



The Impact Of Promotion Mix On Customer Purchasing Behavior- Umniah Company-

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Abstract-

This study aimed to evaluate the extent of the effectiveness of the promotion element effort which are provided by Umniah Company and understand how all these elements come together to create tends of customers or influence their purchase behavior. A sample was taken from the population of Irbid City, the study indicate the following results:

- There were positive perceptions among the majority of the sample about elements of promotion which are applied by Umniah Company.
- There were significant differences among the elements of promotion influencing in customer purchase behavior.
- Finally, it was found that the most important promotional methods used were : advertise and sales promotion.

Keywords: Marketing Mix, Promotion Mix, Customer Purchase Behavior, Umniah Company

ملخص-

هدفت هذه الدراسة الى تقييم مدى فعالية جهود الترويج المقدمة من طرف شركة الاتصالات -أمنية-، وفهم كيف تساهم كل هذه العناصر مجتمعة(اي عناصر المزيج الترويجي) في بناء تصورات وتوجهات الزبون وتأثيرها على سلوكه الشرائي، وقد تم تنفيذ الدراسة على عينة عشوائية مختارة من الأفراد في مدينة إربد حيث خلصت الدراسة بعد معالجة وتحليل البيانات ببرنامج spss17 الى النتائج التالية:

- هناك اتفاق ايجابي لأغلب افراد العينة نحو توافر عناصر الترويج بشركة أمنية.
- هناك تأثيرات ذات أهمية نسبية مختلفة بين عناصر الترويج على السلوك الشرائي للزبون.

■ أكثر وسائل الترويج استعمالا وفعالية هو الاعلان وتنشيط المبيعات.
الكلمات المفتاحية –

المزيج التسويقي, المزيج الترويجي, السلوك الشرائي للزبون, شركة أمنية.

✓ **Introduction:**

Promotion planning is one of the most important elements of the marketing mix. Promotion involves communicating to all types of consumers via one or more of the promotion mix elements. The promotion mix elements include: Advertising, Personal Selling, Sales Promotions, Public Relations, and Sponsorship. Within each of these promotion mix elements are more specialized tools to communicate with consumers. For example, advertising may be developed for print media (e.g. newspapers, magazines) or broadcast (e.g. radio and television). However, regardless of the promotion mix element that is used by sports marketers, the fundamental process at work is communication. Communication is an interactive process that is established between the sender and the receiver of the marketing message via some medium. The process of communication begins with the source or sender of the message.

✓ **Research Questions:**

We may ask the following questions:

1. To what extent is promotion the most important ingredient of the marketing mix?
2. To what extent is the promotion mix effective in creating conviction?
3. what role is expected of promotion mix in providing total marketing effort?
4. which of the four elements of the promotional mix would be most effective?

✓ **Research Objectives:**

Which are:

1. To study the perception of consumers about promotion elements.
2. To study the buying behavior of consumers affecting by promotion elements.
3. Access results and formulate recommendations.

✓ **Importance Of Research:**

- It clarifies the theory bases on which promotion mix is based it presents the most effective factors in choosing the Promotion Mix(PM) whose adoption might help to follow a beneficial promotion policy in persuading the customer behavior.
- Necessity to formulate program and mix of appropriate promotion in Umniah Company.

✓ **Preview Studies:**

- **Arch Gw.Woodside & J.William Davenpoort(1974):¹**

“effect of price and salesman expertise on customer purchasing behavior”: Further research would be useful for measuring the effects of compliance as well as identification and internalization across the three decision stages proposed by Howard and Sheth. The research conclusions point to the possible need for strong retail sales support to get customer trial and adoption of new products which may require Extensive Problem Solving. It may indeed be advantageous "for a company not to introduce power and attractiveness attributes in its symbolic communication (mass media and personal selling) in all of those situations where the Consumer is primarily problem-solving-oriented"

- **Luise Young & Gerlad Albaum (2003):²**

“measururment of trust in sales person-customer relationship in direct selling”:

This paper presents a conceptualization of trust that focuses on it nature and presents it as an effect - that is, a combination of attitudes and emotions. To develop a scale that reflects this approach, a two-country study was conducted looking at the perceptions of buyers regarding the trust they place in direct selling salespeople. Three distinct measures of trust and two related measures, based on scales developed for use in contexts other than direct selling, are utilized. The measurement properties of all five are shown to be adequate; however differences are apparent in their robustness and in the pattern of responses in the two countries. Moreover, one measure (Trust 3) is clearly inferior to the other measures.

- **Meryl P. Gardner ,Roger Strang (2001):³**

“Consumer Response to Promotions: Some New Perspectives”

The field of sales promotions has grown in importance as increasingly large budgets are allocated to its use. An understanding of how consumers respond to promotions is important in developing effective strategies for sales

¹Arch Gw.Woodside & J.William Davenpoort(1974), "effect of price and salesman expertise on customer purchasing behavior", Journal of Marketing Research ,Vol. XI, PP198-202.

² Luise Young & Gerlad Albaum (2003), “Measurement of Trust in Salesperson-Customer Relationship in Direct Selling”,The Journal of Personal Selling & Sales Management, .Vol.23, Iss. 3, P253.

³Meryl P. Gardner and Roger A. Strang (1984) , "Consumer Response to Promotions: Some New Perspectives", in NA - Advances in Consumer Research Volume 11, eds. Thomas C. Kinnear, Provo, UT : Association for Consumer Research, Pages: 420-425.

promotions and other associated elements of the communications mix. This paper presents a model of consumer response to promotions which draws upon current work in the study of scripts a<- information processing to extend our understanding. Hypotheses are derived from the model and empirical Support for them is noted.

• **Adebisi Sunday. A & Babatunde Bayode .O (2011):¹**
“Strategic Influence Of Promotional Mix On Organization Sale Turnover In The Face of Strong Competitors”:

This paper aim at study strategic influence of promotional mix on organisation sale turnover in manufacturing organisation. The research data were gathered through the use of secondary data and primary data, secondary data included 6years annual report comprising the sales turnover (2005-2009) and questionnaire which is an instrument of primary data collection. The questionnaires were administered to the workers of 7up Company and some customers in Solebo state in Lagos. The researcher adopted the simple percentage and regression model for the analysis of the collected data.. The result of the findings revealed that strategic promotional mix influences the sale turnover with little 25% while other variable not included in the variable tested takes the larger 75% that will rapidly lead to organisation growth. Since promotional mix constitute few % of variable that can push an organisation to the highest level, therefore other factors of marketing mix such as product development, effective pricing, distribution of right quality and quantity to the consumers should be appropriately considered.

✓ **Research Hypothesis:**

- The customer purchasing behavior is influenced by a number of forces (psychological, socio culture, situational influences and promotion mix) .
- Promotion Mix is an important part of a marketing effort and needs to be planned and formulated.
- There are differences in the degree of effect among promotion mix:
 - There is a significant relationship between Advertising and purchasing behavior.
 - There is a significant relationship between public relation and purchasing behavior.
 - there is a significant relationship between salesman and purchasing behavior.

¹Sunday A. A., Bayode O. B. (2011) , Strategic Influence of Promotional Mix on Organisation Sale Turnover in the Face of Strong Competitors, Business Intelligence Journal - , Vol.4 No.2 PP, 343-350

✓ **Research Methodology:**

In order to answer the questions of this study, a mathematical model was built and tested to help understand the relationship between Promotion Mix and their relationship to the customers purchasing behavior, as perceived by the study samples, to achieve the objectives of this study the questionnaires were developed and distributed to the respondents, who numbered (50). The following points explain this:

1. **Population:** a field study was conducted in Irbid city.
2. **Sample:** we select 48 persons randomly to represent the population.
3. **Instrument:** by using self-made instrument for collecting primary data and testing, this instrument is questionnaire.
4. **Data collection:** these sources are:
 - Primary sources which are depend on information which gets it from questionnaire.
 - Secondary sources are based on precedent studies, books, articles.

I. The Theoretical Aspect: Understanding Consumer Buying Behavior

I.1 Understanding consumer buying behavior:

Consumer behavior essentially refers to how and why people make the purchase decisions they do. Marketers strive to understand this behavior so they can better formulate appropriate marketing stimuli that will result in increased sales and brand loyalty, this chapter consists:

1. Consumer behavior ;
2. Influences consumer behavior ;
3. The consumer decision making process ;
4. Consumer behavior and the market strategist.

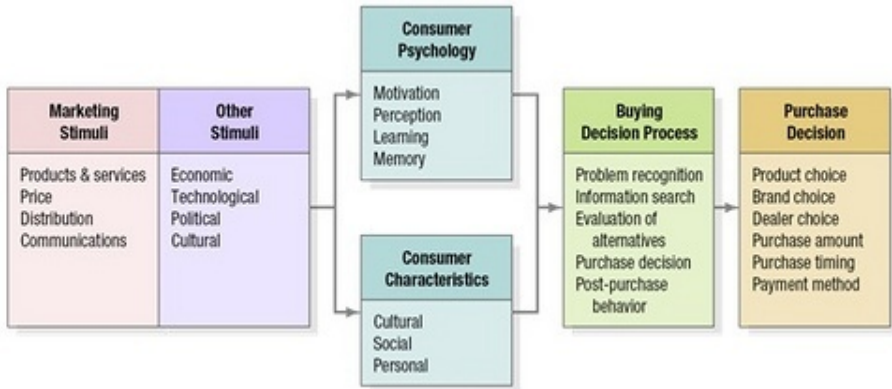
Consumer buying behavior refers specifically to the actions consumers take when deciding what to buy and when making to actual purchase

• First :Consumer Behavior

Encompasses all the action involved in selecting purchasing, using and disposing of goods and services.¹

Figure 1: Model of consumer behavior

¹ <https://pranavshettydiary.wordpress.com/2014/09/22/analyzing-consumer-markets/>



Source:<https://pranavshettydiary.wordpress.com/2014/09/22/analyzing-consumer-markets/>

• Second: Influences Consumer Behavior :

A consumer's buying behavior is influenced by cultural, social and personal factors; cultural factors exert the broadest and deepest influence:¹

Cultural Factors:

Culture, subculture and social class are particularly important influences on consumer buying behavior, culture is fundamental determinant of person's wants and behavior, each culture consists of smaller subcultures that provide more specific identification and socialization for their members and subcultures include: nationalities ,regions ,racial group and geographic region....

Social Factors:

In addition to cultural factors, a consumer's behavior is influenced by such social factors as reference group, family, and social roles and statues.

- Reference group: a person's reference groups consist of all the groups have a direct (face o face) or direct influence on his /her attitudes or behavior.
- Family: the family is the more importance consumer buying organization in society and family members constitute the most influential primary reference group and we can distinguish between two families in the buyer's life: the family of orientation, family of procreation.
- Roles and statues person participates in many group-family,clubs, organization ,person's position in each group can be defined in term of role and statues ,a role consists of the activities a person is expected to perform ,each role carries a status.

¹J.N.Jain,P,P .Singh J(2007) NN. Modern Marketing : Principle and techniques, Regal publication,PP139-170.

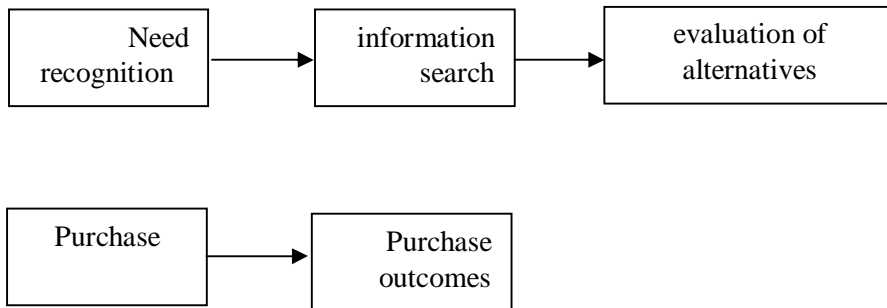
Personal Factors:

A buyer's decisions are also influenced by personal characteristic, these include the buyer's age and stage in the life cycle, occupation and economic circumstances, personality and self. Concept and life's style and value because many of these characteristics have a very direct impact on consumer behavior.

• **Third: The Consumer Decision Making Process**

People go through five step consumer decision process when making many of their purchases. -Understanding the decision –making process of your target customers is very important when planning marketing strategy and programs because you need to make sure that your marketing efforts are aligned with the consumer's buying behavior -as seen in figure 2. ¹

Figure 2- The consumer decision process



Source:<http://mysocialgameplan.com/general-marketing/how-social-media-impacts-the-consumer-decision-making-model>

- **Need recognition:** the first step in the consumer decision process is recognizing that one has a need to fulfill or a problem to solve .need recognition is noticing a discrepancy between a desired state and an actual state and an actual state that is significant enough to activate the decision process.
- **Information search:** once a need has been recognition, the consumer's next step is to seek out information to help satisfy it .this information is both internal and external .

The extent of information search in a particular decision making process depend on the characteristics of the individual consumer (attitudes, knowledge, and experience, motivation, involvement), market characteristic (the number of alternative, price rang, information availability) and situational characteristic (time constraints, financial pressure).

¹<http://mysocialgameplan.com/general-marketing/how-social-media-impacts-the-consumer-decision-making-model> (11-09-2010)

- **Evaluation of alternative:** out of all the available brands of product ,the consumer will be aware of only a portion ,and of those he or she will consider only a few ,those few that are considered are called the evoked set from the evoked set .one brand will eventually be purchased and the rest (the interest)will be rejected.
- **Purchase:** the consumer may choose a particular brand first and then a place to buy it (retail outlet, catalogue, phone order) .the great majority of purchases are not planned for in advance ,in fact 66 percent of purchasing decisions are made right in the store.
- **Purchase outcome:** after consumers make purchases, they frequently evaluate the choice they made does it live up to their expectations for performance, meeting both utilitarian and hedonic needs? If so, they will be satisfied, if not they will be dissatisfied.
- **Forth: Consumer Behavior And The Market:**¹
 - Strategists may gain a better understanding of consumer needs leading to a more effective implementation of the marketing concept;
 - Consumers themselves are allowed to communicate their needs directly to marketing strategy decision makers;
 - The profit position of a company may be improved by turning real consumer needs into effective product appeals;
 - Markets may be effectively segmented into subgroups with common behavioral characteristics ;
 - The cost and resource waste associated with new product failures may be reduced.

I.2 Understanding Promotion Mix:

Promotion mix is one of the importance elements in the marketing mix it depend mainly on communication by building a strong relationship between firm and customer to reach to a big volume of sales. This chapter consists of:

1. Definition of promotion mix ;
2. The marketing mix and promotion mix ;
3. Effective of the promotional tools;
4. Promotion mix elements.

Promotions clearly have major impact on consumer purchase behavior and this make good understanding the process of purchasing behavior.

- **First: definition of promotion mix:**²

¹Terrill G. WILLIAM (1982). consumer behavior, fundamentals and strategies, united state of America

²William M Pride ,Houghlon Millfilm(2003), Marketing concept and strategist, company Boston New York.

Promotion:communication to build and maintain relationships by informing and persuading one or more audience.

Promotion mix: combination of promotional method used used to promote a specific product.

Possible objectives of promotion:

- create awareness;
- stimulate demand ;
- encourage product trail;
- identify prospect ;
- retain loyal customers;
- facilitate reseller support ;
- combat competitive promotional effort ;
- reduce sales fluctuations.

- **Second: the marketing mix and promotion mix**

marketing mix consist of four sets of decisions that have been referred to as the 4ps:¹

Product decisions (the choice of decisions, shape, color, package, brands symbolism ,and so on.

Pricing decision(such as price level and discount structure).

Place or distribution decisions(choice of channels and retail outlets)

Promotion decisions(advertising ,personnel selling ,and so forth),note that the last marketing mix element .

- **Third: Effective Of The Promotional tools**

each element of the promotions mix has different capacities to communicate and to achieve different objectives, the effectiveness of each tool can be tracked against the purchase decisions process, here consumers can be assumed to move from a state of awareness through product comprehension to purchase .advertising is better for creating awareness, and personal selling is more effective at promoting action and purchase behavior.²

- **Forth: promotion mix elements**

Advertising:

advertising is an important part of a firm's selling effort and needs to be planned and conducted professionally .the campaign should be kept under constant review and various media tried to elucidate that which is most effective in terms of cost and effort ,whilst the foremost task will be to promote favorable impression of the firm and counter competition there are

¹Terence A Shinp(1997),Promotion and Supplemental Aspect of Integrate Marketing Communication, The Dryden Press,P10.

² Chris Fill,Prentice Hall(1999),Marketing Communication, Prentice Hall,1999, P10.

many other tasks that advertising can accomplish .to conclude this section it is worthwhile listing what other things advertising can do:¹

- tell potential buyers about a new product and encourage them to buy it
- maintain sales by keeping the product in the public eye
- boost sales by promoting a special offer
- get people to send for information, samples, or brochure
- encourage stockiest
- create goodwill and company image through corporate advertising
- invite job applicant

✓ **Sales promotion:**

is any short term offer or incentive directed toward buyers ,retailers ,or whole sales that is designed to achieve a specific ,immediate response .the two basic classification of sales promotion are consumer promotion ,including coupons, free sample ,premiums and special exhibits ,and trade promotion in which cash, merchandise, equipment ,or other resource are awarded to retail or wholesales firm or to their personnel .consumer sales promotion are often communicated through, or coordinated with advertising program ,consequently they may assist ADV by increasing awareness or by changing or reinforcing attitudes .but the main value of both consumer and trade promotion lies in their effectiveness in stimulating responses.

Publicity:

Like advertising, describes non personal communicating to amass audience. but unlike ADV, the sponsoring company does not pay ADV time or space .publicity usually assumes the form of news item or editorial comments about a company's products or services these items or comments receive free print space or broadcast time because media representation consider the information pertinent and news worthy for their audience, it is in this sense that publicity is "not paid for " by the company receiving its benefits (TERENCE ;1997).

Direct Marketing:²

- Defined as interactive system of marketing which use one or mere advertising media to effect a measurable response and/or transaction of any locate.

¹ABDULRAHMAN, AL. JUBOORI (2004). Marketing strategy, Dar al Manahej, Amman, 2004, P93

²Terence A Shimp(1997),Promotion and Supplemental Aspect of Integrate Marketing Communication, The Dryden Press,P10

- When we dissect this simple straight forward definition we come upon key words that separate direct marketing from other marketing disciplines.
- Interactive: interaction on one communication between marketer and prospect/customer is an important key.
- One or more advertising media: direct marketing is not restricted to any one media as a matter of fact, direct marketers have discovered there is a synergism between media, a combination of media often is far more productive than any single medium.
- Measurable response measurability is a hall mark of direct marketing, everything we do is measurable, we know that we spend; we know what we get back.
- Transaction at any location: the world is our oyster; transaction can take place by phone, at KIOSK, by mail by personal visit.

II. statistical Analysis And Hypothesis Testing:

II.1 Society and sample of study:

The sample of study consist of (48) Umniah's customers in Irbid City. Table (1) shows the frequencies and percent of gender for study sample:

▪ Demographic variables:

Table 1: Frequencies and Percent Of Demographic Variables For Study Sample.

Variable	Frequencies	%
Gender	Male	46.6
	Female	35.40
Age	17-22	27.15
	23-30	45.80
	31-40	18.75
	40 or above	8.30
Educational Level	High school or less	20.80
	dilpoma	6.30
	BA	52.10
	Graduate studies	20.80
Marital Status	Single	58.30
	Married	37.53
	Divorced	4.17
	Widow	-
Income Level	150 or less	37.50
	150-300	35.40
	301-500	25
	501 or more	2.10

Table (1) shows that, for gender variable, Male has the highest percentage which reached (46.6 %), and Female has the percentage which reached (35.4%).

For age variable, age group (23-30years) has the highest percentage which reached (45.8 %) but the lowest age (40 or above) (8.3%).

For educational level variable, the highest percentage reached (52.1%) for (BA), but the lowest percentage (6.3%) for (Diploma).

For marital status variable, the highest percentage reached (58.3%) for (Single), but the lowest percentage (4.17%) for (Divorced).

For income variable, Income Level (150 or less) has highest percentage that reached (37.5%), but the lowest percentage (501 or more) that reached (2.1%).

II.2 Hypothesis Testing:

This chapter presents the results of the study which aims to explore the effect of the Promotional Mix components on the purchase behavior of Umniah Mobile Communication within Irbid Governorate, the results will show depend on hypotheses of study.

Hypothesis one

“The promotional mix is significant correlated with purchase behavior.”

To realize the validity of hypothesis one, descriptive statistical was used to calculate means and standard deviation for each items of purchase behavior , advertisement, dimension, Simple Linear Regression analysis were applied, as shown in tables(2).

Table 2: Means and std. Deviation for Study Variable

variable	N o.	Items	Mean	std. Deviation
purchase Behavior	1	I'd like buy everything new of mobile devices.	3.58	1.45
	2	I always knowledgeable about services offered by Umniah co.	3.64	1.19
	3	I feel with confidence and proud for dealing with Umniah .	3.31	0.74
	4	Umniah's services meet my own needs and desires.	3.68	0.92
	5	I prefer Umniah services rather than competitors'.	3.56	1.12
	Total		3.55	0.69
Advertisement	1	Umniah advertising campaigns make it easy to identify services offered to customers.	4.06	0.88
	2	Newspaper ads. have positive effects on my purchase behavior.	3.33	1.19
	3	Umniah widely uses signs and posters to announce their services which motivate my purchase.	4.14	1.05
	Total		3.84	0.67
Advetising	1	Knowing about features	3.54	1.00

		motivates me to deal with Umniah.		
	2	Significant community figures who are within Umniah's clientele indicate distinctiveness.	2.77	1.29
	3	A talk by the public about Umniah services gives me pleasure and motivates me to deal with Umniah.	3.56	1.08
			3.29	0.78
	Total			
Sales Promotion	1	Gifts presented by Umniah have positive influence on my purchase decision-making.	3.77	1.03
	2	Offers and lines offered by motivate my loyal dealing with Umniah.	4.08	0.84
	3	Discounts presented encourage me to deal with Umniah.	4.18	0.93
	Total		4.01	0.74
Direct selling	1	Intensive messages sent by Umniah to its customers have a significant role to make them learn about the new services offered.	3.95	1.23
	2	Receiving SMS messages from Umniah makes me feel as important person and under consideration.	3.83	1.01
	3	The website has a role in early learning about services offered by Umniah.	3.00	1.51
	Total		3.59	0.86

Table (2) shows that for purchase Behavior variable, the issue (4) (Umniah's services meet my own needs and desires) has the highest mean which reached (3.68), then issue (2) (I always knowledgeable about services offered by Umniah co) reached (3.64), then issue (1) (I'd like buy everything new of mobile devices) reached (3.58) , but the lowest mean was for issue (3) (I feel with confidence and proud for dealing with Umniah) which represent (3.31).And the mean for dimension purchase Behavior reached(3.55).

To explore the relationship between promotional mix (advertisement, Propaganda, Sales Promotion, and Direct marketing) and purchase behavior, multiple Linear Regression were applied, table (3) shows that.

Table 3: Multiple linear regressions to explore the effect of Promotional mix on behavior purchase.

Promotional mix	B	T value	Sig.	R	R square	F	Sig.
advertisement	0.10	1.39	0.08	0.88	0.78	39.37	0.00
Propaganda	0.68	8.02	0.00				
Sales Promotion	0.09	1.52	0.09				
Direct marketing	0.60	5.05	0.03				

Table (3) shows the correlation between promotional mix (advertisement, Propaganda, Sales Promotion, and Direct marketing) and behavior purchase, when ($R=0.88$) ($R\text{ square}=0.78$) ($F=39.37$) ($\text{Sig.}=0.00$), this indicate it there is significant correlation between promotional mix and behavior purchase.

Hypothesis two

“The advertisement is significant correlated with purchase behavior”.

To realize the validity of hypothesis two, descriptive statistical was used to calculate means and standard deviation for each items of advertisements dimension, Multiple Linear Regression analysis were applied, as shown in tables(3).

As shown in table (2), For Advertisement variable, the issue (3) (Umniah widely uses signs and posters to announce their services which motivate my purchase) has highest mean reached (4.14), then issue (1) (Umniah advertising campaigns make it easy to identify services offered to customers) which reached (4.06), but the lowest mean was for issue (2) (Newspaper ads. have positive effects on my purchase behavior) which represent (3.33). And the mean for dimension Advertisement reached (3.84).

As shown in table (3), there is no significant correlation between advertisement variable and purchase behavior, when ($T=1.39$) ($\text{sig.}=0.08$), this indicate to the advertisement hasn't a significant effect on purchase behavior.

Hypothesis three

“Advertising is significant correlated with purchase behavior”.

To realize the validity of hypothesis three, descriptive statistical was used to calculate means and standard deviation for each items of advertising dimension, Multiple Linear Regression analysis were applied, as shown in tables(3).

As shown in table (1), For advertising variable, the issue (3) (Talks by the public about Umniah services gives me pleasure and motivates me to deal with Umniah) has highest mean reached (3.56), then issue (1) (Knowing about features motivates me to deal with Umniah) which reached (3.54), but the lowest mean was for issue (2) (Significant community figures who are within Umniah's clientele indicates distinctiveness) which represent (2.77). And the mean for dimension Propaganda (3.29).

As shown in table (3), there is significant correlation between Propaganda variable and purchase behavior, when ($T = 8.02$) (sig. = 0.00), this indicate to the Propaganda variable has a significant effect on purchase behavior.

Hypothesis four

“The sales promotion is significant correlated with purchase behavior.”

To realize the validity of hypothesis four, descriptive statistical was used to calculate means and standard deviation for each items of sales promotion dimension, Simple Linear Regression analysis were applied, as shown in tables(3).

As shown in table (2), For Sales Promotion variable, the issue (3) (Discounts presented encourage me to deal with Umniah) has highest mean reached (4.18), then issue (2) (Offers and lines offered by motivates my loyal dealing with Umniah) which reached (4.08), but the lowest mean was for issue (1) (Gifts presented by Umniah have positive influence on my purchase decision-making) which represent (3.77). And the mean for dimension Sales Promotion (4.01).

As shown in table (3), there is no significant correlation between Sales Promotion variable and purchase behavior, when ($T = 1.52$) (sig. = 0.09), this indicate to the Sales Promotion hasn't a significant effect on purchase behavior.

Hypothesis five

“The direct selling is significant correlated with purchase behavior.”

To realize the validity of hypothesis five, descriptive statistical was used to calculate means and standard deviation for each items of direct marketing dimension, Simple Linear Regression analysis were applied, as shown in tables(3).

As shown in table (2), For Direct marketing variable, the issue (1) (Intensive messages sent by Umniah to its customers have a significant role to make them learn about the new services offered) has highest mean reached (3.95), then issue (2) (Receiving SMS messages from Umniah makes me feel as important person and under consideration) which reached (3.83), but the lowest mean was for issue (3) (The website has a role in early learning about services offered by Umniah) which represent (3.00). And the mean for dimension Direct marketing (3.59).

As shown in table(3), there is significant correlation between Direct marketing variable and purchase behavior, when ($T = 5.05$) (sig. = 0.03), this indicate that Direct marketing has a significant effect on purchase behavior.

✓ Conclusions and Recommendations

• Conclusions:

Promotion mix is an important component in marketing mix and promotion have clearly a major impact on consumer purchase behavior, this study present the influences of each element of promotion mix on behavior purchase .Finally this study indicates that the Umniah company must focuses

on advertising and sales promotion to increase its sales ,of course these results differ from firm to another.

- **Recommendations:**

- Focus on advertisingto develop and increase the customer purchase behavior;
- Improve quality of product to strength the purchase behavior;
- make another studies to understand the purchase behavior as good as possible;
- Umniah Company should create special exhibits;
- Necessity to know the abilities of competitors.