

Article

# The effect of electronic integrated marketing communication on consumers purchasing behavior of mobile service: A case study from Jordan

Iyad A. Khanfar<sup>1</sup>, Khaleel Al-Daoud<sup>2</sup>, Asokan Vasudevan<sup>3</sup>, Muhannad R. Khanfar<sup>4</sup>,  
Suleiman Ibrahim Mohammad<sup>5,6,\*</sup>, Xibin Huang<sup>7</sup>

<sup>1</sup> E-Marketing Department, Zarqa University, Zarqa 13110, Jordan

<sup>2</sup> Department of Accounting, Business School, Al-Ahliyya Amman University, Amman 19111, Jordan

<sup>3</sup> Faculty of Business and Communications, INTI International University, Nilai 71800, Malaysia

<sup>4</sup> Skyline University College, Sharjah 1797, United Arab Emirates

<sup>5</sup> INTI International University, Nilai 71800, Malaysia

<sup>6</sup> Department of Business Administration, Business School, Al al-Bayt University, Al-Mafraq 25113, Jordan

<sup>7</sup> Faculty of Liberal Arts, Shinawatra University, Bangtoey, Samkhok 12160, Thailand

\* Corresponding author: Suleiman Ibrahim Mohammad, [dr\\_sliman73@aabu.edu.jo](mailto:dr_sliman73@aabu.edu.jo)

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**Abstract:** The purpose of this study was to examine the effect of E-integrated marketing communication on consumers' purchasing behavior of mobile services. The population for the study involves all orange telecom mobile service customers in Jordan. Three hundred ninety-five questionnaires were distributed to orange telecom customers in Jordan, however, 375 only returned, which has been used for analysis. structural equation modeling using programs such as AMOS was used to investigate the impact of E-integrated marketing communication on consumers' purchasing behavior. Data was collected through questionnaires was sent to study sample. The results of the study showed that E-integrated marketing communication had a positive impact on consumers' purchasing behavior. Based on the findings, the study recommended that Orange Telecom should focus more on e-public relations to create a favorable image of the company among different groups of consumers, which can potentially enhance their purchasing behavior towards its mobile services. It is imperative for Orange Telecom to prioritize its e-integrated marketing communication strategy to effectively reach out to its target audience and influence their purchase decisions.

**Keywords:** electronic integrated marketing communication; consumers purchasing behavior; mobile service; Jordan

## 1. Introduction

Consumer behavior, especially attitudes, has been significantly impacted by the changing integrated marketing communications landscape (Ozuem et al., 2007; Tariq et al., 2022). Target audiences are harder to reach and sway because of today's more intelligent and discriminating consumers and the fragmentation of markets into smaller divisions and niches (Al-Hawary and Obiadat, 2021; Kitchen, 2017). As a result, an increasing number of consumers are attempting to purchase products via social media, mobile devices, and other digital channels in addition to the internet (Alhalalmeh et al., 2022; Ngamsutti et al., 2018; Winer, 2009). Companies are combining traditional marketing communications with e-IMC tactics in order to take advantage of these trends and optimize return on investment. The goal is to establish, maintain, and grow consumer relationships in order to obtain a competitive edge (Al-Nawafah et al., 2022; Porcu et al., 2019). Persuading consumers of the value proposition requires effective communication, and IMC offers a thorough and

persuasive communication approach that uses a variety of tools like public relations, advertising, direct marketing, and persuasion techniques to drive customer acceptance and purchase intent (Al-Hawary and Al-Fassed, 2022; Sugandini et al., 2018). Customers and sellers use communication as a conduit to try and reach a mutual understanding through a variety of communication methods (Alsaraireh et al., 2022; Shakeelul et al., 2022). In this modern era, businesses are actively interacting with customers through social media platforms (Bader et al., 2022; De Luna and Aslam, 2021).

Orange Telecom, ranked tenth among operators, is one of the leading telecom firms in Jordan and one of the 29 subsidiaries of the Orange Group, a global brand with a local soul. It uses knowledge amassed throughout the world to spearhead and support a nation's digital transformation, creating the most chances possible for the people's collective social and economic well-being. With over 268 million subscribers worldwide, it boasts a growing client base, a workforce of about 148,000 people, and over 55 branches. Regarded as one of the top suppliers of internet, mobile, and fixed telecom services in the Jordanian Hashemite Kingdom, Orange Telecom serves more than 4 million customers and offers a comprehensive variety of these services. One of the main drivers of the company's development was the choice to privatization government-owned businesses. Numerous analysts saw the Jordan Telecom company as a unique success story in the country's privatization efforts, both in the telecommunications industry and the broader economy. Orange made a contribution by placing the Kingdom on the map of regional communications thanks to the popularity of its brand and its brand position. It has made incredible progress since then ([www.orange.jo](http://www.orange.jo)). In summary, this research endeavors to explore the effectiveness of various e-marketing techniques employed by Orange Telecom in influencing consumer behavior in the mobile services market in North Amman.

## **2. Literature review**

### **2.1. Electronic integrated marketing communication**

In order to improve their participation in a relational process targeted at creating and sustaining strong, mutually beneficial relationships with all stakeholders through continuous, two-way dynamic communications, the E-IMC framework highlights the use of both traditional and electronic communication channels (Al-Shormana et al., 2022; Rakic and Rakic, 2014). Media, communication methods, line of communication, and interaction possibilities were the five highlighted aspects for IMC integration (Winer, 2009), with a focus on the influence of the digital world on IMC. Al Khattab et al. (2015) reported that a statistically significant correlation was observed between customers' sentiments towards electronic products and E-integrated marketing communication (E-IMC). Different consumers approach marketing communications in different ways. While some are only passive recipients of promotions and interactions from businesses, others actively engage in reciprocal exchanges through social media and in-person contacts (Al-Abbadi et al., 2022; Kumar, 2012).

According to the American Advertising Association, integrated marketing communications is a concept that maximizes the impact of communication by

recognizing the additional value that results from the integration of a number of strategic systems, including public relations, sales promotion, direct selling, advertising, and personal communication (Khalayleh and Al-Hawary, 2022; Mohammad et al., 2022). In the marketing environment, marketing communications are crucial to preserving the organization-customer relationship's natural and positive dynamics. To make a buying decision, the customer requires assistance and particular consideration. Depending on his disposition, yes. He often waits to decide whether to buy until after learning about the features and benefits of the service. He must also understand the anticipated advantage that obtaining it will bring him. In order to compare it with other comparable services on the market, he must first recognize its value and learn how to obtain it. It is only then that he approaches the best option for him, engages in negotiations, and arrives at the service (Dwijendra et al., 2023; Harahap et al., 2022).

By means of its various instruments and methods, integrated marketing communications furnishes targeted individuals with information about the business and its products. The product must be presented to the market inside a framework that allows targeted buyers to think about it in order for the organization's marketing plan to be successful. Additionally, marketing communications informs the consumer about the products that the company offers, educating him about them and assisting in his decision to buy (Al-Adamat et al., 2023; Qurah et al., 2023).

Sawaftah (2020) provided evidence that buying intention is positively impacted by E-IMC. In the E-IMC framework, online relationship marketing, online sales promotion, and online advertising were also found to be significant predictors of purchase intention. Additionally, the study demonstrated that the positive association between E-IMC and purchase intention was mediated by consumer trust. By using PCs to give product information to the cyber market, online sales promotion consists of a number of acts that stimulate demand from customers and encourage purchases (Hudák et al., 2017). Porcu et al. (2019) discovered a favorable correlation between consumer brand results and E-IMC.

Sangeetha et al. (2017) assert that while celebrities may not always make advertisements more effective, they can influence consumers' attitudes toward making purchases. Social media is a powerful tool for persuading people to buy items, according to Shakeelul et al. (2022). However, the availability of social media has changed IMC by opening up new avenues for consumer connection. Sukhmani et al. (2012) investigated how marketing communications components affect sales volume. Participants assessed components pertaining to the product, the distribution channel, and the life cycle stage of the product. According to Fuxman et al. (2014), marketers should employ e-advertising more frequently in order to more effectively target consumers, especially younger ones.

Electronic advertising alludes to the application of computational networks in advertising, which is thought to be a very successful strategy for business promotion (Fuxman et al., 2014). It is an essential component for organizations looking to become market leaders because it enables them to keep a careful eye on consumer behavior and employ cutting-edge technologies to strategically position ads that appeal to prospective buyers. Furthermore, studies indicate that the gender distribution of the target audience and how much of an impact it has on their purchase decisions

may have an impact on how effective electronic advertising is.

E-public relations entails maintaining an organization's online media presence across a range of platforms. It is the result of an organization's actions, communications, and public perception, according to Arief (2019). A public relations practitioner needs to be skilled in digital platforms and capable of creating digital material, in addition to having strong communication, interpersonal, writing, and analytical abilities (Permatasari and Soelistiyowati, 2021). It takes a special blend of digital know-how and conventional PR abilities to properly navigate the quickly changing field of contemporary PR.

Interactive marketing: Interaction between staff and consumers is referred to as "interactive marketing", according to Rao and Perry (2007). It is a set of procedures that lead to the perceived quality of the product that the customer receives and the delivery of services that provide results for any business.

E-direct marketing: Direct marketing (DM) is a marketing technique that, in accordance with Srinivasan (2021), involves contacting target customers directly and without the use of intermediaries. The most significant aspect of direct mail advertising is that you can monitor the quantity of clients that reply favorably, and the results show up right away. DM primarily depends on personalized distribution and marketing to increase sales to both current and future customers. DM encompasses various forms, such as in-person marketing. Another type of direct marketing is door-to-door sales. Brochures, like other forms of marketing activity, are a means for a company to sell its products.

## **2.2. Consumer purchasing behavior**

The consumer is exposed to a set of factors that affect his behavior and direct his behavior towards the goods and services offered. These factors that affect consumer behavior and contribute to shaping the consumer's purchasing decision have been classified into cultural, social, personal, psychological, and economic factors for the consumer. The consumer's purchase intention does not come from a vacuum, but rather stems from the variables and internal factors within the individual and the external factors surrounding him that lead him to make the purchasing decision. In the evaluation stage and before making the purchase decision, the consumer classifies the brands and forms the intention to purchase, so that the consumer's purchase decision is to purchase the best brand among other alternative brands.

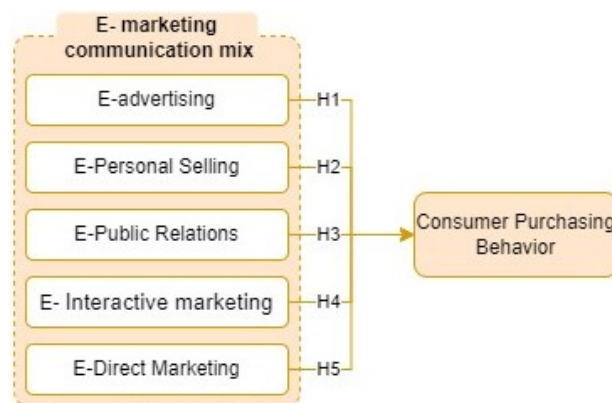
Social factors consist of reference groups, which are a group of individuals or formal or informal groups that have an impact on consumers' perceptions and aspirations and thus on their purchasing behavior. They can be divided into direct membership groups with which the individual deals directly, such as primary groups with which he deals informally, such as family and friends, or secondary groups with which he deals formally, and indirect or non-organic groups in which the individual is not a member. Social factors also consist of opinion leaders, who are people from reference groups and have the ability to greatly influence purchasing behavior.

The marketer can identify the needs and desires of the consumer and respond to them effectively according to demographic factors, which in turn pushes the consumer to be more loyal to the brand. There is no doubt that this loyalty is strengthened when

there is a promotional program planned and properly directed towards the consumer's motives and needs, based on persuasion and influencing the purchase intention. E-consumer buying behavior is the set of actions consumers take both before and after making purchases. According to Pride and Ferrell (2012), in order to comprehend consumer buying behavior, a buyer must be aware of the benefits of the product they are considering.

### 3. Study model

The study model (**Figure 1**) was constructed based on the research problem and hypotheses, which were informed by previous studies such as Al-Shaikh (2013), Fahmy (2017), Gronroos (2004) and Yilmaz and Karakoc (2017), these studies were used as a foundation for developing the current study and building upon existing knowledge in the field.

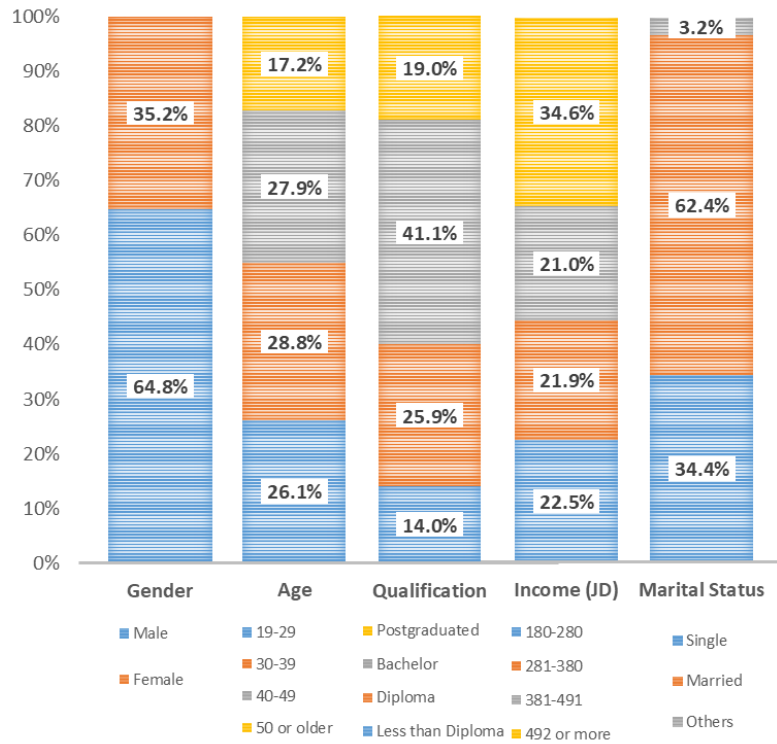


**Figure 1.** The study model.

### 4. Methodology

This study includes a survey of mobile service customers in north Amman. The methodology of the paper heads those subjects like article designing, population, size of sample and method of the sample, hypothesis, survey designing, and reliability result. The study will concentrate on electronic marketing communication mix that influences mobile service consumer purchasing behavior like (e-advertisement, e-personal selling, e-public relation, interactive marketing, and e-direct marketing). Those five hypotheses have been proposed to define relationships among independent variables and consumers purchasing behavior as a dependent variable. The study tries to ensure that survey is clear and comprehensible, so the survey was pre-tested with 30 customers of orange telecom in north Amman before being distributed to participants. The objective of this study is to gather feedback from orange telecom consumers regarding the questions. Some participants have pointed out that certain words were unclear. However, apart from these comments, the results of the pre-test survey indicate that the questions are factual, precise, and easy to understand. After the pre-test, unclear words were identified and removed. A suitability sample was selected, which is the most commonly used sample design in humanities studies. This sample provided researchers with a reliable database to utilize the statistical system. This approach to sample design is also applicable in service marketing. The population

for the study involves all orange telecom mobile service customers in north Amman. 395 questionnaires were distributed to orange telecom consumers in north Amman, however, 375 only returned, which has been used for analysis. According to Srinivasan (2021), 375 is considered an acceptable number for data analysis. **Figure 2** illustrates the demographic analysis for the research sample.



**Figure 2.** Demographic profile of the sample.

Besides, the purpose of the survey was to gather information regarding the influence of e-integrated marketing communication on the buying habits of consumers in relation to mobile services. The survey was divided into three sections, with the initial section focusing on gathering demographic details of the participants, including gender, age, educational background, income, and marital status. The second section included 31 questions to measure the independent variables according to Sangeetha et al. (2017), including e-advertising (EAD), e-personal selling (EPS), e-public relations (EPR), e-interactive marketing (EIM), and e-direct marketing (EDM). The third section included five questions to measure the dependent variable which is consumers' purchasing behavior based on recommendations of Li et al. (2020). A Likert scale was used to measure both the independent and dependent variables, which is widely used in both the sciences and the humanities as noted by Burns and Bush (2000) and Churchill and Iacobucci (2004)

## 5. Finding

Structural equation modeling (SEM) was used to analyze the study data. Primarily, confirmatory factor analysis (CFA) was applied to verify validity and reliability according to the recommendations of Goretzko et al. (2024). CFA is widely used in humanities research to evaluate the measurement model in terms of convergent

validity, discriminant validity, and composite reliability (McNeish and Wolf, 2023). The results of these findings are listed in **Table 1**.

**Table 1** demonstrates that the factor loadings on the latent constructs were between 0.589 and 0.834, indicating that they were within the acceptable limits of more than 0.50 (Steenkamp and Maydeu-Olivares, 2023). The average variance extracted (AVE) for all constructs was greater than 0.50, confirming the convergent validity of the measurement model (Cheung et al., 2023). Moreover, the discriminant validity was addressed through the comparison method mentioned by Rönkkö and Cho (2022). The comparison results confirmed that the values of the AVE were greater than the values of maximum shared variance (MSV), indicating a distinction between the latent constructs Sürücü and Maslakçi (2020).

**Table 1.** Results of measurement model evaluation.

<b>Constructs</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
1) E-Advertising	0.734					
2) E-Personal Selling	0.465	0.718				
3) E-Public Relations	0.501	0.482	0.754			
4) E-Interactive Marketing	0.449	0.436	0.418	0.716		
5) E-Direct Marketing	0.428	0.477	0.506	0.473	0.747	
6) Consumer Purchasing Behavior	0.624	0.603	0.597	0.621	0.617	0.720
Number of Items	6	6	6	4	4	5
Loadings Range	0.685–0.772	0.589–0.792	0.718–0.803	0.716–0.834	0.672–0.812	0.688–0.769
Average Variance Extracted	0.539	0.515	0.568	0.593	0.558	0.519
Maximum Shared Variance	0.371	0.392	0.415	0.402	0.385	0.397
Composite Reliability	0.875	0.863	0.888	0.853	0.834	0.843

**Table 2.** Mean of the respondent’s answers.

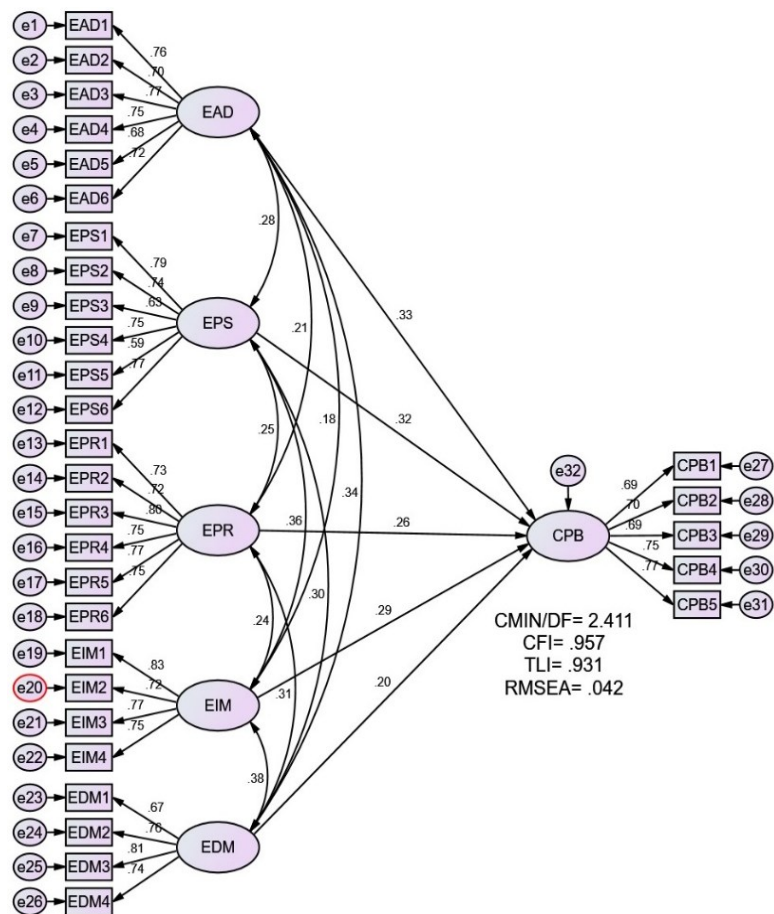
<b>Variables</b>	<b>Mean</b>	<b>Level</b>
E-Advertising	3.44	Medium
E-Personal Selling	3.71	High
E-Public Relations	3.69	High
E-Interactive Marketing	3.58	Medium
E-Direct Marketing	3.34	Medium
Consumer Purchasing Behavior	3.65	Medium

On the other hand, the results confirmed that the values of the square root of AVE, listed in bold in the table, are greater than the correlation between the rest of the constructs, indicating the achievement of discriminant validity Al-Zwainy and Al-Marsomi (2023). As for reliability, it was verified using the composite reliability, whose value ranged between 0.834 and 0.888. Baharum et al. (2023) indicated that the values of the composite reliability that exceed 0.80 are evidence that the measurement model passes the reliability conditions. Accordingly, it was confirmed that the measurement model enjoys validity and reliability. Hence, the level of electronic

integrated marketing communication in Orange Company was assessed by calculating the mean value of the respondents' answers during the discussion, which was reported in **Table 2**.

The Orange Telecom Company's implementation and concern for the different ISO Electronic Integrated Marketing Communication dimensions were evaluated, and the results indicated that e-personal selling had the highest mean score (3.71), indicating that it is the most implemented dimension and the one that the company is most concerned about. On the other hand, e-direct Marketing had the lowest mean score (3.34), indicating that it is the least implemented dimension and the one that the company has the lowest concern for. Moreover, the results indicated that consumer purchasing behavior was at a moderate level with a mean score of (3.65).

To test the research hypotheses, SEM was used based on the suggestion of Hair and Sarstedt (2021). SEM is used to conduct advanced analyses between external and internal variables by following the two stages mentioned by Usakli and Rasoolimanesh (2023). The first stage involves evaluating the degree of fit between the null model and the saturated model through the values of the goodness-of-fit indicators shown in **Figure 3**. The second stage includes evaluating the impact coefficients through the path coefficients.



**Figure 3.** SEM for the impact of electronic marketing communication on consumers purchasing behavior.

The results of **Figure 3** exhibit that the value of the chi-square to the degrees of



freedom (CMIN/DF) was 2.411 which means that it is below the upper acceptable limit of 3 (Wang et al., 2020). The values of the comparative fit index (CFI) and the Tucker-Lewis index (TLI) were 0.957 and 0.931 respectively. Shi et al. (2022) confirmed that the values of these indices that are above the threshold of 0.90 indicate a good fit between the null and saturated structural model. Moreover, the root mean square error of approximation (RMSEA) was 0.042 which means that it is within the acceptable limits of less than 0.08 (Memon et al., 2021). Accordingly, the structural model for testing the research hypotheses was considered appropriate. Therefore, path coefficients were extracted to evaluate the hypotheses shown in **Table 3**.

**Table 3** shows that all independent variables have a significant effect on consumer purchasing behavior, so we accepted all the hypotheses in the study. e-advertising ranked first in terms of impact ( $B = 0.342, \beta = 0.331, t = 4.96, p < 0.001$ ), followed in second place by e-personal selling ( $B = 0.325, \beta = 0.317, t = 4.85, p < 0.001$ ). In third place was e-interactive marketing ( $B = 0.304, \beta = 0.292, t = 4.61, p < 0.001$ ), in fourth place was e-public relations ( $B = 0.271, \beta = 0.258, t = 4.23, p < 0.01$ ), and in last place was e-direct marketing ( $B = 0.214, \beta = 0.203, t = 3.69, p < 0.05$ ).

**Table 3.** Results of path coefficients for hypothesis testing.

Paths	<i>B</i>	$\beta$	<i>T (P)</i>
E-Advertising → Consumer Purchasing Behavior	0.342	0.331	4.96 (0.000)
E-Personal Selling → Consumer Purchasing Behavior	0.325	0.317	4.85 (0.000)
E-Public Relations → Consumer Purchasing Behavior	0.271	0.258	4.23 (0.008)
E-Interactive Marketing → Consumer Purchasing Behavior	0.304	0.292	4.61 (0.000)
E-Direct Marketing → Consumer Purchasing Behavior	0.214	0.203	3.69 (0.022)

## 6. Conclusion

According to the study’s findings, mobile service users in Jordan are significantly influenced by Electronic Integrated Marketing Communication (EIMC), which encompasses a variety of digital marketing strategies like e-advertising, e-personal selling, e-public relations, e-interactive, and e-direct marketing. E-interactive marketing is the most effective in influencing consumer purchasing behavior, according to the study. E-direct marketing, e-advertising, e-personal selling, and e-public relations are the next most effective.

It is advised that Orange Telecom concentrate on putting e-interactive marketing techniques into practice in order to enhance customer purchase behavior in light of these findings. The business should also think about using e-direct marketing techniques, which this study has shown to be very successful. Additionally, the report recommends Orange Telecom engage more in e-personal selling and e-advertising in order to improve customer awareness of their products and foster customer trust. Orange Telecom may get a competitive edge in Jordan’s extremely competitive mobile service market by putting these suggestions into practice. Additionally, the study offers insightful information to businesses looking to enhance their electronic integrated marketing communication strategies in order to affect consumer purchase decisions.

**Author contributions:** Conceptualization, IAK and SIM; methodology, KAD; software, MRK; validation, XH; formal analysis, AV; investigation, SIM; resources, MRK; data curation, SIM; writing—original draft preparation, XH; writing—review and editing, AV; visualization, IAK; supervision, IAK; project administration, MRK; funding acquisition, KAD. All authors have read and agreed to the published version of the manuscript.

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