



## INTERNATIONAL JOURNAL OF TRANSFORMATIONS IN BUSINESS MANAGEMENT

e-ISSN: 2231-6868, p-ISSN:2454-468X

### Adopting Silent Marketing Activities in Light of The Leading Brand: A Prospective Study of A Sample of Customers Zayouna Mall in Baghdad

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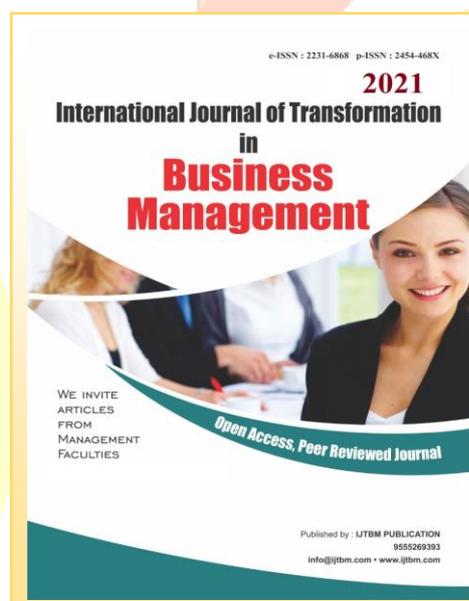
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Iraq

**Paper Received:** 10<sup>th</sup> January, 2021; **Paper Accepted:** 01<sup>st</sup> February, 2021;  
**Paper Published:** 02<sup>nd</sup> February, 2021

#### How to cite the article:

Asma Habib Nima, Ahmed Ghazi Mahdi, Adopting Silent Marketing Activities in Light of The Leading Brand: A Prospective Study of a Sample of Customers Zayouna Mall in Baghdad, IJTBM, January-March 2021, Vol 11, Issue 1; 39-60



## ABSTRACT

This study investigated the effect of leading brand elements on silent marketing activities through a survey study of a sample of Zayouna mall customers in Baghdad. This study aims to determine the effect of awareness, loyalty and brand image on adopting silent marketing activities represented by absolute silence, calm and positive, as the research tries to provide a comprehensive theoretical framework for the most important presentation by writers and researchers about the research variables, data were collected using a questionnaire-based survey consisting of 36 Questions and distributed to 54 customers. The research tries to answer a set of questions that embody the research problem (is there a correlation and influence between the dimensions of the brand and silent marketing, and does the leading brand positively and morally enhance the relationship with silent marketing), in order to analyze the data obtained from the questionnaires, the methods were used. Quantity such as mean, standard deviation, coefficient of variation, simple correlation probability, and structured equation modeling. The results show that the elements of the leading brand activities have a significant influence on the adoption of silent marketing activities. Finally, the study recommends that management should improve and enhance the brand through the application of appropriate activities for the company's work to reach and adopt silent marketing activities.

Keywords: silent marketing, branding

## INTRODUCTION

All businesses and especially leading businesses are affected to some degree by what is happening in the global market. Now companies not only aim at customer satisfaction but are trying to do so more efficiently and effectively than their competitors in the competitive market in order to achieve their goals. The most important goal of the company is how to maintain customer satisfaction and focus on a customer-focused approach in their organizational and marketing strategies, and to follow new promotional methods that are insightful from brand leadership as it is necessary to brand in the work center

according to its strategies, events and organized processes. In fact, it is easier and more profitable to sell to existing customers than to find new customers. Therefore, the company places its leading brand to ensure the adoption of silent marketing activities.

On the part of the organization, this is done through the adoption of a set of marketing activities and programs represented by silent marketing, which in turn focuses on squeezing the promotional mix mainly, so the interest that begins with the commercial imposition and knowing its value in comparison with the brands in the same industry is the result of which is reflected in

turn on the motives. Buying at customers, therefore awareness of the brand is considered one of the most important elements of brand activities, whether this awareness is acquired from other individuals or personal awareness, and the element of brand loyalty cannot be denied in the crystallization of silent marketing activities, as the availability of the leading brand for employees consists of them a group. The brand image is an important pillar of the adoption of silent marketing activities, as knowing the needs and requirements of the internal customer is like a spark to look at the ideas, desires and needs of external customers and how to satisfy and retain them. Therefore, this research has been divided into four main sections, the first section represents the research methodology, and the second section came to explain the theoretical side of the research, while the third section came to explain the practical and analytical side of the research, and finally the research was concluded with a set of conclusions reached by the research and recommendations

### **FIRST TOPIC: THE RESEARCH METHODOLOGY**

#### **First: The Research Problem and Its Questions**

As a result of constantly changing customer tastes and desires on the services provided by

a particular company, or the transformation of the products of a company into the products of other companies as a result of the complexity and continuous change in which the business environment in our time is characterized as well as a result of many internal and external factors that may affect the purchasing decisions of customers, and from these external factors are the brand and its important role in adopting silent marketing, so it can be observed that there are a lot of purchasing decisions for some customers, among them they are irregular and mainly dependent on the brand and its brightness compared to other brands. For example, status, image, loyalty, or brand awareness, this research attempts to reveal the nature of the relationship between the leading brand and the silent marketing activities of customers.

The topic of silent marketing is one of the modern topics that have not been seriously shed light on, so this topic is considered one of the topics that combines psychology and how it is reflected in the world of marketing, and how to help companies provide methods and methods that help how to deal with customers. As for the brand is one of the vital topics that many writers and researchers have focused on in the field of marketing, we will determine what are the factors that affect it. Therefore, the reflection of the brand on silent marketing activities is a problem in

itself, and therefore the current research problem can be formulated through the following questions :

- 1 -What is the leading brand in the minds of customers of the research sample?
- 2 -Are activities available that can explain the leading brand? The research sample.
- 3 -What is the nature of silent marketing for the research sample.
- 4 -Is there a relationship and influence between the leading brand and silent marketing?

### **Second: The Importance of Research**

The importance of the current research is crystallized in the following points:

- 1 -The current research contributes to navigating and shedding light for company managers, especially the research sample, towards understanding the structure of the brand and silent marketing for them as it is one of the modern management concepts that took a small space in the marketing management research.
- 2 -Research topics (branding and silent marketing) are important and worthy of attention, due to the lack of Arab studies that brought together topics to the best of the researcher's knowledge, so there are few percentages of Arab studies that dealt with researching the nature of the relationship

between branding and silent marketing behavior.

3 -Business companies in our time are trying to understand and study the psychological composition of the customer is one of the pillars of the companies' success, because it helps companies to diagnose what they want and how to retain customers in the way that can be distinguished by their performance and thus obtain satisfaction for their customers.

4 -The importance of the current research can be framed through the sector that has been highlighted, which is a service sector, especially the large single market (malls), and its great role in the life of Iraqi society.

### **Third: Research Objectives**

The objectives of the research can be embodied in the following points:

- 1 -Diagnosing the brand composition and silent marketing in the surveyed companies?
- 2 -Determine the difficulties and obstacles that companies face when the brand composition is not understood.
- 3 -Determine the strength and direction of the link between the brand and the silent marketing activities.
- 4 -Diagnosing the relationship of the brand influence on silent marketing activities.

**Fourth: The Hypothetical Outline of the Research**

As a result of what was proposed in the research problem, its importance, and its

basic objectives, a hypothetical structure was formulated and designed in Figure (1) that expresses the nature and type of the basic and secondary relationships

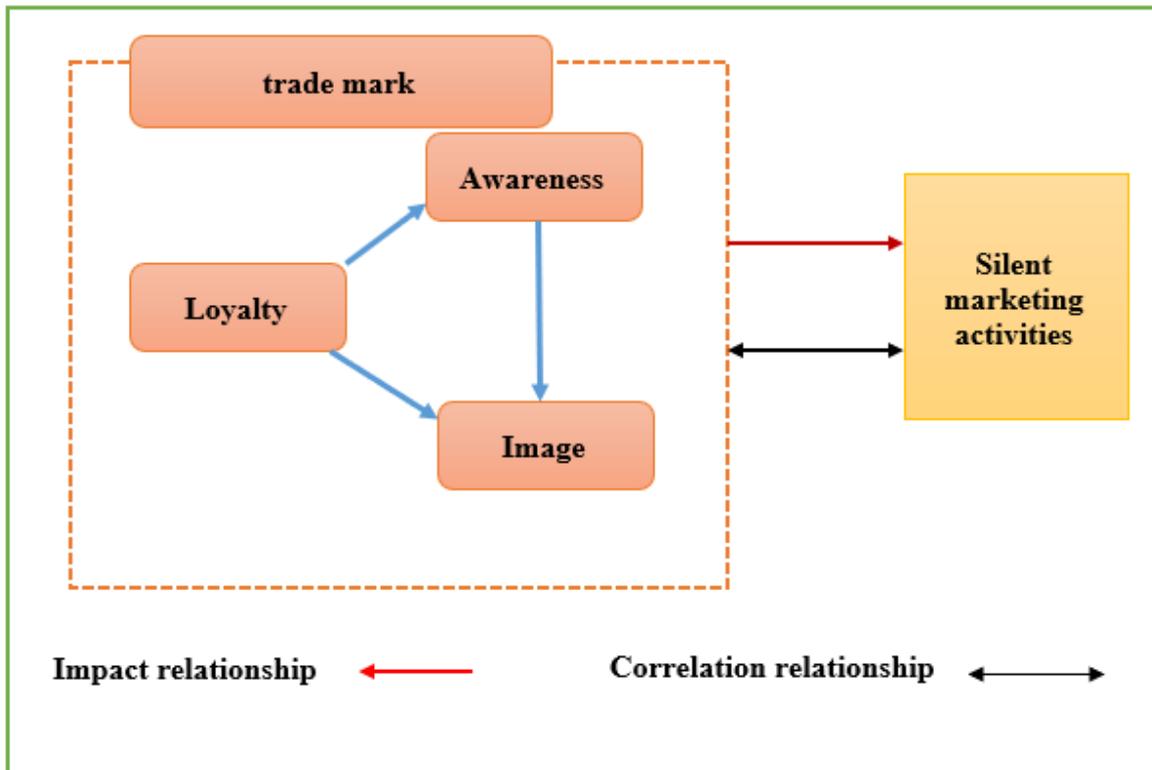


Figure (1) Hypothesis model for research

**Fifth: Research Hypothesis**

1 -Correlation hypotheses

The first main hypothesis: There is a significant correlation between the brand and the silent marketing activities, and three sub hypotheses are branched out of it, as follows:

The first sub hypothesis: There is a significant correlation between the customer's brand awareness and the silent marketing activities.

The second sub-hypothesis: There is a significant correlation between customer brand loyalty and silent marketing activities.

The third sub hypothesis: There is a significant correlation between the customer's brand image and the silent marketing activities

Impact hypotheses

The second main hypothesis: There is a statistically significant effect of the brand on silent marketing activities, and three sub

hypotheses are branched out of them, as follows:

The first sub hypothesis: There is a statistically significant impact relationship for brand awareness in silent marketing activities.

The second sub-hypothesis: There is a statistically significant impact relationship for the brand image in the silent marketing activities.

The first sub hypothesis: There is a statistically significant impact relationship for brand loyalty in silent marketing activities.

#### **Sixth: The Research Community and Sample**

The current research was applied in one of the large retail markets in Baghdad, which is Zayouna Mall. As the research sample was aimed at mall customers, and the research sample consisted of (54) customers, and after sorting and tabulating the questionnaires in the statistical program, it was found that there are (6) that do not meet the conditions, and therefore the questionnaires that are suitable for analysis are (48) questionnaires.

#### **Seventh: Research Approach:**

When formulating the research, the researcher adopted the descriptive approach in the theoretical side as well as analyzing

the impact relationships and the correlation between research variables.

#### **Eighth: Research Limits**

1 -Spatial boundaries: The search was limited to the large retail market in Baghdad (Zayouna Mall, as it represents a large segment in the service sector that can attract many customers and deal in direct contact with them.

2 -Temporal boundaries: the period of research completion extended from 12/8/2020 to 17/10/2020.

#### **Ninth: Methods and Tools of Data Collection**

The researcher relied on foreign sources in the theoretical side of the research, which were books, articles, theses, and letters related to the current research topics, as well as the sources on the Internet.

As for the practical side, the researcher relied on the questionnaire form as the main tool and the most consistent with the current research trends, and a five-point scale was used (Likert and Table (1) clarifying the research variables and the paragraphs of the measurement tool .

Sources	Coding	Number of paragraphs	The dimension	Variables
Jamaluddin el at,2013	SEN	3	Awareness	trade mark (CUPS)
	CON	3	Loyalty	
	AFF	3	Image	
	(IMBB)	5	One-dimensional	Silent Marketing (IMBB)

**SECOND TOPIC: THE THEORETICAL FRAMEWORK FOR RESEARCH**

**First: The Concept of Silent Marketing**

Today, as a result of technological developments, and the continuous increase of competition between business organizations. If this competition can intensify to the point of deterioration and destruction of some organizations that cannot keep up with these events, then this deterioration can be explained by the fact that some organizations are unable to balance their activities costs with the amount of profits gained, and among these costs are (the costs of marketing activities) that they use Organizations to promote their products. As the market survey activity carried out by business organizations to find out what products are offered by competitors in the same industry and the possibility of offering products higher than their competitors on the one hand, and knowing the requirements and needs of customers and reaching them

(hearing the customer's voice) on the other hand, these activities are for some organizations that are weak In terms of its position in the market, it may lead to bankruptcy, due to the amount of costs reaching the level of break-even point and its increase in the amount of profits earned. Therefore, these organizations market their products for one time only, and be indifferent to what competitors offer and that they do not hear the voice of their customers. Or they may exploit some major organizations Its trademark and the promotion of its products once, or it may not perform as much promotion as the car companies (Mercedes / BMW). As these leading companies in the automotive industry can manufacture many models, and their products are very popular without any single advertisement. Hence the term "silent marketing."

It is possible to distinguish and divide this type of marketing into (silence marketing), as it can be interpreted as the intentional carried

out by business organizations as a kind of their strategies to stay in the market, and the non-disclosure of their products to avoid conflict with other organizations and intense competition, and from the organizations that can use this type From silent marketing are the leading companies in the automotive industry mentioned above, or the second type (silent marketing), as it can be interpreted as submission due to the lack of sufficient capabilities for organizations to keep pace with competitors. Government organizations that do not care about the amount of profits can use this kind of silent marketing. Subject to the available products and try to stay as long as possible in the market

Such as the State Company for Food Industry, Silent marketing can be defined as: It is an ineffective marketing process for small organizations, as it can reduce costs and efforts and take different forms for more marketing elements such as silence of promotion, price silence, product silence

### **Second: The Benefits of the Negation of Silent Marketing**

The importance of silent marketing activities can be identified in organizations, especially the leading ones, if it helps reduce the cost of promotion that these organizations allocate to advertise their products, and it also helps organizations avoid strong competition for organizations that work in the same field of industry. In the one-time promotion and

advertisement process, this makes it far from other organizations that use promotional activities to advertise their products.

### **Third: Dimensions of Silent Marketing**

1 -Absolute silence: This kind of silence can be explained when business organizations are unable to keep pace with competitors and their marketing capabilities, so they take this kind of silence taking into account their own organizational adaptation, and they judge themselves with a kind of high confidence and bear the status quo, and it is like this The type of silence is negative marketing behavior for the company, because companies do not have many alternatives to change their position, so accept this type in a state of despair and lack of correcting conditions.

2) -Quiet silence: This kind of marketing behavior that companies perform against external threats with a proactive awareness, if the business companies refrain from declaring or expressing their activities or marketing programs to avoid the actions of competing companies, and this type of marketing is more common. From silent marketing, if it involves understanding alternatives, looking at them, and concealing information to preserve the company.

3 -Positive silence: This type of marketing behavior is a positive behavior in which it protects business companies, if this type of silence takes a type (silence), which the

companies do to preserve the benefits of the organization, and this type differs from the previous type that it seeks the benefits of the organization and employees And not just the organization's behavior.

#### **Fourth: The Concept of the Brand**

The concept of the brand originated for the first time in the late fifties of the twentieth century when (Martinean) used this term to express the tangible dimensions that make commercial stores distinctive, then in the same time period Levy used it to express a set of demographic characteristics, followed by that The research and studies that dealt with this concept followed, and the idea of the trademark became popular with many marketers (Plummer, 2000: 34) and defined it (Georges, 2005: 13-12) as "a mental point of inference based on tangible and intangible values", meaning that Each brand has a unique position in its market that derives from its basic function of inferring the positioning in the mind of the customer, which depends on the material values represented (product, price, distribution channels, audios). All that can be evaluated and compared, and the intangible values represented (date of the mark or The organization, its reputation, its image, its identity, its principles, its culture) The concept of the brand is one of the most recent trends that seek to meet the requirements of globalization and achieve the competitive advantage of business

organizations. D.The concept of the brand on distinguishing products and services and distinguishing them and marketing them by competing companies, and improving the competitiveness of the structure of the parties, or the local market, or the global market (Kuhn, et al, 2008: 3), while Olivier, 2009: 125)). It is "a set of semantic components (words and meanings) and cinematic components (symbols and signs) that allow the identity of products and services to be communicated in a targeted manner different from competition." It was also known as "the symbol or form that the producer chooses for his product so that it is easy for the dealers to distinguish it and know it just by looking, and it is necessary for the mark to be attractive and beautiful, easy to distinguish and express, because proper distinction is the way to the customer's loyalty. Or services through the availability of distinct images of him (Cho, 2011: 11)) In parallel with globalization and the rapid advancement of technology and the communication network, a business in one part of the world can compete with another company located in another part of the world. The definition given by the American Marketing Association is a name, term, mark, symbol or design intended to define the product and services of the seller or sales group and distinguish itself from its competitors (2016: 48, Durmaz & Yaşar)

**Fifth: Brand Features**

The brand is characterized by a set of features, as divinely indicated by:

(KOTLER & Keller, 2009: 277) schoeman, 2012: 19) as follows:

1 -It achieves many benefits for the product and the market, the most important of which is the possibility and ease of promoting the product, especially through advertising, as it helps to increase the volume of sales by enabling the customer to access them quickly and easily, and enjoy legal protection for registered trademarks from imitating competitors for the products.

2 -The mark is embodied in the form of letters, numbers, or abbreviations, or it can be photographed or drawn in the form of drawings, paste, stamps, footnotes, drawings in three dimensions (hologram), tagged logos (logo), color group, complex pictures, or shapes related to a product or to distinguish it . Since this principle was that all signs that are capable of linear embodiment can be a trademark, and every sign that is not capable of linear embodiment cannot be a trademark.

3 -It has a distinctive character that enables it to distinguish the services from the services provided by competitors to it, and perhaps this is what made the need for a law to protect the trademark because the distinctive

character is the one that the customer depends on to know the source of the product

4 -The commodity discrimination for trademarks reduces price comparisons because trademarks are another factor that is taken into account when purchasing and the reputation of the brand also affects the loyalty of the users of the services and creates reassurance for the customer when purchasing the goods and services distinguished by the trademark due to his prior knowledge of its specifications.

5 -It adds a basic value for the good or service that is reflected in the organization's reputation and fame, which is reflected in the value of its shares and strengthens its position in the market.

6 -It makes it easier for the customer to identify the good and the service provided and access it among the many goods and services that compete with it, which leads to a reduction in the time and effort expended to obtain it.

7 - It works to protect the good or service and its imitation by another producer, especially if it is registered with its distinctive mark and characteristics, as it is then entitled to sue him

## Sixth: Dimensions of the Trademark

The following is an explanation of each of these exclusions, as follows:

### 1 -Brand Awareness:

It means the ability of the customer to distinguish the mark and remember it in various circumstances and link its elements within his memory, and that the depth and breadth of awareness is of vital importance (Steinlein, 2014: 32). It also means the strength of the brand's presence in the minds of customers and is a measure of the effectiveness of its communications, and it includes three processes: (Kuuru, 2013: 1)

#### A- Brand awareness

B- The height of mental awareness, which means the product's entrenchment in the customer's mind.

C- The ability to recall a list of marks for a specific product type.

### 2 -Brand Image:

It means the public's perception of a mark in other words, how they expect it to be (Korhonen, 2010: 27), so it can be a differential feature of the company as it includes all the characteristics and benefits of the mark (Kuuru, 2013: 17). It is an essential element in determining the customer to

choose a specific mark from among the alternatives. Available after collecting information on the selected mark and the competing brands (Rosengren & et.al, 2010: 6), as it explains the way customers analyze the signals coming from the products and the communications they cover, so the image reflects the advantages of the product and its position, and the strong image affects the user's perception and has four The purposes it seeks to achieve are achieving expectations of customers, understanding the activities of the organization, reflecting consumers' experiences and expectations, and affecting the organization from the inside if it is unclear and negatively reflects on the behavior of workers, which leads to a defect in their internal relations and the quality of their relationship with customers (Hubanic & Hubanic, 2009: 30) The brand image is formed as a result of two processes:

A- Consumer experiences: play a vital role in forming the brand's image, and it is necessary for the customer's experiences to coincide with marketing communications to form a clear image, as the conflict between them generates distorted images, so the gap between them must be reduced (Rosengren & et.al, 2010: 6).

B- Community influence: The spoken word has a strong influence on the consumer, as the discussion between two people in which

words express opinions, has more credibility than other methods of communication, and is a catalyst factor for the potential customer. Social opinion influences the viewpoint of actual and potential customers and their beliefs about a specific product or brand, and has an important influence on the formation of the brand's image (Rosengren & et.al, 2010: 8).

### *3 -Brand Loyalty:*

(YL & Lee, 2011: 39) has indicated that there are different levels of brand loyalty divided into two basic dimensions, the first being behavioral loyalty, which is related to customer behavior in the market, which can be indicated through repeated purchases, or commitment to brand value as an option. Basis, the second is attitudinal loyalty, which means that the brand comes first to the mind of the customer when the need arises to make a purchase decision that is the customers' first choice. Situational loyalty is closely related to the highest level of consciousness. (Chi et al., 2009: 136) believes that if an organization wants to test the weakness or strength of the loyalty of its guests, it can easily verify whether customers still prefer its products to its competitors. As added by Severi & Ling (2013: 127), brand loyalty is an essential

component when it comes to branding the brand in terms of value, because brand loyalty can generate profit. As increasing customer loyalty to the brand means increasing brand ownership as well, as organizations gain a high competitive advantage when they have a high percentage of customer loyalty, and then the concept of loyalty helps organizations better manage customer relationships in order to create long-term investment and profitability (Fatema et al., 2013: 43).

### **THE THIRD TOPIC: ANALYTICAL ASPECT AND TESTING OF RESEARCH HYPOTHESIS**

#### **First: Test the Normal Distribution of the Withdrawn Data**

Before starting the analysis of the research data and extracting the results that support the theoretical side of the research, these data must be subjected to tests of natural distributions, so that the researcher can know which tests are appropriate for the data drawn, so they will be tested using the two tests, ClumMicrove - Simonrove and Shapiro - Willik test, as their results can be interpreted accordingly. On the value of (P-value), which is acceptable with greater significance ( $P \geq 0.05$ ), and Table (2) illustrates the test of normal distributions of the data.

Table (2) the normal distribution of the withdrawn data

variable	Kol-smi	p-value	Sha-wil	p-value	variable	Kol-smi	p-value	Sha-wil	p-value
SEN1	.202	0.05>P	.772	0.05>P	AFF1	.305	0.05>P	.680	0.05>P
SEN2	.362	0.05>P	.543	0.05>P	AFF2	.355	0.05>P	.716	0.05>P
SEN3	.126	0.05>P	.412	0.05>P	AFF3	.178	0.05>P	.542	0.05>P
SEN	.293	0.05>P	.655	0.05>P	AFF	.326	0.05>P	.737	0.05>P
CON1	.306	0.05>P	.722	0.05>P	CUPS	.221	0.05>P	.613	0.05>P
CON2	.237	0.05>P	.528	0.05>P	IMBB 1	.306	0.05>P	.778	0.05>P
CON3	.175	0.05>P	.761	0.05>P	IMBB2	.237	0.05>P	.754	0.05>P
CON	.255	0.05>P	.601	0.05>P	IMBB3	.313	0.05>P	.770	0.05>P
					IMBB4	.146	0.05>P	.773	0.05>P
					IMBB5	.227	0.05>P	.763	0.05>P
					IMBB	.251	0.05>P	.870	0.05>P

When interpreting Table (2), it becomes evident that the results conform to the rule imposed for the normal distribution, since all the apparent results of the P-value were greater than 0.05 and for all the paragraphs of the variables, and this means the results that the researcher will reach can be generalized to society as a whole.

**Second: Test the Structural Validity of the Measuring Tool**

To ensure the stability of the research scale and the consistency of its paragraphs, a set of statistical tests related to measuring the stability of the scale must be performed, and the most prominent of these tests is the Crumbach Alpha Coefficient test, which assumes that the results are higher than (60%) in order to be acceptable. Table (3) shows Krumbach's alpha parameter for the variables and dimensions of the current research.

Table (3) Krumbach's alpha coefficient of research variables and dimensions

Krumbach for the total search	Krumbach for the dimension	Number of paragraphs	The dimension	Krumbach for variable total	variable
.906	.841	3	Awareness	.935	trade mark
	.864	3	Loyalty		
	.852	3	Image		
	-----	5	One-dimensional	.945	Silent Marketing

**Third: Description and Diagnosis of Research Variables**

When interpreting the results of Table (4), it becomes evident that the arithmetic mean of the customer's psychology variable (CUPS) reached (3.55), with a standard deviation of

(0.953) capacity, coefficient of variation (0.270) and a high level of answers, and with a relative importance of (70%), and these results explain that the sample Respondents have a high awareness of customer psychology.

Table (4) Description and diagnosis of research variables and dimensions

Order of importance	Relative importance	Coefficient of variation	standard deviation	Arithmetic mean	Paragraph symbol	Order of importance	Relative importance	Coefficient of variation	standard deviation	Arithmetic mean	Paragraph symbol
The second	84%	0.253	0.995	3.930	IMBB1	The second	77%	0.267	1.024	3.825	SEN1
the first	81%	0.245	0.945	3.860	IMBB2	the third	70%	0.291	1.092	3.750	SEN2
the third	78%	0.250	0.966	3.860	IMBB3	the first	72%	0.266	0.940	3.520	SEN3
the fourth	80%	0.257	1.002	3.900	IMBB4	The second	61%	0.282	1.016	3.601	SEN
Fifth	73%	0.267	0.998	3.740	IMBB5	The second	72%	0.283	1.047	3.695	CON1
the first	72%	0.18	0.656	3.71	IMBB	the third	70%	0.301	1.115	3.705	CON2
						the first	48%	0.263	0.924	3.510	CON3
						the first	71%	0.262	0.999	3.810	CON
						the third	84%	0.469	1.259	2.680	AFF1
						the first	81%	0.310	0.937	3.015	AFF2
						The second	71%	0.332	0.989	2.975	AFF3
						the third	77%	0.464	1.188	2.560	AFF
						The second	70%	0.270	0.953	3.55	CUPS

As it can be seen from Table (4) that the perceptual dimension (CON) came first with an arithmetic mean of (3.810), a standard deviation of capacity (0.999), a coefficient of variation (0.262), a high level of answers, and a relative importance of (71%), and these results explain that The sample studied is concerned with the cognitive aspect, with a high percentage. While the sensory dimension (SEN) and the affective dimension (AFF) ranked second and third respectively, with an arithmetic mean of (3.601,2.560), respectively, and a standard deviation of ability (1.016,1.188), respectively, and a difference coefficient of (0.282,0.464) respectively, and a high level of The answers, with a relative importance of (61% and 77%), respectively, and these results explain that the researched sample applies the sensory and emotional aspects during purchase with a high rate.

It is clear from the interpretation of the results of Table (4) that the arithmetic mean of the impulsive buying behavior variable (IMBB) reached (3.71), with a standard deviation of (0.656), the coefficient of variation (0.18) and a high level of answers, and with a relative importance of (72%).

This explains that there are Behavior of impulsive buying among the researched sample, with a high rate.

#### **Fourth: Test the Research Hypotheses**

##### **1 -Correlation Hypothesis**

Table (5) shows the correlational relationships between the research variables represented by customer psychology (CUPS) and impulsive buying behavior (IMBB), so the first main hypothesis and the sub-hypotheses branching out can be explained as follows:

The first main hypothesis: which states (there is a significant correlation relationship between CUPS psychology and impulsive buying behavior (IMBB)).

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Table (5) Correlational Relationships of Research Variables

	SEN	CON	AFF	CUPS	IMBB
SEN	1				
CON	.911**	1			
AFF	.907**	.912**	1		
CUPS	.912**	.870**	.911**	1	
IMBB	.960**	.905**	.904**	.944**	1

\*\*correlation is significant at the level (2-tailed), N=48, Sig.(2-tailed) =000

It is evident from the results of Table (5) that there is a correlation between customer psychology (CUPS) and impulsive buying behavior (IMBB), and it has been described as a positive relationship of (.945 \*\*) in addition to that the value of sig is less than (0.05), i.e. accepted The first main hypothesis that means impulsive buying behavior can be diagnosed through knowledge of the customer's psychological structure. From this hypothesis, there are three sub hypotheses, which are:

A- The first sub hypothesis: There is a significant correlation between the customer's sensory structure (SEN) and impulsive buying behavior (IMBB).

It is evident from the results of Table (5) that there is a correlation between the perceptual

composition of the customer ((SEN) and impulsive buying behavior (IMBB). These results validate the first sub-hypothesis.

B- The second sub-hypothesis: There is a significant correlation between the customer's perceptual structure (CON) and impulsive buying behavior (IMBB).

It is evident from the results of Table (5) that there is a correlation between the perceptual structure of the customer ((CON) and impulsive buying behavior (IMBB), and it has been described as a positive relationship of (.955 \*\*) in addition to that the sig value is less than (0.05), indicating These results validate the second sub-hypothesis.

C- The third sub-hypothesis: There is a significant correlation between the affective

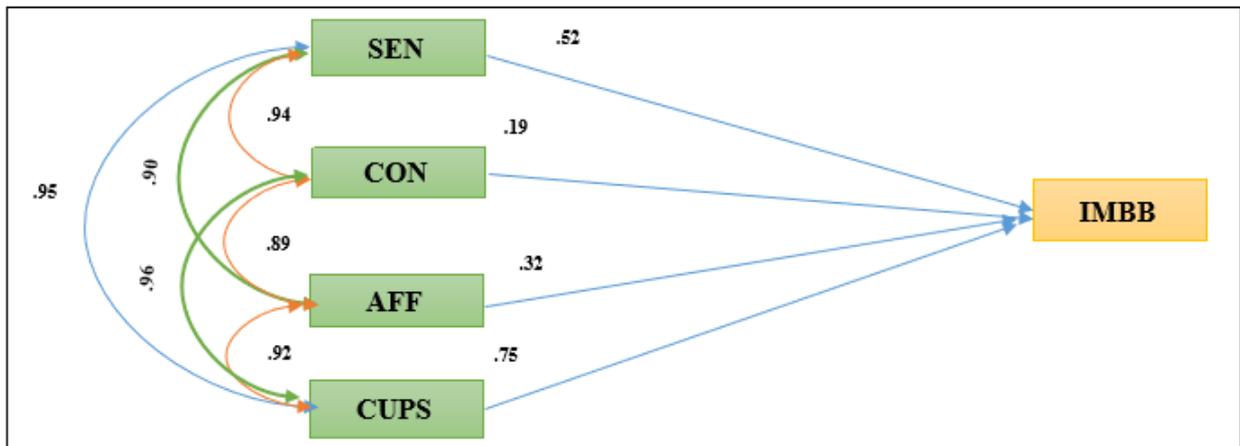
composition of the customer (AFF) and the impulsive buying behavior (IMBB).

It is evident from the results of Table (5) that there is a correlation between the emotional structure of the customer (AFF) and impulsive buying behavior (IMBB), and it has been described as a positive relationship of (.934 \*\*) in addition to that the sig value is less than (0.05), indicating These results validate the second sub-hypothesis.

**2 -Impact hypothesis**

The second main hypothesis: which states (There is a statistically significant effect of CUPS on impulsive buying behavior (IMBB)).

To test this hypothesis, the researcher built a structural modeling equation model, which illustrates the relationship between the dimensions of customer psychology (CUPS) and impulsive buying behavior (IMBB), and Figure (2) illustrates the dimensions of customer psychology in impulsive buying behavior. Match quality.



**Figure (2) Standard Model of the Impact of Customer Psychology on Impulsive Purchasing Behavior**

As shown by the interpretation of the results of Table (6) and shown in Figure (2), the validity of the hypothesis following the customer's psychology (CUPS) in the impulsive buying behavior (IMBB), as it is

evident that there is a positive effect of the customer's psychology on impulsive buying behavior, as the increase in the customer's psychology With one unit, it leads to the buying behavior of (.754), with a standard

error (.109), and a critical percentage (6.917). These results prove the validity of the second

main hypothesis. There are three hypotheses that are divided into:

**Table (6) results of an impact analysis of the dimensions of the customer's psychology variable on impulsive buying behavior**

Regression path		Standard Estimates	Standard error	Critical ratio	Values R2	Probability )P(	Type of effect	
IMBB	←	SEN	.517	.028	18.42	.943	***	moral
IMBB	←	CON	.018	.044	0.451		***	moral
IMBB	←	AFF	.335	.012	27.07		***	moral
IMBB	←	CUPS	.774	.109	6.912		***	moral

**A-** The first sub-hypothesis: which states (There is a statistically significant impact relationship for the sensory structure (SEN) in impulsive buying behavior (IMBB)).

The results of Table (6), shown in Fig. (2), show the existence of a significant effect of the Sensory Structure (SEN) dimension on impulsive buying behavior (IMBB). As it was found that there is a positive effect of the sensory structure (SEN) in the impulsive buying behavior (IMBB), as it was found that an increase in the sensory structure dimension (SEN) by one unit leads to an increase in the impulsive buying behavior (IMBB) by (. 527) and with a standard error (. 028), and a critical ratio.(18.82)

**B-** The second sub-hypothesis: which states (there is a statistically significant impact relationship for the perceptual combination

(CON) in impulsive buying behavior (IMBB).

The results of Table (6), shown in Figure (2), show that there is a significant effect of the perceptual structure (CON) dimension on impulsive buying behavior (IMBB). As it was found that there is a positive effect of the perceptual structure (CON) in the impulsive buying behavior (IMBB), as it was found that an increase in the perceptual structure (CON) dimension by one unit leads to an increase in the impulsive buying behavior (IMBB) by (.019) and with a standard error (.044), and the critical ratio.(0.431)

**C-** The third sub-hypothesis: which states (there is a statistically significant impact relationship for affective combination (AFF) in impulsive buying behavior (IMBB))

The results of Table (6), shown in Figure (2), show that there is a significant effect of the Affective Formation (AFF) dimension on Impulsive Buying Behavior (IMBB). As it was found that there is a positive effect of the affective combination (AFF) on impulsive buying behavior (IMBB), as an increase in the emotional combination dimension (AFF) by one unit leads to an increase in impulsive buying behavior (IMBB) by (.325). And with a standard error (.012), And a critical ratio (27.08), and based on the above, the second main hypothesis and the three sub-hypotheses are correct.

#### **THE FOURTH TOPIC: CONCLUSIONS AND RECOMMENDATIONS**

##### **First: Conclusions**

Based on the researcher's findings of the practical results of the research variables: A set of recommendations have been formulated, namely:

1 -The results of the research revealed that there are significant correlations between the customer's psychology and his dimensions, and impulsive buying behavior. This confirms that most of the customer's buying decisions were related to the psychological structure.

2 -The results of the research revealed that there are statistically influencing relationships between the customer's

psychology and his dimensions in the impulsive buying behavior. This confirms that the customer's psychological state has an important role in purchasing decisions and behavior, especially the impulsive type.

3 -The results of the analysis confirm that the psychological structure is different and varied among the customers of the research sample, and this in turn is reflected in the purchasing behavior associated with that situation that the customer is going through.

4 -The results of the research indicate that most of the shop owners and mall workers have a weakness in the abilities, skills and ability to explain the psychological structure of customers.

##### **Second: Recommendations**

1 -The necessity to enhance the activities and components of the customer's psychology through a set of means, represented by the continuous development of market research, self-capabilities.

2 -Providing the mall employees with training and development programs, so that they can keep pace with the internal developments and changes taking place in the customer's psychological structure.

3 -Training and development of employees to provide managers and workers with internal and external training courses to increase their

knowledge of models of internal marketing activities, so that banks can involve the external and internal trained bodies when developing and drafting these activities.

**1-** Providing effective means of communication, whether between employees (horizontal

communications), and customers, in order for them to transfer and understand ideas and information and interpret them in line with the purchasing behavior as soon as possible.



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