

Views of Managers on impact of marketing communications tools on growth of mobile service provider companies in Jordan

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ABSTRACT

The current study aims to identify the role of marketing communications tools in achieving the growth goals of the mobile phone service provider companies in Jordan, through the activation of the marketing communications tools to achieve the marketing objectives and to identify the extent of its effectiveness on the mobile phone companies. In this study, the researcher used the descriptive and analytical approach method to describe the phenomenon in question, which is evaluating the role of marketing communications tools on the growth of the mobile phone service providers' companies in the Hashemite Kingdom of Jordan. However, the study population represents all the companies of mobile phone service providers in the Hashemite Kingdom of Jordan, which reached at the end of 2019; (3) companies, namely, Zain Jordan Telecommunication Company, Orange Jordan Telecommunication Group, and Umniah Telecommunication Company. Taking into account the limited number of telecommunications companies in Jordan, notably, all telecommunications companies were taken by a comprehensive survey, accordingly, the study sample are the managers of these companies. 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, and all the questionnaires were retrieved. The study found that there is a significant impact of the marketing communication tools on achieving growth of Jordanian mobile phone service provider companies and it was pointed out that the marketing communication tools (personal selling, direct marketing, and sales promotion) are significance and have an impact on achieving the marketing goals, as their impact was significant at a significance level less than 0.05, with a variance in the level of significance and impact.

Key words: personal selling, sales promotion, direct marketing, marketing goals

I. INTRODUCTION

The markets have witnessed an intense competition through the use of many marketing techniques, and the telecommunications' sector was one of the most affected sectors by this competition as a result of the increase in the needs and desires of the customers, the increase and growth in the number of mobile phone companies, as well as the big development in the research fields and modern technology, and therefore this remarkable progress was reflected on the mobile phone companies. As these companies are by nature profit-based organizations, accordingly, they need a management that adopts the marketing communications tools in achieving their goals. Ordinarily, great and wide attention is paid by the world countries towards the mobile phone companies because of their service value in societies, as well as because of their importance to investors inside and outside the Hashemite Kingdom of Jordan. Whereas, the trust gained from the customers of mobile phone companies is considered big and main goal, and these companies have worked, especially in light of the new contemporary challenges. Then, there was an urgent need to pay more attention to the marketing communications tools to achieve its goals, since making sound

marketing decisions is the basis for the management's success and effectiveness. Moreover, this cannot happen without relying on the organizations' management in preparing the optimal framework for planning the use of resources, in order to satisfy the needs and desires of customers. (Ahmad, 2010) Also, activating the marketing communications tools in the telecommunications' companies is important in improving the level of their performance, and achieving customer satisfaction, so the mobile phone companies seek to activate the marketing communications tools, and work to develop them. (El-Ghweiri, 2004). Merely as it helps the mobile phone companies' tools to define the potential and future market and know its market share, as well as to know the competitors and their capabilities, strengths and weaknesses, and this in general helps the company to achieve its goals.

Marketing communications tools

The tools of marketing communication play a fundamental role in achieving direct and indirect communication with the surrounding environment of mobile phone companies, as these companies face great difficulty at the present time in marketing their services without relying on marketing communication tools because they represent the source of information for the public and help them in making the buying decision and influence the feelings, beliefs and behaviors of current and potential consumers for the purpose of motivating them to buy. However, there are several marketing communication tools, namely (personal selling, direct marketing and sales promotion) (Qahtan, 2019).

Sales Promotion It is an important marketing communication tool, consists of a set of incentive tools to stimulate buying products in the short term, quickly and for a temporary period. However, sales promotion is widely used by the marketing managements because it leads to increase in the sales and the market share. There are several methods used in the process of sales promotion, where telecommunications' companies choose the most appropriate method to achieve communication and rapid influence for the target parties. Indeed, what distinguishes this activity is its simulation of scientific and intellectual creativity to create new things in order to affect the buying decisions of customers (Al-Bakri, 2006). (Demetrius&alkies) viewed it as a group of activities such as trade fairs, exhibitions, and show rooms. The next section expands on the topic of sports marketing communications in order to define the curricula and perspectives of previous and current researchers, as well as to provide a comparison with the innovative philosophies of contemporary marketing (Demetrius&Alkies 2012)..

The American Marketing Association defined it, a method that consists of marketing activities other than personal selling, advertising, or propaganda advertising. Thus, stimulate the consumer buying behavior, and raises the distributional sufficiency of goods or services. As well as, includes various display methods such as the exhibition and other sales activities that are extraordinary regarding the regular routine (Al-Alaq, 2009).

Goals of Sales Promotion: 1. encouraging the public to buy. 2. Maintaining the existing customers. 3. Helping salesmen to increase their sales. 4- Increasing the demand for products or services. 5. Activating the advertising and other marketing efforts, to reach the goals achieved by sales promotion means. (Sadiq2018)

Personal Selling The American Marketing Association defined the personal selling as all the personal efforts directed to the customers, with the aim of urging them to make the purchase of the good or service provided to them (Abdulsami, 2007) . and face-to-face interaction with one or more potential customers, aiming at presenting the product or service, answering the queries, or responding to the requests and other services (Karthley & Berolt 2004).

Goals of personal selling : Personal selling is considered as one of the most important marketing communication tools because it represents a direct communication process, which has an impact on the potential customers and on their needs and satisfaction.

Moreover, telecommunications' companies seek to provide an understandable sales force to meet the needs and desires of the target customers. According to (Kotler, 2006) (sadiq2018).and (Al-Baba, 2011), personal selling seeks to achieve a set of goals, which are as follows:

1- Conclude whole sale process. 2- Serve current customers, through communicate with them and satisfy their desires. 3- Find new customers. 4- Inform customers continuously with any changes on the provided services by telecommunications' companies. 5- Train the working salesmen with distributors. 6- Present all the important marketing information to the organization's administration.

Direct Marketing

Whereas, in 1985, the American Direct Marketing Association described it as the interactive system which use one or more communication channel in order to affect customers buying decision or to conduct a commercial deal in a specific time and place to be agreed upon between the customer and the direct marketer. This definition shows the necessity of having an immediate, measurable response, as well as the possibility of the customer direct interacting with the seller or the marketer and identifying his requests, besides reaching the customer wherever he is located (Shimp, 2000).

Also, Philip Kotler illustrated that it's a direct interaction with a targeted consumer who is chosen carefully in order to obtain an immediate response from him (Jarrar, 2013) . While, (Kavaldeep & Nehain).decided that direct marketing is a direct interaction with potential or current customers, through using any of the following, direct mail, telephone, fax, e-mail, the Internet, etc (Kavaldeep & Nehain ,2016).

Direct Marketing Goals

Each activity has goals that differ from other activities goals related to the direct marketing, (Al-Bakri, 2015) and (Al-Baba, 2011) and (Blythe, 2000) . sees that direct marketing achieves the following goals:

1-Repeated purchase: The process of repeating the purchase is a routine process as long as there is an interaction with customers and a way to deliver the product or service to them, where the buyer name, address, and needs are listed in the database; hence these groups of subscribers become the focus of telecommunications companies.

2- Introducing new services or products: New services to be released in the market can be evaluated and examined through telecommunication companies' interaction with their customers, through contacting them and clearly identifying their opinions. In consequence of the existed database of telecommunications companies, this database helps in achieving two features. First, the fully confidential in examining the services and measuring the opinion about it And second, reducing the costs

3-Making customers: retaining current customers and directing the marketing and promotional efforts to them will lead to better results. Knowing that keeping current customers reduces the cost comparable with making a new customer

II. LITERATURE REVIEW

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.

Tleuberdinova & Sabdenbekova (2018) conducted a study to understand the modern market conditions, companies need to most efficiently organize their marketing activities in order to be competitive. The application of an integrated approach to constantly changing marketing tools and to company messages meets these conditions. We studied and classified the main opportunities for the use of marketing communications tools. These opportunities provide a relevant combination of all company messages that also respond to modern communication capabilities such as social media and personalized messages. As a result, we developed a system of integrated marketing communications, including communication tools and opportunities of its efficient implementation.

Rimkienė, Indrė (2013) conducted a study to understand the Marketing communication, regardless of its nature - a process which is achieved requires the audience targeted by transferring information through the selection of the communication channels in due course. Marketing communications is to enable an organization to communicate with its target audience. Eventually the realization that the greatest impact can be integrated to make the audience synergy by all process elements into a single whole, there is an integrated marketing communication approach, which is currently considered to be one of the biggest marketing innovations. Integrated marketing communication can be as a kind of tool that can help managers and professionals to respond to their recent environmental changes. Theoretical interface confirms that in spite of the fact that this concept is examined and evaluated for several decades, it is not significantly advanced from the initial discussion point for finding the generally accepted definition of the concept

Sorawit (2018) conducted a study to understand the relationship between integrated marketing communication strategy and its antecedents including market-driving vision, organizational collaboration, marketing learning, information technology resources, and market turbulence. The data were collected by using questionnaires from 126 fashionable apparel businesses in Thailand. The hypothesized relationships among the variables were examined by using regression analysis. The results showed that market-driving vision and organizational collaboration had a positive influence on integrated marketing communication strategy. The influence of market turbulence also suggested a moderate level of impact. Therefore, marketing executives should encourage market-driving vision, organization collaboration, and give attention to market turbulence to achieve a successful integrated marketing communication strategy. Suggestions and directions for future research are also highlighted.

Yi-chen Lin(2000) conducted a study to understand the main objective of this study, it was learning how to integrate marketing communications to become active in the organization through the comprehensive quality management of comprehensive quality management, where the study concluded to several results, the most important is: there is a use of the integrated marketing communications by some companies as the study sample with a scope for improving this use, and the most of the company as a study sample called to the importance of integration in marketing communications. The study recommended the necessary to develop a list to communicate with the customers through the design of marketing communication elements in a convenient and integrated manner.

RESEARCH OBJECTIVES

1. To figure out the various marketing communication tools which are used by mobile service provider companies to achieve their growth
2. To evaluate the impact of marketing communication tools on the growth of Jordanian telecommunications companies from the managers' perspective

III. RESEARCH METHODOLOGY

A study population is described as the focus group of people, events, or things (Sekaran & Bougie, 2013). The community in this study consists of individuals working in the upper and middle management levels in the sales and marketing departments and units in headquarters of mobile phone service provider companies in Jordan, and the size of the study sample of customers was determined by (165) individuals, and thus through direct communication with human resources managers in headquarters of mobile phone service provider companies in Jordan, located in the capital Amman, and due to the small size of the sample, the researcher adopted the exhaustive listing method. The study population is represented in all the mobile phone service provider companies in the Hashemite Kingdom of

Jordan, which reached at the end of 2019 (3) companies, which are: Zain Jordan Telecommunications Company, Jordanian Telecommunications Company (Orange), and Umniah Telecommunications Company. Due to the limited number of telecommunications companies in Jordan, all telecommunications companies were included by the comprehensive survey to represent the study sample.

IV. DATA ANALYSIS

To test the suitability of the study model for linear regression analysis and parametric tests, a multicollinearity test was performed, where this phenomenon indicates the existence of a near perfect linear correlation between two or more variables, which inflates the coefficient of determination R² value and makes it greater than its actual value. According to the study model, the value of Pearson correlation coefficient between the independent variables was measured, and thus as follows:

Table 1. The correlation matrix for the independent variables in the managers' model

Variables	Advertising	Personal selling	Public relations	Direct marketing	Sales promotion
Advertising	1.000				
Personal selling	0.592**	1.000			
Public relations	0.680**	0.697**	1.000		
Direct marketing	0.329**	0.721**	0.526**	1.000	
Sales promotion	0.707**	0.554**	0.641**	0.402**	1.000

(**)Significant at the significance level 0.01

As can be seen from the table 1 the highest correlation coefficient was between the two variables (personal selling) and (direct marketing), which reached (0.721), and this is less than (0.80), so this indicates the absence of the multicollinearity phenomenon among the variables, where the value of the correlation coefficient which exceeds (0.80) is considered an indicator of a high multicollinearity problem (Gujarati, 2004, 359).

In order to confirm the previous result, the variance inflation factor was calculated for each of the independent variables to ensure that there is no multicollinearity, thus, the results were as follows:

Table 2: Results of multiple correlation test between the independent variables in the managers' model

Variables	Variance Inflation Factor	Tolerance
Advertising	2.632	0.380
Personal selling	3.252	0.308
Public relations	2.648	0.378
Direct marketing	2.218	0.451
Sales promotion	2.254	0.444

As can be seen from the table 2 the values of the variance inflation factor were all greater than the number 1 and less than the number 10, as well as the tolerance value was confined between the number 0.1 and the number 1, which indicates that there is no multicollinearity problem among the study variables.

Testing of Hypothesis

The First main hypothesis aims to test the impact of marketing communication tools on achieving growth for mobile phone service provider's companies in Jordan, from the management workers' point of view. Meanwhile, this hypothesis states: "There is no statistically significant role of marketing communication tools in achieving growth

towards mobile phone service provider companies in the Hashemite Kingdom of Jordan, from management's employees point of view."

Thus, in order to test this hypothesis, Multiple Linear Regression analysis was used. The following table shows the results of the Multiple Linear Regression Analysis test, concerning the fourth main hypothesis.

Table 3: Summary of the model and ANOVA variance analysis for the First main hypothesis (H01)

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	0.096	0.777	0.784	0.885	110.928	0.000

It is clear from the table 3 data, the significance of the model. Where the calculated value (F) was (110.928), 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 (0.885), which indicates the positive correlation relation among the marketing communication tools and achieving the marketing goals. While the coefficient of correlation (R²) value reached (0.784), since it indicates that the marketing communication tools explain an amount of (78.4%) from the variance in achieving marketing goals, and keeping the other factors constant.

Table 4: Regression coefficients of the First main hypothesis (H01)

Regression coefficients				
Marketing communication tools	coefficients (B)	Calculated value T	Standard error	Sig (T)
Direct marketing	0.051	2.062	0.025	0.041
Personal selling	0.078	2.465	0.032	0.015
Sales promotion	0.141	5.947	0.024	0.000

Table 4 shows the regression coefficients values of each marketing communication tool, and it is evident from the table that there is a significant impact for all the tools, as the significance level values reached less than 0.05. Where the table highlighted a significant impact of the (Direct marketing) tool, as the value of the calculated (T) reached (2.062) at the level of significance (SigT = 0.041), which is less than 0.05, as well as the coefficient (B) value reached (0.051), which means that the increase in the Direct marketing leads to an increase in achieving the marketing goals with a value of (0.051). As can be seen from the table, there is a significant impact of the (personal selling) tool, as the value of the calculated (T) reached (2.465) at the level of significance (SigT = 0.015), which is less than 0.05, as well as the coefficient (B) value reached (0.078), which means that the increase in the personal selling leads to an increase in achieving the marketing goals with a value of (0.078). The table indicated that there is a significant impact of the (Sales promotion) tool, where the value of the calculated T reached (5.947) at the level of significance (SigT = 0.000), which is less than 0.05, as well as the coefficient (B) value reached (0.141), which means that the increase in the Sales promotion leads to an increase in achieving the marketing goals with a value of (0.141).

It can be said that there is an impact of the marketing communication tools used by mobile phone service provider's companies in Jordan on achieving the growth, from management workers' point of view, and this leads to reject (null) hypothesis and accept the alternative one.

Therefore, to measure the importance of marketing communication tools in achieving the growth, and to determine the most effective tool in achieving these goals for mobile phone service provider companies in Jordan, from the management workers' point of view. Stepwise Linear Regression analysis was used, and the following table shows the results of the Stepwise Linear Regression analysis test, which are related to the fourth main hypothesis.

Table 5: Results of the Stepwise Linear Regression analysis related to the First main hypothesis (H01)

Model	Marketing Communication Tools	coefficients (B)	Calculated value T	Sig T	Calculated value F	R ² Coefficients of Determination	Sig F
First	Direct marketing	0.310	16.588	0.000	275.166	0.637	0.000
Second	Direct marketing	0.233	12.489	0.000	221.027	0.739	0.000
	Personal selling	0.157	7.827	0.000			
Third	Direct marketing	0.170	7.470	0.000	170.832	0.768	0.000
	Personal selling	0.161	8.460	0.000			
	sales promotion	0.094	4.372	0.000			

Table 5 pointed out that the marketing communication tools (personal selling, direct marketing, and sales promotion) are significance and have an impact on achieving the growth goals, as their impact was significant at a significance level less than 0.05, with a variance in the level of significance and impact Whereas, it is clear that the (direct marketing) tool ranked first, and it interprets (63.7%) of the change in achieving the marketing goals, and after listing the (personal selling) tool in the second model, the percentage increased by (10.2%) to reach (73.9%). Then listing the (sales promotion) tool in the third model led to an increase of (2.9%) to become (76.8%)

V.RESULTS

The results of the main hypothesis showed that, there is a significant impact of the marketing communication tools on achieving the growth goals of Jordanian mobile phone service provider companies, and thus from management workers' point of view. Where it was pointed out that the marketing communication tools (personal selling, direct marketing, and sales promotion) are significance and have an impact on achieving the marketing goals, as their impact was significant at a significance level less than 0.05, with a variance in the level of significance and impact. Whereas, it is clear that the (direct marketing) tool ranked first, and it interprets (63.7%) of the change in achieving the marketing goals, and after listing the (personal selling) tool in the second model, the percentage increased by (10.2%) to reach (73.9%). Then listing the (sales promotion) tool in the third model led to an increase of (2.9%) to become (76.8%)

VI.RECOMMENDATIONS

- 1- The need for worker of the mobile phone service providers' companies in the Hashemite Kingdom of Jordan, to meet the customers with a smile and treats them in a polite and courteous, and enjoys good-looking manner.
- 2- It is important for mobile phone service providers' companies to qualify and train their workers to achieve customer satisfaction.

3- Mobile phone service providers' companies make sure that they are constantly updating their official website and social media.

4- The mobile phone service providers' companies in the Hashemite Kingdom of Jordan, show their interest to present all their services and offers through their website.

5- The necessity to activate the advertising activities by the mobile phone service providers' companies in the Hashemite Kingdom of Jordan encouraged the customers to tell others about the company's advantages.

6- Increase the interest of mobile phone service providers' companies in using internet advertising as an effective and quick advertising method to achieve their goals.

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