspects that further support the rise of telecom companies. Also, the respective topic will help to add more details in the existing knowledge concerning business management. It is necessary to focus telecommunications companies on personal factors that include matters specific to customers in order to focus on how to target and satisfy them in addition to taking into account the demographic factors that alerting these companies to diversify the services provided in order to target and satisfy a large segment of customers and do not forget the

store factors that express The exhibition environment so that the environment for these exhibitions is designed and provided with services that can be in line with the aspirations of customers this relevant recommendation regarding impulse buying behavior, aimed at indicating ways in which the Jordanian telecom sector can raise its competitive advantage and regulatory performance in Jordan.

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