



# THE ROLE OF SEASONAL PROMOTIONS OFFERED BY JORDANIAN MARKETS FOR CONSUMERS ON REDUCING THE COSTS OF MARKETING MIX ELEMENTS

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## **Abstract**

*Study aims to identify the role of seasonal promotions offered by the Jordanian market for consumers on reducing the costs of marketing mix elements. Researcher uses the descriptive analytical approach in order to collect data and identify the facts related to study problem, objectives, and hypotheses to statistically analyze these facts, interrupt it, and identify its meanings. Study population consist of employees at all of the Jordanian markets' branches in the Hashemite Kingdom of Jordan, where the study sample was selected through regular sampling method by distributing 300 questionnaires on the sales work employees, through three different large markets in the Kingdom which are located in the capital of Amman (Carrefour market, Mecca Mall, and Independence Mall), where (100) questionnaires will be distributed equally on each of the previous markets. Study reached several results, and the most important are the existence of statistically significant role of seasonal promotions on reducing the distribution costs at the Jordanian markets, where the correlation coefficient value (R) reached (0.780) which is statistically significant at level ( $\alpha \geq 0.05$ ), and this shows a positive correlation and statistically significant relationship of seasonal promotions on reducing the distribution costs.*

*Keywords: Jordanian markets, marketing mix elements, reducing costs, seasonal promotions*

## INTRODUCTION

Marketing plays a vital role in all public and private institutions, but it has a greater role at the private sector, where (Al-Sahen, Mohammad Freed, 2003) identify marketing as the core social and economic engine that satisfy the requirements and needs of individuals and groups through creating and exchanging of products and other combination values for the future, to achieve many benefits for society, consumers, and institution alike. Most institutions that embrace the marketing activities in its ongoing activities and ways are the markets of require goods and services, through its ongoing ads and promotional activities (Akhter, Sameen, 2014) which translate all the granted promotions by the company management to the consumers (Al-Bakri, 2008). The main justification for using all of the marketing activities and its strategies is the ongoing and continuous increase in the number of consumers of this service (Syony, 2009), where consumer became incapable of living without a lot of goods and services. (Al-Afief, Abu Al-Qasim, 2018) found that the ongoing and continuous increase in the number of consumers led to an increase in the competition level by offering a lot of deals and promotions, which in turn pave the way for consumers to buy products quickly and without feeling the risks surrounding the service.

Jordan markets consider the main stimulator or motivator of all markets, due to the unstable economic situation which in turn pushed many institutions offer the seasonal promotions at competitive prices and through it captured the largest market share on the provinces level of the Kingdom. This success returned to the advantages offered by these institutions about its provided services and promotions in each season of the year, which result in reductions of effort, time, and cost on the institution at the market (Chandon, P., Wansink, B. & Laurent, G., 2000), while many institutions pay outrageous costs on promotion every year (Abu Aleqah, Essam Al-Dean, 1997). Promotion is the key to attract consumers toward product and there are no alternative for that, except in the case of product scarcity which coincide with the urgent need of consumer to this product or service (Swedan, 2004).

### Study Problem

According to the fact that lots of marketing institutions suffer from the costs and expenses that spend on the promotional activities of all types, the researcher has specify the study problem to identify whether the offers and promotions made by the Jordanian markets during each season work to reduce the other marketing costs, such as the personal selling, the various types of advertising, and general relationships (Steen, Kamp & Jan, Benedict, 2005), in addition to the sales promotion and publishing advertisement during the sales season period in a way that

reduce a lot of expenses, which can be invested to achieve the current and future market competitive advantage.

### **Importance of the Study**

(Luk, S. T. K. & Yip, L. S. C. 2008) stated that the common thing at the markets will be when the benefit level of marketing institutions aligns with the different levels of promotional activities, which institutions spend on it a lot of annual costs. Study importance shows through what Jordan markets witness of big demand by consumers, of all ages, nationalities, and social classes due to the offered price promotions, where consumer become incapable of abandon purchasing these products in one form or another, which led to an increase in the Jordanian markets interest to offer all the promotions that will increase the flow of consumer toward the serviceable product (Han, H. & Hyun, S.S., 2012) and also may lead to reduce the other promotional costs and achieve current and future competitive advantage in the Jordanian market.

### **Study Hypotheses**

**Main hypothesis:** there is no role for seasonal promotions offered by the Jordanian markets on reducing the marketing mix costs, and branch from it the following four secondary hypotheses:

**1<sup>st</sup> secondary hypothesis:** there is no role for seasonal promotions offered by the Jordanian markets on reducing the product costs.

**2<sup>nd</sup> secondary hypothesis:** there is no role for seasonal promotions offered by the Jordanian markets on reducing the pricing costs.

**3<sup>rd</sup> secondary hypothesis:** there is no role for seasonal promotions offered by the Jordanian markets on reducing the promotional costs.

**4<sup>th</sup> secondary hypothesis:** there is no role for seasonal promotions offered by the Jordanian markets on reducing the distribution costs.

### **Study Objectives**

**Main Objective:** identify the role of seasonal promotions offered by the Jordanian markets on reducing the marketing mix costs, and branch from it the following four secondary objectives:

**1<sup>st</sup> secondary Objective:** identify the role of seasonal promotions offered by the Jordanian markets on reducing the product costs.

**2<sup>nd</sup> secondary Objective:** identify the role of seasonal promotions offered by the Jordanian markets on reducing the pricing costs.

**3<sup>rd</sup> secondary Objective:** identify the role of seasonal promotions offered by the Jordanian markets on reducing the other promotional program costs.

**4<sup>th</sup> secondary Objective:** identify the role of seasonal promotions offered by the Jordanian markets on reducing the distribution costs.

### Proposed Research Model

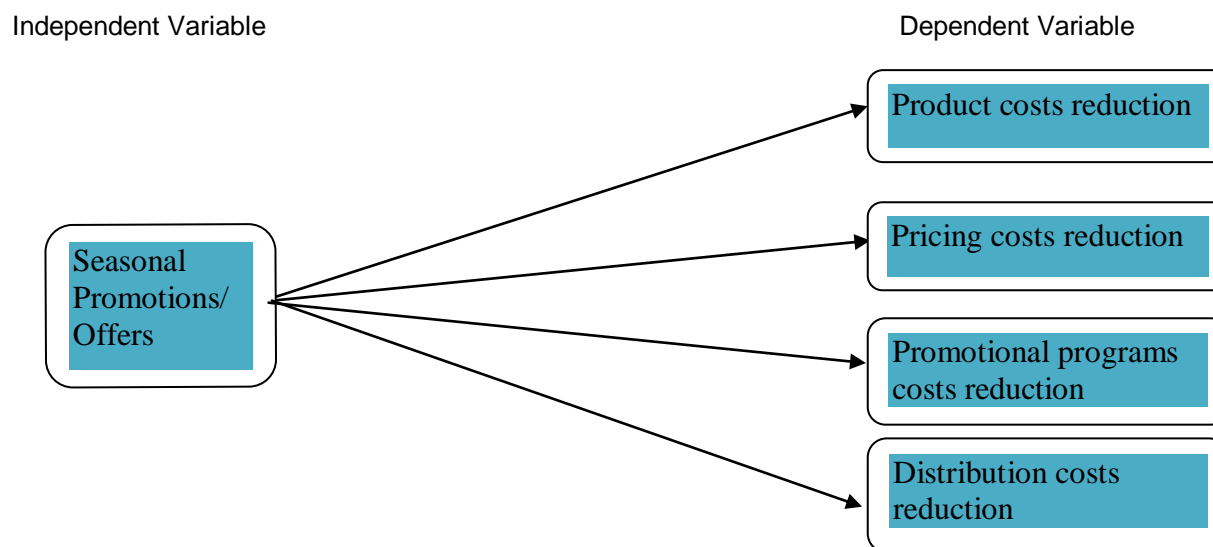


Figure 1 Proposed Research Model

It is known in modern marketing, as (Al-Afief, Abu Al-Qassim, 2018) stated there are group of seasons that pass on a lot of consumers, where they have to wait from time to time in order to meet their needs and desires. Marketing institutions take advantage of these periods too, in order to achieve profit and nonprofit goals, which enable it to increase sales and reduce costs, thereby reduce its marketing efforts through products' offers at the market where products itself are attractive to the consumers, and therefore lead to increase its sales and profits, and stay in the market for the longest possible period.

### Study & Procedural Terms

**Seasonal Promotions:** all the goods, products, and services that are offered in specific seasons, which increase consumer interests and attract them through the discounted prices, quantity discounts, and sales activation in order to achieve the benefit of institution and the interest of consumer in a particular season. It's also known as all products that go under price discounts or reductions, at a specific time period in order to drive consumers to purchase these products in large quantities. Some examples of these seasons are (religious, national, different

festivals, school, and summer holidays), which achieve the highest sales due to the sales that markets offer at reasonable prices, in correspond with those of the low incomes, where markets may achieve the highest sales in those seasons.

**Sales costs:** all costs that are paid by the institution on the selling activities, at the different markets, such as salaries, commissions, and transportations.

**Quality:** a certain level in the product mix, which fulfill the needs and desires of consumers.

**Pricing:** a strategy that aims to determine the value of product at the market after comparing it with competitor's values.

**Distribution:** it's one of the marketing mix strategies elements, which aim to make every effort to move the products from its production place to its consumption place, in alignment with the consumers' needs.

**Other promotional activities:** all activities that are designed to target the consumers' minds, in order to persuade them to purchase the products, and this will be done through advertising, personal selling, public relations, classified ad, and direct marketing, which require great efforts and high costs.

## PREVIOUS STUDIES

In this part, we addressed a group of local, foreign, and Arabic studies, arranged chronologically from the old to the new:

- Study of (Ghanam, 1995) dealt with the marketing policies reality topic of the insurance companies operating in Jordan, which aimed to find the best promotional methods that can increase the insurance sales. Study results indicate that insurance companies rely on a group of ways and methods, and on the different promotion approaches, such as sales activation, ads, personal selling, and others, where institution continuously work on training its employees to raise their competence level, and improve their personality.
- Study of (Al-Qaisi, 2000) addressed the motives of utilization among the cellular phone services subscribers in the Hashemite Kingdom of Jordan, where the study aimed to determine the main motives of utilization and its reasons among the local participants in some of Jordan' provinces (Amman, Irbid, and Zarqa), where utilization motives were divided into a group of motives, such as psychological, social, professional, vocational, and natural motives. Study found the following results: the motives of participants are affected by the subscription type, the social motives are the most influence on the consumer's decision to participate in the telephone services, and that demographic factors have no effect on the purchasing motives. The other communication methods also don't motivate the consumer to select the type of cell phone subscription.

- ( Liu, Chu-Me, 2002) study was done on a group that contain 800 Filipino participants, and the study aimed to identify the impact of promotional activities for the mobile services providers and its industry, therefore effect the consumer decisions when selecting a brand name. Study resulted conclude that flexibility in using the service consider is one of the most important factors that influence the selection of brand name by participants.
- Study of (Said, Ahmed Mousa, 2005) centered around the impact of marketing on the marketing and productive corporate management of soft drinks at Khartoum state, where the study objectives were derived to identify the most important marketing problems that face the soft drinks industry in the Republic of Sudan, due to lack of interest in the marketing research. Study explained the role that marketing research played to improve the marketing position of these companies, where one of the study objectives was to evaluate the sale essentials of marketers in the companies that work in the production and marketing of soft drinks, as it consider the target market to achieve the marketing goals of these institutions. Study aimed to find the best ways of addressing the marketing negatives and search for its causes, and also aimed to make an actual comparison between the marketing experiences of institutions that work in the field of production and marketing of soft drinks in Sudan to identify its compatibility and dissimilarity level with the global marketing methods. Researcher assumed the concern and interest of marketing companies about marketing researches with salesmen not knowing the selling and dealing with clients' techniques, due to their lack of experience, and researcher also assumed the existence of shortcomings in the ongoing marketing methods. Study results indicate a lack of corporate interest about studying the needs and desires of consumers, which suggest a lack of available information at these companies. Researcher has recommended for continuous interest in studying the desires, needs, and behaviors of consumers, and to pay attention to the salesmen by training them to increase their efficiency at the sales work.
- Study of (Al- Rahimi, Salem Ahmed, 2005) centered around the impact of advertising and promotion on the domestic tourism in Jordan, where it aimed to expose the reality of tourism and advertising in Jordan, and the role of multimedia in promoting the domestic tourism. Study also aimed to identify the factors that affect the relationship between them, and identify the tourism marketing, promotional mix elements of domestic tourism in Jordan, and the motives of domestic tourism, where researcher used the descriptive analytical and statistical methods, and assumed that each of advertising media, activate tourism contracts, and used promotional method affect the promotion of domestic

tourism in Jordan. Study results showed a significant relationship between the role of advertising media and the promotion of domestic tourism and are affected by the difference in promotion elements. Researcher recommended the need to pay attention to the tourism sector and work to develop it and improve it through the promotional policies that aim to raise and improve the domestic tourism in Jordan.

Above review of literature showed a significant relationship between the promotional activities of the institutions and the success level of enterprise in achieving its marketing goals, in the short and long terms, which was activated at the Jordanian markets through the introduction of many seasonal promotions to attract the attention and interest of consumer to purchase lots of the offered goods and services in the market.

## **RESEARCH METHODOLOGY**

Researcher used the descriptive analytical approach in this study, in order to collect data and identify the facts related to the problem, goals, and hypotheses of the study, and statistically analyze these facts and interrupt it to identify its connotation and significances.

### **Study Population**

Study population consists of all Jordanian markets' employees, at all branches in the Hashemite Kingdom of Jordan.

### **Study Sample**

The study sample was chosen by the systematic sampling method, where 300 questionnaires will be distributed on the sales work employees, at three different large markets in the Kingdom, located in the capital of Amman which are (Carrefour market, Mecca Mall, independence Mall), with (100) questionnaires on each one of the above markets.

### **Study Instrument**

Researcher did prepare a questionnaire that contain a set of questions related to the study hypotheses and the main topic of the study, which deals with the role of seasonal promotions that offered by the large markets in the capital of Amman to reduce the other marketing costs in the Hashemite Kingdom of Jordan.

### **Theoretical Framework**

**Sales promotion:** one of the most important elements of promotional mix, which cares about the drafting of all promotional activities that aim to achieve the maximum sales in the consumer



market. The seasonal promotions offered by the markets, especially the large markets in the Arabic countries consider one of the most important seasons that consumers looked for these days, due to the fact that middle and lower classes suffer from difficult economical situations, where they take advantage of this opportunity in order to meet their needs and desires, while the institutions achieve a good level of profits through displaying the dead or stagnant goods in the market, where the seasonal promotions consider that part of marketing promotional activities which aim to drive consumers to purchase larger quantities of the offered products during a certain period.

Marketing promotions that presented by the institutions through the promotion methods and salesmen consider one of the most important activities that attract consumers to purchase the merchandise and service products (Al-Bakri, 2006), where the promotion consider a very important promotional mix elements, just as the other promotional mix elements. (Ghanam 1995) mentioned in his study that marketing policies of insurance companies operating in Jordan aim to find the best promotional methods that can increase the insurance sales, where the study results indicate that insurance companies depend on a variety of methods and different methodologies in promotion, such as sales activation, advertising, personal selling, and others.

Institutions work on training their employees continuously in order to raise their competency level and improve their personality, where its importance showed through the profitability and benefits it provide to consumers and institutions, as the effective instrument use by institutions in the modern age in order to achieve an effective communication process with the internal environment of the institution and the consumers and competitors in the external environment to scrutinize the environment and find out the different activities that happen in it, which can serve to gain all the valuable information that drive toward decision making, and then help the marketing institution in the ideas, goods, or services that provide to the consumer market (Nijs, V. R., Dekimpe, M. G., Steenkamps, J. B. E. & Hanssens, D. M., 2001), and that depend on the effectiveness of promotional strategies and advertising media, where promotion has a big role in influencing the consumer's psychological and intellectual aspects.

(Al-Qaisi, 2000) addressed the utilization motives of cellular telephone services participants in the Hashemite Kingdom of Jordan, where study aimed to determine the major motives of the utilization and its reasons among the local participants in some provinces of Jordan (Amman, Irbid & Zarqa), and the utilization motives were divided into a group of motives (psychological, social, vocational & natural). The study found the following results: the motives of participants influence by the subscription type, social motivations are the most influence on the consumer's decision to participate in the telephone services, but the demographic factors have no impact on



the purchasing motives, and other communication methods don't affect the consumer decision to select the subscription type of cellular phone. This demonstrates the importance of promotion and its activities in achieving the benefits for institution, consumer, and society in general.

The impact of promotional activities on the purchasing decision of final consumer has a large role on consumers in the markets, as (Liu Chu-Me, 2002) mentioned in his study that was done on a group that contain 800 Filipino participants. The study aimed to identify the impact of promotional activities for the mobile services providers and its industry, therefore effect the consumer decisions when selecting a brand name. Study resulted conclude that flexibility in purchasing and using the service consider one of the most important factors that influence the selection of brand name by participants.

The sales promotion is one of the important activities in the marketing duties (Steen Kamp, Jan-Benedict EM, et al,2005) as one of four aspects of promotional mix, and the three other aspects are (advertising, personal selling, media, public relations), where the marketing communications with and without the advertising media work to increase the demand on consumption products, and motivate the market demand , such as (organize contests, display points of purchase, business discounts, free travel, and free flights), which can be applied on (customers, salesmen, or distribution channel members, like retail traders and the sales promotions that targeted the final consumer), and the promotional campaigns that target the retail and wholesale sales called promoting the commercial sales. Some of the sales promotions, especially the one that follow from it unusual methods, consider a way of gimmick by many people.

Promotion play a big role in solving many of the marketing problems that face both consumers and institutions, by providing salesmen with all the information that are useful to reflect the consumer trends, as the researcher (Said, Ahmed Mousa, 2005) mentioned in his study that entitle "The Impact of marketing on Manufacturers and Marketing Companies' Management of Soft Drinks at Khartoum State". The study results indicate a lack of interest at the companies to study the needs and desires of consumer, which suggests a lack of available information among companies. Researcher has recommended paying attention to the continuous study of consumers' behaviors, needs, and desires, and focusing on the salesmen by training them to increase their efficiency at sales work. Study also recommended providing consumers with all the information about products, in order to make the best decisions of selecting the right product.

(Al- Rahimi, Salem Ahmed, 2005) mentioned in the study that entitle "The Impact of Advertising and Promotion on the Domestic Tourism of Jordan". Study results showed a significant relationship between the advertising media and promotion of domestic tourism, and

it's affected by the difference in promotion elements. The researcher recommended the need to pay attention to the tourism sector, and work to develop it and improve it through the promotional policies that aim to raise the domestic tourism in Jordan. Study showed a correlation between the consumers and companies, represented in the available information that benefits all parties of equation to achieve the mutual benefits, which therefore drive toward the development.

## Measurement Instrument & Testing

### **Content Validity**

Content validity is the degree to which a test seems to measure what it reports to measure, and it aims to ensure that all articles contain in the study instrument can lead to collect data accurately, therefore the questionnaire was presented on a number of specialists or experts from the faculty members to ensure its face validity for data collection, and the proposed adjustments and corrections by arbitrators were made before distributing the questionnaire on the study sample.

### **Convergent Validity**

Convergent validity the estimate of how much a measure represents every single element of a construct, and it aims to make sure that all study variables are accurately represented with a set of articles that relate to it, and that articles really measure this variable (Sekaran & Bougie, 2014), therefore the researcher measured the relationship between each variable and the overall degree of study instrument, and between each article and the variable it belong to by using the Spearman Correlation Coefficient. It adopted the correlation coefficients that are greater than (30%), and its statistical significance were important at level ( $\alpha \geq 0.05$ ) (AL-Shwiyat, 2013). Table (1) shows that all correlations between the articles and the variable it belong to were greater than (30%), which indicate the content validity of these articles within the variable associated with it

Table 1: Spearman correlation coefficients for the content validity

Items	Seasonal Promotions/ offers		Product costs reduction		Pricing costs reduction		Promotion costs reduction		Distribution costs reduction	
	Correlation	Sig.	Correlation	Sig.	Correlation	Sig.	Correlation	Sig.	Correlation	Sig.
1	0.638	0.000	0.678	0.000	0.769	0.000	0.621	0.000	0.772	0.000
2	0.557	0.000	0.808	0.000	0.751	0.000	0.502	0.000	0.768	0.000
3	0.455	0.000	0.727	0.000	0.811	0.000	0.500	0.000	0.628	0.000
4	0.575	0.000	0.838	0.000	0.727	0.000	0.630	0.000	0.680	0.000
5	0.632	0.000	0.721	0.000	0.726	0.000	0.508	0.000	0.702	0.000

7	0.758	0.000		0.773	0.000		0.773	0.000
8	0.726	0.000					0.752	0.000
9	0.558	0.000						
10	0.758	0.000						
	<b>With instrument</b>	<b>With instrument</b>	<b>With instrument</b>	<b>With instrument</b>	<b>With instrument</b>	<b>With instrument</b>	<b>With instrument</b>	<b>With instrument</b>
	0.904	0.000	0.856	0.000	0.849	0.000	0.726	0.000
							0.933	0.000

### Reliability test and normality test

Tool reliability means the possibility of getting the same data when repeating the study using the same study instrument itself on the individuals themselves at similar circumstances. To measure the reliability of each variable separately, and the instrument as a whole, the internal consistency (Cronbach Alpha) was used, where the value consider statistically acceptable for this measurement at (70%) or more (Sekaran & Bougie, 2014, p268), and after analyzing the data the results in table (2) indicate a high reliability of all study variables, where the reliability of instrument as whole amount to (85.2%), which show reliability acceptance of the instrument items, its validity, and the possibility to trust it for conducting the statistical analysis of the study.

To ensure the normal distribution of variables, Skewness test was used which must be located between ( $\pm 3$ ), and also Kolmogorov-Smirnov (K-S) tests were used, where the statistical significance of (Z) values in the test mustn't be statistically significance at level (0.05). Table (2) shows that the Skewness coefficients values were confined between ( $\pm 3$ ), which indicate that data follow the normal distribution. K-S test results also confirmed that data follow the normal distribution, which showed that statistical significance of (Z) values wasn't statistically significance at level ( $\alpha \leq 0.05$ ), which suggest that both independent and dependent variables do follow the normal distribution.

Table 2: Reliability and normal distribution test

Part	Variable	No. of Items	Cronbach Alpha	K-S ( Z )	Sig.	Skewness
<b>Seasonal Offers/ Promotions</b>		<b>10</b>	<b>0.852</b>	<b>1.725</b>	<b>0.215</b>	<b>-0.632</b>
<b>Reducing the costs of marketing mix elements</b>	Reducing product costs	5	0.813	1.751	0.104	-0.414
	Reducing pricing costs	6	0.849	1.551	0.116	-0.457
	Reducing promotion costs	5	0.892	2.461	0.121	-0.653
	Reducing distribution costs	7	0.862	1.918	0.101	-0.610
	<b>Total Reduction of the costs</b>	<b>23</b>	<b>0.927</b>	<b>1.400</b>	<b>0.140</b>	<b>-0.706</b>
<b>Total</b>		<b>33</b>	<b>0.852</b>	<b>1.127</b>	<b>0.157</b>	<b>-0.681</b>

### Characteristics of the Study Sample

Table (3) revealed that among respondents, male's percentage is (63%), while the females are (37%).

Table 3: Demographical characteristics of the respondents

Categories	Frequency	Percentage
<b>Gender</b>		
Male	189	63.00
Female	111	37.00
<b>Qualification</b>		
Diploma or less	25	8.33
Bachelor	198	66.00
Master	68	22.67
Doctorate	9	3.00
<b>Experience</b>		
< 3 years	29	9.67
From 3< 7 years	63	21.00
From 7< 10 years	65	21.67
From 10< 15 years	104	34.67
15 years or more	39	13.00
<b>Job description</b>		
Management	61	20.33
Marketing	99	33.00
HR	46	15.33
Accounting	94	31.33
<b>Total</b>	<b>300</b>	<b>100.0</b>

## RESULTS AND DISCUSSION

### First: Seasonal offers/ Promotions

Table 4 showed the arithmetic means and standard deviations of the seasonal offers/ promotions at the Jordanian markets, as perceived by employees.

Table 4: The attitudes about seasonal offers/ Promotions

Order	No.	Items	Mean	SD	Level
1	2	Seasonal offers or promotions make type of closeness between society members.	4.31	0.76	High
2	1	Seasonal offers improve consumers' standard of living.	4.26	0.86	High
3	5	Seasonal offers open up the door to meet consumers' desires and needs.	4.18	0.92	High
4	9	Seasonal offers reduce the hesitation of households to make purchasing decisions.	4.09	0.88	High
5	4	Seasonal offers increase the relationships between society members.	4.07	0.79	High
6	7	Seasonal offers of product in Jordan align with consumers' perceptions.	4.02	0.95	High
7	10	Seasonal offers increase the chance to meet most of consumers' basic needs.	4.02	0.95	High
8	6	Seasonal offers cover a large proportion of consumers' needs.	4.00	0.84	High
9	8	Seasonal offers align with consumers' expectations in a big way.	3.87	1.03	High
10	3	Seasonal offers increase market activity in a big way.	3.82	0.85	High
<b>Seasonal offers/ Promotions</b>			<b>4.06</b>	<b>0.58</b>	<b>High</b>

Table 4 shows that arithmetic means for the responses of study sample members, from the employees of Jordanian markets on the seasonal offers or promotions were high toward all items, where arithmetic means ranged between (3.82-4.31), and that standard deviations of the responses didn't reflect a high degree of dispersion, where it ranged between (0.76 – 1.03), which show an alignment in the responses that support the existence of seasonal offers or promotions.

A review of items order, shows that item (2) has the largest significance in the seasonal offers or promotions, which stated "Seasonal offers improve consumers standard of living", with an arithmetic mean of (4.31) and standard deviation of (0.76), and it fall within the high significance level, and at second rank came the item (1) which stated "Seasonal offers or promotions make type of closeness between society members", with an arithmetic mean of (4.26) and a standard deviation of (0.86) which located also within the high significance level, while item (3) which stated "Seasonal offers increase market activity in a big way", came last with an arithmetic mean of (3.82) and standard deviation of (0.85). In General, the overall results indicate a high level of seasonal offers or promotions availability at the Jordanian markets with an arithmetic mean of (4.06), which shows the awareness and recognition of the Jordanian markets management to the importance of seasonal offers in sales promotion and stimulation.

### **Second: Reducing the costs of marketing mix elements:**

The following tables showed the arithmetic means and standard deviations of reducing the costs of marketing mix elements (product costs, pricing costs, promotion costs, distribution costs) at the Jordanian markets, as perceived by employees.

Table 5: The attitudes about reducing the costs of marketing mix elements

Order	No.	Items	Mean	SD	Level
<b>Reducing the product costs</b>					
1	5	Consumer doesn't care about the country of manufacture in the seasonal promotions.	4.02	0.87	High
2	2	Seasonal promotions increase consumption purchasing rate.	4.01	0.94	High
3	4	Consumer doesn't care about the brand in case of seasonal promotions.	3.87	0.97	High
4	1	Seasonal offers reduce the attention to quality	3.77	0.89	High
5	3	Consumer doesn't care much about the product information at seasonal promotions.	3.72	0.92	High

<b>(Reducing product costs)</b>			<b>3.84</b>	<b>0.69</b>	<b>High</b>
<b>Reducing the pricing costs</b>					
1	4	Intellectual effort will be reduced in products pricing at the seasonal promotions.	4.29	0.79	High
2	5	Price will be set based on consumer situation at the Kingdom.	4.12	0.93	High
3	6	Consumer mostly ignore price, in case of seasonal promotions.	4.08	0.92	High
4	2	Low prices at the seasonal promotions attract consumers, in a big way.	4.07	0.87	High
5	3	Purchasing level raise with seasonal offers, due to low prices.	4.06	0.88	High
6	1	Products usually offered on seasons at low prices.	4.06	0.84	High
<b>(Reducing the pricing costs)</b>			<b>4.11</b>	<b>0.66</b>	<b>High</b>
<b>Reducing the promotion costs</b>					
1	5	Seasonal promotions increase consumers' attraction easily.	4.02	0.87	High
2	2	Companies' promotional efforts reduced at seasonal promotions.	4.01	0.94	High
3	4	There is no need to persuade consumer, in case of seasonal promotions	3.87	0.97	High
4	1	Advertising costs reduced dramatically in time of seasonal promotions	3.69	0.89	High
5	3	Justifications for consumer will be reduced at seasonal promotions	3.68	0.92	High
<b>(Reducing the promotion costs)</b>			<b>3.85</b>	<b>0.55</b>	<b>High</b>
<b>Reducing the distribution costs</b>					
1	5	Agencies wage costs will be reduced at seasonal promotions.	4.11	0.85	High
2	4	Consumer interest of product increase every time seasonal offers increase.	4.10	0.88	High
3	7	We don't need new distribution methods, in case of seasonal promotions.	4.07	0.92	High
4	3	Retailers' costs reduced, in case of seasonal promotions.	4.05	0.87	High
5	6	Need less qualified distributors in case of seasonal promotions.	3.99	0.94	High
6	1	Transportation costs of products to other areas will be lower in the promotion period.	3.97	1.04	High
7	2	The consumer is the one who go after the product wherever it will be in the seasonal promotions.	3.90	0.96	High
<b>(Reducing the distribution costs)</b>			<b>4.03</b>	<b>0.96</b>	<b>High</b>
<b>General tendency (Reducing the costs of marketing mix elements)</b>			<b>3.97</b>	<b>0.57</b>	<b>High</b>

Table 5 shows that arithmetic means of the study sample members responses from the Jordanian markets employees about reducing the cost of marketing mix was high toward all items, and that standard deviation of the responses didn't reflect a high dispersion degree,

which show an alignment in the responses that support reducing the costs of marketing mix, where it came first "reducing the pricing costs" with an arithmetic mean of (4.11) and standard deviation of (0.66), but in second place came "reducing the distribution costs" with an arithmetic mean of (4.03) and standard deviation of (0.96), and third came "reducing the promotion costs" with mean of (3.85) and a standard deviation of (0.55), while in last came "reducing the product costs" with mean of (3.84) and standard deviation of (0.69). All results were within the high significance level, and the overall results indicate that level of reducing the costs of marketing mix in the Jordanian markets was high at an arithmetic mean of (3.97) and low standard deviation of (0.57).

### Hypotheses Testing

Before testing the hypotheses, series of tests were conducted to ensure the appropriateness level of study data to analyze the linear regression, where the regression model was tested to verify the absence of high correlations between the independent variables. (Brooks, 2008) showed that existence of correlation of more than (80%) between two independent variables or more will results in distortion or misrepresentation of the relationship between one of the variables and the dependent variable, and therefore it will be difficult to explain the relationship between them. To verify that this problem doesn't exist, Spearman Correlation Matrix was prepared between the studies independent variables. Table (6) shows the absence of high correlations between the independent study variables to the point that could affect the results of linear regression analysis.

Table 6: Spearman Correlation Matrix and Autocorrelation Test

Variable	Product costs	Pricing costs	Promotion costs	Distribution costs	Durbin Watson value
Reducing the product costs	1.000				2.015
Reducing the pricing costs	0.582**	1.000			1.996
Reducing the promotion costs	0.574**	0.489**	1.000		1.635
Reducing the distribution costs	0.619**	0.653**	0.606**	1.000	1.707

\*\*Correlation is significant at the 0.01 level (2-tailed).

Autocorrelation test was conducted to verify that data don't have autocorrelation problem in the regression model, which weakens the model ability to make prediction. To verify this point



Durbin Watson Test (DW) was used, where the value of this test range between (0-4) and that the best result of this test range between (1.5 – 2.5), and it shows absence of autocorrelation between the adjacent values of variables (Montgomery, et al. 2001, p216). Table (6) showed that the calculated (D-W) value range between (1.635-2.015), which is an optimal result and show that study model, is free of autocorrelation problems.

### **Main Hypothesis Test**

The main hypothesis stated "there is no role for seasonal promotions offered by the Jordanian markets on reducing the marketing mix costs", and to verify this role and for each marketing mix separately, the main hypothesis was divided into four secondary hypotheses, and to test these hypotheses the Simple Regression Analysis was used, and the results of this test are as follow:

**1<sup>st</sup> secondary hypothesis test:** "there is no role for seasonal promotions offered by the Jordanian markets on reducing the product costs", and to test this hypothesis the simple linear regression analysis was used, and table (7) shows the results of this hypothesis test.

Table 7: Simple linear regression test results of the seasonal offers  
on reducing the product costs

Independent Variable	R	Adjusted R <sup>2</sup>	F-value	Coefficient t	T-value	Sig.
Seasonal offers/ promotions	0.740	0.546	360.834	0.740	18.996	0.000

Table (7) shows the existence of statistically significant role for seasonal promotions on reducing the product costs in the Jordanian markets, where the correlation coefficient value (R) amounted to (0.740), which is statistically significant at level ( $\alpha \geq 0.05$ ) and it shows a positive correlation and statistical significant for seasonal promotions on reducing the product costs, but the Adjusted Coefficient ( $R^2$ ) explains (0.546) of the variance in the dependent variable, and that mean there is (54.6%) of the changes that occur on reducing product costs result from the change in the seasonal promotions. This indicates the importance of seasonal promotions on reducing product costs, where the level of this role amount to (74%), and that can be explain with one degree increase in the level of seasonal promotions lead to reduce product costs by (74%), and this can be confirm by the (T value) of (18.996), which is statistically significant at level ( $\alpha \geq 0.05$ ). According to the results above, the first secondary hypothesis will be rejected, and the alternative hypothesis will be accepted which stated "there is a role of seasonal promotions offered by the Jordanian markets on reducing the product costs".

**2<sup>nd</sup> secondary hypothesis test:** "there is no role for seasonal promotions offered by the Jordanian markets on reducing the pricing costs", and to test this hypothesis the simple linear regression analysis was used, and table (8) shows the results of this hypothesis test.

Table 8: Simple linear regression test results of the seasonal offers on reducing the pricing costs

Independent Variable	R	Adjusted R <sup>2</sup>	F-value	Coefficien t	T-value	Sig.
Seasonal offers/ Promotions	0.695	0.483	278.934	0.695	16.701	0.000

Table (8) shows the existence of statistically significant role for seasonal promotions on reducing the pricing costs in the Jordanian markets, where the correlation coefficient value (R) amounted to (0.695), which is statistically significant at level ( $\alpha \geq 0.05$ ) and it shows a positive correlation and statistical significant for seasonal promotions on reducing the pricing costs, but the Adjusted Coefficient (R<sup>2</sup>) explains (0.483) of the variance in the dependent variable, and that mean there is (48.3%) of the changes that occur on reducing pricing costs result from the change in the seasonal promotions. This indicates the importance of seasonal promotions on reducing the pricing costs, where the level of this role amount to (69.5%), and that can be explain with one degree increase in the level of seasonal promotions lead to reduce the pricing costs by (69.5%), and this can be confirm by the (T value) of (16.701), which is statistically significant at level ( $\alpha \geq 0.05$ ). According to the results above, the second secondary hypothesis will be rejected, and the alternative hypothesis will be accepted which stated "there is a role of seasonal promotions offered by the Jordanian markets on reducing the pricing costs".

**3<sup>rd</sup> secondary hypothesis test:** "there is no role for seasonal offers/ promotions offered by the Jordanian markets on reducing the promotion costs", and to test this hypothesis the simple linear regression analysis was used, and table (9) shows the results of this hypothesis test.

Table 9: Simple linear regression test results of the seasonal offers on reducing the promotion costs

Independent Variable	R	Adjusted R <sup>2</sup>	F-value	Coefficien t	T-value	Sig.
Seasonal offers/ Promotions	0.529	0.278	115.864	0.529	10.764	0.000

Table (9) shows the existence of statistically significant role for seasonal promotions on reducing the promotion costs in the Jordanian markets, where the correlation coefficient value

(R) amounted to (0.529), which is statistically significant at level ( $\alpha \geq 0.05$ ) and it shows a positive correlation and statistical significant for seasonal promotions on reducing the promotion costs, but the Adjusted Coefficient ( $R^2$ ) explains (0.278) of the variance in the dependent variable, and that mean there is (27.8%) of the changes that occur on reducing the promotion costs result from the change in the seasonal promotions. This indicates the importance of seasonal promotions on reducing the promotion costs, where the level of this role amount to (52.9%), and that can be explain with one degree increase in the level of seasonal promotions lead to reduce the promotion costs by (52.9%), and this can be confirm by the (T value) of (10.764), which is statistically significant at level ( $\alpha \geq 0.05$ ). According to the results above, the third secondary hypothesis will be rejected, and the alternative hypothesis will be accepted which stated "there is a role of seasonal promotions offered by the Jordanian markets on reducing the promotion costs".

**4<sup>th</sup> secondary hypothesis test:** "there is no role for seasonal offers/ promotions offered by the Jordanian markets on reducing the distribution costs", and to test this hypothesis the simple linear regression analysis was used, and table (10) shows the results of this hypothesis test.

Table 10: Simple linear regression test results of the seasonal offers on reducing the distribution costs

Independent Variable	R	Adjusted $R^2$	F-value	Coefficien t	T-value	Sig.
Seasonal offers/ Promotions	0.780	0.608	463.835	0.780	21.537	0.000

Table (10) shows the existence of statistically significant role for seasonal promotions on reducing the distribution costs in the Jordanian markets, where the correlation coefficient value (R) amounted to (0.780), which is statistically significant at level ( $\alpha \geq 0.05$ ) and it shows a positive correlation and statistical significant for seasonal promotions on reducing the distribution costs, but the Adjusted Coefficient ( $R^2$ ) explains (0.608) of the variance in the dependent variable, and that mean there is (60.8%) of the changes that occur on reducing the distribution costs result from the change in the seasonal promotions. This indicates the importance of seasonal promotions on reducing the distribution costs, where the level of this role amount to (78.0%), and that can be explain with one degree increase in the level of seasonal promotions lead to reduce the promotion costs by (78.0%), and this can be confirm by the (T-value) of (21.537), which is statistically significant at level ( $\alpha \geq 0.05$ ). According to the

results above, the fourth secondary hypothesis will be rejected, and the alternative hypothesis will be accepted which stated "there is a role of seasonal promotions offered by the Jordanian markets on reducing the distribution costs".

## CONCLUSIONS

- The existence of statistically significant role for seasonal promotions on reducing the product costs in the Jordanian markets, where the correlation coefficient value (R) amounted to (0.740), which is statistically significant at level ( $\alpha \geq 0.05$ ) and it show a positive correlation and statistical significant for seasonal promotions on reducing the product costs.
- The existence of statistically significant role for seasonal promotions on reducing the pricing costs in the Jordanian markets, where the correlation coefficient value (R) amounted to (0.695), which is statistically significant at level ( $\alpha \geq 0.05$ ) and it shows a positive correlation and statistical significant for seasonal promotions on reducing the pricing costs.
- The existence of statistically significant role for seasonal promotions on reducing the promotion costs in the Jordanian markets, where the correlation coefficient value (R) amounted to (0.529), which is statistically significant at level ( $\alpha \geq 0.05$ ) and it shows a positive correlation and statistical significant for seasonal promotions on reducing the promotion costs.
- The existence of statistically significant role for seasonal promotions on reducing the distribution costs in the Jordanian markets, where the correlation coefficient value (R) amounted to (0.780), which is statistically significant at level ( $\alpha \geq 0.05$ ) and it shows a positive correlation and statistical significant for seasonal promotions on reducing the distribution costs.

## STUDY LIMITATIONS

Limitations of the current study that restrict the generalization of the findings are represented in the sales work employees, at the three different large markets in the Kingdom (Carrefour market, Mecca Mall, independence Mall), which are located in the capital of Amman, Jordan.

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