

The Impact of E-marketing on Consumer Purchase Decision in Jordan

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Abstract: - This study explored the effect of e-marketing on consumer purchase decision in Jordan. The population includes all the accessories E-marketing companies that are located in Jordan. The sample consist of (100) individuals who work as mangers. The researcher used a questionnaire that sheds a light on e-marketing. The targeted variables are: (website, social media). It was found that the severity of the impact of E-marketing on consumer purchase decision in Jordan is high. It was found that website and social media have a high impact on consumer purchase decision in Jordan. It was found that there is a significant difference between the managers' attitudes which can be attributed to the company age regarding for the favor of the companies which has been established since more than 10 years. The researcher recommends assisting local companies in developing their electronic marketing methods. That shall foster the development of commercial companies, especially small and medium companies.

Key-Words: - E-Marketing, Purchase Decision, Consumer

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1 Introduction

E-commerce became a significant concept in the field of marketing. That is attributed to the prevalence of the use of technology in society.

During the last couple of years, companies have been significantly using social media to advertise their products and services. That is because social media platforms serve as means that allow users to communicate with each other and acquire knowledge about trademarks. It's because social media serve as communication channels that allow users to access texts, photos, audio files, and videos. It's because social media is a tool that's used by advertisers to attract consumers [1]

There are many reasons behind carrying out business operations in an electronica manner. E-Commerce can increase the growth rate in the field of trade. It can improve the competitiveness of companies. It can improve the performance efficiency and effectiveness in doing business operations. Customers and suppliers can benefit much from e-commerce. That's because e-commerce allows companies to access new markets and have more interaction with customers. It's because e-commerce reduces costs [14]

The number of the ones who have access to the web has been increasing worldwide. Due to such increase, the interaction between companies and consumers has been increasing. Due to such increase, the way of conducting business transactions became easier, simpler, and cheaper. Due to such increase, the use of online shops

became easier, simpler, and cheaper. The use of the web changed the shopping behaviours of consumers. It changed the shopping behaviours of consumers. It changed the personal relationships of consumers. It has many merits that the conventional communication channels don't have [3]

Marketing is a major function in companies. The marketing system aims at improving communication and providing consumers with value. The marketing operations must provide much attention to the customer relationships which are significant for the owners of the organizations and stakeholders. Stakeholders include: employees, customers and etc..(Husain, 2020).

The change that occurred to the marketing operations is represented in the use of technology. Thus, the way of carrying out marketing operations changes. Online retail aims at providing buyers with more flexibility in carrying out the purchasing operations. For instance, it allows buyers to purchase the product at any time and from any place [12]

E-commerce is a major development. It significantly supports the global economic system. It's regulated by many laws, and legislations. For instance, today, business transactions are carried out online instead of carrying them out face to face. That applies to the business transactions that are carried out between companies and the business transactions that are carried out between companies and consumers [11]

E-commerce refers to the use of internet to carry out buying and selling operations. The funds in e-commerce can be paid via online means or face-to-face. E-commerce may be defined as the use of the web for carrying out business operations, such as: buying and selling (Faqih, 2013).

The e-commerce applications are used for carrying out various functions and duties. They include: electronic communication means, electronic payment systems, provision of support to customers, selling and buying products online, research and development and exchanging information. E-commerce may be defined as the process of carrying business activities via the web [3]

The purchasing decision refers to an operation in which various elements interact with each other. Those elements include: cognitive, physical and emotional elements. People make purchasing decisions in order to meet their needs. The purchasing decision is carried out through following a set of steps and going through several phases [5]

It's logical to presume that online buyers have the ability to change the consumers' decisions through providing them with several merits. Such merits include: offering consumers pieces of advice, services, information, emotions and products. If the online consumers have positive experiences in using a specific website, those consumers shall be keen on using it frequently [7]

During the modern age, the significance of digital marketing in Jordan increased. To increase the sales of products & services, marketers today carry out e-marketing operations. In addition, the development of digital marketing channels changed the way of advertising brands and products [15]

2 Statement of the Problem

Marketing is very significant [16]. However, there must be plans set in this regard (Mohammadnour, 2021) E-marketing today plays a significant role in achieving success in companies and marketing products. It targets all the categories of societies due to the prevalence of technologies. E-marketing operations are carried out through social media and e-applications.

Social media platforms are the platforms prevalent and used the most by young people. Thus, they serve as platforms for advertising products and services. They can be used for changing the consumers' purchasing decisions (Al-Nsoor et al., 2016).

It's necessary to identify thee-marketing methods' impact on the consumers' purchasing

decisions. Thus, the present study explored the impact of the e-marketing methods on the consumers' purchasing decisions.

3 The Study's Objectives and Questions

This study explored the effect of the e-marketing on consumer purchase decision in Jordan. The questions of this article are listed below:

Q.1: What is the severity of the effect of e-marketing on the consumers' purchasing decision in Jordan?

Q.2: Is there any statistically significant difference between the respondents' attitudes which can be attributed to (nationality, or company age)?

4 The Study's Significance

The significance of the study arises from the significance of e-marketing for companies during this age. It arises from the significance of using technology. The results shall enable companies to use e-marketing platforms to improve and develop their e-marketing operations.

5 Definition of Terms

The study's terms are defined below:

E-marketing: It refers to the electronic business operations that are carried out between companies and consumers through using electronic means [3]

Consumers' purchasing decision: It refers to a set of stages that the consumer goes through in order to resolve a problem that is related to his needs [4].

6 The Study's Limitations

This article targets a sample of Accessories E-marketing companies in Jordan. It was carried out during the year 2021.

7 Review of Literature

AL-Azzam & Al-Mizeed [15] analyzed the impact of digital marketing on purchasing decisions. They assessed various digital marketing platforms in Jordan that can affect the purchasing decisions of consumers. They identified the product categories purchased by customers on digital media platforms. Furthermore, 300 questionnaire forms were passed to the members of the sample. 200 forms were

retrieved. The researchers found that digital marketing methods affect the purchasing decisions of consumers. Such methods include: social media. Kaur et al [13] explored the impact of e-marketing on the purchasing decisions of consumers. They found that there is a relationship between consumer purchasing behavior and their monthly spending. There are many factors –e.g. family, society, lifestyle, and social media- that may or may not affect the purchasing behaviors of consumers. The researchers found that thee-commerce platforms have been playing a major role in selling products and reducing costs.

Al-Shwaimi [9] shed a light on the impact of e-marketing on consumer behavior and the decision to purchase products. A questionnaire was used. The forms were passed to 384 individuals from Shaqra, Saudi Arabia. It was study found that the majority of the individuals were browsing e-stores in order to purchase products at appropriate prices. It was found that the decision to purchase something is affected by personal factors. It was found that social media platforms are the ones used the most for advertisement.

Salam [3] explored the factors that affect the Libyan consumers' decision to carry out e-shopping. The targeted factors are represented in the following factors: (easiness of use, perceived benefit, perceived reliability, and efficiency in using IT). A descriptive analytical approach was adopted for data analysis and hypotheses testing. The population includes all the students in Tripoli. The sample consists from 449 students. It was found that the targeted factors (easiness of use, perceived benefit, perceived reliability, and efficiency in using IT) affect the Libyan consumers' decision to carry out e-shopping. It was found that there isn't any significant difference between the respondents' attitudes which can be attributed to gender, age or academic year

Hussain (2020) explored the impact of social factors and marketing mix elements on the intention of students in Jordanian private universities to purchase products from the automatic selling machines. The population consists from all the students in the Jordanian private universities in Amman (i.e. 514 students). The descriptive analytical approach was adopted. The researcher found that social factors and marketing mix elements have a significant impact on the intention of students in Jordanian private universities to purchase products from the automatic selling machines. The marketing mix elements are represented in the following ones: (product, price,

place and advertisement). The social factors include: the word of mouth and the reviews.

Kumar & Sekhar [14] explored the impacts of digital marketing on consumer purchasing decision. They explored the impact of the consumers' extent of awareness about digital marketing and digital channels on the purchasing decisions. A survey was used. Chi square test was carried out. It was found that customers are aware of digital marketing. The researchers found that consumers prefer buying electronic and shopping goods through the use of digital channels. They found that customers have much knowledge about digital marketing. The consumers prefer buying goods through digital channels.

Al-Debei et al. [10] explored the consumers' attitudes towards online shopping in Jordan. They developed a model that involve trust, perceived benefit, perceived quality of the web, and verbal e-marketing. They explored the impact of those variables on the consumers' stand on online shopping. The forms of the survey were passed via the web to 171 electronic shoppers. The researchers found that trust, and perceived benefit affect the consumers' stand on online shopping in Jordan. Thus, trust, and perceived benefit are significant indicator of the latter stand. It was found that the high level of the perceived quality of the web shall lead to having higher levels of trust in the website used for online shopping.

Al-Nsoor et al. (2016) explored the impact of advertising products and services via social media on the consumers' purchasing intension in Jordan. A purposive sampling method was used. A descriptive analytical approach was used. Frequencies, percentages, means and standard deviants were used. Simple and multiple regression tests were used. It was found that marketing via social media affects the consumers' purchasing intensions.

Al-Adayleh [7] explored the impact of social media on the students' purchasing intention in Al-Qaseem University. The analytical approach was adopted. A survey was developed. The sample consists from 524 students. It was found that social media dimensions (i.e. exchanging information and product reviews) affect the students' purchasing intension. It was found that the consumer support doesn't affect the consumers' purchasing intension.

Faqeeh [6] explored the relationship between e-shopping by families and the families' consumption attitudes in the light of the information age. A purposive sample was chosen. It consists from 400 families. An online survey was used. The descriptive analytical approach was adopted. It was

found that there is a positive relationship between the dimensions of e-shopping in the light of the information age and the families' consumption attitudes. It was found that there are significant differences between the respondents' attitudes which can be attributed to the (academic qualification of the spouse, the age of the spouse, the number of the family members and the family income). Those differences are in the following areas: (merits and defects of e-shopping and steps of e-shopping).

Based on the aforementioned review, e-marketing is important. It's used in all countries. Based on the studies, e-marketing affect the consumer's purchasing decisions. Contrary to the studies above, this article explored the effect of e-marketing on the consumer purchasing decision in Jordan.

8 Methodology

Approach

The researcher adopted a descriptive analytical approach for meeting the goals and obtaining data.

Population

The population is represented in all the Accessories E-marketing companies that are located in Jordan.

Sample

The sample consists from 100 Accessories E-marketing companies that are located in Jordan. Table 1 presents the distribution of the sample.

Table 1. The characteristics of the members of the sample (Nationality, company age)

Variable	Category	Frequency	Percent
Nationality	Jordanian	61	61
	Foreign	39	39
	Total	100	100.0
Company Age	Less than 5 year	47	47
	5-10 years	33	33
	More than 10 years	20	20
	Total	100	100.0

The Study's Instrument

The study's questionnaire was developed based on the relevant books and articles. It includes 12statement to measure the attitude of managers in accessories E-marketing companies in Jordan. The rating categories in the latter questionnaire are shown below:

(Never, sometimes, neutral, often and always).

Those categories represent the following scores respectively: 1, 2, 3, 4 and 5.

Validity of the Scale

The validity of the scale got measured through passing the questionnaire to a set of experts who work at Jordanian university in order to assess it. The experts suggested that the scale is valid in terms of language and content.

Reliability of the Scale

The reliability of the questionnaire was measured through calculating the Cronbach alpha coefficient value. The value of Cronbach alpha was 0.812 which is accepted.

The Study's Variables

The variables are shown below:

The independent variables: They include the following ones: nationality, and company age.

The independent variable: It's represented in the impact of e-marketing on consumer purchase decision.

Methods & Statistical Analysis

The SPSS program was employed. Several methods were used to analyze data in a statistical manner. They include: frequencies, percentages, means and standard deviations Cronbach alpha coefficient value and multivariate analysis were used.

The following criteria were used to classify means:

1-2.49: low

2.50-3.24: moderate

3.25-4: High

9 Results and Discussion

The First Question

Q.1: What is the severity of the effect of e-marketing on the consumers' purchasing decision in Jordan?

Table 2 shows the means and standard deviations. It identifies the severity of the effect of e-marketing on the consumers' purchasing decision in Jordan.

Table 2. Means and Standard Deviations

No	Statements	M	S.D	Rank	Degree
	Website				
8	Websites serve a key component of e-marketing	3.83	0.990	1	High
2	My company relies much on the use of the website for meeting the marketing-related goals	3.82	0.980	2	High
5	The customer is asked about the best way to obtain information about the product	3.81	0.971	3	High
3	Customer characteristics are taken into account into consideration when designing the website	3.81	0.998	4	High
4	There are many websites competing the company's website	3.80	1.003	5	High
1	Online sales are greater than the sales obtained through the other means	3.79	0.994	6	High
	Total	3.80	0.970		High
	Social Media				
12	Social media has become an important marketing tool	3.77	1.028	7	High
11	Social media platforms are popular	3.76	0.997	8	High
7	The company dedicates a budget for meeting marketing-related goals through using social media	3.75	0.955	9	High
10	It is easy to advertise the company's products via social media	3.75	1.014	10	High
9	Getting feedback from customers through social media is good	3.71	0.933	11	High
6	The use of social media has become prevalent in Jordan	3.72	0.990	12	High
	Total	3.74	0.980		High
	E-marketing	3.81	0.971		High

Based on the table above, the severity of the impact of E-marketing on consumer purchase decision in Jordan is high. That is because the overall mean is 3.81. The E-marketing dimensions show high means. The mean of website is 3.80 and the mean for social media is 3.74.

The mean of statement (8) which states: “Websites serve a key component of e-marketing” is ranked first. It is 3.83 with high degree. The mean of statement (6) which states: “The use of social media has become prevalent in the society in Jordan” is ranked the last. It is 3.72 with high degree. The standard deviation of the latter statement is 0.980.

Through analyzing the results, it can be concluded that there is a real impact for e-marketing on the purchasing decision of consumers. During the recent period,

consumers became very dependent on websites and social networking sites to acquire information about the products they are searching for. That encouraged e-marketing companies to rely on e-marketing for advertising products and changing the consumer’s purchasing decision, especially during the COVID 19 crisis. During this crisis, people became dependent much on the e-methods for purchasing products, commodities and services.

The Second Question

Q.2: Is there any statistically significant difference between the respondents’ attitudes which can be attributed to (nationality, or company age)?

Means and standard deviations are calculated. Table 3 presents these values:

Table 3. Means and standard deviations for the respondents’ attitudes in accordance with nationality, company age

Variable	Category	No	S.D	M
Nationality	Jordanian	61	3.83	0.976
	Foreign	39	3.82	0.980
Company Age	Less than 5 year	47	3.80	1.003
	5-10 years	33	3.76	0.943
	More than 10 years	20	3.71	0.882

Based on Table 3, it appears that there are differences between attitudes which can be attributed to (nationality, company age). To identify whether these differences are significant or not at the statistical

significance level of $\alpha=0.05$, the multivariate analysis of variance was conducted. The results of analysis are shown in table 4.

Table 4. The results of the multivariate analysis of variance

Source	Sum of Squares	Df	Mean Square	F	Sig. *
Nationality	0.765	1	0.765	0.437	0.144
Company Age	0.085	2	0.0425	0.113	0.002
Error	66.345	97	0.684		
Total	1840.549	100			

Based on Table 4, it was found that there isn’t any nationality. However, it appears that there are differences that can be attributed to company age. To explore the significance of the latter differences, the researcher carried out Scheffe test as shown in Table 5.

statistically significant difference between the respondents’ attitudes which can be attributed to the

Table 5. The results of Scheffe method for company age

	Income Category	Mean	Sig
Less than 5 year	5-10 years	-0.44473	0.632
	More than 10 years	-0.67842	0.003
5-10 years	Less than 5 year	0.43029	0.141
	More than 10 years	-0.01444	0.049
More than 10 years	5-10 years	-1.12150	0.811
	Less than 5 year	0.34447	0.215

Based on the table above, it was found that there is a statistically significant difference between the respondents' attitudes which can be attributed to the company age for the favor of the ones whose age is (more than 10 years).

Those results indicate that e-marketing is a major mean for affecting the purchasing decision of consumers. That applies to local and foreign consumers. Consumer behavior is affected by the technological developments. Thus, all companies today must use e-marketing methods. Based on the results, companies with an older age show better performance in carrying out e-marketing operations. Thus, they have more ability to affect the consumer's purchasing decision. That may be attributed to the increase of the experience of employees throughout years.

10 Conclusion

It was found that website and social media have a high impact on consumer purchase decision in Jordan. It was found that there is a significant difference between the managers' attitudes which can be attributed to the company age regarding for the favor of the companies which has been established since more than 10 years. The researcher recommends assisting local companies in developing their electronic marketing methods. That shall foster the development of commercial companies, especially small and medium companies.

11 Recommendations

The researchers recommend the following:

- Assisting local companies in developing their electronic marketing methods. That shall foster the development of commercial companies, especially small and medium companies.

- Conducting more studies about the effect of e-marketing on consumer behavior from multiple perspectives

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