



The Impact of Promotional Mix Elements on Consumers Purchasing Decisions

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Abstract

The study examined the impact of promotional activities exercised in Jordanian shareholding Ceramic and glass production companies on their consumers purchasing decisions. The data required for this study has been gained from two sources: the first is gleaned from books, studies and previous research, while the second was the field study. The populations of the study were the 2 Jordanian shareholding Ceramic and glass production companies registered in Amman financial market, and both of them were surveyed. For the purpose of this study a pre-designed questionnaire has been distributed to a purposeful sample of 36 managers and staff in marketing departments of these companies. A reliability Cronbach's Alpha to determine the reliability of the questionnaire as a tool to collect the necessary data was performed. A set of results has been found, and can be summarized as follows: The degree of promotional mix elements practice in Jordanian shareholding Ceramic and glass production companies was high for advertising, personal selling, and sales promotion, while it was moderate to low for publicity, and public relations. There is no statistically significant effect of the following combined promotional activities: (advertising, personal selling, sales promotion, publicity, and public relations) carried out by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

There is a statistically significant effect of the following promotional elements: advertising, Personal Selling, and sales promotion practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision. There is no statistically significant effect of the Publicity, and public relations practiced by Jordanian shareholding Ceramic and glass

production companies on consumers purchasing decision.
Key words: Promotional mix; Consumer purchasing decision; Viral marketing; Ceramic and glass production companies

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INTRODUCTION

For its role in the development of local industries, besides, increasing sales which leads to the ability of competing for a large market share, producing companies has interested and make more attention to promotional activities.

The promotion is considered as a starting point, and the first step, the producers followed to communicate and contact with their customers, in both local and foreign markets alike, where it paves the road to another marketing efforts such as presentation of companies' product, its features, specifications, distribution of the product, and what distinguishes it from other producers' competing products in the target markets .

The determination of the most appropriate, effective, and influential promotional mix elements on the consumers' purchasing decision making, which achieve the producers' objectives may have a strong, important, and useful indications for both decision makers, and marketing planners in Jordanian shareholding Ceramic and glass production companies.

Although, many of the previous studies attempted to develop models to identify the determinants of the consumers' purchasing decision, all of them lacked in determining separately the effectiveness, and importance of each factor, besides, most of those studies had a conflict

results, and their results and recommendations couldn't be generalized to specific industrial sectors.

Therefore, this study is considered an attempt to identify the extent to which Jordanian shareholding Ceramic and glass production companies use of promotional mix elements, their effect on their consumers purchasing decision making.

1. OBJECTIVES OF THE STUDY

The study seeks to achieve the following goals:

- Identify the extent to which Jordanian shareholding Ceramic and glass production companies use of promotional mix elements.
- Identify the effect of promotional mix elements that is used by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making.
- Using of the study results in presenting recommendations that will help both planners and marketers in Jordanian shareholding Ceramic and glass production companies to invest in the most promotional mix elements impact on consumers purchasing decision making.

2. THE PROBLEM OF THE STUDY

The study attempted to identify the extent to which Jordanian shareholding Ceramic and glass production companies use of promotional mix elements, and these elements effect on consumers purchasing decision making. The problem can be expressed more clearly by asking the following questions:

- Is there a statistically significant effect of the following combined promotional activities: (advertising, personal selling, sales promotion, publicity, and public relations) carried out by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making?
- Is there a statistically significant effect of the advertising practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making?
- Is there a statistically significant effect of the personal selling practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making?
- Is there a statistically significant effect of the sales promotion practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making?
- Is there a statistically significant effect of the publicity practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making?

- Is there a statistically significant effect of the public relations practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making?

3. IMPORTANCE OF THE STUDY, BENEFITS AND JUSTIFICATION FOR CONDUCTING

Through his survey to previous studies, the researchers didn't find any conducted study in Jordanian industrial sector regarding the use of promotional mix elements, and their effect on consumers purchasing decision. Hence, the importance of this study addressed a great importance for the following points: promotion is a primary marketing element, which is responsible for communicating with consumers, under a certain conditions its effectiveness and success depend heavily on the rational choice of the appropriate promotional mix element, and for this reason, promotional mix elements has a special significance importance in effecting consumers purchasing decision. The importance of using marketing communications increases with the amount of competition and its intensity, the diversity of economic and social activities, the increasing in consumer awareness, and the consumers multiplicity of options, so it is very important to choose the promotional communication means, which has the ability to reach the target consumers and persuading them to take the purchasing decision.

3.1 The Hypotheses of the Study

The field study was designed to test a main hypothesis and a number of subsidiary assumptions, as follows:

(1) The Main Hypothesis

Ho: There is no statistically significant effect of the following combined promotional activities: (advertising, personal selling, sales promotion, publicity, and public relations) carried out by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making.

(2) The First Sub- Hypothesis

Ho1: There is no statistically significant effect of the advertising practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making.

(3) The Second Sub-Hypothesis

Ho2: There is no statistically significant effect of the personal selling practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making.

(4) The Third Sub-Hypothesis

Ho3: There is no statistically significant effect of the sales promotion practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making.

(5) The Fourth Sub-Hypothesis

Ho4: There is no statistically significant effect of the publicity practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making.

(6) The Fifth Sub-Hypothesis

Ho5: There is no statistically significant effect of the public relations practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making.

3.2 Methodology of the Study

3.2.1 Population and Sample

The population of the study is composed of the 2 Jordanian shareholding Ceramic and glass production companies (International Ceramic Industries, Jordanian Ceramic Industries). Since the population has only two production companies, comprehensive survey is used to obtain data from the population, and then a purposeful sample of 36 managers and staff in the marketing departments of both the companies referred to has been adopted to obtain data for the study. Hence, manager and staff, can be regarded as the particular unit of analysis for the study.

3.2.2 Data Collection Tools

To collect data for the current study and its variables, the researchers used a questionnaire, it included 29 statement to measure the extent to which Jordanian shareholding Ceramic and glass production companies use of promotional mix elements: (advertising, personal selling, sales promotion, publicity, and public relations), and these elements effect on consumers purchasing decision making.

3.2.3 Sources for Obtaining Data

Two sources of data collection has been adopted for this study:

(1) Secondary data sources: included, references, literature, and periodicals relevant to the study in order to clarify basic concepts related to the study, its various dimensions, and to identify the most important studies of the subject.

(2) Primary data sources: a questionnaire was designed to collect data from the managers and staff responsible for using of promotional mix elements, and their effect on consumers purchasing decision making in Jordanian shareholding Ceramic and glass production companies.

3.2.4 The statistical analysis methods used

Since the study is a descriptive, and analytical, the most appropriate statistical methods of both descriptive and inferential will be used, for the purpose of analyzing variables and testing hypotheses of the study, they will be:

(1) Descriptive statistics (mean, and standard deviations) to describe the extent to which Jordanian shareholding Ceramic and glass production companies using of each of the promotional mix elements.

(2) Cronbach's Alpha: to determine the degree of reliability of the data collection instrument (Questionnaire).

(3) Multiple Regression Analysis: to measure the

effect of combined promotional mix elements (advertising, personal selling, sales promotion, publicity, and public relations) on consumers purchasing decision making.

4. LITERATURE REVIEW

4.1 The Concept of Promotional Activity and its Importance

A specific combination of promotional methods used for one product or a family of products. Elements of a promotion mix may include print or broadcast advertising, direct marketing, personal selling, point of sale displays, and/or merchandising.

As one of the marketing mix elements, promotion includes all the activities directed to the targeted consumers, that lead to facilitate the process of contacting with them for the purpose of formatting a sense of the importance of the commodity in achieving a high degree of consumers satisfaction of their wishes and needs comparing with the competitors commodities, and so, the concept of promotion extends to all personal, and non personal contact, such as advertising, public relations, exhibitions, sales promotion, packaging, branding, samples and gifts, etc..

The primary purpose of the promotion is to contact the consumer and influence it , and the good effective promotion requires of both understanding and knowledge of the persuasion process and how it is affected by various environmental variables, the targeted Consumers must be able to understand all the information he receive, and then the desired information must be formulated in the light of environmental considerations associated with consumer culture before delivered (Abdel-Fattah, 1988). The promotion can be defined as a "marketing activity involves the persuasion contacting process through which the sender define of a commodity, or service, or an idea, or a place, or a person, or a pattern of behavior for the purpose of influencing the members of a particular audience minds, to appeal to their response behavioral about what promotes" (Mualla, 2006).

Promotion has an important role in forming of loyalty and psychological connection degree between the consumer and the product, the ad campaign, and the formulation of a sentence that create loyalty to the product play a major role in the success of achieving the objectives of the promotion policy (Mualla, 2006).

It could be argued that the target of the promotion policy is mainly to develop of the market share of the Company, and to present to consumer adequate definition of the product, as well as to clarify how it is used (Abdul Hakim, 2004).

There are several promotional goals, and the most three main objectives the company seeks to achieve through the promotion are:

(1) Forming the appropriate mental image for the

company: When the company marketed its products, seek to form a consumer mental image about the company by defining itself, and its goals in the early stages of the company's entry to the market (Abu kahaf, 2001).

(2) Defining of the company's product: in general, the main task of the promotion is to define the product, specifications, price, places of distribution, how to use it, and places of service centers and maintenance, besides, trying to convince consumers of its benefits (Abdul Hamid, 1990).

(3) The development of the company's market share: promotion is considered one of the main tools the company relies upon to develop its market share, where consumers could be convinced with the available features in the company's product, thus the consumers demand on the company's product will be increased. In addition to, some consumers turning into buying the company's product instead of buying competing products, which means an increasing in the company's market share (Ansari, 1988).

4.2 Promotional Mix

The promotional mix or marketing communications program term is a set of components that interact and integrated together to achieve the institution promotional objectives in the context of the prevailing marketing philosophy (Kotler & Keller, 2006). Marketing mix includes an effective set of balanced and consistent components and elements to achieve the promotional objectives, including: advertising, personal selling, sales promotion, publicity, and public relations. Below is a brief explanation of each:

4.2.1 Advertising

Is defined as any non-personal communication means of ideas or products by using mass communications media such as television, newspapers, magazines, cinema, radio etc. and is implemented through a specific sponsor, for a fee paid to influence consumer behavior (Kotler & Keller, 2006; Mualla, 2007). This promotional activity can be measured through: the advertising medium used, advertising size, the duration of the advertisement, the technical advertising output, the repetition of advertising, the content of advertising, and the drafting of advertising.

4.2.2 Personal Selling

Is defined as a verbal communication and face-to-face interaction with one or more of the potential buyers in order to provide the product or service, or to answer questions, or to respond to requests or others (McCarthy & Perreault, 2004).

This promotional activity can be measured through: the level of training and skills of sales staff, the style and appearance, the possibility of providing information, capabilities in solving problems, displaying, verbal persuasion, and style presentation, etc..

4.2.3 Sales Promotion

Is defined as any marketing or non marketing effort or

activity in which marketing or non marketing means are used at a particular time to stimulate increased demand or to prove the availability of the product (obydat, 2004). This promotional activity can be measured by individual and collective selling types of awards, free gifts and subscriptions, economic packages offers, free samples, rebates, the multiplicity of services, sales offers events, sales offers duration, dissemination methods, realized credibility.

4.2.4 Publicity

Is defined as any unpaid broadcasting or publishing about positive or negative news of the company, or its products and activities by using mass media.

4.2.5 Public Relations

Interested in building a good relations between the organization and its audience, and achieving satisfaction and mutual understanding, either internally or externally, through the implementation of policies and programs based on the principle of social responsibility, and employing media to build a good image of the organization. They also include all activities carried out by the organization in order to enhance or improve its image in the community such as supporting and participating positively in social, environmental, health, and public issues (Lovelock & Wirtz, 2004). This promotional activity can be measured through: the areas of social activities these companies carried out such as support social business and charity, teams and clubs Sports, support loyalty of customers, accept audience complaints and criticisms, address problems and issues, interest in the field of environment and health.

4.3 Consumer Purchasing Decision

The purchasing decision process describes the process a customer goes through when buying a product. There is a common theme of five stages in the decision process. The stages are:

4.3.1 Need Approval

We must admit that the most important step in the purchasing decision is need approval. Without this step, a purchase cannot take place. The unsatisfied psychological need can be stimulated by the interaction of external stimuli with internal drives (kotler, et al., 2009).

4.3.2 Information Gathering

Searching for the best solution for the problem resulted from the need approval is the second stages in the decision process. In this stage the buyers' seek at searching in the internal and external business environments to identify and observe sources of information related to the item or commodity that satisfies his/her need (Blythe, 2008). Gathering information relying on a variety of information sources such as different media, friends, family, co-workers and personal experience. The nature of the information needed by the consumer are related to the quality of item, its characteristics, its price, method of payment of the price, etc.

4.3.3 Evaluation of Alternatives

After providing the necessary information, the buyer makes an assessment to the various of available alternatives related to the item to be purchased, a set of criteria in the evaluation process are used, and these standards differ from buyer to buyer depending on their, psychological and demographic characteristics, as well their purchasing power.

4.3.4 Purchasing Decision

The final purchasing decision which is the result of the evaluation process and the choice among available alternatives to choose the appropriate item that satisfies buyers needs and desires, can be affected by two factors: negative feedback from other customers and the level of motivation to refuse or accept the feedback (Kotler, et al., 2009).

4.3.5 Post - Purchase Evaluation

After purchasing process buyers compare products with their previous expectations and are either satisfied or dissatisfied. If the product correspond and comes according to their expectations, they will be satisfied, and vice versa. Buyers satisfaction will affect the decision process for a similar purchase from the same company in the future (Foxall, 2005) when the product complies with the buyers' expectations similar purchase from the same company in the future will happen which leads to brand loyalty.

4.4 Previous Research

Through reviewing of the previous research, researchers have adopted the following studies:

(1) The Study aimed at declaration of the influence of using sales promotion on the consumers purchasing decision of household chemical cleaner products. The main findings of the study were that there is an effect to sales promotion on consumer choice of a specific product among competitors products, as well as, using sales promotion increases consumers' loyalty and amount of purchasing to a specific product, even if that product is not in consumers buying list (Mahfouz, 2007).

(2) This study aimed at identifying the factors

influencing Saudian consumers in purchasing Toyota cars in Saudi Arabia. One of the most important finding was that promotion mix elements Toyota used have an effect on consumers purchasing decision in Saudian market (Kaseep, 2008).

(3) The study aimed at determining the effect of viral marketing on consumers buying decision. The most important findings of the study were: There is an impact and a relationship of viral marketing on the consumer decision to buy. The information sent through the Web sites is relevant, credible and reliable, thereby, forming a positive image of the organization sent. There is a relationship between viral marketing concept and the proliferation of advertising messages via websites (Yusuf, 2009).

(4) The study aimed to find out the impact of television advertising on consumers purchasing decisions and preferences, and the reasons for that influence. The findings of the study showed that the time for advertisement, as well as, the easy language used in the communication message is very important variables in effecting consumers' purchasing decisions (Karim, 2005).

(5) The research aimed to identify the elements of the marketing mix, strategies, of viral marketing, as well as, its tools adopted and used in the field of work. One of the most important findings of the study showed an effect to the word of mouth on the consumers purchasing decisions, since, the consumer plays an essential role in the promotion process of the product or the service, through many communication programs, such as, e-mail, where friend tells another friend, about the product or the service (Sadek, 2008).

5. RESULTS OF THE STUDY

In this part of the study, the main hypotheses, and sub-hypotheses emanated from, have been discussed and analyzed. The statistical analysis has been done in the context of Jordanian shareholding Ceramic and glass production companies. The following Table shows this data:

Table 1
Distributed and Recovered Questionnaires

NO	Names of the companies surveyed (population)	Distributed questionnaire NO	Recovered questionnaire NO
1	International Ceramic Industries	20	17
2	Jordanian Ceramic Industries	20	19
	Total	40	36

5.1 Validity and Reliability

(1) Validity means the ability of the data collection instrument to measure the variables that are designed to measure. Questionnaire has been evaluated by 9 of specialists in marketing studies to ascertain the validity of the instrument, the evaluators' views has been taken into consideration, and correction has been done under their supervision and agreements.

(2) The reliability of the tool: refers to the possibility of obtaining the same results if the measurement re-evaluated under the availability of similar circumstances, and by using the same tool of measurement. Cronbach's Alpha has been used to determine the degree of reliability of the tool. The test result approximately was .78 which is higher than the acceptable limit .60.

5.2 The Degree of Promotional Mix Elements Practice in Jordanian Shareholding Ceramic and Glass Production Companies

The research identified the degree of promotional mix elements practice in Jordanian shareholding Ceramic and glass production companies. The following Table illustrates the results in descending order:

Table 2
The Relative Importance of Promotional Mix Elements Practice

Promotional activity	Mean
Advertising	4.51
Personal Selling	4.09
Sales Promotion	3.83
Publicity	2.98
Public Relations	2.32

The results in the above table indicate that the degree of Promotional activities practicing in Jordanian

Table 3
The Results of Multiple Regression Analysis

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	-.277	.417		-.666	.507
Advertising	.289	.101	.227	2.874	.005
Personal Selling	.199	.100	.165	1.991	.048
Publicity	-.071	.119	-.058	-.592	.555
Sales Promotion	.269	.122	.224	2.200	.029
Public Relations	.149	.083	.151	1.803	.074

It's clear from the data in the above table that there are three promotional activities carried out by Jordanian shareholding Ceramic and glass production companies have an effect on consumers purchasing decision making: The first, is advertising, with .227 as a value of the coefficient of the independent variable Beta, and .005 as a statistical significance, followed by sales promotion with .224 as a value of the coefficient of the independent variable Beta, and .029 as a statistical significance, followed by personal selling with .165 as a value of the coefficient of the independent variable Beta, and .048 as a statistical significance. On the other hand, the other two variables Publicity, and public relations haven't statistically significant at the level of less than .05 and, therefore, haven't an effect on consumers purchasing decision making. Which means accepting the null hypothesis Ho, which states that there is no statistically

shareholding Ceramic and glass production companies, which has ranked according to their importance are as followed: Advertising with a mean of 4.51, followed by personal selling with a mean of 4.09, followed by sales promotion with a mean of 3.83, followed by publicity with a mean of 2.98, and finally, public relations with a mean of 2.32.

5.3 Hypothesis Testing

5.3.1 The Main Hypothesis

Ho: There is no statistically significant effect of the following combined promotional activities: advertising, personal selling, sales promotion, publicity, and public relations carried out by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Ha: There is a statistically significant effect of the following combined promotional activities: advertising, personal selling, sales promotion, publicity, and public relations carried out by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table below:

significant effect of the following combined promotional activities: advertising, personal selling, sales promotion, publicity, and public relations carried out by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making.

5.3.2 The First Sub-Hypothesis

Ho1: There is no statistically significant effect of the advertising practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Ha1: There is a statistically significant effect of the advertising practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table below:

Table 4
The Results of Multiple Regression Analysis

Model 2	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std.Error	Beta		
Advertising	.289	.101	.227	2.874	.005

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable advertising is .227 with a statistical significance = .005. Which means rejecting the null hypothesis Ho1, which states that there is no statistically significant effect of the advertising practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision, and accepting the alternate hypothesis Ha1 which states that there is a statistically significant effect of the advertising practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

5.3.3 The Second Sub-Hypothesis

Ho2: There is no statistically significant effect of the personal selling practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Ha2: There is a statistically significant effect of the personal selling practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table below:

Table 5
The Results of Multiple Regression Analysis

Model 3	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std.Error	Beta		
Personal Selling	.199	.100	.165	1.991	.048

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable Personal Selling is .165 with a statistical significance = .048. Which means rejecting the null hypothesis Ho2, which states that there is no statistically significant effect of the personal selling practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision, and accepting the alternate hypothesis Ha2 which states that there is a statistically significant effect of the Personal Selling practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

5.3.4 The Third Sub-Hypothesis

Ho3: There is no statistically significant effect of the sales promotion practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Ha3: There is a statistically significant effect of the sales promotion practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table below:

Table 6
The Results of Multiple Regression Analysis

Model 4	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std.Error	Beta		
Sales Promotion	.269	.122	.224	2.200	.029

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable Sales Promotion is .224 with a statistical significance = .029. Which means rejecting the null hypothesis Ho3, which states that there is no statistically significant effect of the Sales Promotion practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision, and accepting the alternate hypothesis Ha3 which states that there is a statistically significant effect of the Sales Promotion practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

5.3.5 The Fourth Sub-Hypothesis

Ho4: There is no statistically significant effect of the publicity practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Ha4: There is a statistically significant effect of the publicity practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table below:

Table 7
The Results of Multiple Regression Analysis

Model 4	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std.Error	Beta		
Publicity	-.071	.119	-.058	-.592	.555

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable Publicity is -.058 with a statistical significance = .555. Which means accepting the null hypothesis Ho4, which states that there is no statistically significant effect of the Publicity practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision making, and rejecting the alternate hypothesis Ha4 which states that there is a statistically significant effect of the Publicity practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Table 8
The Results of Multiple Regression Analysis

Model 5	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std.Error	Beta		
Public Relations	.149	.083	.151	1.803	.074

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable Public Relations is .151 with a statistical significance = .074. Which means accepting the null hypothesis Ho5, which states that there is no statistically significant effect of the Public Relations practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision, and rejecting the alternate hypothesis Ha5 which states that there is a statistically significant effect of the Public Relations practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

6. FINDINGS AND RECOMMENDATIONS

This section contains the main findings and recommendations of the study that can be summarized as follows:

6.1 Finding

(1) The degree of promotional mix elements practice in Jordanian shareholding Ceramic and glass production companies was high for advertising, personal selling, and sales promotion, while it was moderate to low for publicity, and public relations (Table 2).

(2) There is no statistically significant effect of the following combined promotional activities: advertising, personal selling, sales promotion, publicity, and public relations carried out by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision (Table 3).

(3) There is a statistically significant effect of the

5.3.6 The Fifth Sub-Hypothesis

Ho5: There is no statistically significant effect of the public relations practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Ha5: There is a statistically significant effect of the public relations practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

Multiple regression analysis has been used to test this hypothesis; the results are shown in the table below:

following promotional elements: advertising, Personal Selling, and sales promotion practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision (Tables 4, 5, 6).

(4) There is no statistically significant effect of the Publicity, and public relations practiced by Jordanian shareholding Ceramic and glass production companies on consumers purchasing decision.

6.2 Recommendations

(1) It is essential for Jordanian shareholding Ceramic and glass production companies to pay more attention in increasing their promotional activities practice, and reinforce their accomplishments in promotional mix elements advertising, Personal Selling, and Sales Promotion that effecting consumers purchasing decision making.

(2) Jordanian shareholding Ceramic and glass production companies should pay more attention to the activities and means of publicity, and public relations, since the study results showed a weakness in these two activities, in influencing the consumers purchasing decision toward these company products. Crystallizing their interests and attention may be executed through holding specialized training courses to recognize the value and effectiveness of these activities, and their role in creating positive images of these company products in their target markets.

(3) Jordanian shareholding Ceramic and glass production companies should work hard to achieve promotional activities integration in the practice, because such integration will lead to increased demand for their

products, which will contribute to an increase in their sales, their market share, and eventually, their profitability.

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