

# Effects of Commercial Advertising on the Buying Behavior of Smart Phones in Private Higher Education Sector in Jordan

Mahmoud Aqel Abudalbouh, Thair Abed-Alrahman Habboush

Department of Marketing  
Ibrid National University  
Irbid – Jordan

---

**ABSTRACT**---*The study consists of several parts; including the Effects of Commercial Advertising (Design, Advice content, the means, time, and perceptions), on ( the buying behavior of smart phones ), the results, analysis and recommendations. The aim of this study is to know the effect of the independent variables on the buying behavior of students (customers) at private higher education sector in Jordan, specifically at universities in the north province including (Irbid National University, Jadara Private University, Ajlun National University and Jar ash National University). The sample of the study was taken from Jadara Private University and Ajlun National University; however, the study showed that there is some weakness in the awareness of the customers (students) and their interest in the promotion of the product provided by telecommunication companies in Jordan; it was also found that response of students towards temptations such design and the advertisement content is relatively weak. The study communication in addition to choosing the appropriate medium, and it also recommended determining the appropriate time to broadcast the advertising message in order to connect with the audience of customers.*

**Keywords**--- Advertising design, advertising material, means of communication, time, perceptions, smart phones, buying behavior

---

## 1. INTRODUCTION

In attempt to provide goods and services that suite the consumer and affect his behavior and interests, business organizations had focused on the consumer's needs, desires and preferences since he is the focus of the marketing process; this was done through the process of marketing communication which is one of the most effective and proficient ways in affecting the consumer's behavior and his buying decisions .Advertising is one of the most important elements of promotion which takes into consideration the communicative marketing dimensions due to its appropriateness and its direct effect on the consumer who cares about the new improvements on the product. This is because the consumer lives in a society characterized by the diversity and complexity of information as he is exposed daily to media advertisements, especially with regard to cellular communications technology which has been developing rapidly in all of the world. Jordan, also, has witnessed a remarkable development in introducing and using cellular communication technology in the recent years. In addition to this, it is noteworthy that Jordan was one of the beginning countries in introducing this kind of communication in the Arab world. Therefore, this study aims to investigate the effect of the commercial advertisements on purchasing the buying behavior of smart phones in private higher education sector at Jordanian private universities in the northern region in relation to the design of advertising, the content of the advertising message, the appropriate time of advertising and the type of the advertising means.

## 2. STATEMENT OF THE PROBLEM

The private higher education sector in Jordan faces a variation in the level of awareness and understanding of the commercial advertising offered by Jordan telecom companies in terms of the design of the message, the advertising content, the communication means used and the time of advertising. The customers (the students) at these universities tend to imply their personal implications in interpreting the contents of the message, and there do the questions of the study originate:-

- 1-Do customers understand the media content that telecommunication companies mean to imply?
- 2-Do companies design an advertising material that interacts with customers and meet their needs.
- 3-Do telecommunication companies choose an appropriate advertising medium (Television, radio)

- 4-Does the advertising design help the customers increase buying cell phones?  
5-Do telecommunication companies choose the appropriate time to publish the advertisement?

### **3. OBJECTIVES OF THE STUDY**

The study aims to investigate the followings:

- 1-Determining the level of understanding and perception among the customers (the students) towards the advertisement.
- 2-Developing the appropriate design for the advertisement.
- 3-Improving the advertising curve in a way that commensurate with the customers.
- 4-Choosing the appropriate means of advertising such as Television, radio, press and so on.
- 5-Determining the best time to broadcast the advertising message.

### **4. SIGNIFICANCE OF THE STUDY**

The significance of this study results from identifying the effect of advertising on the buying behavior of cell phones and on the customers' decision to buy these phones. This study also proves importance as it shows the variation of the effect of the commercial advertisement in terms of the advertising design, the content of the advertising message, choosing the appropriate time for advertising and the appropriate means as well; so as to increase the number of subscribers in smart phones services and affect their buying behavior. In addition to this, the study attempts to show the right concept of advertising through its role in focusing on the needs and desires of customers in the field of communication providing that the competition between communication companies in Jordan is strong.

### **5. HYPOTHESES OF THE STUDY**

- 1-There is no statistically significant effect of the perceptions of the customers on the buying behavior of smart phones in the private higher education sector / the northern region.
- 2-There is no statistically significant effect of the advertising material on the buying behavior of smart phones in the private higher education sector / the northern region.
- 3-There is no statistically significant effect of the design of the advertisement on the buying behavior of smart phones in private higher education sector / the northern region
- 4-There is no statistically significant effect of the means of advertising on the buying behavior in private higher education sector/ the northern region.
- 5-There is no statistically significant effect of the time of the advertisement on the buying behavior in private higher education sector/ the northern region.

### **6. REVIEW OF RELATED LITERATURE**

The followings are the most prominent local and foreign studies that are related to the subject of this study:-

1-Salous's study (2000) entitled:- the role of commercial advertisements, in his study examined the role of commercial advertisements in television influencing the behavior of the consumer. It aimed at studying the perspective of the Jordanian audience towards commercial advertisements broadcasted by Channel 1 in Jordanian television, so the study attempted to identify the role of advertising in influencing the buying behavior of Jordanian citizens; therefore, a referendum was made and a sample consisting of 500 citizens was chosen. The results of this study showed that half of the sample watches the advertisements unintentionally while watching T.V programs and that most of the commercial advertisements are directed into women. The results also indicated that commercials presented through kids and animation is more acceptable than those presented by men or women.

2- Subhi's study (2006) entitled:- The loyalty of customers towards the providers of mobile phone service in Jordan. This study discussed the factors that help increase It also aimed to investigate the effect of some demographic factors including gender, age, education and monthly income in Choosing the service provider. The effect of these factors was measured through distributing a questionnaire to a sample consisting of (1920) individuals; the findings were as the followings :- Increasing the trust and satisfaction towards the services provided by the service providers and the value perceived by the customers towards the service that customers get, regarding what they increase the loyalty of customers towards this provider by keeping on dealing with the same provider in addition to their positive perceptions toward him by trying to influence their friends to deal with this provider. It was also found that gender, age and education have no effect on the loyalty of the customers; however, the monthly incomes of the customer affect the choice of provider.

3-Aldh'mor's and Al-Shraideh's study (2007) entitled:- The elements of the promotion mix on the Jordanian consumer's decisions of using cell phone service. This study examined that effects, determine the significance of the promotion mix of the advertisement, publicity, public relations, personal selling and means of increasing sales regarding the Jordanian consumer's decisions towards using cell phone service in Jordan through the decision of subscribing, choice of the subscribe and the usage rate. This was achieved through a sample consisting of (494) respondents; the study found that the element of increasing sales is the most influential element regarding the consumer's decision towards

choosing the communication company and the usage rate. However, the importance of personal selling and commercial advertising becomes less when each of them is applied separately.

4-Al-Haj'jar's study (2011) entitled:- "The effect of commercial advertising on the buying behavior of users of smart phones, Services in Amman: A case study aimed at identifying the followings, The role of advertising on the amount of sales, The role of advertising on purchasing the buying behavior, The effect of advertising on the type of mobile phones used; the study showed that, There is an effect of advertising on the buying behavior, The sales increases as long as the advertising material fits the buying requirements of customers, There is an effect of the advertising means on the buying behavior; the study found that there must be some focus on, The content of the advertising message, The type of the advertising message, The organization.

5-Bousninah's study (2006) entitled :- The effect of television advertising on the buying behavior of Libyan consumers, This study dealt with it aimed to investigate the followings: The effect of advertisements broadcasted by non-local channels on the buying behavior, Evaluating the role of television advertisements on the behavior; it was found that, Customers in Libya prefer Television advertising, The television advertising is considered a source of information, Television in Libya positively influences the buying behavior of customers; the study recommended, Focus on television advertising, Increasing advertisements in local T.V channels.

6-Al-Smadi's study (2003) entitled, entitled as "The role of publicity in the commercial advertisement Survey of consumers' attitudes". This study aimed to show the effect of funny advertising on the buying behavior of Jordanian consumers in addition to determining the compatibility of this kind of advertising with the culture. The sample of the study consisted of (400) students at Yarmouk university in Irbid who were asked to respond to a questionnaire as to collect the data of the study. The results indicated that the majority of respondents think that funny advertising draws the consumer attention and it helps them to remember the item better. However, the results showed that some respondents have some reservation regarding trust towards the advertising theme in the funny advertising. The study recommended the need to reconsider the design of the funny advertising in terms of credibility of the content, so this would increase confidence towards the advertising theme and what is said in the funny advertising.

7-Martin Stephen's study (2002) entitled:- The factors that influence and effectiveness of television advertising, This study examined the advertisement, know how to achieve the desired effect. These factors were measured through a sample consisting of (120) French people and the findings indicated that the characteristics of the advertisement and its shape play an important role in the effectiveness of the advertisement.

8-Hikki Karjalato's study (2003) entitled:- Knowing the factors that influence the Finnish guy's decision of choosing the cell phone This study aimed to know how the company provides the service. This was done through a survey of a sample consisting of (379) participants. The findings that ownership and the price are the most important factors in influencing buying the cell phone, whereas audibility and the price were the most important factors in choosing the service provider.

## **7. THEORETICAL FRAMEWORK OF THE STUDY**

**1-Promotion mix:** - It is the communicational, persuasive activity that aims to market products and meet the needs and desires of consumers in order to achieve the organization's goals. Promotion mix is divided into: advertising, publicity, public relations, increasing sales and personal selling.

**2-Advertising:** - It is a communication process in which the organization conveys the informative or convincing information in a specific time through a specific means as to connect with the public in order to define the stimuli (Al-Zoubi 2009). The characteristics of the advertisement: - the price paid, implemented by the public, not using communication means, the advertiser unknown.

**The advertisement aims at:** (Shnou 2010): Introducing the new products to the existing and prospective customers, Attracting customers in new market sectors, Focusing on the basic elements which include: - what to advertise, when, how, why and to whom. As for the means of advertising, it includes: television, electronic media, the press and radio advertising. In terms of purpose, the advertisement is categorized as:- Institutional Advertising: Supporting advertising, Distinguishing advertising.

The commercial advertisement aims at:-

Introducing the product, Changing the behavior of the recipients to become consumers, Creating an atmosphere, Marketing the biggest number of items, Persuading consumers, Correcting the concepts.

**3-Perception (Obeidat 2008):-** Perception is the way in which things are seen and by which the individual makes a selection depending on the degree of awareness of the values; it may be a sensory or non-sensory, Emotional perception ( sensory ) :- It depends on the sensory inputs that interact with the cognitive images and what the individual's values receive an internal and external sense of awareness. There are two types of emotional perception: --The physical stimulus -Expectations Emotional perception has some elements such as optional perception which has the advantage of motivational and expected perception. (Al-Rahemi, Abu-Dalbouh 2013)

**Cognitive Interpretation:** What concerns us as a marketer is the customers' interpretations of the content of the advertisements including why the advertisement was presented in one channel and what the appropriate time was and how? These questions are raised about the advertisement by customers depending on their personal interpretations. The change in the emotional perception is one of the most important phenomena in life because customers make their personal choices depending on the stimuli that they are exposed to and optionally perceive in addition to the motivations, needs and interests that also have an effect on this choice either intentionally or unintentionally.

**4-The design for the advertisement:** - It became necessary to leave the traditional design of the advertisement in accordance with the changes in the directions meant to fit the consumers' needs about the design of the advertisement. In designing the advertisement, several factors are taken into consideration which are:-

- Time= "when", why= "reason", how= "the method", who= "customer">
- What= "message", whom= "the target segment"

**5- The advertising material Promotion:** is used to communicate with customers and convince them in addition to showing the benefits and the additional values of the tourism product. The advertising material helps influence the mind of customers toward the desired response which includes achieving the tourism organization's goals and developing the specific questionnaires of behaviors. The advertising material is one the major elements of the commercial advertisement since it contains answers to the questions raised by customers regarding the time of launching the product, the means used such television and radio , and the content of the meaningful communicative message which is directed into a specific tourism sector; this entails that the advertisement would contain a content that is able to view the characteristics of the tourism product, in addition to its role in showing the values of the product, creating interactions and being able to deliver both the clear and complex information along with a summary that reflects the programs offering tourism services. The advertising material can also focus on customers through direct and indirect contact of the tourists with the programs offering tourism services; this is also achieved through an attempt to change the tourists' attitudes towards the tourism product and drew their attention to this product by providing the needed information in addition to developing the tourism programs, taking into consideration the changes in customers' attitudes and developing their needs and desires as tourists.

**6-The means of advertising Promotion:** is done effectively as a result of the effective communication through mutual agreement between the two parties of the promotion process ( The sender, receiver, message, medium). The sender and the receiver are the parties of the communication process; the communication tools are the message and the means. However, the functions of communication is the vice versa feedback, decoding, encoding, harmony and jamming. The means of communication is the way or the tool through which the advertising message is delivered to the target audience , either by individual or mass interview and by advertising means (television, radio, the Web, telephone, etc ). In addition to this, it is trust mentioning that communication becomes effective when several important elements are available including:

(Al-Ta'ey 2004), Time is a valuable element in the success of marketing communication and marketing promotion of the tourism stimuli in Jordan since there are some specific elements that the target audiences of the communicative message prefer. However, it is noticed that the target audience in Jordan watch foreign satellite channels more than Jordanian ones, especially at night; this helps us at the tourism sector to broadcast the advertising message at night. As for the employees of the government, they can listen to radio programs in the morning; when it comes to newspapers, they can be read by individuals and business organizations during official work hours. (Abu-Dalbouh 2009)

## **8. THE SECOND SECTION: THE CONSUMER BEHAVIOR**

Definition of consumer behavior: - ( Shabib, Nadi 2006) defined the consumer as " part of the target audience and he could be defined as the one which a commodity satisfies his/her needs and suites his/her sense", As for the target audience, it is defined as " people who receive a certain message that is directed to them; they could be a TV channel watchers, readers of newspapers or magazines or listeners of a radio station. ( Shabib , Nadi 2006)

The behavior, on the other hand, is defined as" An external activity that includes the physical and mental activities of the human". As for the consumer behavior, is it one kind of human behavior, and therefore it is affected by multiple factors; each factor leads to different kinds of behavior and all factors may lead to only one behavior. It is a set of the individual's actions that have to do with getting goods and services and using them including the decisions that precede and determine these actions. The behavior can also be defined as a set of actions done by people who directly get goods and economic services in addition to the decisions preceding and determining these actions.(Omar, page 18, 2008).

## 9. THE IMPORTANCE OF STUDYING CONSUMER BEHAVIOR

The consumer is the starting point of all policies of the organization. So the administration must think about the consumer's problems, needs and desires and link this principle with several considerations when formulating the marketing philosophy of the organization. (Al-Awadly 2006). These considerations include that:- Consumers can be divided into several categories, The consumer of any category will accept any efforts by the organization, The main objective of the organization is to search for and choose the prospect markets. The most important Cultural Factors Affecting Consumer Behavior:-

**1 - Education :**It is a change in the behavior of the individual as a result of the acquisition of new experiences and skills, in addition to the modification of previous experiences , which helps to satisfy the changing needs and desires and achieving goals as well as choosing what fits his needs and suits his abilities. Also, it refers to the individual's ability to apply information and prior knowledge on his future behavior in the buying decision. Education leads can help individual gain habits and knowledge that satisfy his motivations since there is a relationship between the behavior and the individual and his ability to learn and memorize. ( Obeidat 1998 )

**2- Religion:** - Religious beliefs affect the type of consumption in society in accordance with the religion of the people in that society in addition to their inherited beliefs. For example, we do not find promotions for pork in Muslim countries as well as alcohols and other things and activities that are incompatible with the regulations of Islam. In addition to this, religious occasions and holidays increase the demand of some specific goods and services. Therefore, this short view indicates that religion has a significant impact on the consumer behavior and his consumption learning.( Al-Sa'medy 2001).

**3-Language:** - Language has a clear effect on the market especially when it comes to choosing appropriate words and formulating them in ways that aim directly to affect the consumer. There are a lot of words that meant something at one time but mean other negative or positive things in the current time; some words may have different meanings when moving from a place to another in the same country. This shows that language is one of the most difficult obstacles in understanding a specific culture. Some people think that language is hard to be learned well unless the individual lives among native speakers of the language; therefore, the proficiency of the marketing man relies heavily on knowing the language of the audience. (Sulaiman2000).

**4-Customs and Traditions:** - The impact of customs and traditions that a consumer follows somewhere is obvious on his way in consumption. For example, the traditions of consumers in Jordan differ from those in Qatar. The distinction is due to the differences in cultures of these two nations from which buying and non-buying traditions originated. Therefore, the marketing man must take into consideration the differences in customs and traditions of the consumption society he is dealing with and study them well in every marketing activity he does. For example, the impact of marketing in a Western country like Germany would be so different due to the difference in customs and traditions. (Al-Sa'medy 2001)

### Stages of making buying decision include (Al-Asee 2006):-

1-Understanding the problem:- It is the consumer's awareness of the problem that happens when he understands a specific need and so there emerges a motivation for solving the problem.  
2-Searching for information:- After stating and understanding the problem by the consumer, looking for information and available alternatives that help satisfy the consumer's desires through buying a specific commodity or service, and so the consumer depends on the information found in decision-making buying process.

3-Evaluating alternatives:- After collecting the needed information about the desired goods or services along with their alternatives, the consumer starts preferring one good over the other in terms of brands, prices and so on in compatible with the consumer's buying ability capabilities.

4-The buying decision: - After determining the desired alternatives and confirming the choice of the commodity or service, the consumer makes the decision of buying after determining the required specifications.

5-Evaluation after buying: - At this stage, the degree of consumer satisfaction towards the commodity or the service that he bought is determined through the degree of performance and the benefit achieved.

## 10. METHODOLOGY OF THE STUDY

The researchers used the descriptive, analytical approach to study the variables and see their effects on the customers and their buying behavior. The data were collected depending on two sources: the first was through the questionnaire, and the second was the books, references and periodicals. Population and Sample of the study: - The population of the study consists of university students at (Irbid National

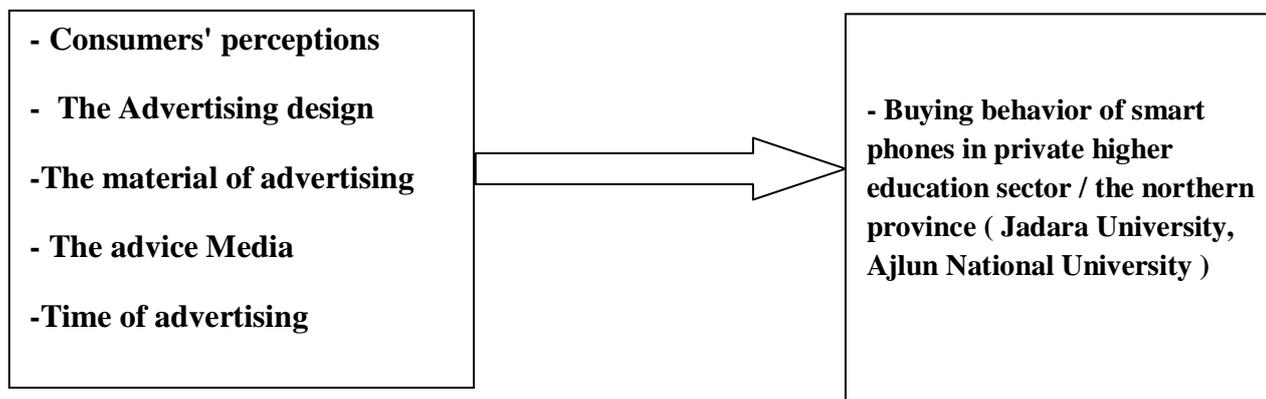
University, Jadara University, Ajlun National University, Jarash National University). The sample of the study, on the other hand, consisted of students of Jadara University and Ajlun National University.

The number of colleagues are=9,the number of students are =15,(9\*15=135)but the acceptance to analyze are= 123 questionnaires.

**Variables of the study:-**

(Advertisements)

(Buying behavior)



**Data collection sources:** The researchers depended on sources for data collection:-

-First: The secondary sources: Including books, studies, announcements and websites.

-Second: The primary sources: Including the extraction model, represented by the survey (The questionnaire)

**The tool of the study :-** To achieve the purposes and objectives of the study, a questionnaire was designed and distributed to the members of the population of the study. In the questionnaire, the "Alleckarta" model, consisting of 5 degrees, was used. So, the questionnaire of the study consisted of the following parts: -The first part: - Including the personal information of the respondent.

-The second part: - Including the questions related to the effect of the commercial advertising on the buying behavior of users of phones. 135 questionnaires were distributed in the following faculties at Jadara University and Ajlun National University. However, 125 questionnaires were returned and the useful ones were 123, which is 91% of the number of the questionnaire returned. Data Analysis Method:-data were analyzed by using the statistical software program SPSS using the following statistical tests:-

-Cronbach Alpha test: This is to test the credibility of the tool of the study.

-Test(s) per sample (Regression) and test(s) for the independent sample (t-test independent) in addition to the (One Way Anova ) to test the hypotheses of the study.

**Discussion the results:-** Including the arithmetic mean, standard deviation, frequencies, percentages, simple regression and multiple regression. Results and Analysis: We have found the following results:-

1-The degree of consistency of the variables that are independent internally and externally ranged from 76-87%,which stresses that the variables are appropriate for the study and that their effect on the dependant variable (the behavior) was "very good".

2-The arithmetic means were limited between 3,59 – 3,76 which indicates that the effect of these factors on the buying behavior was moderate; this shows that the degree of customers' response to the variables ( perception, the media content, advice medium, design, time) was weak.

3-The degree of dispersion of values was limited between 0,789 – 0,876 which shows the unison of these elements in affecting the buying behavior.

4-The most significance variable was the time, reaching 0, 933, which means that the time of the advertising campaign is important for the buyer; the significant variable was for the perception which was 0,741.

5-The dispersion ratios of the variables in this form are very low (0, 1654) which indicates that the awareness of the customers towards the product, times of buying and buying behaviors were very similar. Table (1)

	N	Minimum	Maximum	Mean	Std. Deviation
Behavior	123	1	5	3.88	.789
Perceptions	123	1	4	3.95	.861
Design	123	1	5	3.76	.828
Media content	123	1	4	3.94	.856
Advice media	123	1	4	3.94	.856
Time	123	1	5	3.77	.876
Valid N (list wise)	123				

6-The examined form was so appropriate and statistically and morally significant.

7-(Beta) explained the effect of the independent variables (design, the means of advertising, the content of advertising, time, perception) on the buying behavior.

Analyzing: we note that many messages in this study as:

The attitudes of customers to the advertisements is below because no a good message, the time of sending the message is not appropriate for the customers, the reflect effect of advertisements on customers behavior is low because the messages not design as good as the target market directly, advice media which choosing by tel- companies so far not well because the cost of good media is high, the design mostly un appropriate for all segments.

### **11. RECOMMENDATIONS:-**

1-Increasing focus and introducing the audience in the private higher education sector with the desired benefits of changing the buying behaviors of cell phones.

2-Increasing interest and understanding of promotion campaigns directed by Jordanian Telecom companies.

3-Improving and developing the advertising content of the message directed to customers in the private higher education sector.

4-Improving and developing the external and internal design of the advertising message.

5-Choosing the appropriate time to broadcast the communicative message to the audience of customers.

6-Choosing the appropriate means of communication to broadcast the communicative message as required by customers.

7-Choosing the appropriate stimuli to increase the interest of customers and the interaction with different stimuli.

8-Trying to persuade the customers into making their buying decisions to improve the demand.

Reliability of scales Table (2)

	N. Items	Alpha (a)
Behavior	5	0.81
Perceptions	4	0.83
Design	4	0.85
Media content	4	0.76
Advice media	6	0.79
Time	4	0.87

Correlations Table (3)

		Behavior	Perceptions	Design	Media content	Advice media	Time
Behavior	Pearson Correlation	1	.741(**)	.542(*)	.459(*)	.661(**)	.933(**)
	Sig. (2-tailed)		.000	.014	.042	.002	.000
Perceptions	Pearson Correlation	.741(**)	1	.662(**)	.696(**)	.984(**)	.783(**)
	Sig. (2-tailed)	.000		.001	.001	.000	.000
Design	Pearson Correlation	.542(*)	.662(**)	1	.730(**)	.656(**)	.460(*)
	Sig. (2-tailed)	.014	.001		.000	.002	.041
Media content	Pearson Correlation	.459(*)	.696(**)	.730(**)	1	.722(**)	.437
	Sig. (2-tailed)	.042	.001	.000		.000	.054
Advice media	Pearson Correlation	.661(**)	.984(**)	.656(**)	.722(**)	1	.732(**)
	Sig. (2-tailed)	.002	.000	.002	.000		.000
Time	Pearson Correlation	.933(**)	.783(**)	.460(*)	.437	.732(**)	1
	Sig. (2-tailed)	.000	.000	.041	.054	.000	
	N	123	123	123	123	123	123

Collinearity Statistics Table (4)

Model	Collinearity Statistics	
	Tolerance	VIF
Behavior	.632	1.582
Perceptions	.735	1.360
Design	.675	1.482
Media content	.705	1.418
Advice media	.644	1.552
Time	.634	1.578

Model Summary Table (5)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689 <sup>a</sup>	.678	.672	.145

a. Predictors: (Constant), Perceptions, Design , media content , time, advice media

ANOVA<sup>b</sup> Table (6)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.760	4	3.440	163.822	.000 <sup>a</sup>
	Residual	.315	15	.021		
	Total	14.075	19			

ANOVA<sup>b</sup> Table (6)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.760	4	3.440	163.822	.000 <sup>a</sup>
	Residual	.315	15	.021		
	Total	14.075	19			

- a. Predictors: (Constant), Perceptions, Design, , Time ,media content ,advice media  
b. Dependent Variable: Behavior

Coefficients<sup>a</sup> Table (7)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.108	.133		.807	.432
	Perceptions	.040	.049	.048	.818	.026
	Design	.865	.075	.880	11.550	.000
	Media content	.040	.049	.048	.818	.006
	Advice media	0.751	.070	0.780	9.888	.035
	Time	.097	.043	.130	2.249	.000

- a. Dependent Variable: Behavior

## 12. REFERENCES

1. RedaSaheb, Abu Ahmed. (200). " A Survey Study of The Effect of Consumer Behavior and Marketing Mix on the Market Share of Kofah Factory Soft Drinks", Kofah University, Iraq.
2. Bousnenah, EizAldeen Ali. (2006). " The Effect of Television Advertising on the Buying Behavior of Libyan Consumers: A Case Study of a Sample of Banghazi citizens", King Abd Al-Azeez University Magazine: Economy and Administration, Volume(20), Series (1), Pages 65-94.
3. MohammadBarakat, Al-Haj'jar. (2011). " The Effect of Commercial Advertising on the Buying Behavior of Users of Smart Phones Services in Amman City: A Case Study", MA thesis, Middle East University
4. AliFalah, Alzou'bi. (2009). the Effective Advertising: A Universal Practical Perspective. Alyazoury Scientific House, Amman.
5. BasemAdbel'raz'zaq, Shnou. (2010). "The Role of Effective Factors of Buying Decision Making for Consumers and Their Effect on the Amount of Sales", Damascus University.
6. Sami, Al-Smadi. (2003). " The Role of Publicity in Commercial Advertising: A Survey Study of the Attitudes of the Jordanian Consumer", The Second Arabian Conference: Marketing in the Arab World, Opportunities and Challenges, Doha, Qatar.
7. Ayman, Omar. (2008). The Consumer Behavior, Culture Publication house, Alexandria, Egypt.
8. Al-Awadly, Salwa. (2006). Advertising and the Consumer Behavior. Arab Renaissance House, Cairo, Egypt.
9. Mohammad Ibrahim, Obeidat. (1998). the Consumer Behavior. Wael Publication House, Amman, Jordan.

10. Mohammad Ibrahim, Obeidat. (2008). *the Consumer Behavior. A Behavior Introduction*, Version 4, Wael Publication House.
11. Al-Ruhaimy, Salem. Abu-Dalbouh, Mahmoud. (2013). "Marketing Principles ". Jareer House for Publication and Distribution, Amman, Jordan.
12. Mahmoud, Abu-Dalbouh. (1999). "Evaluation of the Factors Affecting Marketing Activities of Organizations Specialized in Gold Forming Field in Jordan". PHD thesis, Amman Arab University, Amman, Jordan.
13. Naji, Ma'la. (2007). "Promotion Mix, A Universal Communicative, Marketing Domain". Amman. Pages 240-244.
14. Al-Awadly, Salwa. (2006). "Advertising and the Consumer Behavior". Arab Renaissance House, Cairo.
15. Al-Su'med'ey, Mahoud. Radenah, Yousef. (2001). "The Consumer Behavior as a Quantifying and Analytical Field. Al-Manahej Publication House, Amman, Jordan.
16. Mohammad, Sal'ous. (2000). "The Role of Commercial Advertisements in Television in Affecting the Buying Behavior of Citizens". *Studies of Human and Social Sciences*, (2), pages 27-30.
17. Atef Ahmed Hussien, Subhi. (2006). "Factors Increasing the Degree of Consumers' Loyalty Towards Mobile Phone Service Providers in Jordan". Unpublished MA thesis, University of Jordan, Amman.
18. Al-Dh'mour, Hani. Al-Shraideh, Mohammad. (2007). "The Degree of the Elements' of Promotion Mix Effect on the Jordanian Consumer's Decisions of Using Cell phone Service". *Jordanian Studies magazine*, pages 375-390.
19. Sharif Ahmed Sharif, Al-Assy. (2006). "Promotion and Public Relations as an Introduction to Marketing Communications", Alexandria, The University Publication House, page 195-197.
20. Alnadi, NourAldeen. Shabeeb, Najim. (2006). *Advertising and Publicity in Television and the Cinema*. Arabian Society Library for Publication and Distribution, Amman, Jordan.
21. Al-Taa'ey, Hameed. (2004). *Tourism Marketing, A Strategic Introduction*, Amman, Jordan, Al-War'raq Publication House, Version 1.
22. Martin stéphane. 2003. *Mémorisation de la publicité: la spécificité de la TV avec la SNPTV*, Paris journal semaine, de la publicité. FRANC.
23. Hikkikarjaluoto, jukkapakola, marjukkapietila and raulisvento. 2003. An exploratory study on antecedents and consequences of mobile phone usage in Finland. This paper is published in the AMA summer marketing educators'Conference proceedings, 14, Chicago, USA.
24. Salous's study (2000) entitled:- the role of commercial advertisements, in his study examined the role of commercial advertisements in television.
25. Subhi's study (2006) entitled:- The loyalty of customers towards the providers of mobile phone service in Jordan.
26. Al-Haj'jar's study (2011) entitled:- "The effect of commercial advertising on the buying behavior of users of smart phones
27. Al-Smadi's study (2003) entitled, entitled as "The role of publicity in the commercial advertisement Survey of consumers' attitudes".

## The Questionnaire of the study

Dear respondent, peace be upon you. The researchers aim to conduct a study entitled as : **The effect of advertising on the buying behavior of smart phones in private higher education sector / The northern province . Students (customers) Please answer the questions of the questionnaire depending on your personal opinions. All data will be dealt with confidentially; only for the purposes of scientific research.**

**First: The personal Information: Specialization: .....**

**Gender: Male ( ) Female ( )**

**Age : Less than 20 years ( ) Between 20 – 23 years ( )**

**Between 24-27 years: ( ) 28 years or more ( )**

**Place of residence: City ( ) Village ( ) Badia ( ) Camp( )**

**With respect**

**Second: The questions of the questionnaire. Please put (x) on the appropriate answer.**

Number	Paragraph	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<b>There is no effect of perception on the buying behavior of smart phones in the private higher education sector</b>						
1-	Customers(students) perceive the marketing implications of the advertisement					
2-	Perception helps customer determine the logical values of buying the product according to what is mentioned in the advertisement					
3-	Perception helps customer repeat buying the same product					
4-	Perception helps in developing the product in accordance with customers					
<b>There is no effect of the advertisement on the buying behavior of smart phones in private higher education sector</b>						
5-	The design of the advertisement helps encourage the buying behavior of customers					
6-	The design of the advertisement helps increase the demand by customers					
7-	Telecom companies cares about the customers' complaints about the design of the advertisement					
8-	Telecom companies develop the advertisement design in accordance with customers					
<b>There is no effect of the advertising medium on the buying behavior of smart phones in private higher education sector</b>						
9-	Telecom companies use the appropriate medium for advertising " television, radio, newspapers, etc"					
10-	The kind of advertising medium helps customers to take the buying decision					
11-	The advertising medium helps increase the customers satisfaction about the product " smart phones"					
<b>There is no effect of the time of the advertisement on the buying behavior of smart phones in private higher education sector</b>						
12-	The time in which the telecom companies broadcast their commercials helps decide the buying decision of the product					
13-	The specific time of the advertisement helps encourage the buying behavior to get customers					

14-	The time of the advertisement (night, day, summer, winter) plays a role in customers satisfaction					
<b>There is no effect of the advertisement material on the buying behavior of smart phones in private higher education sector</b>						
15-	Customers understand the content of the advertising message					
16-	Customers understand the advertising message in many concepts					
17	Telecom companies direct their advertising messages to appropriate fields of market					
<b>There is no effect of the advertising on the buying behavior of smart phones in private higher education sector</b>						
18-	The commercial advertising affects the buying behavior of customers					
19-	The commercial advertising helps in increasing the number of customers					
20-	The commercial advertising helps customers buy new products					
21-	The commercial advertising persuades customers to repeat buying ( loyalty)					