THE EFFECT OF SELECTED MARKETING ACTIVITIES AND PROMOTIONS ON THE CONSUMERS BUYING BEHAVIOR

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Abstract. The core purpose of this study is to determine the impact of electronics marketing (word of mouth), perceived value, and social networking on customer buying behaviour through customer trust in the context of cosmetic industry of Jordan. To accomplish the main research objective, the study has followed SEM technique for analysing collected data. For data collection, the use of survey questionnaire has been made, in which data was collected from total 223 respondents. The results of this study confirm the significant impact of perceived value on customer trust and customer buying behaviour, whereas electronic marketing (word of mouth) was found to have insignificant impact on both customers buying behaviour and customer trust. Findings also revealed the significant impact of social networking networks on customer buying behaviour. However, its impact on customer trust was insignificant. With respect to mediating effect, customer trust significantly mediates the association between perceived value and customer buying behaviour.

Keywords: perceived value, electronic marketing (word of mouth), social networking networks, customer buying behaviour, customer trust.

JEL Classification: M31, M39.

Introduction

There has been a lot of debate in the existing literature over the identification of some major factors that can influence the buying behaviour of customers. Changes in the market dynamics and customer behaviour make this debate important for any marketer. The concept of consumer buying behaviour is commonly referred to a process through which customers select, purchase and consume services and goods to satisfy their needs and wants (Ramya & Ali, 2016). Despite the significant debate over the factors that can affect customers' buying behaviour, there is a high contradiction in the existing literature since no consensus formed over specific factors that influence customer buying behaviour. As mentioned in the study of

Ong et al. (2019), a complete understanding of customer buying behaviour is not possible as it closely associated with the human mind and perception. Apart from that, the buying behaviour of customers can also vary among industries. Thus, it is important to consider different contexts while examining the customer buying behaviour (Nghi, 2018). On the other hand, one best way to understand buying behaviour of customers and projecting how customers behave in buying situations is through assessing the previous purchasing decisions of the customers.

In the current highly competitive business environment, the maintenance and creation of brands have become highly crucial. Thus, a proper understanding of how customer perceptions influence the buying behaviour plays a pivotal role in the development of successful brands (Permarupan et al., 2014). In this regard, the

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concept of customer perceived value has been recognized as one of the most important factors that hold the potential to affect customer purchasing decisions (Al-Hawary, 2013a, 2013b). According to Gan and Wang (2017), the notion of perceived value refers to the overall assessment of the consumers regarding the product utility on the basis of what is given and what is received, which also portrays the trade-off among perceived risk and perceived benefits. The concept of perceived benefit is linked to the overall benefits that consumers attain from the services or products, whereas the concept of perceived risk can be explained as the overall cost paid to gain services or products (Wang & Yu, 2016). Several studies showed a significant influence of perceived value on customer buying behaviour (Salehzadeh & Pool, 2017).

The emergence of the new technologies has also given new dimensions to the way customer makes purchases, thus making a significant influence on the buying behaviour of customers. According to Nolcheska (2017), social networks in the current business environment have emerged as important platforms from where brands are extending their campaigns and marketing strategies, associating their brands with customers, and where customers are sharing their experiences, opinions, and knowledge. This has resulted in making a huge influence on the ways customers make purchase decisions (Al-Hawary et al., 2013). Apart from that, the concept of electronic word of mouth (eWOM) is regarded as another important aspect that holds the potential to influence customer purchase decision. According to Sandes and Urdan (2013), eWOM can be viewed as the influence of informal opinion of someone regarding the brand's offering in online platforms resulting from the consumption experience. This tends to make a greater impact on changing customer perceptions about the brand, which eventually leads towards influencing purchasing behaviour of the customers. However, above all the factors, the element of customer trust has emerged as one of the major concerns associated with the online marketing and social networking and can greatly affect the purchasing intentions of the customers.

There are many studies that investigated the impact of perceived value, electronic marketing (eWOM), and social networking networks on buying behaviour of customers (Gan & Wang, 2017; Cheung et al., 2009; Al-Hawary & Al-Menhaly, 2016; Farzin & Fattahi, 2018). However, the existing studies lack evidence with respect to the mediation effect of customer trust on the most influential factors of customer buying behaviour. Apart from that, there is a lack of evidence concerning the Middle East region. Therefore, this study aimed to investigate the impact of perceived value, electronic marketing (eWOM), and social networking networks on customer purchasing behaviour through customer trust in the context of cosmetic industry of Jordan. In the Middle East region, Jordan is recognized as the largest cosmetic market with having the higher rate of consumption of cosmetic products (Mordor Intelligence, 2019). Hence, this study bears huge significance as it promises to make an important addition in the existing literature.

1. Literature review

Consumer buying behaviour is referred to the study of a group of individuals related to certain market and organisation where the activities associated with the marketing and promotion of the products are having a huge impact on consumers. In reference to the study carried out by Harahap et al. (2018), the buying decision of the consumers is generally based on different emotions, attitudes and preferences that results in addressing the buying behaviour of the consumers. There is a variety of buying behaviours and attitudes of the consumers in terms of complex buying behaviour, dissonance-reducing buying behaviour, habitual buying behaviour (Altarifi et al., 2015; Zhang et al., 2018). It is comprised of the attitude, behaviour and the intentions of purchasing any particular products or services. The following study is based on the consumer purchase decision and buying behaviour in regards with the cosmetic industry within Saudi Arabia. Based on the assessment of Woo and Kim (2019), the consumers have certain expectations from the brands that create a different value for them that create higher sense of trust among them. It has been observed that the brand has the ability of meeting the needs and expectations of the consumers that is needed to be addressed within the perceived value.

Hong et al. (2017) and Heath (2019) investigated the factors of perceived value for assessing the consumer behaviour. It has been observed that the consumers look forward for gaining the appropriate products that can meet their expectations. It is referred to the perceived value that has a significant positive impact on the consumers according to Husnain and Toor (2017). Perceived value of the consumers are their expectations that are needed to be fulfilled by the marketers by creating such products that can meet consumers' expectations and can make them satisfied with the products offerings are also create trust for the brand (Al-Hawary et al., 2011; Alshurideh et al., 2017; Alolayyan et al., 2018; Al-Hawary & Metabis, 2012). The study of Tien et al. (2019) added that the consumers expect high quality products from the marketers, and when they don't get the expected quality of products, they get dissatisfied and lose interest in the brand. Therefore, it is considered to be an important factor while addressing the issues of consumer buying behaviour. Based on the mentioned statement the hypothesis can be created as follows:

H1: Perceived value has a significant positive impact on the consumer buying behaviour in the cosmetic industry.

It has been observed that the consumers have been relying heavily on social media websites and the number of uses has been increasing at a higher rate as referred by the study of Can and Kaya (2016). There are several research who carried out studies on social media and its influence on consumer buying behaviour (Hajli et al., 2017, Moran & Muzellec, 2017). In light of the study carried out by Lim and Kumar (2019), it has been observed that there are several social media websites such as Facebook, Instagram and Snap chat, there is a huge number of cosmetic bloggers, and other individuals who recommend certain

cosmetic products that influence a huge number of target audience and create trust. It also facilitates them to buy certain products. Harahap et al. (2018) argued that the means of social media has been the cheapest and hence the most effective kind of promotional method that is used for attracting the consumers and gaining a huge influence for increasing their buying behaviour. The use of these social media websites has created the means of better opportunities for marketing and restoring the products in an attractive manner. Hence, based on the above statements the hypothesis can be created as follows:

H2: The social media marketing network has a significant positive impact on the consumer buying behaviour in cosmetic industry of Jordan.

In addition to the above-mentionedstatements, it has been observed that there are some other factors that have an impact on the consumer buying behaviour. Kunja and Acharyulu (2018) emphasised that the means of social media marketing has been in fame for a long time and has been used by organizations for influencing customer buying behaviour. Additionally, the means of word-of-mouth (WOM) also have a huge impact on the consumers as they visit certain pages and look out for the reviews and opinions from other consumers regarding the product (Schultz, 2016). The study of Harb et al. (2019) has highlighted that the WOM marketing is based on the consumer talks and discussions related to the products that can be reviewed and can be accessed by other consumers for gaining the ideas regarding the quality and other attributes of the products. This is considered to be a major aspect that influences the consumer buying behaviour and is referred to as the feature that deals with enhancing consumers' willingness for purchasing the products. Hence, based on the above statements, the hypothesis can be created as:

H3: The WOM has a significant positive impact on the consumer buying behaviour in cosmetic industry of Jordan.

Consumers look out for different perspectives and areas before purchasing any particular product or services (Naeem, 2019). This has created the means of consumer buying behaviour and is considered to be an important element for the marketers for dealing with the purchase decision. All of the above-mentioned factors have created the estimation that the consumer buying behaviour is based on different factors that combine to create the positive attitude towards the brands for purchasing the products. Kudeshia and Kumar (2017) argued that the more attractive the products are being displayed, the more the consumers get attracted to the products and allows them to purchase them. As the current study is based on the case of Jordan within the cosmetic industry, the research

has addressed the consumers of this sector for solving the research problem.

2. Theoretical framework

A variety of models, frameworks and theories can be used for addressing the consumer buying behaviour among different target markets. The study of Yzer (2017) emphasised that the theory of reasoned actions is the theory that has an important role in assessing the attitudes and behaviour of decision-making process. It refers to the intentions of creating rational decision for the particular products and services. Consumers utilise specific actions for addressing their decision making for buying products and services. Liu et al. (2017) added that the marketers have been taking considerable actions for managing the internal and external influences for marketing the products and services that can be used for making particular choices of the products. The consumers are influenced by the offerings made through the internet and social media that creates a positive behaviour for buying.

Additionally, the study of Putra et al. (2017 has placed emphasis on rational decision making based on the theory of Hawkins Stern Impulse Buying that also explains the impulsive buying behaviour of the consumers using the strategies of electronic media that are used for attracting the consumers and making decision for buying the products or services. Gupta (2020) highlighted that the internal and external stimuli focus on building the relationship between the brands and the consumers that is used for creating the better offerings and facilitating them for taking the purchase decision. The researchers have carried out the discussions and have highlighted that these theories are effective for dealing with the human behaviour for buying cosmetic products through the means of social media marketing.

3. Conceptual framework

The research conceptual model as shown in Figure 1 portrays the potential relationships between research constructs.

4. Research methodology

Hussaini et al. (2019) highlighted that the researchers estimate the utilisation of appropriate methodologies that are used by the researchers for solving the research problem. The researcher has provided with the selection and justification of research methods to be used in the study within
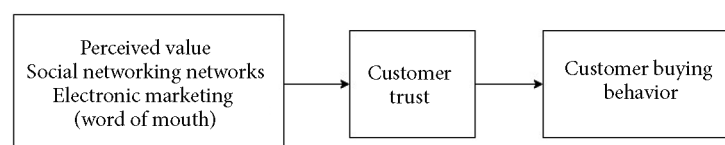

Figure 1. Research conceptual model (source: authors' own elaboration)

the following section. Maximova et al. (2016) added that it is necessary for the researcher to use the most appropriate style of research methods that can be used for getting the accurate research results in this regard.

The researcher has developed the graphical presentation of the variables within the research by creating the conceptual framework. The researcher has presented the independent variables on the left-hand side that are the factors that affect the other variable. Whereas the dependent variable is presented on the right-hand side of the framework. The independent variables of the research are provided to be perceived value, social networking networks, electronic marketing (word of mouth) and the dependent variable is the consumer buying behaviour that is a factor for identifying the practices used for estimating buying behaviour of the consumers. Whereas the factor of consumer trust is taken as the mediating variable within the study. The researcher has shown a direct relationship between the independent and dependent variable as shown in the framework provided as under.

4.1. Data collection method

According to the study of Adiono et al. (2016), the method of data collection is based on the nature of investigation that has been carried out by the researchers. It has been observed that there is a variety of methods of data collection that can be used by the researchers for assessing the research problem using the methods of primary or secondary methods for data collection. The researchers have a variety of options to be used within the following research for identifying the research problem.

Xu et al. (2018) argued that the methods can be qualitative and quantitative, or both the methods can be used by the researchers. The following research has selected the method of quantitative assessment using the data collection method through a questionnaire survey. The use of this method is highly effective and feasible for assessing the impact of perceived value, social networking networks, electronic marketing (word of mouth) on the customer buying behaviour within the cosmetic industry. This method has been used to gain the firsthand data within the research for investigation.

4.2. Sampling technique

The sampling techniques identify the methods that are utilised for collecting the data from the respondents according to Kumar (2019). The researchers have carried out the assessment for investigating different styles of sampling techniques that can be used for collecting data. The researcher has selected the method of non-probability sampling that has been used by the researcher for gaining the data with feasibility from the respondents. With the method of non-probability sampling, the researcher has easily gained the response from the target audience and has easily approached the consumers for gaining the data for research.

4.3. Research instrument

The researcher has designed the self-administered survey questionnaire that was provided to the respondents belonging to the cosmetic industry of Jordan. This method of survey has been used by the researchers for collecting the primary data from the respondents. The means of questionnaire has been the most effective method for collecting data from the respondents. Mohajan (2018) added that the respondents provide with the data that is best suitable option for them that can be used by the researchers for addressing the research problems.

4.4. Data analysis technique

The analysis method is needed to be according to the method of data collection that can be used by the researchers for gaining the results. According to Ørngreen and Levinsen (2017) the method of analysis is based on the nature of investigation that can be used for assessment. The technique used in the following research is the structural equation modelling (SEM) that has been carried out for addressing the research problem and gaining the appropriate results in this regard.

5. Results

In previous section, the description of all the research methods and techniques that have been incorporated in this study was presented. However, the main purpose of this section is to present the results on the basis of the application of selected methods or different statistical tests. This section is bifurcated into different parts, as it covers discriminate validity, confirmatory factor analysis, model specification, path assessment, and mediation effect.

5.1. Confirmatory factor analysis

The technique of confirmatory factor analysis is regarded as one of the prominent SEM's techniques, which is commonly used in studies for analyzing quantitative data. As mentioned in the study of Phakiti (2018), CFA is probably the most flexible and powerful statistical technique that is used to analyze whether all the construct's measures are consistent with the initial understanding of the researcher regarding the nature of those constructs or factors. In other words, the main rationale of using CFA in a study is to make sure whether all the factors or constructs of the study are consistent and reliable with the context of the study. Moreover, several other statistical measures help in understanding the structure and in claiming the reliability of all the constructs. In this regard, in Table 1 the CFA has been conducted by taking different statistical measures into account, which includes average variance extracted, composite reliability, Cronbach's Alpha, and factor loading.

In accordance with the study of Liang (2020), the measure of factor loading indicates the correlation coefficient between latent common factors and observed

variables. The same study recognizes 0.6 as the most appropriate threshold level for factor loading. Therefore, the same criteria have been followed in this study to assess the measure of factor loading. In Table 1, the lowest value of factor loading identified is 0.662, which confirms the validity of all the constructs, thus no construct has been excluded from the model.

Apart from that, the measures of composite reliability and Cronbach Alpha are another important aspect of CFA, which helps in analyzing the reliability of each construct. According to Ahmad et al. (2016), the appropriate level of benchmark for composite reliability and Cronbach alpha is 0.6. In this regard, if the values of these two measures are above 0.6, then constructs can be considered as reliable. Hence, researcher in this study has also followed the same criteria for assessing the reliability of all constructs. As per the findings, the Cronbach alpha values for customer buying behavior, customer trust, electronic marketing, perceived value, and social networking networks have been 0.886, 0.816, 0.881, 0.865, and 0.875 respectively. On the other hand, the values of composite reliability for the same series of constructs have been 0.917, 0.871, 0.912, 0.917, and 0.923. All these values of composite reliability and Cronbach Alpha confirm the reliability of all the constructs. Moreover, Table 1 also confirms the validity of constructs with the measure of average variance extracted (AVE). According to Ab Hamid et al. (2017), the measure

Table 1. Factor loading, reliability, and convergent validity

	Factor Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
CBB1	0.806	0.886	0.917	0.690
CBB2	0.902			
CBB3	0.841			
CBB4	0.863			
CBB5	0.730			
CT1	0.769	0.816	0.871	0.576
CT2	0.736			
CT3	0.840			
CT4	0.662			
CT5	0.749			
EM1	0.846	0.881	0.912	0.676
EM2	0.821			
EM3	0.807			
EM4	0.838			
EM5	0.796			
PV1	0.877	0.865	0.917	0.787
PV2	0.904			
PV3	0.880			
SNN1	0.874	0.875	0.923	0.799
SNN2	0.899			
SNN3	0.908			

of AVE helps in identifying whether the two variables that are theoretically thought to be related to each other are actually related. The same study identifies 0.5 as the appropriate level of threshold for AVE measure. In this regard, all the values of AVE highlighted in Table 1 are found to be over 0.5. Hence, it has been confirmed that all the constructs that have been incorporated in this study are pose with convergent validity.

5.2. Discriminant validity

Table 2 presents the results related to the construct's validation through the measure of discriminate validity. Discriminate validity has been measured through HTMT ratio, for which 0.8 is considered as an accepted value as highlighted in the study of Tyndall et al. (2019). The highest HTMT values computed in Table 2 is 0.723. Thus, it proves the discriminate validity of each variable, which means that all the constructs are different from each other.

Table 2. Discriminant validity

Heterotrait-Monotrait Ratio (HTMT)	Consumer Buying Behaviour	Customer Trust	Perceived Value	Social Networking Networks
Customer Trust	0.536			
Electronic Marketing	0.355	0.467		
Perceived Value	0.610	0.568	0.723	
Social Networking Networks	0.512	0.397	0.312	0.588

5.3. Model specification

Table 3 explains the overall strength of independent variables in justifying the modifications in mediating and dependent variable. The R-square values of consumer buying behavior and customer trust are 0.386 and 0.268 respectively. This implies that 38.6% and 26.8% of the changes in consumer buying behavior and customer trust respectively is justified by independent variables of this study.

Table 3. Model specification

	R Square	R Square Adjusted
Consumer Buying Behaviour	0.386	0.374
Customer Trust	0.268	0.258

5.4. Path assessment

Path analysis is viewed as the most important component of SEM technique, which is used to analyze the association between all the variables of the study. Table 4 outlines the results related to the direct effects. In this regard, the variable of customer trust is found to have a significant

impact on consumer buying behavior, as its p-value has been identified as 0.000. On the other hand, electronic marketing has insignificant impact on both customer trust and consumer buying, as p-values for both is found to be over 0.05. In contrast, as per the findings, the variable of perceived value has a significant impact on consumer buying behavior and customer trust. On the other hand, p-values presented in the table confirm the significant impact of social networking networks on consumer buying behavior. However, the impact of social networking networks on customer trust is found to be insignificant.

Table 4. Direct effect

	Original Sample	T Statistics	P Values
Customer Trust -> Consumer Buying Behaviour	0.262***	3.654	0.000
Electronic Marketing -> Consumer Buying Behaviour	−0.069	0.855	0.393
Electronic Marketing -> Customer Trust	0.175*	1.651	0.099
Perceived Value -> Consumer Buying Behaviour	0.347***	3.907	0.000
Perceived Value -> Customer Trust	0.293***	2.681	0.007
Social Networking Networks -> Consumer Buying Behaviour	0.211**	2.389	0.017
Social Networking Networks -> Customer Trust	0.159*	1.800	0.072

*: Significant at 10%, **: Significant at 5%, ***: Significant at 1%.

Table 5. Specific indirect effects

Specific Indirect Effects	Original Sample	T Statistics	P Values
Electronic Marketing -> Customer Trust -> Consumer Buying Behavior	0.046	1.453	0.146
Perceived Value -> Customer Trust -> Consumer Buying Behavior	0.077**	2.114	0.035
Social Networking Networks -> Customer Trust -> Consumer Buying Behavior	0.042	1.438	0.150

*: Significant at 10%, **: Significant at 5%, ***: Significant at 1%.

5.5. Mediation effect

Table 5 highlights the results of mediation effect based on specific indirect effects. As per the p-value figures presented in Table 5, the variable of customer trust is found to have an insignificant mediating effect on the association between electronic marketing and consumer trust. Similarly, the mediating effect of customer trust on the relationship between social networking networks and consumer buying behavior is also found to be insignificant. However, the significant mediating effect of perceived value has been found on the association between perceived value and consumer buying behavior.

6. Discussion

The main objective of this research was to examine the influence of perceived value, electronic marketing (word of mouth), and social networking on customer buying behavior. The study also aimed to identify the mediating effect of customer trust. The findings presented in the previous section confirm the significant association between customer trust and customer buying behavior. This outcome of the study is also validated from previous studies, in which the customer trust on brand offering has been identified as an important factor that can influence the purchasing decision of customer Lim and Kumar (2019). Apart from that, the variable of electronic marketing (word of mouth) is found to have an insignificant effect on both customer trust and customer buying behavior. However, this result contradicts with the findings of previous studies. Putra et al. (2017) identify electronic marketing (word of mouth) as an important aspect of marketing that increases customer trust towards any particular brand offering; thus, it also makes a positive impact on buying behavior of customers.

In accordance with the findings of this study, perceived value is identified as the most crucial factor that significantly influences both customers buying behavior and customer trust. On the other hand, the outcomes of the study also confirm the significant impact of social networking networks on the buying behavior of customers, whereas on customer trust the impact of social networking networks has been insignificant. With respect to the mediating effects, customer trust is found to have a significant mediating effect on the relationship between perceived value and consumer buying behavior. However, the mediating effect of customer trust on the association between electronic marketing and consumer buying behavior is found to be insignificant. Similarly, findings also confirm the insignificant mediating effect of customer trust on the association between social networking networks and consumer buying behavior.

Conclusions

The whole discussion of this study signifies the importance of customer's perceived value and social media networks

in influencing the purchasing behavior of customers. The main purpose of this research has been to determine the influence of social networking, electronic marketing (word of mouth), and perceived value on the buying behavior of customers. The study was conducted in the context of cosmetic industry of Jordan; thus, all the primary data has been gathered from Jordan's cosmetic industry. Researcher in this study has made use of SEM technique for analyzing the collected data. The overall results of this study confirm the significant influence of perceived value on customer trust and customer buying behavior. On the other hand, the variable of electronic marketing was found to have an insignificant influence on both customer trust and buying behavior of customers, whereas the impact of social networking networks was only found to be significant on consumer buying behavior. Lastly, the mediating effect of customer trust was only found to be significant on the association between perceived value and consumer buying behavior.

Based on the study results, the managers and decision makers in cosmetic companies in Jordan have to focus on increasing customer's perceived value. This can be done through appealing to the emotions of customers by utilizing different methods. The main idea should be to create the sense of urgency or scarcity among customers through different methods like limited time offer or first 50 customers will receive extra discounts. Companies are also advised to pay special attention towards improving word of mouth in online marketing, by encouraging customers to spread positive words for the brand. This can be done through offering something unique that encourages the customers to spread the positive words about the company. This can also be done through offering extra benefits to customers for bringing more valuable customers to the company. The companies are also recommended to increase customer trust. To achieve this goal, companies need to increase their engagement with customers through communication. Moreover, improving the customer services and making the brand more personal will help the companies gain customer trust.

The main limitation of study has been linked with the overall scope of the research, as it has been limited to the cosmetic industry of Jordan. Hence, the results presented in this study might not be relevant to any other region or industry. In the context of future research, this study can be conducted with broader scope, in which researcher can consider covering more regions or industries into investigation to increase the value of the research. Apart from that, this study was entirely based on quantitative method, which means that no detailed review of human perspective and opinions has been made in this study. Therefore, in future, the same study can be carried out with mixed research design for providing more conclusive findings. This will also enable the future researcher to ensure the validity of research findings by making the comparison of both quantitative and qualitative outcomes.

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