



South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Peer Reviewed International Journal)



DOI: 10.5958/2249-877X.2021.00044.8

IMPACT OF PUBLIC RELATIONS (PR) IN THE GROWTH OF MOBILE PHONE SERVICE PROVIDER COMPANIES IN JORDAN

Dr. Noor Firdoos Jahan*; **Mr. Hadi Salah Abdurrahman Atiat****;
Dr. C Manohar***

*Professor,

Department of Marketing, R V Institute of Management,
Jayanagar, Bengaluru, Karnataka, INDIA
Email id: noor.firdoos@gmail.com

**PhD, Research Scholar,

ISBR Research Centre of Mysore University,
Behind BSNL Telephone Exchange,
Electronic City- Phase I Bangalore, Karnataka, INDIA
Email id: hatiat@gmail.com

***Director - Strategy & Dean,

ISBR Business School, Behind BSNL Telephone Exchange,
Electronic City- Phase I Bangalore, Karnataka, INDIA
Email id: drcmanohar@gmail.com

ABSTRACT

The current study aims to identify the impact of Public Relations (PR) in the growth of mobile phone service providers in the Hashemite Kingdom of Jordan. In this study, the researcher used the descriptive and analytical approach method to describe the phenomenon in question. The study population represents all the three companies of mobile phone service providers in the Hashemite Kingdom of Jordan. The sample unit selected for the study consists of two sample categories. The first category, customers: The sampling and analysis unit included customers of mobile phone service providers' companies in the Hashemite Kingdom of Jordan. Meanwhile, the researcher has distributed (600) questionnaire on the study sample individuals who are customers of mobile phone service providers' companies in the Hashemite Kingdom of Jordan. The second category, the workers: The sampling and analysis unit included individuals working at the upper and middle managerial levels at sales and marketing departments as well as at the headquarter of the mobile phone service providers' companies in Jordan, located in the capital, Amman. The researcher distributed (165) questionnaires to the individuals of the study sample. The study found that from the management workers' point of view as well as from customers'

point of view that there is a significant impact of the public relations in the growth of the mobile phone service providers in the Hashemite Kingdom of Jordan.

KEYWORDS: *Business Growth, Customer's Satisfaction, Marketing Goals, Public Relations, Publicity*

INTRODUCTION

Modern marketing requires the development of the organization's products or services at an appropriate price and making it reach all the consumers. Also, the organization must carry out the process of communicating with existing and potential customers as well as establishing a good relationship with them. Whereas, public relations is one of the most important tools of marketing communications because it is an effective communication tool between the organization and customers. However, its main goal is to receive customers' responses by convincing them and reminding them of the products and services provided by the organization (Al-Saeedani, 2018).

The interest of the marketing department and its taking responsibility for the Public Relations(PR) in the organization lies in the fact that the PR department is an access to many marketing activities. Since it is responsible for managing communications with the public in an organized manner, as well as its participation in organizing awareness campaigns, and its responsibility to answer inquiries. Meanwhile, PR is making efforts to improve the organization's image in the eyes of clients. However, some people consider the work of public relations diplomatic in dealing with the audience because it plays an important role in improving the image of the project in front of the public and increasing their trust in the organization's products, which leads to an increase in the project sales in the future.

Despite the various organizations, they are all using public relations as a promotional tool in the service sector, such as telecommunications companies, banks, and others) because they are the most used for public relations efforts since services require a more clear human and social approach compared to the productive sector (Arja, 2010).

Public Relations (PR)

It is an administrative function that operates in an ongoing, planned manner, it isn't a random act, but it aims to achieve satisfaction and understanding between the organization and its clients. Eventually, one of its responsibilities is to give a positive image of the organization, also to reduce the impact of negative information on its reputation and its interaction with the external environment. As well as to inform the clients of the provided services as to enhance its image in their mind. Herein, the focus isn't restricted to the product or service but on the entire organization, aiming at achieving mutual understanding with customers and influencing public opinion. However, there are many definitions of public relations. (Pride & Ferrell,) defined public relations as the used efforts in communications to create good relations between the organization and society. Therefore, the society is consisting of consumers, suppliers, employees, investors, and advertising media (Pride & Ferrell, 2000).

Whereas, (Al-Shammari, 2017) defined it as the activities carried out by the company to achieve good relations with the public in general and customers in particular by providing them with good information about the company and its products, through specific means such as issuing

periodicals and publications as well as holding conferences and exhibitions, so that it aims to support the positive orientation towards the company (Al-Shammari, 2017).

Meanwhile, (Lovelock,) said that its purpose is building good relations between the organization and its public, employing advertising to build a positive image of the organization, and seeking to achieve customer satisfaction and mutual understanding between the organization and the public. Whether internally or externally through policies and programs, based on their implementation on the adoption of the social responsibility principles support for social work, sports and charitable clubs. Besides, its interest in social and health issues for the purpose of improving their image in the society (Lovelock, 2004). Also, it is the administrative function that focuses on organizing relationships and contacts with individuals, organizations and groups with the aim of influencing the public opinion of the organization and creating mutual benefits with the targeted public (Arens, 2002). Kotler defined it as a set of activities and programs developed by the institution for the purpose of improving the image of the institution or improving its products for people inside and outside the institution, provided that it is developed through the relationship with its public (Kotler, 2006).

Objectives of Public Relations

It establishes policies and programs to achieve mutual satisfaction and understanding among it, the organization and the public. Whether internally or externally, and taking into consideration the principle of social responsibility. The following are the most important objectives of public relations as seen by (Pride & Ferrell, 2000) & (Sadiq2018).

- 1- Positive change of the public towards the organization's work and activities, and this has a reflection on sales increase.
- 2-The public is more aware of the activities and products offered by the organizations and strengthen their commercial standing.
- 3-The positive image of the organization in the society and its harmony with the organization philosophy and mission
- 4-The durable and strong relationship with the various publishing and advertising media, as an important source in activating the promotional side of public relations
- 5-The spirit of creativity and communication with the community, namely, creating a positive image where the public can see the organization a citizen working with and serving everyone.

LITERATURE REVIEW

Baya (2008) conducted a study to understand the impact of the relationships on the end-consumer behavior in Orascom Telecom Algeria. Public relations are based on establishing and strengthening good relations between the organization and its people, through its tasks that seek to introduce the organization, its activities and its products. Since it is considered as one of the most important factors affecting the behavior of the final consumer by greatly influencing the formation of the cognitive and emotional impact of the consumer, on the image of the organization that contributes to form the behavioral impact

Poul H. Andersen(2001) conducted a study to understand the present, a model that makes all the marketing relations and marketing communication practices integrated with each other by developing an initial indicative line in field of the marketing communications and making the rational marketing model of advertising, whether the seller or the buyer integrates with the

elements of marketing communications, the study found a number of results, the most important that the marketing communications need to change through creating marketing relationships and marketing communications, the study recommended several recommendations, the most important that the marketing administrative in organization should follow a scientific approach in order to integrate and mix communications strategies and link them with the marketing of relationships.

(Qaiseyeh, Esra'a , 2016) study .This study aims at describing and analyzing Promotion Mix activities of banks in the West Bank, by identifying techniques, raters, tools, objectives of the process and the difficulties exists from administration point of view. Also, it aims to evaluate promotion mix activities form clients' point of view by asked them about their preference about promotion mix activities, and the importance of each activity of promotion mix. The bank is a financial institution that accepts deposits from the public and creates credit. Banks in Palestine can be local banks such as Bank of Palestine, Palestine Investment addition Foreign Banks Bank, such as Quds Bank, the national Bank, In Arab Bank, Cairo Amman bank of Jordan, housing bank Egyptian Arab Land bank, Jordan Hail Bank, Jordan Commercial bank, and Jordan Kuwait Bank) as reported by the statistical Yearbook 2016 of the Palestinian Monetary Authority. The population of the study includes the manager of marketing of higher management at local and foreign banks. In addition, in Bank's Clients such as government employee, private employee, Businessmen and students,. To achieve the main objectives of the study, the researcher adopted the exploratory descriptive approach, and mixed method was used to collect the data. Twelve semi structured interviews were conducted to comprehensive survey sample of marketing manager, and 300 questionnaires were distributed to probability stratified random sample of clients in the surveyed Banks.

Al-Qaisi (2000) conducted a study to understand the use of mobile phone subscribers in Jordan, this study aimed to show the motives and causes of use among subscribers in Jordanian mobile phone companies, specifically, in the main governorates, which are Amman, Irbid and Zarqa. Accordingly, the motives were divided into psychological and social motives; also, the study identified the most common motives for use, which are situational followed by professional motives. However, the study concluded the following results (1) the subscribers' motives are influenced by the type of subscription, whether the subscription is personal or professional. Meanwhile, social motives were found the most influencing on the consumer's decision in subscribe to the mobile phone service, while there was no effect of the use motives on the cost carried out by the subscriber (2) The study showed the effect of the demographic factors on the relationship between the motives for use and the type of subscription to the mobile phone service, such as gender, age, profession, educational level and income level, but it was found that the funding party doesn't affect the type of subscription (3) The study showed that there is no effect of both the availability of other means for the consumer on the type his subscription to the mobile phone companies and the motives of use, as well as the cost of the service and the rate of use.

Kavaldeep&Neha(2016) conducted a study to understand the increase in number of players in cellular telephony has raised the expectation level of customers compelling firms to devise strategies to gain competitive edge. Thus, the main objective of this research is to comparatively study employees and customer's awareness regarding marketing communication tools adopted by Bharti Airtel and Idea Cellular in eastern Rajasthan. In the present study communication tools pertaining to advertising, sales-promotion, personal selling, direct marketing, events and public

relations have been considered and analyzed. The present research will also attempt to explore the sources of information referred to by customers while opting for telecommunication services. The study will involve a sample of 250 existent customers and 25 employees for Bharti Airtel and Idea Cellular respectively and the methodology employed will be structured questionnaire for customers and employees separately with reference to eastern Rajasthan. By identifying the strategic issues that affect customer decisions the present research will contribute to the understanding of the influence of communication tools on customers. It would also enable marketing managers to identify impact of these dimensions and to concentrate firm's efforts on those factors which enhance customer awareness. It is an exploratory study.

RESEARCH OBJECTIVES

- To evaluate the impact of public relations from the customers' and employees point of view in the growth in Jordanian Telecommunications Companies
- To identify the role of public relations in achieving customer satisfaction in mobile phone service provider companies in the Hashemite Kingdom of Jordan.

RESEARCH METHODOLOGY

This study is significant to understand the impact of **public relations role in the growth of mobile phone service provider companies**. Two population groups were selected for this study. The first group is represented by the customers of mobile phone companies in the Hashemite Kingdom of Jordan and the second group is consisted of the management employees in the mobile phone companies in the Hashemite Kingdom of Jordan. Approved methodologies for selecting samples from both groups (customers and employees) are presented. Sampling refers to the selection process that involves selecting a sufficient number of units from the population that make up the research sample in order to highlight the characteristics of the sample subjects. It allows the researcher to collect information regarding the variables to be tested from individual community members. However, it is done to generalize all the characteristics of a population (Sekaran, 2000). Whereas, the elements involved are defining the population, the collection of data from the selected elements, the choice of the appropriate sampling frame, the determination of the sample size, the selection of each of sample elements and the appropriate sampling method (Churchill, 1999). Here and because of the lack of a framework for the study population (an unlimited community) and the difficulty of conducting a comprehensive inventory of all customers in the companies of mobile phone service providers, according to (Sekaran&Bougie, 2012), a sample size of (384) views is the minimum for a sample representing such a community. The sampling and analysis unit is consisted of two categories, namely, customers and workers in Jordanian telecommunications companies, as follows:

The first category, customers: The sampling and analysis unit included customers of mobile phone service provider's companies in the Hashemite Kingdom of Jordan. These (600) questionnaires were distributed to the individuals of the study sample; who are customers of mobile phone communications companies located in the capital Amman, where (572) questionnaires were retrieved; of which (42) were non-analyzable questionnaires, so the number of recovered and statistically analyzable questionnaires are (530), i.e. (88.3%) of the total distributed questionnaires, which is a statistically acceptable percentage.

The second category, workers: The sampling and analysis unit included individuals working at the upper and middle management levels in the sales and marketing departments and headquarters in the companies of mobile phone service provider's in Jordan, which located in the

capital Amman. In sum, they are (165) individuals, and due to the small size of the sample, the researcher has adopted the complete census method

FINDINGS:

Testing of Hypothesis

H01: “thepublic relations Roleprovided by mobile phone service providers in the Hashemite Kingdom of Jordan are not effective as required, from the customers' point of view.”

In order to test this hypothesis, a one sample t-test was used, as this test was relied on to verify the variance between the study sample answers and value (3.0), which represents the average of the sample individuals' answers on the paragraphs of the study tool. The significance of the (t) value of the variance among the median of the sample individuals' answers on the axis with the (default) standard median was ruled by the value of (Sig t), where the variance is statistically significant if the value of (Sig t) is less than 0.05.

The following table shows the results of the one sample t-test related to the first main hypothesis.

TABLE 1: RESULTS OF (H01) THE FIRST MAIN HYPOTHESIS (T-TEST)

Hypothesis	Median	Standard deviation	Default median	Variance between 2 averages	Calculated t value	*Sig t
HO1	3.9390	0.7213	3.0	0.9390	29.969	0.000

The table 1, data indicate that the median of the public relations used by mobile phone service provider's companies in Jordan through the required effectiveness, from the customer's point of view has reached (3.9390), which is greater than the default median adopted by the researcher, which is (3.0), and with a variance of (0.9390). Accordingly, this variance is considered significant based on the significance value (Sig = 0.000), which is less than 0.05, indicating that the sample individuals agreed that public relations used by mobile phone service provider companies in Jordan have the required effectiveness, and this leads to reject the first main hypothesis. And accept the alternative one, which states:“Thepublic relations Roleprovided by mobile phone service providers in the Hashemite Kingdom of Jordan are effective as required, from the customers' point of view.”

H0.2- “Therole of public relations provided by mobile phone service providers in the Hashemite Kingdom of Jordan are not effective as required, from the management employees' point of view.”For the purpose of testing this hypothesis, a one sample t-test was used, as this test was relied on to verify the variance between the study sample answers and value (3.0), which represents the average of the sample individuals' answers on the paragraphs of the study tool. The significance of the (t) value of the variance among the median of the sample individuals' answers on the axis with the (default) standard median was ruled by the value of (Sig t), where the variance is statistically significant if the value of (Sig t) is less than 0.05.hypothesis.

TABLE 2: RESULTS OF (H02) THE SECOND MAIN HYPOTHESIS (T-TEST)

Hypothesis	Median	Standard deviation	Default median	Variance between 2 averages	Calculated t value	*Sig t
H02	4.6939	0.2038	3.0	1.6939	104.819	0.000

The table 2 data indicate that the median of the public relations used by mobile phone service provider's companies in Jordan through the required effectiveness, from the management workers' point of view has reached (4.6939), which is greater than the default or standard median adopted by the researcher, which is (3.0), and with a variance of (1.6939). Accordingly, this variance is considered significant based on the significance value (Sig = 0.000), which is less than 0.05, indicating that the sample individuals agreed that public relations used by mobile phone service provider companies in Jordan have the required effectiveness, and this leads to reject the second main hypothesis. And accept the alternative one, which states: "The role of public relations provided by mobile phone service providers in the Hashemite Kingdom of Jordan are effective as required, from the management employees' point of view"

H0.3: "There is no statistically significant role of public relation in achieving customer satisfaction towards mobile phone service provider companies in the Hashemite Kingdom of Jordan, from customers' point of view."

TABLE 3: SUMMARY OF THE MODEL AND ANOVA VARIANCE ANALYSIS FOR THE FIFTH SUB-HYPOTHESIS (H03)

Dependent variable	Model summary				Variance analysis ANOVA	
	Model standard error	Adjusted Coefficient of determination R^2	Coefficient of determination R^2	Correlation coefficient R	Calculated value F	Sig (F)
Customer satisfaction	0.513	0.495	0.496	0.704	519.013	0.000

It is clear from the table 3 data, the significance of the model. Where the calculated value (F) (519.013), and with significance level of (SigF=0.000) which is less than 0.05. Also, it can be seen from the table that the correlation coefficient (R) reached (0.704), which indicates the positive correlation relation between the public relations tool and customer satisfaction. While the coefficient of correlation (R^2) value reached (0.496), since it indicates that the direct marketing tools explain an amount of (49.6%) from the variance in achieving customer satisfaction, and keeping the other factors constant.

TABLE 4: REGRESSION COEFFICIENTS OF THE FIFTH SUB-HYPOTHESIS (H03)

Regression coefficients				
public relations	coefficients (B)	Calculated value T	Standard error	Sig (T)
		0.815	22.782	0.024

Table 4 shows the regression coefficients values of the (public relations) tool, and it is evident from the table that there is a significant impact for the (public relations) tool. Where the value of calculated (T) reached (22.782) at the level of significance (SigT = 0.000), which is less than 0.05, as well as the coefficient (B) value reached (0.815), which means that the increase in the public relations leads to an increase in customer satisfaction with a value of (0.815). According to the results of the table (1.4) it can be said that there is an impact of the (public relations) tool used by mobile phone service provider's companies in Jordan on customer satisfaction, from customers' point of view, and this leads to reject the fifth (null) sub-hypothesis and accept the alternative one, which states: "There is a statistically significant role of public relations in achieving customer satisfaction towards mobile phone service provider companies in the Hashemite Kingdom of Jordan, from customers' point of view."

H0.4: "There is no statistically significant role of public relations in achieving the growth of mobile phone service providers in the Hashemite Kingdom of Jordan, from the management's employee's point of view."

TABLE 5: SUMMARY OF THE MODEL AND ANOVA VARIANCE ANALYSIS FOR THE FOURTH SUB-HYPOTHESIS (H04)

Dependent variable	Model summary				Variance analysis ANOVA	
	Model standard error	Adjusted Coefficient of determination R ²	Coefficient of determination R ²	Correlation coefficient R	Calculated value F	Sig (F)
Marketing goals	0.154	0.427	0.431	0.657	118.938	0.000

It is clear from the table 5 data, the significance of the model. Where the calculated value (F) was (118.938), and with significance level of (SigF=0.000) which is less than 0.05. Also, it can be seen from the table that the correlation coefficient (R) reached (0.657), which indicates the positive correlation relation between the public relations and customer satisfaction. While the coefficient of correlation (R²) value reached (0.431), since it indicates that the public relations tools explain an amount of (43.1%) from the variance in achieving the growth, and keeping the other factors constant.

TABLE 6: REGRESSION COEFFICIENTS OF THE FIFTH SUB-HYPOTHESIS (H04-5)

Regression coefficients				
public relations	coefficients (B)	Calculated value T	Standard error	Sig (T)
	0.395	10.906	0.036	0.000

Table 6 shows the regression coefficients values of the (public relations) and it is evident from the table that there is a significant impact for the (public relations). Where the value of calculated (T) reached (10.9.6) at the level of significance (SigT = 0.000), which is less than 0.05, as well as the coefficient (B) value reached (0.395), which means that the increase in the public relations leads to an increase in achieving the marketing goals with a value of (0.395).

According to the results of the table 6, it can be said that there is an impact of the (public relations) used by mobile phone service provider's companies in the growth of mobile phone service providers in from management workers' point of view, and this leads to reject the fourth (null) sub-hypothesis and accept the alternative one, which states: "There is statistically significant role of public relations in achieving the growth of mobile phone service providers in the Hashemite Kingdom of Jordan, from the management's employee's point of view."

RESULTS

- 1- The results of the first main hypothesis test showed that from the customers' point of view, the role of public relations used by the companies of mobile phone service providers in the Hashemite Kingdom of Jordan are effective.
- 2- The results of the second main hypothesis test showed that from the management workers' point of view, the role of public relations used by the companies of mobile phone service providers in the Hashemite Kingdom of Jordan are effective.
- 3- The results of the third main hypothesis showed that from the customers' point of view, there is a significant impact of the public relations role in achieving customer satisfaction towards the various services provided by mobile phone service provider companies in the Hashemite Kingdom of Jordan.
- 4- The results of the fourth main hypothesis showed that from the point of view of management workers, there is a significant impact of the public relations role in achieving the growth of mobile phone service providers' companies in the Hashemite Kingdom of Jordan.

CONCLUSIONS

Public Relations (PR) plays a very important role in the growth of mobile phone service providers' companies in the Hashemite Kingdom of Jordan in terms of increase in sales as well as satisfying customers. Hence mobile phone service providers' companies in the Hashemite Kingdom of Jordan should actively design good PR programmes and launched it to sustain and show in their business. At present there are only three companies in the market and much competition is witnessed, imagine when more competitors are entering market. How will be the competition in a small country like Jordan? So PR will definitely help them to sustain the market.

Funding: "This research received no external funding"

Acknowledgments: I acknowledge the support from the mobile phone service provider's companies in the Hashemite Kingdom of Jordan for permitting me to conduct this research and also helping me in whole process of data collection.

Conflicts of Interest: "The authors declare no conflict of interest".

REFERENCES

- Aichoush, Abdou (2017). "The Role of the Promotional Policies in the Marketing of Electronic Products PhD Thesis, Commercial Sciences Specialist, University of Batna
- Al-Ala q, Ba sheer, Rabayaa, Ali (2002) "Promotion & Commercial Advertising", Dar Al-Yazouri for Scientific Publishing & Distribution, Amman, King Hussein Street

Al-Alaq, Basheer, (2009) “Fundamentals & Applications of Electronic and Traditional Promotion, An Integrated Introduction”. Dar Al-Yazouri for Scientific Publishing & Distribution, Amman, Jordan

Al-Dhmour, Hani Hamed, & Al-Shreida, Mohammad Turki, (2008) “The Effect of the Promotional Mix Elements on the Jordanian Consumer’s Decisions to Use the Mobile Phone Service” The Jordanian Journal of Business Administration, Volume (4), Issue (2008)

Al-Zoubi, Ali Falah, (2013) “Marketing Communications” Second Edition, Dar Al Masirah for Publishing, Distribution & Printing, Amman, Jordan

Azzam, Zakaria Ahmad, Hassouna, Abdul Basset & Al Sheikh, Mustafa Saeed (2007) “Principles of Modern Marketing, Theory and Practice” Dar Al-Masirah for Publishing, Distribution & Printing, Amman, Jordan

Hanish, Abu Ajila Haji Abu Ajila, (2009) “The Impact of the Promotional Mix Elements on Tourists' Attitudes toward Domestic Tourism in Libya” Amman, Jordan, Middle East University, College of Business

Itzel, Michael, Walker, Bruce, Stanton, William, (2006). "Marketing" Beirut, Lebanon Library Publishers

Jarrar, Diab& others, (2012) “Marketing Communications” First Edition, Cairo, Egypt, United Arab Company for Marketing and Supplies.

Qahtan, TawfiqFahed, (2019). “The role of promotional mix elements in enhancing the competitive advantage of the The State Company for Drugs Industry and Medical Appliances in Samarra” Iraqi Journal of Iraqi Research for Market Researches & Consumer Protection, Volume (11), Issue (1).

Saedani, Saeed & Ben Saeed, Mohammad (2019) “The Role of the Marketing Information System in Making Decisions Regarding the Elements of the Organization’s Promotional Mix” University of JilaliYabis, SidiBel Abbes, Algeria