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THE ROLE OF PROMOTION PROCESS IN ATTRACTING
CUSTOMERS TOWARDS PRODUCTS IN THE
IRAQ- REGION/ERBIL

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MASTER'S THESIS

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BİNGÖL -2019



T.C.
BİNGÖL ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME ANABİLİM DALI

MÜŞTERİLERİ ÜRÜNLERE YÖNLENDİRMEDE
PROMOSYON SÜRECİNİN ROLÜ IRAK- BÖLGESİ / ERBİL

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BİNGÖL -2019

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BİLİMSEL ETİK BİLDİRİMİ

Yüksek Lisans tezi olarak hazırladığım [**MÜŞTERİLERİ ÜRÜNLERE YÖNELENDİRMEDE PROMOSYON SÜRECİNİN ROLÜ IRAK- BÖLGESİ /ERBİL]**

adlı çalışmanın öneri aşamasından sonuçlanmasına kadar geçen süreçte bilimsel etiğe ve akademik kurallara özenle uyduğumu, tez içindeki tüm bilgileri bilimsel ahlak ve gelenek çerçevesinde elde ettiğimi, tez yazım kurallarına uygun olarak hazırladığım bu çalışmamda doğrudan veya dolaylı olarak yaptığım her alıntıya kaynak gösterdiğimi ve yararlandığım eserlerin kaynakçada gösterilenlerden oluştuğunu beyan ederim..

/ / 2019

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THESIS ACCEPTANCE AND APPROVAL

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This thesis entitled" **THE ROLE OF PROMOTION PROCESS IN ATTRACTING CUSTOMERS TOWARDS PRODUCTS IN THE IRAQ- REGION/ERBİL** : prepared by **Shorsh Mohammed İbrahim** was found to be successful as a result of the thesis defense examination held on the date of...../.....2019 and accepted by our jury as the master degree in the Department of Business Administration..

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ACKNOWLEDGMENTS

First and mainly, thanks to Allah for power me to complete my thesis. I would like to say thanks for my supervisor, Prof. Dr. Sait PATIR for the assistance and advise me and Doc. Dr. Abdulvahap BAYDAŞ, also all citizens in BINGOL City.

Therefore, I would like to special thanks to Mr.Marewan Pepsi companies for helping me to distribute questionnaires in this company and collected.

Also, I would like many thanks for my brother Mr. Baban Jabar , Ali Abdullah and Mr. Nzar Mohammed at Sallahadin University a good environment and facilities to finish my thesis without that, I would look many difficulties while doing this study.

Finally, I would like to thank my lovely wife Miss. Awat and my lovely son Rahand and Sahand my daughter Sema. So, my parents and friends for giving me help and support to do best in my study.

I fully acknowledge the contributions of all to the completion of this study paper and hope that the contents will be of much value for any further study on this topic.

ÖZET

Bu çalışma ile promosyon sürecinin müşterileri çekmedeki rolü incelenme amaçlamaktadır. Bu nedenle Al - Hayat Şirketi'ndeki alkolsüz içecekler ve Pepsi Şirketi Irak Bölgesi / Erbil'deki durumu incelenmiştir. Anket yöntemi ile bilgiler toplanmıştır. Sonuçları analiz etmek için (Spss) paket programından yararlanılmıştır.

Sonuçlar göre:

1. Terfi süreci ile müşterilerin çekiciliği arasında olumlu ve önemli bir ilişki var.
2. Ortak bir bölge olan Irak Bölgesi / Erbil'den müşterilerin başarılı çekimleri için bir tanıtım sürecinin şart olduğu tespit edildi.

Anahtar kelime: Müşteri kazanma, Tanıtım, Müşteri karması,

ABSTRACT

This study seeks to study the role of the promotion process in attracting customers. Therefore, it chose to study the situation in Al - Hayat Company for soft drinks and Pepsi Company the Iraqi- Region/ Erbil.

The survey questionnaire is used as a data collection tool .The researcher distributed (150) form to the sample or manager in the surveyed and retrieved (127) form, the number of valid forms for analysis is (102) forms and excluded (25) form and were not valid for analysis, and the response rate is (68 %) and this ratio is acceptable and can be analyzed for behavioral and administrative studies. Depending on the form questionnaire to collect data and analysis in the field to identify:

Managed from the partner as a study community, distributed samples senior managers, middle managers, administrative and other staff, Who willingly contributed to the survey by answering the questionnaire Formulations. The independent variable is the promotional process, the thread is attracting customers, however, identify the study problem by studying some Evaluations, dedicated to the impact and relationships between the promotion process and attracting customers. Thus, the conceptual model is arranged in advance and then formulated.

Hypotheses, and thus data analysis was performed to ensure that.

The hypotheses are accepted or not, A number of statistical methods were used to analyze and determine the results, and through the computer software (Spss). Although the results revealed it

A positive and important relationship occurs between the promotion process and the attraction of customers. Based on the results, particularly the regression analysis

It has been identified that a promotional process is essential to the successful attraction of customers from the partner The Iraqi- Region/ Erbil

Keyword: promotion process, attracting customers, promotion, customers Advertising, personal sell, public relations and publishing .

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ACRONYMS

Abbreviations	Explanation
MBA	: Master of Business Administration
MM	Marketing Mix
SMM	: Surface Marketing Mix
PM	: Promotional Mix
CB	:Customer's Behavior
CP	: Customer's Pattern
SPSS	: Statistical Package for the Social Sciences

CHAPTER ONE

INTRODACTION AND OBJECTIVE

1.1 Introduction:

The role of promotion marketing is a term used to describe the set of tools that a business can use to communicate effectively the benefits of products or services to customers. The purpose of promotion is to succeed in the targeted customers and persuade them to shop for. Promotion has been outlined because the coordination of all seller-initiated efforts to line up channels of data and persuasion to sell product and services or promote a concept. The drink energies company like pipes in Erbil, fashionable promoting is quite simply manufacturing smart merchandise, appropriate evaluation and simple access to them. Today, actuation in purchasers has clad to be therefore essential in current selling not withstanding devoted to them and endeavors are paying in this purpose of deem legendary, the expense of keeping buyers present is not exactly the expense of picking up clients, the Firms need to reexamine the connection among disposition and conduct of their purchasers. All businesses need to communicate to the consumer what they have to offer (Jobber & Lancaster, 2006). Another aspect is Promotion; the promotion refers to the motivational methods of getting the consumer to purchase the product. Promotion is referred to as “any communication used to inform, persuade, and remind people about Pepsi companies or individual’s goods, Services, image, ideas, community involvement, or impact on society” (Evans & Berman, 1997). Promotion (also referred to as Integrated Marketing Communication (IMC)) mainly consists of messages and related media that are used to communicate with the market. IMC is defined as “a marketing communications strategy which requires that a company adopts strategies that coordinate different promotional elements and that these promotional activities are integrated with other marketing activities that communicate with customers” (Baker, 2006). The basics of promotional strategy involve delivering the communicational message from the producer to the consumer. The object of the message is to persuade the audience to purchase the product or service. Therefore the consumer needs to be receptive to the message and to be able to interpret it in such a way the intent to purchase is established (Koekemoer, et al 2004). Companies must communicate with

their present and potential customers, as well as internally and therefore makes it very important in the marketing process. A modern company manages a complex marketing communication system. Another things we need to describe it, the marketing promotion includes the tools like Advertising, Public Relations, Sales Promotion, Direct marketing and Personal Selling (Bhatia et al 2014). These components are incorporated into the coordinated showcasing correspondences blend. Before organizations can start the communicational procedure towards the purchaser, they have to characterize the limited time goals. These are the goals "which decide a company's special procedure, for instance, expanding offers of improving brand acknowledgment may require an alternate limited time blend" (Baker, 2006). Another angle's that business advancement for the most part deals with a direct conduct premise as opposed to influencing mindfulness or demeanor. One of the reasons for business advancement is to evoke an immediate effect on the buy conduct of the company's shoppers, Schultz, et al. (1998). It is constantly said that most kinds of offers advancements influence the basic leadership and obtaining phases of the purchasing procedure straightforwardly that is full of feeling over the long haul since it prompts expanded deals and benefit (Kwok and Uncles, 2005). Business advancement animates client buys and the productivity of merchants through promoting exercises barring publicizing and advertising on it. As it were, business advancement gives the motivating force to customers to buy some particular items, and this impetus is not the same as the motivator given by promoting admiration to the motivations to buy those particular items. The motivation behind business advancement is to pull in new clients, keep up existing clients who are thinking about exchanging brands and offer motivators to clients who are going to utilize contending items. Deals advancements shift contingent upon the circumstance and need it, they immediate affect item buys.

1.2. Background of the Research Work:

Marketing promotion as the title of this exploration examine speaks to, is the procedure whereby an association, for this situation Pepsi Company, concentrates its energies and assets on exercises which will prompt an expansion in deals and strength in its new target showcase. This examination contemplate is fixated on the idea of making brand and quality mindfulness, with the assistance of advancement and correspondence systems. Another aspect is marketing strategy involves to the plans, budgets and controls needed to direct a firm's production, promotion, distribution and pricing activities (Shimp, Terence 1981). Basically, lets picture advertising system, as our huge crate with a mix of components in particular - item improvement, advancement, circulation, valuing, relationship the board and different components. In any case, note that the examination consider is limited to just the advancement and correspondence parts of showcasing procedure. Advertising systems, frequently as a well-organized technique for conveying merchandise and enterprises to an objective market and disseminating them there, comprises of a layer of promoting plans, which will direct organization to convey its item: caffeinated drink, its potential new market, in area. Creating showcasing system, in this specific contextual investigation, will likewise include an examination of other potential contenders and the potential target gathering. Other pertinent determinants like exchange boundaries, value confinement, nearby aptitude, and fare and import endowments won't be examined in this examination ponder. Advertising research expects to remove a portion of the hazard from promoting choices by giving data that can shape part or the whole premise of basic leadership. Talked about in this examination contemplate. Showcasing research intends to remove a portion of the hazard from promoting choices by giving data that can frame part or the whole premise of basic leadership. It is appropriate to all parts of showcasing blend choices and ought to be a fundamental piece of the way toward figuring promoting methodology (tony Proctor 2005, 3). The fundamental motivation behind why this express theme was picked is because of the expanding interest for state-of-the-art organizations returning into new target markets to have an average and careful information of their new market setting, as far as socially acknowledged standards, business morals and entirely unexpected natural variables.

This looked for after learning in light of a legitimate concern for associations has fundamentally expanded statistical surveying mindfulness. Drink Company like Pepsi has effectively propelled its item. All around us could wrap up, by pointing out their gained ground in these business parts, to imagining future accomplishment in any new potential market. We would need to think about that each objective market is interestingly unique in relation to the past market zone, for instance, promoting procedures embraced in Iraq, may neglect to flourish whenever connected to another potential market-in Erbil. The explanation behind that is the two economies when thought about regarding financial security, natural components, exchange arrangements and shopper practices are interestingly unique.

1.3. Research hypothesis

The first hypothesis (H₁)

There is a positive correlation between promotion marketing and economic growth in Region.

The second hypothesis (H₂)

There is a correlation between sales force to represent and sell your product or service directly to your customers.

The third hypothesis (H₃)

There is a correlation between the impact of promotion process in attracting customer in region of Iraq

Fourth hypothesis (H₄)

There is a relationship or correlations between types of sales promotion are highly preferred by the customers when they make a purchasing decision.

1.4. Aim and Objectives of the Research Work:

The main objective of this research is to study the effect of different tools to promote sales on the buying behavior of consumers. Therefore, research on the promotional tools is actually important to understand most of the tools that affect the competition with its competitors, so they can use the most effective techniques to

promote the right and attract customers. Typical tools include of free samples, price reduction, Giving advertising gifts, and Offering coupon, Offer member card, Able to pay by installments, Extend warranty period, and so on. Sampling is the process by sending the actual product or trial-sized customers. Is sans given examples of the stock to customers so clients have the chance to attempt and utilize the items. Value advancement alludes to decrease in cost temporarily, which offered to clients. The decrease in item costs play key parts in inducing client's item test conduct and through this new client can be focusing (Blackwell, Miniard and Engel, 2001). Markdown assume an essential job in the present markets and its application among retailers has been expanding amid the most recent years and numerous observational confirmations affirm the utilization of brief lessening of cost to build transient deals. Proper gifts are one of the best ways to transfer the message that communication is important, Oral communications are soon forgotten but gifts with company's mark on it act as a reminder and attract the customers, Coupon has direct influence on increase of the sale through which consumer's tendency toward the product increases (Fan, *et al* 2006).

1.5. Research Questions

After studying the background of the topic a research there are several questions that come to the mind of the researcher and these questions are known as the research questions. While conducting the research work and selecting the research methodology, these questions i.e. the research questions could be kept in mind so it can be understood that the answers to the research questions are being found or not. The research questions of this research work are listed below

- 1- What are the positive correlation between promotion marketing and economic growth in region?
- 2- Do you need a sales force to represent and sell your product or service directly to your customers?
- 3- What are the impacts of promotion process in attracting customer?
- 4- What types of sales promotion are highly preferred by the customers when they make a purchasing decision?

1.6. Problem Statement

In this research work, the role of marketing promotion process on the attracting consumers is to be analyzed. The roles that are played by the marketing promotion are also to be discussed here. Different theories and models regarding the marketing promotion are also to be analyzed in this research so that the impact of these strategies on the consumers or more precisely on the attracting consumers can be understood and analyzed more properly. The relationship and the idea of the relationship (regardless of whether it is a positive relationship or negative relationship) between showcasing advancement and the costs of the items are likewise to be comprehended. As in this research work, in order to understand marketing and the effect of these strategies on the buying decision of the consumers analyze properly, therefore, the marketing promotion of the Pepsi company are also to be understood. The limitations of their adaptation of the customers are also going to be discussed in this research paper. The techniques in which the estimating procedures are fit for expanding the closeout of the items are additionally to be examined and comprehended. The various effects of the showcasing advancement are likewise to be talked about the proposal with the goal that level of effect of this critical factor in the result of the shoppers can be known adequately and effectively. The methods by which the marketing promotion can be implemented in order to improve the product of the consumers are also to be discussed in this thesis. The level of effect of this usage in upgrading the faithfulness of the shoppers is likewise broke down. Aside from these, the primary purposes for the presentation of the advertising advancement are additionally going to be talked about in this exploration work. However, sales promotion is one of the most important components of marketing mix and they are designed to stimulate consumers to take direct and immediate action i.e. to create an incentive to encourage consumers to purchase a product more quickly, more frequently or in greater quantities than in the absence of promotion (Hawkes, 2009). According to the institute of Sales Promotion, in Erbil “Sales promotion is a range of tactical marketing techniques designed with a strategic framework to add a value to a product or service in order to achieve specific sales and marketing objective” To sum up sales promotion is an offer of an incentive to induce a desired sales result (Gilbert & Jackaria, 2002).

1.7. Structure of the Research:

This investigation will fill in as a cautious way to deal with the different sections and a manual for the whole postulation theme. In the previous sections the foundation of this examination think about was clarified, The reasons why this point was picked, the inspirations driving it just as its confinements. The accompanying area will have an obvious illumination of the theoretical arrangement of this examination mull over, and any speculation communicated realities that will back the investigation consider. Having clarified the hypothetical structure, the examination techniques that will be utilized in this specific research study will be clarified. A thorough explanation of the research methodology will be drawing in chapter 3. Next, the empirical part of this research study. The accompanying area will have an obvious illumination of the theoretical arrangement of this examination mull over, and any speculation communicated realities that will back the investigation consider. Having clarified the hypothetical structure, the examination techniques that will be utilized in this specific research study will be clarified. I will likewise experience my discoveries, about which promoting methodology and medium will be most appropriate for Pepsi Company and ultimately give examination dependent on the exploration discoveries. Lastly, the last section will be a summation to this exploration think about pursued by end and proposals. Figure 1 is a metaphorical clarification of what will be handled in this exploration theme.

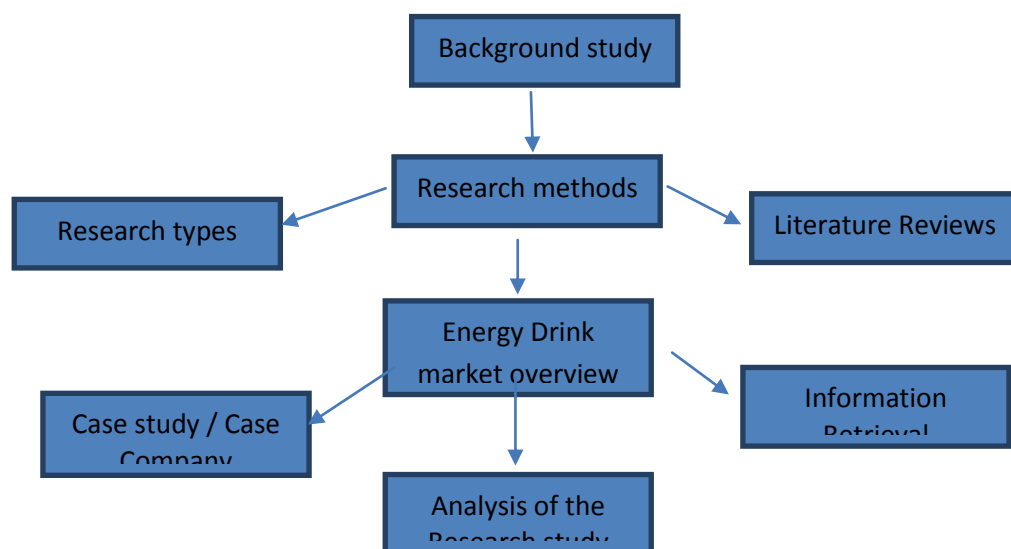


Figure (1.1) Outline of the Research Study

Chapter one: Introduction

In this chapter the introduction and background of the topic has been discussed. In the next stage the aim and objectives of the research work that helps to get results, the research questions are also written in this chapter. The chapter also contains the rational, problem statement and the structure of the entire research so that by reading this chapter of the research paper an idea regarding the entire research work can be obtained.

Chapter two: Literature Review

This is the second chapter of this research work and in this chapter different types of literature are reviewed in order to obtain knowledge and information regarding the topic of the research work. Different types academic articles and journals are used as the source of knowledge and information in this chapter. The research papers that are performed on the similar topic are also studied in order to obtain relative information and data. Apart from these, different e – books, online library, academic blogs and authentic websites can also be used as a source of information and data. All the sources could be valid, authentic and also of recent times.

Chapter three: Research Methodology

This is the final chapter of this research paper and in this portion of the research paper, the most suitable research methodology and finding with discussion finally conclusion and recommendation. Therefor is identified so that the entire research work can be conducted effectively and efficiently. In this chapter the purposes of the research are discussed along with the research approach and research design. Apart from these, the research strategy is also included in this chapter. The tools and methods that are used for collecting data are also discussed in this chapter. All the ethical considerations that are maintained while conducting the research work are also discussed in this chapter.

All data that are collected throughout the entire research work are analyzed. Generally, one type of data analyses are performed in this chapter and these types of data analyses methods are known as primary data analysis.

Finally, all the results that are found from the research work are linked with the objectives of the research work in order to understand if the work is performed efficiently or not. Apart from this, in this concluding chapter required recommendations are also provided so that the research work can be done more effectively and efficiently. At the end of the chapter the limitations in relation to the research work has been provided so that the limitations that have been experienced by the researcher can be depicted in the course of the study.

1.8. Summary of the Research:

Over the years marketing promotion has become an indispensable element of consumer marketing. In the past, sale promotion and advertising used to be one of the most effective marketing tools to reach the target customers to influence their purchasing decision. Be that as it may, today advertisers put more accentuation to deals advancement and are step by step moving far from conventional strategy for publicizing towards showcasing advancement and deal advancement. There are number of factors that have resulted in this shift, from traditional method of advertising to the extensive growth of sales promotion.

Firstly, companies everywhere are facing declining real differences between the products and services that they have to offer. Also, organizations today face a strain to accomplish momentary outcome in the midst of exceptional challenge in the commercial center. Besides, with the coming of Internet innovation, clients today are progressively educated about the item contributions, and thus it has affected organizations to battle more diligently and quicker for each deal. (Cummins , 2008).

Many studies regarding behavioral and economic theory has provided supporting evidence that consumption for some product categories responds to promotion (Wansink & Deshpande, 1994) through experimental approach concluded that significant holding cost pressure consumer to purchase more of a product (Wansink & Deshpande, 1994) showed that when the product is perceived as widely substitutable, consumer will consume more of it in place of its close substitute (P. Chandon, Brian Wansink, & Laurent, 2000) showed that stockpiling increases consumption of high convenience products more than low convenience product.

In another analytical study, (Assunção & Meyer, 1993) shows that consumption is an indigenous decision variable driven by promotion and promotion – induced stockpiling resulting from forward looking behavior. There has not been enough research done regarding the purchasing strategies that the consumer adopts in response to particular promotion or to study how pervasive these promotion are in population of interest.

Chapter Two

Literature Review

2.1. Introduction

The pricing of a product in a company is an important aspect of its development in the present market scenario. The use of proper prices of the products keeping in view the consumer response and purchasing criteria of the product along with the business profit of the company helps increasing the demand for the product and the sale of the product also increases with a hike in its purchasing percentage (Kumar et al, 2012). Pricing is the main component of the marketing mix that produces income for the organizations, while all the others are associated with costs. The pricing alludes to the cost connected to the item by the organization remembering their profit and purchasers' benefit. This is the procedure that an organization applies in setting their selling price for the product. This depends mainly on the organization's profit percentage, the consumer's perceived price, and mainly based on the prices of the other competitive products of the same family in the market. Variety of pricing methods enhances the company's estimation of the prices, the comparison with the market, consumers perception of the prices in the market, and the market scenario of the similar products in the market (Sinha,2013). To select the price of the product, the company takes help from the PS; which helps in the selection of the prices for the products released in the mar

2.2.1. What is Marketing ?

The best concern in writing a tutorial rationalization about advertising is that people already recognize tons about the subject. The alternatively dry tutorial textual content material can appear a terrible alternative for the pleasure of shopping, or working out what a precise industrial is saying, telling friends about the modern-day now product you have bought. Notwithstanding griping about the terrible dimension of administration received from a shop, the neighborhood transport or possibly the financial institution can appear to be increasingly significant. Run of the mill, people partner promotion with publicizing or advertising then again whilst there is no uncertainty that showcasing exercise certainly consists of both, there is extensively

larger to the assignment than a limited highlight on both merchandising or selling can also recommend. The correct extent of the issue than is magnificent and a focal goal of this book is to supply a sample of the different idea of the advertising. Another key reason for existing is to ensure that your insight is based on stable establishments. For this reason, the approach generally follows the traditional list focus on the `4Ps` (product, price, place and promotion). Furthermore, there is an outline of different points of view, including social advertising, green promoting and relationship showcasing. There are various ways to deal with the investigation of the showcasing subject.

While the assortment of methodologies commitment to the dynamism of showcasing grant, a similar decent variety may confound pursuers who anticipate that promoting should be a brought together subject. pursuers may believe that advertisers are being opposing when really they speak to various ways to deal with the subject. To look at this average assortment it is important to chart key issues in the credible made of the examination of marketing.to begin with it is crucial to perceive the demonstration of displaying from its academic examination. From most punctual written history markets have existed as methods for uniting maker and client. Additionally people have looked to impact the view of other for the merchandise that they offer. One might also point to medieval courtiers as being early consumers (McCracken, 1990). One the other hand, it can be argued that it is wrong to reach back into history in order to label practices that had a particular meaning and function in earlier times as being `marketing` practices. According to American academics, the study of marketing first began in the US in the late nineteenth century. The following is a simplified account of some of the major developments in the academic study of marketing during the course of the twentieth and twenty-first centuries.

2.2.2. Marketing concept (Meaning and Definition)

The concept of marketing has been conferred in terms of the intention of any businesses that find customers and ensure strategies to make them retain. Thus, the objectives of business activities can be acquired through increasing the competitive

advantage of the organization. The marketing concepts are therefore, the combination of the actions and assumptions that what the customers actually want and what more the organization can adopt in order to meet the needs of the consumers (Chadwick, 2014). Result, the viable and amazing showcasing procedures that are routed to the clients would help in guaranteeing the way that client would purchase the item habitually without considering moving to some other item. In this manner, the market position that shows the general population's confidence in one brand like individuals who just relies upon dell PCs if there should be an occurrence of their processing needs, or individuals who depends just on portage in connection to have an extravagant existence is the most wanted by each business. These strategies could enrich the marketing concepts of any organization (Lawson & Wooliscroft, 2004). Thus, in the context of DGC the marketing concept of the company has been realized to be effective in serving the customers with quality services and as it acquires a wide range of companies and services. The marketing concepts of the companies have been trying to concentrate on the marketing needs that would help in achieving success in the industrial sector.

2.2.3. Marketing Orientation and Marketing Concept

The fitting introduction of the firm to the family unit is a significant issue for the individuals who take the administration point of view. Before the 1950s that advertisers expected to make clients for mass-delivered items was the standard. Be that as it may, amid this period this thought started to be replaced by another thought, that of client introduction. This misleadingly basic plan cautions the advertiser that to be effective in "contending effectively in the mercury of current markets' they ought' less be dexterous in influencing the client to do what suits the premiums of the business as to be handy in considering and afterward influencing the business to do what suits the enthusiasm of the client"(the firm should Hooley et al 1990) In some respects this formulation is paradoxical as, given customer power; ideally have no long-term interest other than that of action in the customer's interest. Returning to bread cook's digital book about promoting, his arrangement of buyer introduction has clear political and moral ramifications. The political ramifications are that if business taken care of its long-run interests there would be a little need for kingdom guideline.

This is fixing to the ethical measurement whereby chiefs are informed that by activity childishly they eventually harm the long-run survival capability of the firm. Along these lines the showcasing introduction looks for the interior guideline of the firm on the defense that directors will try to inward guideline of the firm on the support that chief will try to come to trust that it is to the association's advantage receive a promoting introduction. Throughout the years showcasing introduction has been liable to elaboration, for example by the formation of scope of meanings of showcasing idea. The present meaning of the advertising idea offered by the British Chartered Institute of showcasing (CIM) characterizes promoting as 'the administration procedure in charge of recognizing, expectation and fulfilling clients' necessities beneficially. 'This definition could be depicted as needing in that it neglects to concentrate on the long-run enthusiasm of the firm. It very well may be differentiated introduction supported by coordinated promoting went for age long-run enthusiasm of the firm and in requiring an incorporated showcasing program, Kotler perceived that a key issue for advertising, which is the outside substance of the association, is the inspiration, co-appointment and control of inside assets. The act of showcasing is nearly as old as human progress, and its legitimacy has been demonstrated again and again. The most settled approaching the planet used extraordinary displaying procedures, it recognized and satisfied a need; it made a market where buyer and trader could meet, as place with a bad reputation; and turned an alluring advantage on movement Market presentation is the affiliation wide time of market understanding transversely over divisions, and progressive responsiveness to it. The key goal is to vicinity the produce in the concept of the customer and to knock the competitor's out. Advertising preventing theorists are skeptical approximately those who might argue that marketers want to be the lapdogs of clients. Above definitions are numerous, taking both the customer and the competition because the essential middle of hobby of advertising, they proportion the vital idea that the interest of the organization, as represented with the useful aid of the need Make a income, is primary. The ultimate satisfaction of the interest is based on the need to satisfy customer requirements (Everhart, Dimon, Stone, Desmond and Casilio, 2012).

2.2.4. The Marketing Function

From the preceding it's so much clear that while not dedication to the thought there's very little probability that the advertising characteristic can vary clearly in step with the character of the agency or company and therefore the advertising mix that, at its best, is summarized by manner of the four PlayStation of manufacture, fee, place and promoting whereas an entire ton larger difficult elements containing a dozen or further factors are to be found among the selling textbooks such exceptional distinction aren't crucial to the prevailing inquiry into the character advertising. Likewise An work advertising and marketing need Similarly as a significant number quirk and mysteries Concerning illustration Look into and development, account Also technology yet the critical perspective will tightly closed here is that those reception for showcasing introduction does not mean or require that those advertising and marketing work ought to a chance to be considered Similarly as most current or the practically paramount. On fact, over a virtually marketing-orientation affiliation these have to An specific showcasing work may additionally be probable to beneath it's over a sales- or introduction overwhelmed shares of the organization. Appreciation of this truth would do voluminous to require the resistance of different sensible specialist UN agency equate the adoption of a promoting orientation with a diminution in their own structure standing and influence. Ideally, of course, such sensible divisions wouldn't exist.

2.3. Surface Marketing Mix (The Retail Marketing Mix) Definition

Marketing is an underlying philosophy the guides business activities, but how does a retailer do marketing? A retailer must engage in planning, research and analysis before implementing a marketing strategy. At the core of any retail marketing plan is the mix consisting of the four Ps (product, price, place and promotion) of the marketing. The following images show retail examples of each of the elements of the mix and the next activity describes each of the elements of the mix further.

These four Ps are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The goal is to make decisions that center the four Ps on the customers in the target market in order

to create perceived value and generate a positive response. ``Even for people who speak the same language, words have different meaning, depending on, among other things, who speaks, to whom, in what context, at what time, attitudes, and the like (Berry and Linoff,2004).

2.3.1. Product

The term "product" refers to tangible, physical products as well as services. Although this typically refers to physical product, it has been expended to services offered by a service organization. The specification of the product is one of the variables that a marketer has at his/her control. For example, the product can include certain scents, and certain features. Lastly, in the broadest sense when a consumer purchases a product it also includes the post-sales relationship with the company. The post-sales relationship can include customer service and any warranty.

2.3.2. Place (Distribution)

Place represent the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the internet. Distribution is about getting the products to the customer.

2.3.3. Pricing

The price is amount paid for a product. In some cases, especially in business-to-business marketing this can also include the total cost of ownership (TCO). Total cost of ownership may include cost such as installation and other products required to deliver a complete functional solution.

2.3.4. Promotion

In the context of the marketing Mix, Promotion represents the various aspects of marketing communication, that is, the communication of information about product with the goal of generation a positive customer response, Promotion represents all of the communication that a marketer may insert into the marketplace. This can include TV, radio, and print advertising, as well as coupons, direct mail, billboards, and online advertising. One of the less well-defined areas in promotion is the role of human sales force. On the other hand, customers may rather purchase the product

only when sold through the support of a known salesperson. In this case, the service, perceived or real can be defined as a feature of the product.



Figure: (2:1) Surface Marketing Mix

Source: Bashir Al-Alak, Electronic and Traditional Promotion, Arabic Edition, Dar Al-Yazuri Scientific Publishing and Distribution, Amman, 2010, p. 20

2.4. The concept of promotion and its definition

According to (Al-Alaf, 2010) the promotion is coordination between the seller's efforts to establish outlets for information and to facilitate the sale of a good or service to accept a particular idea. "As mentioned above, promotion is one of the elements of the marketing mix and is influenced by decisions about the commodity of Price and distribution, for example some pricing decisions are easy to promote while other policies may not be accepted by consumers even after the promotion. The promotion over the problem of ignorance of the consumer information about the company, the product, and also overcome the promotion of consumer reluctance to

seduce and create a specific psychological state accepts under which the consumer is provided.

The Picture between internal promotion and marketing framework

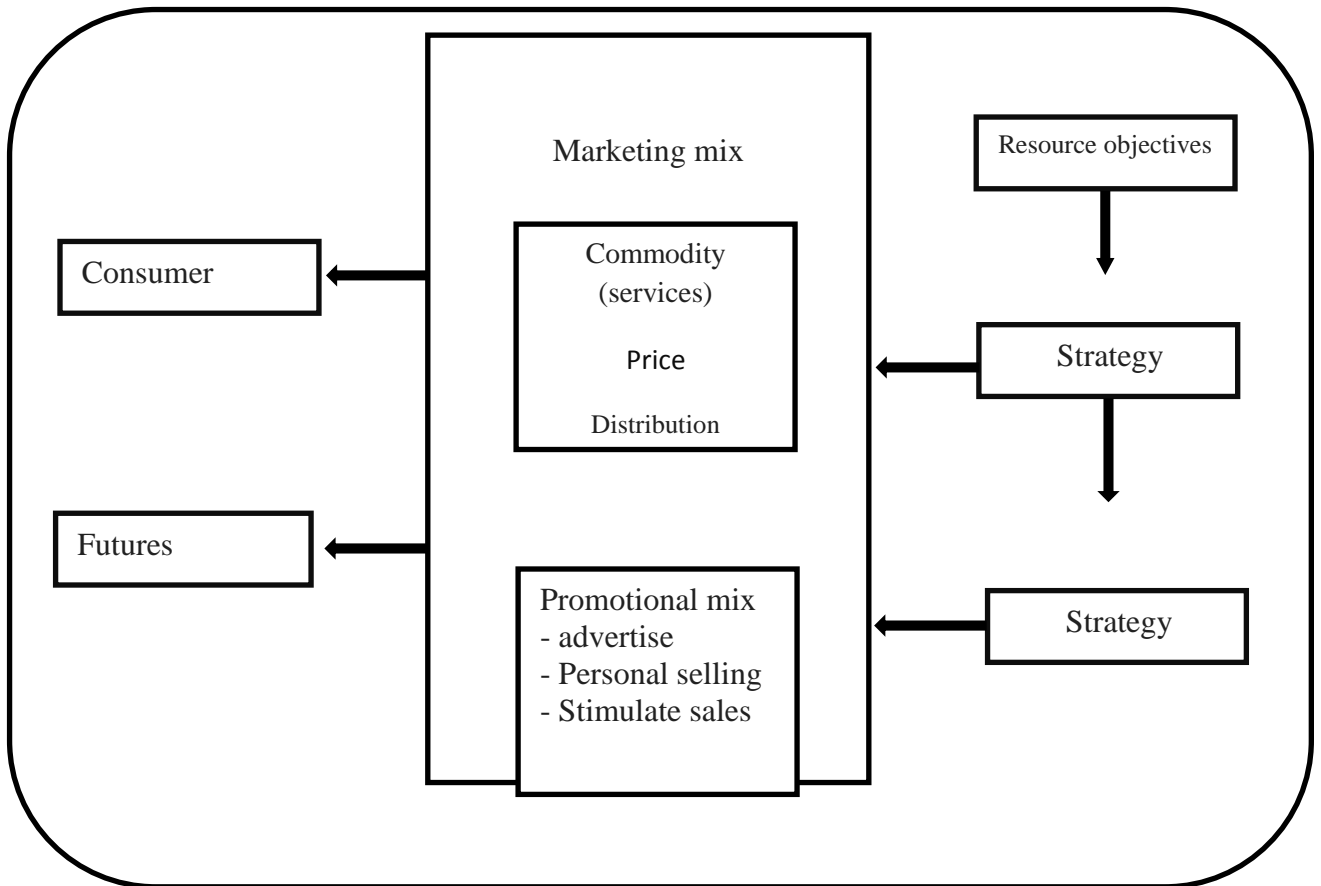


Figure: (2:2) (Promotion inside the frame marketing)

Source: Bashir Al-Alak, Electronic and Traditional Promotion, Arabic Edition, Dar Al-Yazuri Scientific Publishing and Distribution, Amman, 2006, p. 12

The promotion is one of the main elements of marketing mix which aims to identify the customer and convince him to deal with the organization and loyalty to those services and organization, and is intended to promote "all forms of communication intended to identify the consumer services that suit his needs and desire and knowledge of the organization, as the customer chooses the appropriate services for

his need and desire In which quality and price are available for their purchasing power, which includes short- and long-term benefit.(Assistant, 1998, 361).

According to (Lafta , 2015) in the world today the concept of modern marketing have a good idea to serves, but with the development of production and increased competition to emerge of modern concept of marketing and based on the market orientation by customers. In the minds of marketing that the product no matter how to sell, but its needs a large promotional efforts to know the customer's existence of convinced prefer to others and decides to deal and continue in the future.

Also, the promotion is defined as the multi-faceted and interacting element with other elements of the marketing mix aimed at achieving the communication process resulting from the services or ideas provided by the organization to satisfy of needs and desires of customers. So another aspect is strategy of promotion is the part of communication that aims to inform, persuade and remind the consumer of the product and influence it for acceptance and use it (Pride and Ferrell, 2000).

It is known that this is the multi-component element and interaction with other elements of the syntactic mix that aims to achieve the communication process between the services provided by the organization or work to satisfy the needs and desires of customers from individuals or organizations according to their potentials and expectations (Houman Andersen, 2001).

In his book Marketing Strategies, he referred to several definitions, the most important of which is the definition of Edward & William & coordination between the seller's efforts to establish information outlets and facilitate the sale of goods and services or to accept a certain idea (Al-Sumaidaie, 2017).

The promotion is defined as "marketing communications that inform remember and persuade individuals or institutions to buy, buy back, recommend others, and use the product, to serve" The idea (Meenaghan, 1991).And was defined as "a means of creating and activating demand for goods and services of the establishment. Also the dish was known as "the part of communication that aims at informing, persuading and informing the consumer about the product and influencing it to accept and use it" (Al-Sahan, 2004, 293) .The process of communication is meaning as "the

establishment of any relationship, whether commercial or personal, and the success or failure of any reliant relationship" (Adcock *et al*, 2001, 274).

2.5. The Elements of Promotion Mix (With Diagram)

Elements of promotional mix are also called as tools, means, or components. Basically, there are five elements involved in promotional mix. Some authors have considered more elements, too. However, we will consider five elements as shown in Figure:

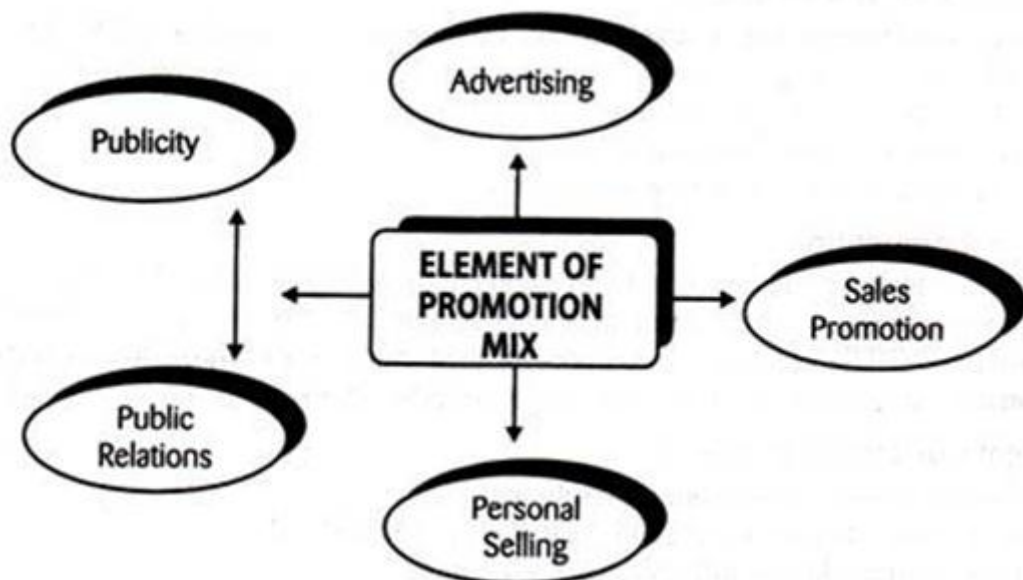


Figure 2.3 Elements of Market Promotion

2.5.1. Advertising:

Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor. It is a way of mass communication. It is the most popular and widely practiced tool of market promotion. Major part of promotional budget is consumed for advertising alone. Various advertising media – television, radio, newspapers, magazines, outdoor means and so forth – are used for advertising the product.

2.5.1.1. The objectives of advertisement

where the objectives of advertisement are determined, the target market and the position of the product or service in it, and is it intended to compare the company's product to the competitors, or the sales man, the introduction of a new commodity to the market or the recall of a particular commodity or brand, This enables us to identify the target audience of the advertising campaign, identify its characteristics, its buying motives and habits, etc., all of which enable us to determine the point of focus in the advertisement.

2.5.1.2. The estimated budget of advertisement:

Advertising for commercial stocks depends on the stage that the product goes through in his life cycle. In the presentation stage, for example, the advertisement needs a high budget to attract the attention of customers and motivate customers to use it..

2.5.1.3. Evaluating the results of the advertising program

The test of the effectiveness of the advertising program is either the impact of the communication or impact that is reflected on the sales and this is done before the large-scale advertising campaign where a preliminary test in a narrow range of the advertisement to a sample of customers to see their opinion is measured And then can be circulated in case of success or orphan during the advertising campaign or immediately after the examination of the response to the announcement and attention to the product and know

2.5.1.4. Advertising Media

seeks to develop an initial request for a product or organization or person or place or idea or silver, the entry of a new product to the market, so it is used in the stage of submission of the life cycle of the product - artificial advertising: builds the desire, inclination, preference and purchase of the service or product And tries to develop the medicine produced, and is often used in the stage of growth and the beginning of maturity.

Reminder advertising works to stimulate the purchase of the product or service and seeks to promote the promotional activity by maintaining the name of the product,

organization, issue ... etc. and keep it before the public, and is used in the final stage of maturity and the beginning of decline.

2.5.1.5. Promotion advertising:

Works to favor the current purchase process and its true sweetness (added to Azzam 2008) Competitive advertising, It is related to products with a solid market position and other competing products that are similar in characteristics, type conditions of use and price.

2.5.2. Sales Promotion:

Sales promotion covers those marketing activities other than advertising, publicity, and personal selling that stimulate consumer purchasing and dealer effectiveness. Sales promotion mainly involves short-term and non-routine incentives, offered to dealers as well consumers. The popular methods used for sales promotion are demonstration, trade show, exhibition, exchange offer, seasonal discount, free service, gifts, contests, etc.

2.5.3. Personal Selling

Personal sale is one of the essential elements of the promotional mix because it is derived from banks. The provision of financial services depends on the individuals who are trained and prepared to provide these services, interviewing customers, answering their inquiries and identifying their desires, and explaining the benefits that they have to use these services (Al-Tashani, 2008) or the procedures and methods of services are almost identical with the commodity sector. However, the main difference between the personal sale of the service and the personal sale of the commodity lies in the fact that some service organizations refer to professional sales representatives and specialized specialists instead of relying. The difference between the advertising and the personal sale is a means of selling the services. There is another difference due to the characteristics of the service, because these unique characteristics impose special skills on the sales man specialized in the service sector (Khartabiel, and Saydam, 2014). Communication, through which the promotional process takes place at the time the advertising process is done through the mass media, television, radio or press, which has made some people call it the mass sales,

the personal sale is through direct personal contact (Maala 2001) Profile is a connection Tasura in the customer is more than advertising and provides instant feedback that allows marketers to modify their messages to improve communication and helps personal sales in determining the response to customer needs (442) (Pride and Terrell, 2000). Delegates, as Mentioned (Muezzin, 1999, 414), That the problems of selling personal high cost and the problems of choosing them, It is a requirement of personal sales in the service sector that should be ensured to ensure the effectiveness and impact of the following.

1. The need to establish good personal relationships with customers.
2. The need to adopt indirect selling methods.
3. The need to establish a positive image in the mind of the beneficiary.
4. The need to adopt a professional / professional approach
5. Need to sell services and not one service

The sales staffs have three main roles. First, they must facilitate sales through intermediaries, provide technical advice to customers, search for new customers, prepare and plan before contacting potential customers, and follow customer complaints and complaints in the shortest possible time. The second task of sales staff is to provide customer service and that can will be important in developing long-term relationships with customers even if there is no hope of selling in the near future. Customers pay particular attention to the level of support they receive from the sales staff in particular and from the company in general, and the third task of the sales staff is the salesperson's intelligence is The Company is authorized, and can be very useful in marketing research by conveying to customers comments or providing information about competitors' activities (Kashe, Hossain and Islam, 2003). The job of the salesman is to discover the needs of customers answer their inquiries and clarify the options available to them. The most important advantage of personal selling compared to advertising, PR or sales promotion is that it is more effective in distinguishing opportunities Options available to the customer, building value for the customer and earning his commitment (Cron 2005).

One of the most important characteristics of a salesman is attention to the general appearance, which is part of the overall picture of the company, and to be familiar with the company's products, prices and customers and their size, the company's policy and laws, market laws and the knowledge of competitors well (Wang *et al* 2006). "If the company believes that the customer is the king, the second most important figure in this kingdom is the person who has direct contact with the king every day (Cron 2005).

2.5.3.1. Relationship between Personal Selling and Advertising

Advertising and personal selling, both are means for motivating or persuading prospective buyers to buy. But unlike advertising, personal selling involves a person-to-person interaction between buyer and seller. Personal selling consists of individual and direct communication in contrast to the mass and indirect communication through advertising. Thus advertising often described as 'salesmanship in print' utilizes non-personal presentations, which generally are less flexible than the personal presentations made by sales personnel. The personal selling facilitates a personalized sales message, an interactive direct flow of message from a seller to a buyer, an interactive communication and the flexibility of receiving, evaluating feedback and altering the message. However Personal selling is more expensive than advertising in terms of time and cost is usually used only when its huge amount of expenditure is justified by the amount of revenue earned through it. Thus advertising is more effective for mass communication but for direct and interactive communication personal selling is required. For example, the promotion of high-end mobiles may require the use of personal selling, while the introduction of a product of daily use like toothpaste to large number of consumers would require the use of advertising. Thus both ingredients of promotional mix advertising and personal selling should go hand in hand.

2.5.4. Publicity

Publicity is also a way of mass communication. It is not a paid form of mass communication that involves getting favorable response of buyers by placing

commercially significant news in mass media. William J. Stanton defines: “Publicity is any promotional communication regarding an organization and/or its products where the message is not paid for by the organization benefiting from it.”

2.5.4.1. Advertising / publishing

Advertising is one of the elements of the promotional mix, which is generally used in service organizations, and is a means of communication and promotion of personal non-paid to stimulate the demand for organized service through the means of disseminating information about the organization and display in news format (Mackay 2005).

There are differences between the concept of advertising and advertising as the first difference is that advertising is done without payment of a specific fee and therefore it represents an unpaid promotion activity or the second difference is that the share of promoter in commercial advertising is not disclosed despite the possibility to be deduced through the event. Also the purpose of publicity is to lead individuals and groups to embrace an idea or to do something that they are free to do or not to do (Maala 2001).

It is the traditional form of public relations. Publicity is not paid for by the organization. Publicity comes from reporters, columnists, and journalists. It can be considered as a part of public relations. Publicity involves giving public speeches, giving interviews, conducting seminars, charitable donations, inauguration by film actor, cricketer, politician or popular personalities, stage show, etc., that attract mass media to publish the news about them.

2.5.5. Public Relations

The organization uses a range of communication efforts to create and sustain the desired relationships between the organization and the public as it affects the organization's sales as well as its profits and long-term survival. Many tools are used such as annual reports, juvenile care and social program financing (Pride & Ferrell, 2000, 442P).

2.5.5.1. Characteristics of Public Relations

1. The maturity and integrity of the personality physically, mentally, emotionally and socially.
2. Calm and restraint and optimism
3. Intelligence of the ability to innovate and the ability of logical thinking of the ability to write good and clear accurate expression and the ability to persuade customer.
4. The ability to deal with people in a democratic and cooperative manner to confidence in the public or the ability to form good relations with presidents and subordinates to the courage of material and the ability to assume social responsibility (Al-Mushahid,1998, 400).

It is clear that "a planned program of policies and behavior models aimed at building to supporting public confidence in the organization, also increasing mutual understanding between the parties and seeking to understand the public's behavior to deduce its views and notice the organization's interest in these trends of desires.

(Grunig,1992).

The Public Relations Department has another important task to clarify the company's point of view in the incidents that may be exposed to it, which may cause damage to its image or reputation. If there is speed and details in the public response to this event, the negative impact will be reduced (Stimpson,2002, p203).

Public relations management is a tool to build good relations between the company and its diverse audience to obtain a good reputation or build a good mental image of the company, and to address any negative rumors that are exposed to the company (Samara, 2005).

One of the most important characteristics of Public Relations is low cost. It can be directed to the target audience using correct media. It is considered to be highly credible. Especially when presented in the form of news, readers are less critical of the message than whether it is presented in a biased statement.

2.6. Sales Activation and Sales Promotion

Activation of sales activity or materials provided to customers and raises the status of their purchase through presentations of models and many other efforts of allegiance (Frederickson, and Smith 2005). However, there are also a number of methods that can be used to activate sales, including samples, coupons, gifts, lottery, commercial stamps and continuous programs. But Sales promotion is rarely the only promotional method; it is often used with the rest of the promotional mix. Sales promotion is widely used and popular as it achieves tangible results in the short term and is easy to measure, unlike many promotional methods. As well as easy to target the target market can be organized to be implemented in a simple time to affect the levels of supply and demand of good services (Barker, Assistant, 1998, p 5).

The US Marketing Association defined sales activation as "marketing activities other than personal selling, advertising that stimulate the effectiveness of purchasing the consumer or agent to add value to the product for a limited period of time (Suwaidan &Haddad, 2013). Kotler defined them "those miscellaneous things that contain a set of motivational tools designed to have a rapid and short-term effect to expedite the purchase of goods or services by consumers or stores" (Kotler, 1997, 661p).

The sales activation is anything material or moral added to the product in order to raise the demand. "Includes gifts, samples, competitions, exhibitions, discounts, product or service presentation methods, explanatory notes and coupons that are given to buyers to receive a certain discount when purchasing any product (Sumaidaie, 2017, p. 265)

Sales promotion includes all promotional activities of the organization to motivate customers or actively assist distributors in the management of products such as coupons, music videos, and gifts are a small example of various sales activation models, which are necessary to motivate customers to buy a good quality in the low cost, It is important to bring customer attention quickly, as how sales activation stimulates distributors (Rachman, 1988, p 303-312).

Sales activation methods are a set of tools designed to stimulate consumer purchasing behavior in the short term is mainly used for core services. Customer is seen as adding something to the service, whether concrete or intangible (Al dmour, 2010, p1-22).

2.7. Promotion Targets

The goal of promotion for any industry lies in its ability to achieve the following benefits: (Adcock et al., 2001, p529-546)

- **Informing:** Giving information, building awareness that the product and service exists, what to offer and where to get it.
- **Persuasion:** Build Attitude Attitudes Positive towards the product and motivate towards a brand without others.

Strengthen (Reinforcing): Donation doubts about the act that is done (purchase, use),

Building and support for loyalty and properly the likelihood of a suitable climate for future rebounds and many researchers and thinkers have determined the promotion of them and the viewer is the view that the promotion of marketing activity aims to define customers with a commodity or service or idea and see the researcher that can be important in promoting mix.

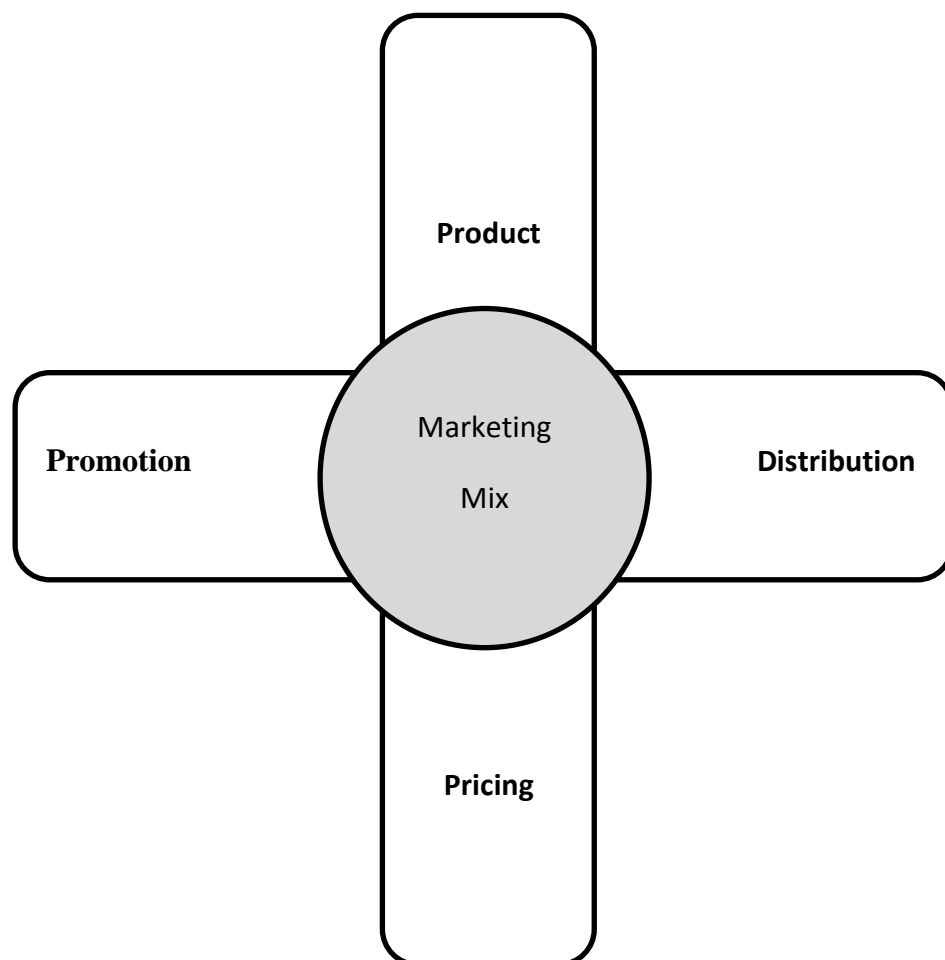


Figure: (2.4) Target Marketing Mix

- **Provide information:** to identify the public characteristics of the product and places of availability to meet customer and desires to encourage customer to purchases.
- **Increase - stimulate demand:** The main objective of promotion is to increase demand and thus increase sales on the product or service.
- **Increasing the value of the product:** Most of the promotion strategies aim to show the benefits of the product, which will contribute to increase the value of the product from the point of view consumer and thus enables the organization to put a high price of the product.
- **Stability of sales:** One of the objectives of the promotion strategies is to achieve the required stability and reduce fluctuations in the quantity of sales resulting from competitive reasons or seasonal or unaccounted for conditions.
- **Respond to negative news:** broadcast by competitors to influence existing and potential customers through personal relations.
- **Support sales men sales agents**

2.7.1. The Aims of Promotion

- 1- Defining consumers of different categories of goods or services offered from time to time, especially those consumers with positive attitudes and opinions about the product or service. Achieving this promotional objective is necessary to deepen the relative loyalty of consumers to the brand of the product or service, and may prevent consumers from switching to competitors' brands.
- 2- Attempting to convince potential and potential consumers of the benefits the benefits of a good service that will satisfactorily satisfy their needs and desires.
- 3- Provide various information and data about the product or service to current potential consumers of the main objectives of promotion at the right times through appropriate promotional means.
- 4- To change attitudes, opinions and negative behavioral patterns of consumers targeted markets to positive attitudes, attitudes towards commodity or services.
- 5- Deepening the current positive attitudes of consumers about the product or service in order to push them to purchase them on a convincing basis.

2.7.2. Promotion Function

The consumer gets direct benefits from promotion, the most important as following below:

1. Creating Desire: Promotional activities aim at reaching consumers and their feelings. Marketing remind consumers of what they desire and what they need.
- 2 - Provide information to consumers about the new commodity and satisfaction of the consumer's prices and guarantees provided with the commodity.
- 3 - Achieving consumer expectations: The promotion is built on the hopes of people that they buy such expectations when they buy product, such as consumer buys a small car of a certain brand. (Al Bulushi, 2009).

2.8. The Concept of Customer

A marketing idea focused on satisfying client needs over those of the business that produces the goods and services they consume. The adoption by a business of various forms of customer concept related marketing objectives and philosophies helps them better serve their clients and typically increases their overall reputation and success. The Customer concept is a 4 stage model which shows how the organization can achieve growth by capturing and retaining its customers. The customer concept model can be used to determine where the organization stands in terms of serving its customers. This model can be used in [product](#) market as well as the service market. Here are the four stages of the customer concept.

The Customer Concept

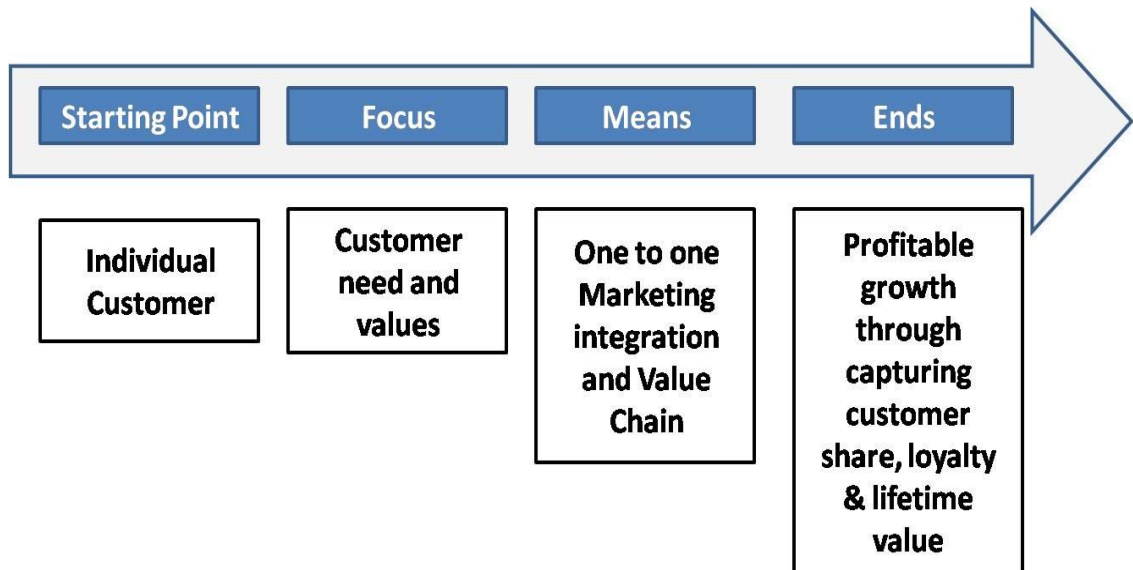


Figure: (2.5) Stages of the Customer Concept

Source: (<https://www.marketing91.com/>) : Accept Note :

1. Starting point

Over here the customer is just an individual who falls in a Target group. Thus the first thing which the organization needs is to know the Segmentation, Targeting and positioning. Once the customer has been defined it's time to move to the next phase.

2. Focus

In this stage, the organization needs to focus on the customer's needs and wants as well as the value it provides for the customer. What is it that the customer exactly wants? It is very important that the organization stays in sync with the continuous changes in the business world. Thus it needs time to time [gap analysis](#) as well as market surveys and research to focus on customer's needs and wants.

3. Means

What are the means available for the organization to deliver value to the customer? In this stage, it is very important for the organization to connect each and every

function of the organization so as to form a [Value Chain](#). The services should be connected to sales which in turn should be in sync with the manufacturing so on and so forth. You can refer the [value chain](#) to understand how [customer value](#) can be created in an organization. Along with this, integration of multiple sales channels is also important.

4. Ends

Customer share, customer loyalty and customer [lifetime value](#) are three concepts which can define the [customer equity](#) of the organization. Thus this is the last stage of the customer concept wherein the organization has to ensure that it has kept its customers satisfied, that the organizations customers have become “repeat customers” and finally that they remain a customer for a lifetime.

2.8.1. Customer Behavior

This speaks to those procedures toward which individuals scan for, select, purchase, use, and discard merchandise and services, for fulfillment from claiming their needs and wishes. For various words, clothed conduct technique is associate settled concerning part decision-marketing procedures that enwrap the get additionally utilization of results. emptor direct during this examination is evaluated through those hugeness provided for can every issue, the value that the client is enthusiastic ought to pay and therefore the repeat for acquisition Eventually Tom's reading those customer. Consumer direct keeps tabs for on the wonderful holders keep completely everybody increase bring with pay their within the marketplace wellsprings (Time, money, effort) beforehand usage connected instances, that factors what they gain, The issue when they get, the section they purchase, however every each thus typically they expire, however they assess it those get, those want an impression earlier concerning such assessment ahead destiny get what's additional entry they decide to it (schiffman, kanuk, 2007 the haul helper propensities portrays tow kind for feeding assets this can be introduced administrated valid globe additionally as (agency have to organization). Our test paper concentrates solely

looking out into private client additionally because it can be a complexness of the sway from claiming showcasing mixture at the non-public customer shopping for.

As indicated by (Kotler, 2012) client shopping propensity is a standout amongst the most prevalent subjects you can discover a great deal of explores about by various examines and advertising all over word particularly for worldwide organizations who profoundly trusts client are the proprietors of the their business. Promoting blend is utilized as an apparatus of correspondence among clients and business, advertising methodology must be founded on customers understanding. One of the normal perspectives is that understanding purchaser conduct has turned into a factor that directly affects the general execution of the business.

Prior to addressing about promoting or advertising blend, it is imperative to know the position and kind of business before going into any assessment of a particular subject for explicit organization association. It isn't right to begin examining about the effect of promoting blend before understanding the idea of advertising for that particular association and furthermore not exact to give clarification and assessment of an organization's showcasing before characterizing the associations business type, technique and idea.

The business sort of channels organization as the chose association may be "Retail the same old thing" which is the closeout of merchandise and ventures to shoppers for their own. Die down has been inspecting about "Retailing" in detail in promoting book and communicates that retailing isn't by and by and it is outstandingly clear, it is connected to recognizing and satisfying client needs need at an advantage. The development of retailers worldwide has changed with the arrangement of showcasing into the business in the right formal of focused buyer for that particular business.

2.8.2. The concept of customer's and classification.

A patron is a person or business that purchases the product or services made via a business agency. Attracting customers is that the much loved aim of most public researching businesses, thanks to the very fact its way the patron UN agency creates concern for gadgets and services. Agencies usually contend via advertisements or decreased costs to draw in an ever large vendee base.

. some other perspective clients Spend Their own money in mild of the fact that the customers also are willing to make purchases with their very own cash, or the cash given to them through different folks who know them through and with the useful resource of.in contrast to an obtaining operator, who may additionally buy merchandise bargain to be used in a commercial organization or modern placing, genuine clients are pretty regularly those who buy gadgets with cash or credit that has an area with them (Daradka, 2006, 572).

According to (Nicholls, 2010) have two types of costumer's internal and external costumer's, internal customer includes all workers and employees that work within the organization (company). In contrast, external customer includes people from outside of the organization who are purchasing its services' and the institution will take care customer as level one until it will be in the level of satisfaction by customer. The figure below are shows the stages of concern to customers.



Figure: (2.6) Stages of Interest to Customers

Source: (Abu Al-Nasr, 2008, p 14)

Customer is the only justification for the existence of the institution, and satisfying the needs is the main means of achieving profit, growth and stability. The customer is the person who defines the ISO according to (ISO 8602) as the customer: "The destination of the product issued the following remarks: Supplier security (Abu-Shanab *et al* 2005) within this criterion:

- In the contractual case, the customer is called a "buyer."
- The customer, the end consumer, the user, the beneficiary or the purchaser
- The customer may be internal or external to the organization.

This definition indicates that anyone who deals with the enterprise and receives goods and services from them is considered a customer. Authors and researchers the customer in a different way (Daradka, 2006) the work of the institution

Internal customers: They are workers in all functional sections, and who deal with each other achievement

External Customers: All those who deal with the product or service produced by the establishment are called, and the final outputs are received by the external customer. If the customer continues to deal with them permanently and continuously, he becomes an agent. Our study will focus on this type of customer. Lies in achieving quality in the service of the external customer

2.8.3. The Classification of Customer:

The nature of customer behavior, especially personal manner is the key to continue providing distinct services to all customers', through understanding the features of each style and using appropriate methods to deal with them. The following table summarizes to different personal styles of customers. (Ahmed, Rahman, and Ahmed, 2006)

The following table summarizes the different personal styles of customers and the way each table is handled (personal styles of customers). And how to deal with them

Table: (2.1)

Manner	Some Of Features	Way To Deal With
Passive customer	Many questions, slow in decision making, providing answers to questions, thinking about many topics while talking to a service provider, which reduces focusing on the content, and comprehend for the topics that provided by service provider.	Having patient and try to reach ways that lead to make him / her to make decision, support discussion with evidences that make deep conviction.

Customer Doubtful	The tone of this kind of customer is contains mockery, and does not trust service provider's speech, even asking proof for it.	Not argue with him/her, deepen the dialogue to find out the reasons behind the doubt, also show agreement in principle to make a confident mood.
Talkative Customer	Mixing subjects with each other, and have ability to let the service provider talk about the subjects he/she wants.	Being careful in talking with this customer, and staying in the context of service providing during talking. Asking permission in a polite way to go to serve another customer.
Arrogant Customer	Does not ask many questions and thinks he/she knows everything (high confident), he loose his patient quickly and interrupt others from talking and working.	Try to deal with him/her quickly, show him/her that he/she is an important person.
Irritable Customer	Unable to make decision by him/herself, hesitant in talking and his/her opinion is not stable.	Providing convenience and logical evidence to help him/her in making decision.
Angry Customer	Being angry quickly, and trying to find reasons for his agree reactions; having tough opinion and could not satisfy easily.	Does not judge, he/she looking for mistakes, treat him politely and keep going in asking question and listen to him/her providing evidences.
Eager Customer	There are specific things in his/her mind likes to examine and does not want to be observed.	Welcoming, not to make him/her being observed, clarify the services that provided by the establishment

		by evidence and let him/her directly.
Honest Customer	He/ she interacted by appearance more than content, hates details about the provided services. Choose according his /her preferences, while facing mistakes will blame the service provider.	Provide advice to choose the right, and clarify obligations from he provided services in order to avoid any blame in the future.
Stubborn Customer	Has stable opinion, prefers to decide by him/her, and resist changing it.	Try his/her accompaniment, showing appreciation and respect for his/her knowledge, and asking about his suggestions on the provided services.
Thinker Customer	Not hurry n making decisions, looking for information and matching to make the right decision.	Giving true information and serious evidence during discussion with him/her.

Source: (Ayad Shawkat Mansour, 84, 2008)

There are some indicators that are considered as keys to determine the customer's behavior, and some ways are to use them to deal with:

- The customer's approach and steps in moving.-
- The appearance and quality of clothes they wear.
- Face and hand expressions.
- Style of speech and communication (language and sound tone).It is important for the internal customer to be careful when dealing with the external customer.
- Faith in the different customers and the nature of their composition.

- Do not confuse personality and dignity with what needs to be done.
- The real challenge and success is not just dealing with positive customers, but the biggest challenge is to deal distinctively with different types of customers (Ayad Shawkat Mansour, 84, 2008).

2.8.4. Classification of Customers Based on Importance For The Enterprise.

Classification can also be based on the importance of the customer to the institution

The customers do not occupy the same importance for the organization and do not affect profitability of the organization at the same level the customers of the Corporation can be classified into three categories (Ayad Shawkat Mansour, 84, 2008). There are three categories of these stages:

1. The Strategy of customer: It is the most profitable customer is the most cost-effective customer, often characterized by a high level of loyalty to the organization's products or brand.
2. The tactical of customer: A kind of less profitable customers is one of the least cost-effective customers but occupies an important place in priorities and concerns the institution that seeks to raise it to a better level.
3. The Routine of customer: It is an equal customer is a customer that is likely to continue to deal with the institution with the possibility of cutting it a relationship is defined as a problem, in the sense that it can represent an opportunity for the organization.

2.8.5. The Types of Classification And Relationship Between Customer & Company.

In order for the organization to reach the stage of optimal interaction with customers, initially understand the word optimization it is important because it is a relative issue that varies from one customer to another. There is a customer who wants information, purchase, relations or participation (Tawfiq, 1998, 259).

- A- The customer interesting to get information, he or she is very interesting to get information about product like price and quality.
- B- Customer is willing to buy, customer every time wanted to buy different product or to appear a different personal to another's.
- C- Customer is interested to make relationships, strong desire to make relationships, and prefers to deal with salesperson and servicers that totally understand this situation (such as customers insurance and legal services to customers)
- D- The customer wishes to participate, There is needed for a great deal of information and it is preferable to deal with company.

2.8.6. Classification can be based on Return and Alimony

The return and cost are two important variables for determining the importance of boons to the organization. This category has the following categories:

- A.** Customers who increase their return on their expenses, they represent the source of profitability of the enterprise, must intensify these the latter, their efforts to retain them;
- B.** Customers whose income and expenses are disproportionate, representing an opportunity that can be exploited to improve their return;
- C.** Customers whose revenues are less than their expenses and which are a burden on the institution if they cannot improve their return on them will be abandoned.

The purpose of the previous classifications is to know the characteristics of each type of customers and build Strategy to deal with it. However, although partitioning is not done, it does not mean reaching a decision that this segment represents, the good customer and those represent average customer, but the main purpose is to continue to provide Distinguished service for everyone by understanding the personality and motivations of each individual division and use Appropriate methods to deal with them, and that the process of division is the most effective way to maximize the value of the customer. (Chen, Lin and Hsu 2013).

2.8.7. The Concept of Customer (Customer Satisfaction Concept)

A marketing idea focused on satisfying client needs over those of the business that produces the goods and services they consume. The adoption by a business of various forms of customer concept related marketing objectives and philosophies helps them better serve their clients and typically increases their overall reputation and success. Also The producers should find out what customers are looking for in the product (product or services) and what is in their mind about it, knowing the value of knowledge, unknown motivations, imaginations and differentiations that effect on customer's decision about things that will buy and the price predicted to purchase (kotler *et al*, 2004,70).

The levels of satisfactions are:

1. Product performance is lower than expectations - unsatisfactory customer.
2. Product is equal to expectations - customer satisfaction.
3. Product performance is greater than expectations - very satisfied customer.

Through the previous definitions, the researcher believes that satisfaction is the customer's pre-expectations of the actual performance of the product, that is, the customer has a picture or idea of the saturation provided by the product and after consuming the final and actual picture of this product for him.

2.8.8. Customer's Predicts (Customer Expectations)

The firm without customers cannot continue, even not get promote and development if does not get customer's satisfaction. Also for the customer's predicts must keep and taking care of them as active way example to get competitive advantage and success. So Predicts as the real measure for the quality of provided services, when a customer compare between actual performance for the product and find out the result is under his/her satisfaction level will be disappointed (Abubakr, 2014).

The firms can get actual management of customer expectations through the following procedures.

1. Performing services in a correct way for the first level: by dissemination knowledge of quality and continual examination of the service, implementing quality program rewarding best performance, developing establishment and policies to structures as well.
2. Being sure that promises are reflecting the truth: through monitoring explicit and implicit promises, not exaggerating in advertisements, providing scientific evidences and not put the establishment in a harmful competition.
3. Having continual communication with customers: to understand their concerns and predicts explain dimensions of the service that they received, showing appreciation and grateful to encourage tolerance and value customers predicts.
4. Solve problems quickly: during being in sympathy and appreciate customer's reaction must solve the problem seriously and quickly, Also confirm supporting relations to the reward and compensation when it is needed, So rewarding workers that showing positive indicators to the customers make workers being easy to customers by providing them development and improve their abilities during providing a distinct personality service to customers.
5. Design and conduct researches and periodic studies: to monitor changes there are customers predicts understand factors that contribute in building these predicts, to evaluate levels of the provided services depending on these predicts, and to design advertising program and promoting to support tolerance in service.

2.9. Factors Impacting Consumer Shopping Habit

For the most part clients looking, those necessities and requirements have a control on customer purchasing dependency and its miles reasonable from one to some totally unique gratitude to various elements like age, gander, addressing, confidence and a lot of others. Exploring region and acknowledging with-it retail is Additionally unpleasantly new that need an area with just 10 a considerable length of time previous, erudite dissecting consumer's looking affinity or conduct technique could be unpleasantly limited due to those late change of up to date retail inside the kingdom. Various in Polaroid under control enterprises previously, coordination to

couple direction organizations inside the space bring made exactly investigations for this issue also particularly Dismembering those elements influencing those customers seeking direct Furthermore Eventually particular sort from claiming additives were distinguished.

As partner degree instance, inside the yearly need a glance In for Korek medium customer's Investigation (2014) sorted the factors Similarly as approach for life trust that methods whether someone's relative will be that the use for 1 line, At that he/she need aid setting off will have the capacity to buy the rise to offering. To boot cola business On Erbil (2015) from claiming their popular watch around clients looking conduct technique have a impact on, they need aid doing a reversal the individuals parts will private Furthermore scholarly components to person customer. There is additionally A thorough shift a few factors that tree have an impact on customer conduct in exceptional courses. The general population factors are isolated closer to Artvin Consulting (2014) underneath four concentrated classifications: Situational, individual, social what's greater social factors what is a ton of definitions need help taken from discrete wellsprings. Starting with situational parts sway the client direct is additionally associated with territory, environment, what's greater transient plan what is all the more actually climate states are elective effects.

Advanced shipper assurance easier Non-open sections consolidate season top picks, speculation condition of issues Also related Components for you quit offering on that one supporter. The effect of non-open convey An impact around as for client decision making might be when in doubt talked worried through business attempt Investigation Also essentially publicizing appendage to congruity division, concentrating on and situating (STP) Eventually Tom's examining path from asserting gathering the buyer bases for their non-open states and creating benefits Furthermore stock that suit the people things In interims the principal fruitful way. Keep with Artvin Consulting (2012) social Components affecting client lead animals Concerning representation results for association from asserting point buyers with totally separate for contrasted levels and things.

Amassed for parts for the public arena asserted Concerning illustration feeling pioneers normally show blazing framework same time offering thing What's more administrations for dare with the proficiencies of supposition pioneers should aide regulate for diverse people from social order Similarly as clients. Toward last,

social components contacting purchaser behavior would related with move-culture refinement Around customers looking into nearby and Generally speaking scales (Putit, et al 2015). Method for life might make spoken with Likewise "the contemplations, clients, Furthermore social lead from claiming unequivocal kin alternately society" (on-line Dictionaries, 2015) Also Besides the slant made under possibility same time growing Furthermore oral correspondence pushing messages for clients.

2.10. Marketing Mix Consumer Shopping Habit

Publicizing consolidate or four PlayStation of publicizing is one in all the basic standards inside the circle of publicizing and advancing and each character a component of promoting blend is additionally acknowledged as an instrument so it'll have an influence on customer conduct. the significance of advancing consolidate is likewise handled in a very way that "compelling promoting execution relies upon customer focal point of the item on publicizing finding them out there in totally that specialists are accessible in each trade are by and large execution" (Meldrum and McDonald, 2007, 4). Due the rationalization of things, they are characterized in 3 dimensions: standard, actual and assisting things. as an example, standard object in association to PDAs or specialized devices may be cleared up because the numerous to escort alternative humans in separation. Returning to well worth that it symbolizes some other noteworthy section of advertising and four principle sorts of estimating methodologies include of paying set up, infiltration, checking, and pleasant comparing systems. Spot space of showcasing blend identifies with being of offer and gives of things and administrations in retail region. "The improvement place in promoting and selling blend suggests all the should some issue gathering from guaranteeing advancement blend acclimatizing a few components of publicizing, current individuals from the family, straightforwardly giving and deals can evolving sums" (Kotler,2012) friends and relatives component for selling blend could likewise be in the primary perceived with aptitudes what's a great deal of capacities of the group of workers to fault for customer organization perspectives of the business. truth that friends and relatives issue of advancing blend in standard, and giving change customer the board especially will be bigger huge nowadays over ever while.

CHAPTER THREE

3. Research Methodology

This is the third chapter of this research paper and in this portion of the research paper, the most suitable research methodology and finding with discussion finally conclusion and recommendation. Therefor is identified so that the entire research work can be conducted effectively and efficiently. In this chapter the purposes of the research are discussed along with the research approach and research design. Apart from these, the research strategy is also included in this chapter. The tools and methods that are used for collecting data are also discussed in this chapter. All the ethical considerations that are maintained while conducting the research work are also discussed in this chapter.

All data that are collected throughout the entire research work are analyzed. Generally, one type of data analyses are performed in this chapter and these types of data analyses methods are known as primary data analysis.

Finally, all the results that are found from the research work are linked with the objectives of the research work in order to understand if the work is performed efficiently or not. Apart from this, in this concluding chapter required recommendations are also provided so that the research work can be done more effectively and efficiently. At the end of the chapter the limitations in relation to the research work has been provided so that the limitations that have been experienced by the researcher can be depicted in the course of the study.

3.1 The results of the field study

3.2 General Results

This chapter aims to test hypotheses formulated by a researcher in the third chapter, and includes this chapter on tests of validity and reliability standards, and test hypotheses, using several statistical techniques he found occasion to test the hypotheses the researcher, following the identification of the overall results

demonstrated by statistical analyzes. In addition, aims to test the hypotheses formulated by a researcher in the first chapter, and includes this chapter on the validity and reliability of the standards tests, and then test hypotheses using several statistical techniques he found occasion to test the hypotheses the researcher, following the identification of the overall results demonstrated by statistical analyzes.

3.3 Test the reliability (firming) standards used in the research

Intended to consistently measure reliability internal consistency between his words, which means the stability of scale and lack of contradiction with itself, the scale hard gives the same results if measured the same times in a row, and there are several ways to calculate the stability of the scale, as a way of re-testing Test- retest and the way tests balanced parallel tests and the way retail midterm split- half way and Cronbach Alpha (0.898 = %89.8), the closer value of reliability coefficient of per share was as high stability and the closer to zero was stable low, Cronbach Method and the Derivative Equations Depends on the calculation of the correlations between the signs of the stability group on all the paragraphs in the test, and we were divided the test into a number of parts equal to the number of paragraphs.

The Cronbach Mathematical Equation formed as follows

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

N = Number of items

C.bar = Average internal contrast between elements V.bar = Average total variance of elements, Re-application of the instrument in similar circumstances means that we get the same results, the value of Alpha Cronbach always ranges from (0-1) , the value of Alpha Cronbach, which is equivalent to 60% of the lowest acceptable value to judge the search tool or the questionnaire honestly, The higher the alpha coefficient, the greater the degree of consistency and truthfulness between the questionnaire.

The researcher depends on Alpha Cronbach method to calculate the stability of the scale, through the SPSS program where crosses the alpha coefficient of the degree of internal consistency of the scale Internal Consistent, it has revealed the consistency of the measure subject to a study analyzing the degree of internal consistency between the scale phrases located in the acceptable range (95%) as shown the following table.

Table Use the results of the analysis stability Cronbach Alpha Reliability Statistics

Cronbach Alpha	N of Items
.850	4

The previous table shows that the alpha coefficient of Cronbach (0.850) which is high and positive signal, and the results indicate shown in the table to the value of the alpha coefficient of the scale used in the study, the whole is greater than (0.60) which is the minimum required for alpha coefficient According to (Churchill, 1979) the value of coefficient Alfa considered acceptable, if they are larger than (0.60) and it could be argued that the measure contained in foregoing table enjoyed internal stability to his words.

3.4. Data analysis

3.4.1. Gender

The distribution of the study sample individuals according to the gender worker through the table (3-1) it is clear that the male respondents reached (62.7%) of the study sample individuals, while the percentage of females (37.3%) of the individuals sample group, this is demonstrated by the proportion of males or females the large for the total of respondents on the heavy presence of the feminist element in Pepsi Company, the clearly shows the policy of providing employment opportunities for the feminist element.

Table (3.1): Distribution of Respondents According To Gender

No	Gender	Frequency	Percentage
1	Male	64	62.7%
2	Female	38	37.3%
Total		102	100 %

3.4.2. Age Categories

The distribution of the sample individuals by age

As indicated in table (3-2) that the majority of individuals the study sample is age of,(18-30) years reaching the percentage (47%) and this indicates that the majority are young people category while the percentage for individuals between the ages of (31.....40) years, where was forgotten (44.1%) of the total respondents .for individuals between the ages of (41.....50) years, where was forgotten (7.9%) of the total respondents .of the sample are more than 50 years (1%) of the total respondents while it was the most repeatedly category

Table (3.2): Distribution of Respondents According To Age Categories

No	Age Categories	Frequency	Percentage
1	18-30	48	47%
2	31-40	45	44.1 %
3	41-50	8	7.9 %
4	More than 50 years	1	1 %
Total		102	100 %

3.4.3. Marital Status

The table (3-2) above about Marital Status of the respondents shows that is the most commonly observed among 102 participants

Table (3.3): Distribution of Respondents According To Marital Status

No	Marital Status	Frequency	Percentage
1	Married	30	29.4%
2	Single	72	70.6 %
Total		102	100 %

The table (3-3) above the overall of distributed 120 and the returning was 102.

3.4.4. The Level of Education

The distribution of the study sample individuals according to the education worker through the table (3-4) it is clear that the Middle School Or Less respondents reached (18.6%) of the study sample individuals, while the percentage of Technical Diploma (20.6%) of the individuals,

while the percentage of Bachelor (58.8%) of the individuals, while the percentage of Graduate Studies (2%) of the individuals, sample group, this is demonstrated by the proportion of The Level Of Education the large for the total of respondents on the heavy presence of the feminist element in Pepsi Company, the table is below clearly shows that, the policy of providing employment opportunities for the feminist element.

Table (3.4): Distribution of Respondents According To the Level of Education

No	The Level Of Education	Frequency	Percentage
1	Middle School Or Less	19	18.6 %
2	Technical Diploma	21	20.6 %
3	Bachelor	60	58.8 %
4	Graduate Studies	2	2 %
Total		102	100 %

3.4.5. Rank (employment status) Academic Specialization

Table (3.5): Distribution of Respondents According To Academic Specialization

No	Academic Specialization	Frequency	Percentage
1	Top Level Manager	13	12.8 %
2	Manager	15	14.7 %
3	Deputy Manager	9	8.8 %
4	Employee	65	63.7 %
Total		102	100 %

The table (3-5) above is explained the level of managing and distribute of authorities in the firms.

3.4.6. Number of Years Working In Company

Table (3.6) shows the number of individuals with a service (5 years or less) at (42.2%), which is the highest percentage. Followed by individuals who have a service (6-10) years (35.3%), Followed by individuals with (11-15) years of service (12.7%), they represented individuals who served for (16-20) years and reached (4.9%) , Finally, with more than 20 years of service (4.9%), then individuals.

Table (3.6): Distribution of Respondents According To Working in Company

No	Number Of Years Working In company	Frequency	Percentage
1	1-5	43	42.2 %
2	6-10	36	35.3 %
3	11-15	13	12.7 %
4	16-20	5	4.9 %
5	More Than 20 Years	5	4.9 %
Total		102	100 %

3.5. Research hypothesis

3.5.1. The first hypothesis (H₁)

There is a positive correlation between promotion marketing and economic growth in Region. t- Test= (20.635), its highest-level one, in the degree of freedom (102) and a large level of less than (0.05),

Singing = 0.000, it means a significant increase on this question, can be attributed in Table No. (11) On the remaining questions, all results also look good in general. In the beginning, where we note that all questions rates fall on an acceptable level (over 60%) With regard to the standard deviation, the results indicate that there is a great harmony and lack of contrast between the responses of the respondents to the questions; this means that there is a good positive relationship to this important level. When the significances are level is (0.05) the answers were put according to the pentagon scale (completely agree, agree, naturally, disagree, and completely disagree). In this respect, we note that the all questions have been better evaluated of the other question assessments as bellow.

Mean Difference is between (2.285- 0.540) this indicates the existence of harmony clear and the lack of variation between individual respondents to answer question - survey questionnaire

Table (3.7) one – Sample Test for H₁

One-Sample Test

	Test Value = 0.95			
	T	D f	Sig. (2-tailed)	Mean Difference
Q1	14.082	101	.000	.677
Q2	9.038	101	.000	.599
Q3	16.320	101	.000	.785
Q4	18.470	101	.000	1.491
Q5	20.635	101	.000	2.285
Q6	9.121	101	.000	.991
Q7	6.667	101	.000	.540
Q8	12.074	101	.000	1.089
Q9	9.921	101	.000	.893
Q10	11.403	101	.000	1.060

In the following table shows that the medium the arithmetic (Mean) between (3.24 – 1.49) and the highest level arrived t- test (20.635- 6.667) the number of questionnaire forms that have been distributed and symbolized in the table (3.7) equal to (102) formats the difference between the average sample the value imposed in one-Sample test table shows that the Sig. = 0.00, this indicates the existence of harmony clear and the lack of variation between individual respondents to answer question - survey questionnaire .

Thus, there is statistical relational function between promotion marketing and economic growth in Region

Table (3.8) One-Sample Statistics for H₁

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Q1	102	1.63	.486	.048
Q2	102	1.55	.669	.066
Q3	102	1.74	.486	.048
Q4	102	2.44	.815	.081
Q5	102	3.24	1.118	.111
Q6	102	1.94	1.097	.109
Q7	102	1.49	.817	.081
Q8	102	2.04	.911	.090
Q9	102	1.84	.909	.090
Q10	102	2.01	.939	.093

3.5.2. The second hypothesis (H₂)

There is a correlation between sales force to represent and sell your product or service directly to your customers.

His indicates that the buying and selling sector on sales force in ERBIL takes more than great importance to customers and gain their satisfaction. t- Test = (13.923) its highest level one, in the degree of freedom (102) and a large level of less than 0.05, singing = 0.000, it means a significant increase on this question. Can be attributed in table No (3.8) on the remaining questions; all results also look good in general. In the beginning, where we note that all questions rates fall on an acceptable level (over 60%) With regard to the standard deviation, the results indicate that there is a great harmony and lack of contrast between the responses

of the respondents to the questions. This means that there is a good positive relationship to this important level. When the significances are level is (0.05) the answers were put according to the pentagon scale (completely agrees, agree, naturally, disagree, and completely disagree).

In this respect, we note that the all questions have been better evaluated of the other question assessments as bellow

Mean Difference is between (1.177 – 0.775) this indicates the existence of harmony clear and the lack of variation between individual respondents to answer question - survey questionnaire.

Table (3.9) One-Sample Test for H₂

One-Sample Test

	Test Value = 0.95			
	T	D f	Sig. (2-tailed)	Mean Difference
Q11	9.797	101	.000	1.030
Q12	7.707	101	.000	.775
Q13	11.954	101	.000	1.148
Q14	10.612	101	.000	1.040
Q15	13.923	101	.000	1.315
Q16	9.485	101	.000	1.089
Q17	8.391	101	.000	.883
Q18	12.239	101	.000	1.177
Q19	10.800	101	.000	1.079
Q20	11.606	101	.000	1.285

Table (3.10) one – Sample Statistics for H2

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Q11	102	1.98	1.062	.105
Q12	102	1.73	1.016	.101
Q13	102	2.10	.970	.096
Q14	102	1.99	.990	.098
Q15	102	2.26	.954	.094
Q16	102	2.04	1.160	.115
Q17	102	1.83	1.063	.105
Q18	102	2.13	.972	.096
Q19	102	2.03	1.009	.100
Q20	102	2.24	1.118	.111

In the following table shows that the medium the arithmetic (Mean) between (2.24 – 1.73) and the number of questionnaire forms that have been distributed and symbolized in the table (3.10) equal to (102) form. as the difference between the average sample the value imposed in one-Sample Test table shows that the Sig. = 0.00, this indicates the existence of harmony clear and the lack of variation between individual respondents to answer question - survey questionnaire obstacles of adoption on internet in Erbil.

3.5.3. The third hypothesis (H₃)

There is a correlation between the impact of promotion process in attracting customer in region of Iraq, also takes more than great importance to customers and gain their satisfaction, t- test = (10.965) its highest level one, in the degree of freedom (102) and a large level of less than 0.05, singing = 0.000, it means a significant increase on this question, can be attributed in table No. (15) On the remaining questions, all results also look good in general, in the beginning, where we note that all questions rates fall on an acceptable level (over 60%) with regard to the standard deviation, the results indicate that there is a great harmony and lack of contrast between the responses of the respondents to the questions.

This means that there is a good positive relationship to this important level, when the significances are level is (0.05) the answers were put according to the pentagon scale (completely agree, agree, naturally, disagree, and completely disagree). In this respect, we note that the all questions have been better evaluated of the other question assessments as bellow.

Mean Difference is between (1.226– 0.903) this indicates the existence of harmony clear and the lack of variation between individual respondents to answer question - survey questionnaire.

Table (3.11) One-Sample Test for H₃

	Test Value = 0.95			
	T	D f	Sig. (2-tailed)	Mean Difference
Q21	10.518	101	.000	1.119
Q22	7.414	101	.000	.903
Q23	10.612	101	.000	1.040
Q24	10.572	101	.000	1.128
Q25	10.490	101	.000	1.226
Q26	4.645	101	.000	1.011
Q27	10.224	101	.000	1.001
Q28	9.700	101	.000	1.060
Q29	10.965	101	.000	.981
Q30	10.812	101	.000	1.060

Table (3.12) One-Sample Statistics for H₃

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Q21	102	2.07	1.074	.106
Q22	102	1.85	1.230	.122
Q23	102	1.99	.990	.098
Q24	102	2.08	1.078	.107
Q25	102	2.18	1.181	.117
Q26	102	1.96	2.198	.218
Q27	102	1.95	.989	.098
Q28	102	2.01	1.104	.109
Q29	102	1.93	.904	.089
Q30	102	2.01	.990	.098

In the following table shows that the medium the arithmetic (Mean) between (2.08 – 1.85) and the number of questionnaire forms that have been distributed and symbolized in the table (3.12) equal to (102) form, as the difference between the average sample the value imposed in one-Sample Test table shows that the Sig. = 0.00, this indicates the existence of harmony clear and the lack of variation between individual respondents to answer question - survey questionnaire. Thus, there is statistical relational function between the impacts of promotion process in attracting customer in Region.

3.5.4. Fourth hypothesis (H₄)

There is a relationship or correlations between types of sales promotion are highly preferred by the customers when they make a purchasing decision.

Table (3.13) One-Sample Test for H₄

One-Sample Test

	Test Value = 0.95			
	T	D f	Sig. (2-tailed)	Mean Difference
Q31	10.366	101	.000	1.138
Q32	7.942	101	.000	.913
Q33	12.105	101	.000	1.236
Q34	10.372	101	.000	1.207
Q35	12.292	101	.000	1.344
Q36	12.419	101	.000	1.285
Q37	12.958	101	.000	1.472
Q38	11.635	101	.000	1.275
Q39	10.703	101	.000	1.236
Q40	11.534	101	.000	1.315

t- Test= (12.958), its highest-level one, in the degree of freedom (102) and a large level of less than 0.05, singing = 0.000, it means a significant increase on this question. Can be attributed in Table No . (3.13) on the remaining questions, all results also look good in general. In the beginning, where we note that all questions rates fall on an acceptable level (over 60%) with regard to the standard deviation, the results indicate that there is a great harmony and lack of

contrast between the responses of the respondents to the questions; this means that there is a good positive relationship to this important level.

When the significances are level is (0.05), the answers were put according to the pentagon scale (completely agree, agree, naturally, disagree, and completely disagree). In this respect, we note that the all questions have been better evaluated of the other question assessments as bellow.

Mean Difference is between (1.472-0.913) this indicates the existence of harmony clear and the lack of variation between individual respondents to answer question - survey questionnaire.

Table (3.14) One-Sample Statistics for H₄

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Q31	102	2.09	1.109	.110
Q32	102	1.86	1.161	.115
Q33	102	2.19	1.031	.102
Q34	102	2.16	1.175	.116
Q35	102	2.29	1.104	.109
Q36	102	2.24	1.045	.103
Q37	102	2.42	1.147	.114
Q38	102	2.23	1.107	.110
Q39	102	2.19	1.167	.116
Q40	102	2.26	1.151	.114

In the following table shows that the medium the arithmetic (Mean) between (2.42 – 1.86) and the number of questionnaire forms that have been distributed and symbolized in the table

(3.14) equal to (102) form, as the difference between the average sample the value imposed in one-Sample Test table shows that the Sig. = 0.00, this indicates the existence of harmony clear and the lack of variation between individual respondents to answer question - survey questionnaire.

Thus, there is statistical relational function between types of sales promotion are highly preferred by the customers when they make a purchasing decision.

Table (3.15) Total One-Sample Statistics

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
M1	102	1.9912	.31813	.3150
M2	102	2.0324	.67077	.06641
M3	102	2.0029	.78127	.07736
M4	102	2.1922	.74231	.07350

Table (3.16) Total one- sample test

One-Sample Test

Test Value = 0.95				
	T	D f	Sig. (2-tailed)	Mean Difference
M1	33.053	101	.000	1.04118
M2	16.297	101	.000	1.08235
M3	13.611	101	.000	1.05294
M4	16.900	101	.000	1.24216

3.6. Pearson correlation coefficient analysis

The data were analyzed using the Pearson correlation coefficient as shown in the following table.

There is a strong relationship between the four hypotheses listed in the introductory chapter to this research and there is a positive correlation between promotion marketing and economic growth in Region.

Table (3.17) Case Processing Summary

Case Processing Summary

		N	%
Cases	Valid	102	100.0
	Excluded ^a	0	.0
	Total	102	100.0

List wise deletion based on all variables in the procedure

Reliability Statistics

This shows that there is a relationship and correlation between sales force to represent and sell your product or service directly to your customers, as well as the promotion process in attracting customer in Region.

Table (3.18) Correlations of Hypothesis

	M1	M2	M3	M4
M1	Pearson Correlation	1	.452**	.336**
	Sig. (1-tailed)		.000	.000
	N	102	102	102
M2	Pearson Correlation	.452**	1	.770**
	Sig. (1-tailed)	.000		.000
	N	102	102	102
M3	Pearson Correlation	.336**	.770**	1
	Sig. (1-tailed)	.000	.000	
	N	102	102	102
M4	Pearson Correlation	.336**	.777**	.787**
	Sig. (1-tailed)	.000	.000	.000
	N	102	102	102

** . Correlation is significant at the 0.01 level (1-tailed).

Nonpar corr

/variables=m1 m2 m3 m4

/print=spearman onetail nosig /missing=pairwise.

Nonparametric Correlations

[DataSet0]

Table (3.19) Correlations of significant

		M1	M2	M3	M4
Spearman's rho	M1				
	Correlation Coefficient	1.000	.463**	.343**	.381**
	Sig. (1-tailed)	.	.000	.000	.000
	N	102	102	102	102
	M2				
	Correlation Coefficient	.463**	1.000	.745**	.760**
	Sig. (1-tailed)	.000	.	.000	.000
	N	102	102	102	102
	M3				
	Correlation Coefficient	.343**	.745**	1.000	.801**
	Sig. (1-tailed)	.000	.000	.	.000
	N	102	102	102	102
M4					
Correlation Coefficient	.381**	.760**	.801**	1.000	
Sig. (1-tailed)	.000	.000	.000	.	
N	102	102	102	102	

** . Correlation is significant at the 0.01 level (1-tailed).

In this section, the relationship or correlations between types of sales promotion are highly preferred by the customers when they make a purchasing decision in Erbil.

The research reveals that the hypothesis is accepted because significances of each dimensions of culture value are high significant value obtained from the distribution table at 1% level of significance and with (102) degrees of freedom.

The response to the questionnaire and the relevant computations are shown in table (3.19) the Result Test the Correlation between promotion marketing and economic growth in Region.

By Pearson correlation method, table (3.19) reports the Pearson correlation of independent variables method; moreover, as table (3.19) shows, four independent variables have a significant correlation with the dependent variable. We expected high correlation between the four hypotheses as shown in the table, because the significant of four dimensions are less than 0.01. Except the power distance because the significant results in table (3.19) shown significant is more than (0.01).

3.7. Conclusion

Has become a promotion process offered on customer and real and concrete action, and therefore we expect to get the same service at the usual marketing level, but some of the views of the researchers believe that it is possible to attracting customer to replace the regular markets, shopping usually means roaming, mobility and inquiry of the seller, of course, watching something on the nature and touch or test, but the promotion is especially if it is not possible to reach a place of real selling itself for distance or for any other reason, you can also find some of the best shops attributes that no one had heard of him before. For example shopping online activity is on the rise as evidenced by the statistics and studies, so it is expected that this type of shopping take a large part of the interest of consumers and marketers alike because of its advantages to be outdone by other shopping outlets.

Deals with the researcher in this chapter provide search results that have been reached, and then concludes the researcher through and prove hypotheses statistical analyzes a number of recommendations that benefit be guided by them in promotion process support in governors of ERBIL, in particular with respect to the business sector with consumers through awareness of businesses and marketing the most important factors that affect the promotion process of attracting customer, will finally determine the most important researcher future studies that can be done to complete the scientific research in this area.

We find by reviewing the search for the concept of marketing mix and for the intellectual development of the process of promotion new innovation in general, there are many factors that may have an impact on the promotion of innovation, also which represents a new innovative affected by a variety of factors, whether social, demographic, economic, which may represent either an incentive or a hindrance to the adoption of new products or innovation.

It is worth noting that the impact of these factors varies depending on innovation or new product, and that this effect factors varies from one individual to another, so it is important to first identify the most influential factor on the promotion process the new innovation and then work on finding a mechanism limit the impact of this factor in the case of whether the negative impact vice versa.

3.8. Recommendations

- A- Enjoy Erbil province and the provincial structure of good infrastructure in the field of promotion, but it did not reach to the extent required in the field of attracting between companies and consumers, although it has achieved fairly good results in the field of attracting between some companies other, and the provincial government promote this new thinking and awareness of this type of trade through the development of a framework for trade which is made between the companies and individuals which defines the policies, programs, and roles that will raise awareness and motivation on the use of this trade and the support of the private sector and government institutions.

- B- The researcher recommends the need to focus on a set of key elements and is the ease and excellence of service and information provided safety and security and that the study showed it is of importance to adopters and, and so that the promotion process is achieved, and be as follows.
 - 1- Adopt preventive strategies for protection of electronic business conducted through the network,
 - 2- The need for action to reduce the feeling of fear among consumers and by following policies to ensure effective and appropriate intervals and retrieve the goods if they are found not fit, and provides strong safeguards for consumers.
 - 3- Spread the way of life for dealing with web based business (trades that degrade space between gatherings Also customers) and "around individuals from the sort out by methods for the remote possibility of raised thought awareness Furthermore arranged undertakings prepared to every school, Europe, theoretical requests had more refinement than troublesome work, and speculative energy was Furthermore foundations, Furthermore kept tabs around about these orders exhibit those endowments of the looking for carrier.
 - 4- The need to provide a sophisticated communication systems contribute to facilitate this process and provide information with a high degree of precision

and modernity so that this will encourage Internet users to the popularity of this process.

- C- The marketing men and those in charge of this process, taking into account individual differences among consumers and so when marketing policies and setting especially with regard to gender, and because of the difference toward Social and biological needs of both genders. It should take into account the constantly changing social level, cultural and that made for women and broad role in the selection and purchase of many of the needs of the family and their needs, the status of women in the purchase and consumption over the Internet need to be addressed, if not convince females to participate in this environment, trade electronic and especially among consumers and the business sector are likely to fail because it is for males, the process is nothing more than being a component of the gravity and the elements of discovery. As well as the need to take into account differences among consumers in terms of educational level, social and career and family income level, the study results showed the impact of these variables on the promotion process.
- D- Increase Electronic Shopping Malls on local sites, which the government and supported in cooperation with companies to offer a combination of local products, with a global reputation, and the interest component of the quality and diversity of products and the composition and work on Attract shoppers to these centers.

3.9. Future Studies

This research represents an extension of scientific efforts, which began in this area is that the results of the study showed that there are many areas that need further study and analysis, and in general can be summarized as the most important of these areas as follows.

- A-** There are several factors that play a role in motivating consumers to adopt shopping, as there are other factors that might impede this process, and therefore there is a need to study the expansion of these factors to see how they affect the process.
- B-** There is a need to restore this study, as the repetition of the study is essential, particularly in thither is a need to restore this study, as the repetition of the study is essential, particularly in the region in general and particularly Erbil.
- C-** Strengthen commerce under the direction of State; there is an urgent need to study the aspect of using e-commerce between businesses and consumers.
- D-** If this research has focused on promotion process from the consumer's perspective, we need to study undoubtedly the viewpoint of other companies that incision.
- E-** The application of this study to other communities to enable him to carry out studies compared.

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APPENDICES



T.C

BİNGÖL UNIVERSITY

SOCIAL SCIENCES INSTITUTE

BUSINESS ADMINISTRATION DEPARTMENT

**THE ROLE OF PROMOTION PROCESS IN ATTRACTING
CUSTOMERS TOWARDS PRODUCTS IN THE IRAQI- REGION/
ERBİL**

QUESTIONNAIRES

**SHORSH MOHAMMED IBRAHİM
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MASTER THESIS

**SUPERVISOR
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BİNGÖL – 2019

APPENDIXES



Questionnaire:

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DEPARTMENT: BUSINESS
ADMINISTRATION

Dear all, I am International master student from Bingol University in Turkey. The resolution that is in your hands is for the purpose of scientific research for completion of the master's thesis about (**THE ROLE OF PROMOTION PROCESS IN ATTRACTING CUSTOMERS TOWARDS PRODUCTS IN THE IRAQI- REGION/ ERBIL**) A practical study from pepsi Company, please respond to each of the paragraphs below by placing a (√) under the answer that represents your point of view.

Thank you for your cooperation and willingness to answer questions

Supervisor

Prof. Dr. SAİT PATIR

Researcher

SHORSH MOHAMMED IBRAHIM

PART ONE: PERSONAL DATA

Choose the right answer for you.

Please draw (×) as the answer into squares:

1. Gender:

Male Female

2. Age: (20-30) (31-40) (41-50) (50+) Years

3. Marital Status:

Married Single

4. Education Level:

Middle school or less Technical Diploma
 Bachelor Graduate studies

5. Rank:

Top Level Manager Manager Deputy Manager Employee

6. work Experience:

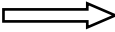
0-5 years 6-10 years 11-15 years 16-20 years 20+ years.

PART TWO: QUESTIONS RELATED TO STUDY PROFILES

Fill in the blanks with X or \surd according to your opinions. 		I absolutely do not agree.	I do not agree	I am neutral	I agree	I absolutely agree
A	ADVERTISING					
1	The company has advertising outlets for its products					
2	The company uses various means of advertising for advertising stores					
3	The advertising media used by the company is comprehensive and attractive					
4	The company uses electronic technologies as a mean of advertising stores					
5	The company uses television as an advertising medium for stores					
B	REVITALIZE SALES					
1	The workers are provide the gifts to the customers					
2	The company offers suitable price discounts at prices					
3	The employees of the company care about available supplies for helping the customers					
4	The company helps customers to see the production lines in the company					
5	The company is interested in preparing policies and reviews to attract customers					
C	PUBLIC RELATIONS					
1	The employees of the company seek to establish good relations with the two owners					
2	The company is interested in building consensus and common understanding with customers					
3	The company is interested in studying and analyzing the trends of customer needs and desires					

4	The company works in the logic of compatibility with customers for the benefit of both parties					
5	The employees of the company seek to establish good relations with the staff of other companies in the competitive environment					
D	ADVERTISING AND PUBLISHING					
1	Interested in the changes that take place in promotional policies					
2	The company shall use the various promotional					
3	The workers in the company are concerned to solve all the problems they face					
4	The employees of the company seek to identify and work on customer demands					
5	The employees of the company are interested in the opinions of customers' proposals					
E	PERSONAL SALE					
1	The staff of the company shall have the necessary experience in their field of work					
2	The employees in the company respond quickly to customer demands					
3	The company's employees have the potential to establish a neutral relationship with customers					
4	Company's employees have the potential to influence others					
5	The employees in the company are divided into the leisure and the persuasive ability to deal with customers					
6	Employees have a sense of the need for customers policy					
7	Workers are interested in products to meet the needs of customers					
8	Convincing rewards for salesmen are rewarding and encouraging					
9	The experienced salesmen are chosen as professional rewards					
10	Companies need to increase the number of regular customers					

PART THREE: ATTRACTING CONSUMERS

Fill in the blanks with X or \surd according to your opinions. 		I absolutely do not agree.	I do not agree	I am neutral	I agree	I absolutely agree
1	The company provides different sources of information about customers					
2	The company is interested in the period of time in which the customers has sought information					
3	The quality of the goods sought by the customers is concerned by the company					
4	The company has the ability to determine the appropriate price for the customers					
5	The company is concerned with the alternatives available to customers					
6	The company cares about the products that deserves the customer`s					
7	the company Comparers between the profit and cost of the provided products for customer					
8	The company cares about the effective changeable decision to buy products by customer					
9	company cares about the compares between product and the customer`s satisfaction					
10	The company cares about eliminate the anxiety and imbalance of customer					

الجامعة بنكول
كلية الادارة والاقتصاد
قسم ادارة الاعمال
الدراسات العليا

السيد / السيدة.....المحترم

نهديكم اطيب تحياتنا..

الاستبانة التي بين ايديكم هي جزءاً فى متطلبات نيل شهادة الماجستير الموسومة:
(دور عملية ترويج فى جذب الزبائن نحو المنتجات) دراسة حاله فى شركة الحياة
للمشروبات الغازية والمياه المعدنية، يرجى تفضلكم بالاجابة عن كل فقرة من الفقرات ادناه
بوضع اشارة (√) تحت الاجابة التي تمثل وجهة نظركم...

شاكرين لتعاونكم معنا

الباحث

شورش محمد ابراهيم

طالب ماجستير /ادارة اعمال

الجزء الاول: المعلومات الشخصية

رجاء استفتاء البيانات التالية او تحديد البيان المطلوب

١. الجنس:

(أ) انثى () (ب) ذكر ()

٢. العمر:

(أ) ٢٠ - ٣٠ () (ب) ٣١ - ٤٠ ()
(ج) ٤١ - ٥٠ () (د) اكثر من 50 سنة ()

٣- الحالة الاجتماعية:

(أ) أعزب () (ب) متزوج ()

٤-تحصيل الدراسى:

(أ) اعدادية فاقل () (ب) دبلوم فنى ()
(ج) بكالوريوس () (د) دراسات العليا ()

٥-العنوان الوظيفي:

(أ) مدير () (ب) معاون مدير ()
(ج) رئيس قسم () (د) اخرى ()

٦- عدد سنوات الخدمة:

- (أ) ٥ سنوات فأقل ()
(ب) من ٦ الى ١٠ سنوات ()
(ج) من ١١ الى ١٥ سنوات ()
(د) من ١٦ الى ٢٠ سنوات ()
(هـ) اكثر من ٢٠ سنوات ()

الجزء الثاني

الاسئلة المتعلقة بمتغيرات الدراسة

يرجى وضع اشارة (√) امام كل فقرة من الفقرات التالية التي تمثل رأيك:-

ت	العبارات	اتفق بشدة (١)	اتفق (٢)	محايد (٣)	لا اتفق (٤)	لا اتفق بشدة (٥)
أ-	الاعلان					
١-	تقوم الشركة بحملات اعلانية للمنتجاتها					
٢-	تستخدم الشركة وسائل الاعلان المختلفة لحملات الاعلانية					
٣-	تتميز وسائل الاعلان المستخدم من قبل الشركة بالشمولية والجاذبية					
٤-	تستخدم الشركة التقنيات الالكترونية كوسيلة لحملات الاعلانية					
٥-	تستخدم الشركة التلفزيون كوسيلة اعلانية					
ب-	تنشيط المبيعات					
١-	يقدم العاملون الهدايا التذكارية للزبائن					

					تقدم الشركة خصومات سعرية ملائمة في اسعار	٢-
					يهتم العاملون في الشركة بتوفير المستلزمات اللازمة لمساعدة الزبائن	٣-
					تساعد الشركة الزبائن للاطلاع على خطوط الانتاج في الشركة	٤-
					تهتم الشركة بأعداد سياسات لجذب الزبائن	٥-
					العلاقات العامة	ج-
					يسعى العاملون في الشركة الى اقامة العلاقات الطيبة مع الزبائن.	١-
					تهتم الشركة ببناء التوافق والفهم المشترك مع الزبائن .	٢-
					تهتم الشركة بدراسة وتحليل اتجاهات حاجات و رغبات الزبائن	٣-
					تعمل الشركة بالمنطق التوافق مع الزبائن لمصلحة الطرفين	٤-
					يسعى العاملون في الشركة الى اقامة العلاقات الطيبة مع ادارة الشركات الاخرى في البيئة التنافسية	٥-
					الدعاية والنشر	د-
					تهتم الشركة بالتغيرات التي تحصل في السياسات الترويجيه	١-
					تستخدم الشركة الوسائل الدعائيه المختلفه	٢-
					يهتم العاملون في الشركة لحل كافة المشكلات التي تواجههم	٣-
					يسعى العاملون في الشركة للتعريف على طلبات الزبائن والعمل على توفيرها	٤-
					يهتم العاملون في الشركة بأراء مقترحات الزبائن	٥-

					البيع الشخصي	-٥
					يتميز العاملون في الشركة بالخبره اللازمه في مجال عملهم	١-
					يستجيب العاملون في الشركة بالسرعة لطلبات الزبائن	٢-
					يتمتع العاملون في الشركة بامكانيه اقامة علاقات جيدة مع الزبائن	٣-
					يتمتع العاملون في الشركة بامكانيه التأثير على الاخرين	٤-
					يتمتع العاملون في الشركة بالاناقة و القدرة على الاقناع في التعامل مع الزبائن	٥-
					يتمتع العاملون بشعور عن حاجه الزبائن الاساسيه	٦-
					تهتم العاملون بالمنتجات لاشباع حاجات الزبائن	٧-
					تعتبر المكافآت المقنعة لرجال البيع مجزية و مشجعة	٨-
					يتم اختيار رجال البيع ذوي الخبرة و المكافآت المهنة	٩-
					تسعى الشركات إلى زيادة عدد الزبائن المنتظمين	١٠-
						-

الجزء الثالث : جذب الزبائن

ت	العبارات	اتفق بشدة (١)	اتفق (٢)	محايد (٣)	لا اتفق (٤)	لا اتفق بشدة (٥)
١-	توفر الشركة مصادر مختلفة للحصول على المعلومات عن الزبائن					
٢-	تهتم الشركة بالفترة الزمنية التي بحثت فيها الزبائن عن المعلومات					
٣-	تهتم الشركة بالجودة السلع التي بحثت عنها الزبائن					
٤-	تتمتع الشركة بتحديد السعر المناسب الزبائن					
٥-	تهتم الشركة بالبدائل المتاحة امام الزبائن					

					٦- تهتم الشركة بالمنتجات المناسبة التي تشبع حاجات الزبائن	
					٧- تقارن الشركة بين المنفعة وتكلفة السلعة المقدمة للزبائن	
					٨- تهتم الشركة بمتغيرات المؤثرة على قرار الشراء الزبائن	
					٩- تهتم الشركة بمقارنة ما تقدم من السلعة مع مستوى رضا الزبائن	
					١٠- تهتم الشركة بتخلص الزبائن في حالة القلق واللاتوازن	

APPENDIX 2:

CURRICULUM VITAE

Name & Surname: Shorsh Mohammed Ibrahim

Date and Place of Birth: 01/07/1982-Erbil-Iraq.

Nationality: Iraqi.

E-mail: shorshibrahim@yahoo.com



Education Level:

- Bachelor's Degree: 2007, University of Salahaddin- College of Administration & Economics.

- Master's Degree: 2019, Bingol University, Graduate School of Social Science, Business Administration Department.

Work Experience: In Office Bank/ Ministry Of Finance

