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Understanding the Impact of Direct Marketing Channels on Consumer Purchasing Decisions

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Abstract: This study aims at examining the impact of the four marketing channels which are, direct selling, online marketing, direct mail, and telemarketing on the consumer purchasing decisions of mobile services of the Orange Telecommunications Company (OTC) in Amman. The research employs a questionnaire survey of a representative sample of 435 OTC consumers, and the Data collected were analyzed using SPSS version 17.0 to test the research hypotheses. Results show that all four marketing techniques directly impact consumer purchase decisions while the most important factor to trigger decisions is OM. Although this channel remained relevant, the impact was not as great as the others'. Direct marketing strategies are important to the behavior of consumers. Moreover, the role of OM is important to the engagement of consumers. It is further suggested that OTC utilize more online marketing to reach a bigger audience based on the results of the study. At the same time, OTC should keep on using direct selling and telemarketing at a diverse level. According to the study, consumer behavior and preference should be utilized by the OTC and other companies in the telecommunications industry who want to make use of smart marketing and expand their base.

Keywords: Industrial engineering, Online marketing, Telemarketing

Introduction

Direct marketing (DM) involves direct communication with customers through channels like direct mail (DM), telemarketing (TM), and online marketing (OM). Direct selling (DS), a subset of DM, allows company representatives to sell directly to customers, enabling personalized messaging for higher conversion rates. OM has gained popularity due to its cost-effectiveness and broad reach, utilizing social media, email, and search engine marketing. DM campaigns, particularly direct mail, have shown higher response rates (5.3%) than email marketing (0.6%) (DMA, 2021). TM can be effective but may be perceived as intrusive. Research indicates that 79% of customers act on direct mail immediately, compared to 45% for email (DMA, 2021), while DS enhances purchase intention through personal interactions (Kotler et al., 2021). In Jordan, DM is growing, with the Jordanian Direct Selling Association (JDSA) reporting a 16% industry growth over five years (JDSA, 2022). Orange Jordan (OJ) is a leading telecom provider, offering fixed, mobile, and internet services to over 4 million customers. Its growth is linked to the privatization of Jordan Telecom Group, strengthening its regional presence. OJ has pioneered innovations, launching a Techno and R&D center in 2008 and introducing 3G+ in 2010. In 2021, it launched Orange Money, a mobile wallet service. Recognized for innovation and customer focus, OJ won the "Best Telecommunications Company" award in 2020 (Orange Jordan, 2024). Its commitment to technology and customer satisfaction cements its position as a key telecom player in Jordan.

Research Questions

This research paper aims to explore the following questions:

How does direct selling by Orange Telecommunication Company impacted consumers' decisions to purchase Mobile Services:?

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What impact does online marketing employed by Orange Telecommunication Company have on consumers' decisions to purchase Mobile Services:?

How does direct mail marketing used by Orange Telecommunication Company affect consumers' decisions to purchase Mobile Services:?

What is the effect of telemarketing strategies implemented by Orange Telecommunication Company on consumers' decisions to purchase Mobile Services:?

Literature Review

Direct marketing channels like the direct sales, online marketing, direct mail, and telemarketing have changed greatly over the years. Due to improved technology, the effectiveness and reach of these channels have improved. Online marketing is very effective because it is low in cost and wide in reach. Direct selling and telemarketing continue to be effective. They are very personal and give the customer a chance to interact directly. Similarly, direct mail is targeted and environment-friendly as well.

Direct Selling

Direct selling refers to a type of marketing strategy in which the sales person sells directly to the customer. It usually takes place on a one-to-one or a one-to-few level. Due to the Covid-19 pandemic sellers have actively started to use technology and social media to deal with the customers as per Kim et al. (2021). Besides, Moon and Lee (2020) examined the impact of social media use on customer satisfaction and found it can help in direct selling. Direct selling also face challenge like ethical issue according to Kim et al. (2021)

Online Marketing:

Online marketing is the marketing of goods and services by means of a computer network. Due to the pandemic, many people are doing online shopping and e-commerce more than before the pandemic outbreak. According to Leksono et al. (2021) pandemic has forced companies to adapt online marketing strategies such as increasing online advertising and improving online presence. Moreover, a study by Hasan and Bhowmick (2020) showed that customized online marketing can boost customer engagement and satisfaction.

Direct Mail

How direct mail marketing is effective will depend on various factors. Such as design, content, personalization, technology, etc. Direct mail marketing can be done through postal mail, flyers, postcards, integrated with technology and is proven to be effectual by researchers. Also, the use of technology like augmented reality (Ahn & Lee, 2020) can be useful. However, concern over the environment has encouraged the adoption of sustainability. According to Kozinets et al. (2021), consumers prefer environmentally friendly materials. In the end, whether direct mail is successful or not depends on whether the content and design is targeted, technology is used, and sustainability is taken into consideration.

Telemarketing

Telemarketing can positively or negatively affect customer satisfaction and loyalty. Foscht et al. (2020) found that personalized telemarketing improves satisfaction and loyalty, while pushy or aggressive calls can have the opposite effect (Alalwan et al., 2020). To enhance effectiveness, marketers are incorporating AI and machine learning (Li et al., 2020), which personalize calls and improve satisfaction and conversion rates. In conclusion, telemarketing's success depends on using personalized, relevant approaches to build strong customer relationships, with new technologies like AI and ML helping to optimize its effectiveness.

Consumer Purchasing Decision

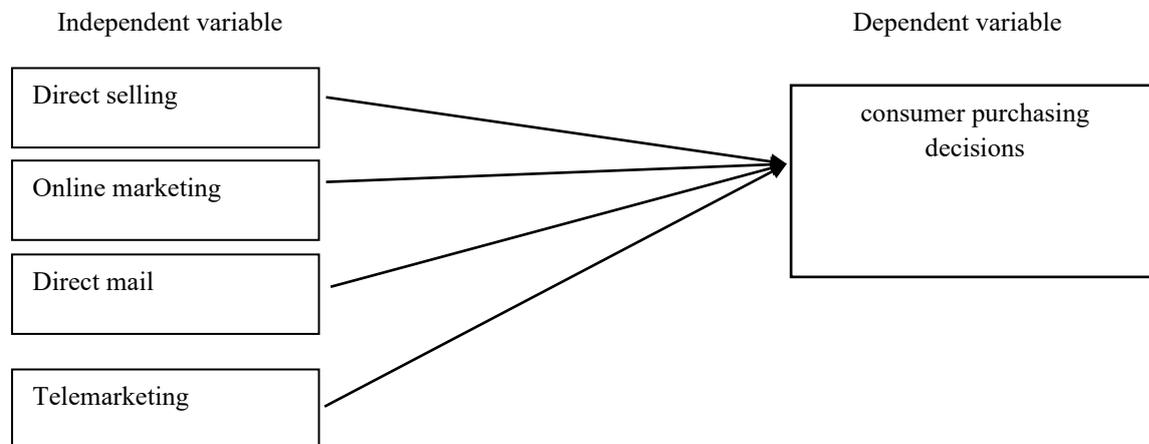
Consumer purchasing decision refers to a process that is sequential in nature involving problem recognition, information search, evaluation of alternatives, decision to purchase and evaluation of purchase (Schiffman & Kanuk, 2020). Marketers must learn consumer behavior so that they can improve product positioning effectively. CPD is affected by various things like social media which affects the younger generation (Hussain et al. 2020). According to Lwin et al. (2020), consumer behavior has changed due to Covid-19 pandemic. Looking at alternative items is one of the essential steps. Generally, consumers compare a bunch of preselected products. Findings show that consumers trust user-generated content better than marketer content (Choi & Mattila, 2021). The evaluation after purchase affects the future buying decision and brand loyalty. It depends on several things including quality of the product, after-sales service, and perceived value (Bilal & Naeem, 2020). By understanding CPD and its determinants, marketers can develop strategies that will persuade customers to adopt a product.

Research Framework

The objective of the field study was to test hypotheses based on a literature review. The researcher developed a model that included direct marketing tools, specifically online marketing, personal selling, direct mail marketing, and telemarketing, as independent variables with an impact on consumer purchasing decisions as the dependent variable. The model can be represented in Figure 1.

The research paper focuses on four hypotheses:

- H1: Direct selling significantly influences consumer purchasing decisions.
- H2: Online marketing significantly influences consumer purchasing decisions.
- H3: Direct mail significantly influences consumer purchasing decisions
- H4: Telemarketing significantly influences consumer purchasing decisions.



Research Methodology

The research methodology outlines the study design, including the target population, sample size, sampling method, research hypotheses, questionnaire design, data analysis, and reliability results. A pre-test with 45 Orange Company customers in Amman assessed questionnaire clarity, leading to adjustments based on feedback. A final sample of 402 valid responses was obtained using convenience sampling, an acceptable approach for research analysis (Sekaran & Bougie, 2016). Data was analyzed using SPSS 17.0, with reliability analysis confirming high internal consistency (Cronbach's alpha = 0.92). Regression analysis was conducted to examine the impact of each marketing tool on consumer purchasing decisions (Hair et al., 2019).

Questionnaire Design

The questionnaire contained three sections: demographic factors (education, age, gender, income, status); independent factors (online marketing, personal selling, direct mail marketing, and telemarketing); and dependent factor (consumer purchasing decision). The section on the dependent variable contained 21 questions on a Likert scale, a popular measuring instrument in marketing as well as social science research (Burns and

Bush, 2019). Using a scale of five-point is a common method used by researchers although some do argue that the use of an odd-numbered scale (like seven or nine-point) helps in reducing neutral responses and improving data quality (Churchill & Iacobucci, 2019). Choosing the scale format will depend on the objective of the research and the study.

Reliability

The reliability of the variables was assessed using Cronbach's alpha coefficient, and all variables had coefficients greater than 0.7, indicating high internal consistency reliability (George & Mallery, 2003). The results are presented in Table 1, which confirms that the variables used in the study are reliable.

Table 1. Reliability analysis for independent variables

Variable	Number of Items	Cronbach's Alpha
Direct selling	5	0.86
Online marketing	6	0.75
Direct mail	5	0.78
Telemarketing	6	0.73
Total	22	0.89

The table presents the reliability analysis results for the independent variables, detailing each variable’s name, number of items, and Cronbach's alpha coefficient. This coefficient assesses internal consistency, with all variables exceeding the 0.7 threshold, confirming their reliability as measures of the same construct (Hair et al., 2019). The final row shows the total number of items and the overall Cronbach's alpha for all variables combined, ensuring the validity of the research findings. This analysis is crucial for confirming the reliability of the study’s measures and drawing accurate conclusions.

Table 2. Means and standard deviations of independent and dependent variables

Variable	Mean	Standard Deviation
Direct selling	4.12	0.98
Online marketing	3.65	1.06
Direct mail	2.89	1.06
Telemarketing	3.98	0.87
Consumer Purchase Decisions	3.73	0.95

The table presents the means and standard deviations for the independent variables (direct selling, online marketing, direct mail, and telemarketing) and the dependent variable (consumer purchase decisions). The means reflect participants' average ratings, with direct selling scoring highest (M = 4.12), indicating its perceived effectiveness. Standard deviations measure data variability, where smaller values suggest consistency, and larger values indicate greater variation. This analysis offers key insights into participants' perceptions of different direct marketing channels and their influence on purchase decisions.

Table 3. The multiple regression analysis

Predictor Variables	Coefficient	Standard Error	t-value	p-value
Constant	1.32	0.67	1.97	0.05
Direct selling	0.56	0.23	2.43	0.01
Online marketing	0.33	0.19	1.76	0.09
Direct mail	0.23	0.18	1.28	0.21
Telemarketing	0.44	0.17	2.56	0.008

The table presents multiple regression analysis results for "Consumer Purchase Decisions" as the dependent variable and "Direct Selling," "Online Marketing," "Direct Mail," and "Telemarketing" as predictors. It includes coefficients (relationship strength), standard errors (estimate precision), t-values (statistical significance), and p-values (chance probability). "Direct Selling" (p = 0.01) and "Telemarketing" (p = 0.008) significantly impact consumer decisions, while "Online Marketing" shows a positive but non-significant effect, and "Direct Mail" has a weak, non-significant coefficient. Findings indicate that direct selling and telemarketing are strong influencers, suggesting businesses integrate these channels into marketing strategies. However, further research is needed to assess drawbacks and alternative strategies.

Conclusion

The present survey paper investigates the impact of direct marketing tools on consumer purchasing decision (online marketing, personal selling, direct mail marketing and telemarketing) at Amman city, after collecting a sample of 100 respondents through questionnaire and analysis the data personally using SPSS, regression analysis shows that all variable have impact on consumers purchasing decision. Online marketing is the most influential factor in affecting consumer purchasing decisions among the independent variables. The researcher advises that the Orange Company should focus more on telemarketing to better satisfy consumers and enhance their purchasing decisions, based on these findings.

Recommendations

Based on the study's findings, the following recommendations are made: Orange Telecommunications Company should prioritize direct selling, online marketing, and telemarketing to boost consumer purchase decisions, as these channels significantly impact purchases. The company should invest in training sales personnel to enhance direct selling effectiveness and consider offering promotions and discounts through these channels to attract customers. Given its low impact, direct mail should be used as a complementary tool. Future research should expand beyond Amman to other Jordanian cities and explore the influence of additional marketing channels like social media and influencer marketing on consumer decisions.

Scientific Ethics Declaration

* The authors declare that the scientific ethical and legal responsibility of this article published in EPESS journal belongs to the authors.

Conflict of Interest

* The authors declare that they have no conflicts of interest

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