Factors Affecting Sales Improvement in the Syrian Manufacturing Industry

[1]Ahmad Tayara, [2]Valliappan Raju

[1]PhD program, Limkokwing University of Creative Technology, Malaysia
[2]Sr lecturer, Limkokwing University of Creative Technology, Malaysia

Abstract: Sales are a very important indicator for success or failure in the field of business and in manufacturing industries. Sales can be improved in several ways. This study's purpose was to determine the effects of technology, trust, and product awareness on sales improvement in the Syrian manufacturing industry. The research was developed through a review of related literature, which informed development of the analytical framework based on quantitative research methodology. A survey questionnaire was used to collect the data from a sampled group of respondents comprised of 384 Syrian customers and employees. The results indicate no relationship between technology and sales improvement; however, a positive and significant relationship was found between product awareness and sales improvement as well as a positive and significant relationship between trust and sales improvement.

Keywords – Technology, trust, product awarns, sales improvement.

I. INTRODUCTION

The evolution of new technologies has changed the way companies communicate with their customers and stakeholders, as well as benefiting the present generation with the abilities needed for reaching a broader spectrum of customers. This fact has led to the investigation of whether this business phenomenon has been transferred to companies in Syria in the same way. In order to identify the advantages and disadvantages of the use of new technologies in the world of marketing and also determine the impact they have had today in the business world, specifically in the business sector of Syrian companies (which is the overall population considered in this research), there arises the need to carry out this research (Rahhal, 2015). The constant changes in the technological world today make it essential to keep updated, especially on issues related to commercial communication and marketing of goods and/or services. Organizations must venture to exploit new channels to achieve their goals and increase their profits and profitability by increasing their sales (Mir, 2015). It is in this latter aspect that new technologies have a large field of application. However, the constant changes in them require a constant updating and search for new ways of getting information about products and services, and it is in this problematic area that social media can play a preponderant role.

Another advantage that has emerged is that many companies realized that they could offer their products and brands through social media platforms such as Facebook, which represents an alliance for those involved, and now individuals and companies sell and buy articles published on such platforms. However, when engaging in online commerce through social media sites, it is very important that companies and individuals such as entrepreneurs safeguard their data as vulnerabilities affecting such security and privacy depend on the limitations they have as users and how much content and other data their followers can access. It is always important to be attentive to the configuration of a social network like Facebook, which is always innovating to offer the best user experience, and to ensure that it is maintained.

Twitter also changed the world of communications because in addition to offering updated information, companies can see what happens live. It is one of the most used social media platforms; however, it is not a fully reliable source of information because of the creation of false matrices of opinion. A well-known example of this is the tendency for posts to appear about the death of prominent individuals, who subsequently refute the reports of their deaths by posting tweets from their own official accounts.

The problem addressed by this study is the lack of importance placed on the improvement of firms' sales. Several previous studies (i.e., Agnihotri et al., 2017; Borgatti et al., 2018; Hajli, 2018) clarified the significance of technology adoption, customer trust, and awareness in affecting sales improvement, and stressed the importance of investigating the roles of these factors. Mahmoud and Grigoriou (2017) indicated that the Syrian market lacks the adoption of new advertisement technology, which represents a weakness in the generic industries' ability to improve sales. Hence, this study aims to fill this gap by answering several research questions that identify the direct effects of these factors on sales improvement.

Sales are the measure of success or failure of a company. An increase in sales is considered to be a success, while a decrease in sales is considered to be a failure for the company. Based on the review of literature on sales, it appears that sales could be affected and influenced by social media advertisements.

II. LITERATURE REVIEW

The Syrian economy, which is basically developing, has fallen substantially as a result of the Syrian crisis, shrinking by 20% in 2013, with extensive infrastructure damage, poverty rising to more than 50% of the population, unemployment reaching 39%, and large numbers of unemployed young people, new graduates, and those working in areas below their field of study; these results are considered the worst in the world in Southern Sudan. In addition, the collapse of the national currency, the Syrian pound, which lost between 200 and 200% of its value between 2012 and 2013, resulted in inflation and low purchasing power for the citizens. Some optimistic reports have spoken of the possibility of an "accelerated recovery" of the economy after the war has stopped and economic focus has begun, due to previous economic experiences. For example, in 1970, Syria's GDP was $136 million and rose to $1.024 billion in 1980, a ten-times increase over ten years. Since 1963, the Syrian state has been directed towards a fully-oriented socialist economic policy. It started to reform the economy and move towards an open market economy after 2000, achieving high economic growth rates and improving incomes, while remaining below that of the neighboring

countries. For example, the nominal GDP the country was $46.5 billion, a figure close to Lebanon's nominal GDP of $42.5 billion, although Syria is 18 times larger in size, five times more in terms of population, and wealthier in natural resources. Socialist policies in Syria are in contrast with Lebanon's adoption of an open market system. Syria suffers from high levels of corruption. The country is one of the ten most corrupt countries in the world. The economy is also unable to create new jobs to suit the size of the labor market, which is estimated at about 200,000 new workers per year, with about 7.5 million workers in 2012. This has led to high rates of migration among the university youth towards other countries, especially the Arab Gulf countries. There is also a significant economic and service disparity between major cities such as Damascus, Aleppo, Homs, and Lattakia, and between towns in the countryside such as Atareb or Taftanaz. In a survey conducted in 2011, only 4.7% of Syrians expressed their "satisfaction" with life (Hourani, 2013).

Technology

Technology is the science applied to solving specific problems. It constitutes a set of scientifically ordered knowledge, which allows designing and creating goods or services that facilitate the adaptation to the environment and the satisfaction of the essential needs and desires of humanity.

Although many technologies are very different from each other, it is common to use the term technology in the singular to refer to the set of all or one of them. The word technology can also refer to the theoretical discipline that studies the knowledge common to all technologies, and in some contexts, to technological education, the school discipline devoted to familiarization with the most important technologies.

Technological activity influences social and economic progress, but if its application is purely commercial, it can be oriented to satisfy the desires of the most prosperous (consumerism) and not to solve the essential needs of the neediest. This approach can encourage unsustainable use of the environment. Certain human technologies, due to their intensive use, direct or indirect, of the biosphere, are the main cause of the growing depletion and degradation of the planet's natural resources.

However, technology can also be used to protect the environment, seeking innovative and efficient solutions to solve in a sustainable way the growing needs of society, without causing a depletion or degradation of the material and energy resources of the planet or increasing social inequalities. Certain human technologies have led to an enormous advance in the standards and quality of life for billions of people on the planet, simultaneously achieving better conservation of the environment.

Technology encompasses any set of systematic actions intended for the transformation of things. The realization of its purpose is often related to knowing how something is done and why it is done.

Trust

Trust is a concept of imperative relationship that needs clarification because researchers who cross disciplines have defined it in so many different ways. A typology of trust types would facilitate comparison and communication of results, and it would be especially valuable if the types of trust were related to each other.

Trust is fundamental for interpersonal and commercial relationships (Golembiewski & McConkie, 1975; Morgan & Hunt, 1994) and where there is danger, uncertainty, or interdependence (Mayer et al., 1995; Mishra, 1996). These conditions exist in numerous scenarios but are especially prevalent in socially distant relationships. Researchers have observed that trust is critical for both teams and e-commerce ventures (Ba, Whinston, & Zhang, 1999; Hoffman et al., 1999; Jarvenpaa & Leidner, 1998; Jarvenpaa et al., 1998; Noteberg et al., 1999; Stewart, 1999). As greater complexity of an exchange makes conditions more uncertain, as is often the case in computer-mediated commerce, the need for trust develops (Mishra, 1996).

There are dozens of definitions of trust. Some researchers have discovered that they are in opposition with each other and confusing (Lewis & Weigert, 1985; Shapiro, 1987; Taylor, 1989), while others conclude that definition of the concept is rather elusive (Gambetta, 1988, Yamagishi & Yamagishi, 1994), and still others choose not to define it (Granovetter, 1985, Ouchi, 1981). These problems are found in the e-commerce research space, where researchers define trust as a willingness to believe (Fung & Lee, 1999) or as beliefs about different attributes of the other party (Menon et al., 1999; Stewart, 1999) such as equity, kindness, strength, capacity, benevolence, honesty, and predictability. Some Internet researchers, for whatever reason, do not specifically define trust (Benassi, 1999; Bensaou, 1999; Cranor, 1999; Fritscher, 1999; Hoffman et al., 1999; Noteberg et al., 1999; Wang et al., 1998). A consensus definition would help researchers shape e-commerce models that communicate the meaning shared between researchers and professionals. There are several reasons why the term "trust" causes either perplexity or reluctance in the effort to define it.

One reason is that each discipline sees trust from its own unique perspective. Like the story of the six blind men and the elephant, a disciplinary lens reflects the opinions of researchers about what trust is. Therapists see trust as a personal characteristic, sociologists see it as a social structure, and economists see it as a mechanism of economic choice (Lewicki & Bunker, 1995). Researchers in a discipline may not understand and appreciate the opinions on trust in other disciplines (Lewis & Weigert, 1985). Therefore, the definitions differ widely, often grouped along disciplinary lines.

A second reason for the disorder is that "trust" is a vague term. Like other characteristic language terms, it has acquired many meanings. Three unabridged dictionaries (Webster's, Random House, and Oxford) give "trust," on average, 17 definitions, while the terms "cooperation," "trust," and "predictable" have an average of 4.7 definitions. "Cooperation," "trust," and "predictable" are the terms that Mayer et al. use to discriminate the trust of comparative concepts (Mayer et al., 1995).

Few researchers approach this issue head-on, trying to reconcile the different types of trust in a reasonable set of categories that adequately cover their different meanings. To a certain extent, this is due to disciplinary perspectives. For example, Lewis and Weigert (1985), as sociologists, argue that mental views of trust are invalid because trust cannot be reduced to a personal characteristic. Disciplinary lenses help to see some things, but they can also function as blinders.

The other problem is that empirical research drives most definitions of trust. Researchers tend to develop restricted conceptualizations of trust that fit the type of research they perform. They defend their restricted conceptualizations by referring to the examination of factors. Van de Ven (1989) warned that when theories on a subject differ widely, advocates "of each theory engage in activities to improve their theory by increasing their internal consistency, often at the expense of restricting its scope." As a result, and as Pogge stated, "a method of seeing is a method of not seeing [...] From a general perspective of the Academy, such an impeccable miniaturized scale ratio is creating nonsense on a large scale" (Van de Ven, 1989). The wide proliferation of incommensurable definitions of trust is evidence that this has happened in trust research.

Product Awareness

Product awareness (brand awareness) occurs when a product achieves a high level of knowledge within its market, to the point of being recognized and remembered among different groups of people, both customers and target audience, and people without apparent interest in the product. This means that the product is present in the subconscious of consumers and is easily remembered whenever it is among products or communications of its category. Product awareness is the result of the visibility of the product, that is, the level of exposure of the product among its audience. For the product to be seen, heard, thought of and felt by its target audience, it is necessary to ensure that the communications deployed about it are consistent and coherent with its concept and identity. There are those who posit that a small and well-connected group of influencers could cause a product or brand to spread like a virus. For this reason, companies should focus their marketing efforts first on identifying those who influence a certain area or sector, and through this minority, later reach larger groups.

Kotler and Gertner (2002) determined that products vary in terms of the value they have in the market. At one extreme are the products unknown to most consumers, and at the other extreme, the buyers who possess a high degree of product awareness. This degree of recognition leads directly to the creation of value, where the profits are the income received from the clients minus the costs incurred. However, companies have rarely addressed the problems of society from the perspective of value and have limited themselves to treating them as peripheral issues. This has overshadowed the connections between economic and social concerns. In the social sector, it is even less common to think in terms of value. Social organizations and government entities often see success only in terms of the benefits achieved or the money spent. Therefore, a new concept was generated in the matter, defined as creation of shared value (CSC). Porter and Kramer (2011) define this concept of creating shared value as "policies and operational practices that improve the competitiveness of a company while helping to improve economic and social conditions in the communities where it operates" (p. 9). The creation of shared value "focuses on identifying and expanding the connections between economic and social progress" (Porter & Kramer, 2011, p. 9).

Companies can create economic value by creating social value, so that a series of stages (such as reconceiving products, redefining the value chain or building support clusters) are part of the same virtuous circle of shared value. Increasing the value in one area increases the opportunities in the others.

At the same time, the creation of shared value is highly related to corporate social responsibility, as is explained below.

In the mid-20th century, Howard R. Bowen (1953) pioneered the notion that companies should take into account the social consequences of their decisions. In this sense, CSR means guaranteeing the success of a company by integrating social and environmental considerations into the company's activities, contributing positively to society by managing the environmental impact of the company. CSR can provide direct benefits and guarantee the long-term competitiveness of the company.

Sales Improvement

Sales improvement is generally identified with the forms and strategies used in sales procedures to expand sales. A greater identification of sales improvement is the path towards improvement and development of the sales of an organization and is dependent on a few distinctive systems. The improved sales appear differently in relation to those of the past, contrasting with the period in which the more recent sales surpassed the previous ones. For example, an association experienced a sales development when its sales were $1 million in the main quarter of 2009 and $1.2 million in the first quarter of 2010. Sales development is considered positive and beneficial to the survival of an organization. It could create expanded advantages for speculators, as well as higher stock prices.

Numerous scholars are confident that impulses are not the main vector of improved execution; they are simply accidental to the persuasive mix. The association between compensation and extended sales execution has not been proven, and presumably is a return to the "carrot and stick" rationale of McGregor's Theory X hypothesis and Herzberg's KITA in dealing with motivation. Higher prizes can create greater compliance; however, they do not stimulate profitability.

Doyle and Shapiro assumed that, although the payment of momentum is a more convincing inspiration than direct payment, the ability to pay the motivating force to act as an assistant is especially affected by the idea of selling errands per se. Hurwich and Moynahan construct this idea by expressing that compensation frameworks must be specifically identified with the unambiguous quality of the organization's sales.

In his research, Bagozzi found that sales are stimulated by the expected compliance that accompanies the execution rather than by the execution itself. He reasoned that trust directly affects execution; obviously, "the sellers strive to perform in a predictable dimension with their own ideas."

III. METHODOLOGY

Research methodology refers the methods, techniques, and tools used in the research to collect the data and analyze them. The current study used a quantitative research methodology for analysis of the primary data source. A structured survey questionnaire was used to collect the data from the research participants. The questionnaire responses are based on a Likert scale with measurements ranging from 1 to 5, represented as 1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, and 5 = Strongly Disagree. The target population was Syrian companies and their customers in Syria, the selected sample for which comprised 384 customers and employees of Syrian companies in Syria. A random sampling method was used for selecting the respondents from the population. The primary data source was derived from the responses collected from the participants through the survey questionnaire. The data analysis was done using SPSS version 23.

IV. FINDINGS

The first procedure for this research was to compile the descriptive statistics for the respondents profile (Table 1). This is used to show the resultant representativeness of the random sampling method implemented in the process of selecting the respondents. This demographic information includes three main criteria about the respondents: gender, education level, and age.

Regarding the first criterion, gender, the respondents of the research are divided into males and females. There were 253 males, comprising 65.9% of the participants, while 131 of the participants were female, comprising 34.1% of the sample.

For the second criterion, education level, the respondents are divided into two classifications: graduate and postgraduate studies. There were 118 participants classified as graduates, comprising 30.7% of the participants. Postgraduate participants numbered 266, comprising 69.3% of the participants.

For the last criterion, age, respondents are divided into five classifications, which are as follows:

- The 17-25 years old classification with 49 participants, comprising 12.8% of the total number of participants.
- The 26-30 years old classification with 142 participants, comprising 37.0% of the total number of participants.
- The 31-35 years old classification with 73 participants, comprising 19.0% of the total number of participants.
- The 36-40 years old classification with 54 participants, comprising 14.1% of the total number of participants.
- The above 40 years old classification with 66 participants, comprising 17.2% of the total number of participants.

Table 1 shows the respondents profile with descriptive statistics for participant demographic data.

Table 1: Respondents Profile

	n	%		n	%
Gender			**Education Level**		
Male	253	65.9	Graduate study	118	30.7
Female	131	34.1	Post graduate study	266	69.3
Age					
17-25 yrs.	49	12.8	31-35 yrs.	73	19.0
26-30 yrs.	142	37.0	36-40 yrs.	54	14.1
			> 40 yrs.	66	17.2

Descriptive statistics utilizes mathematical techniques for obtaining, organizing, presenting and describing a set of data with the purpose of generally facilitating its use with the support of tables and numerical or graphic measures. In addition, it is used for the calculation of statistical parameters such as the measures of centralization and dispersion that describe the data studied. Descriptive statistics is used in this research to ensure that all the research variables are consistent and reliable. In the descriptive statistical analyses, several tests were conducted on the research variables to obtain measurements of mean values; reliability, shown as Cronbach's Alpha results; and normality, showing skewness and kurtosis.

The mean scores for the variables technology, trust, product awareness, and sales improvement are 3.20, 3.45, 3.58, 4.00, respectively. These results mean that all the respondents agree with the items listed in the questionnaire.

The reliability test resulted in very good Cronbach's Alpha values, greater than 0.7. The Cronbach's Alpha for the variables technology, trust, product awareness, and sales improvement are 0.810, 0.778, 0.700, and 0.722, respectively. These results mean that there is very good internal consistency among the items of the questionnaire.

Lastly, for the normality test, the variables technology, trust, product awareness, and sales improvement scored very good skewness values of -.145, -.530, -.164, and -.314, respectively. Table 2 shows the results obtained.

Table 2: Descriptive Statistics

Factors	Items	Cronbach's Alpha	Mean	Skewness	Kurtosis
Technology	5	0.810	3.20	-.145	-.577
Trust	4	0.778	3.45	-.530	.451
Product awareness	4	0.700	3.58	-.164	-.073
Sales improvement	5	0.722	4.00	-.314	-.187

Another important test conducted on the research variables was the Kaiser-Meyer-Olkin test for the purpose of measuring the sampling adequacy. This test produced a very good result of 0.843, with a significance level of 0.000 for the Bartlett's Test.

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.843
Bartlett's Test of Sphericity	Approx. Chi-Square	2949.080
	df	136
	Sig.	.000

The rotated component matrix test is used to decrease the number of elements that comprise high factor loadings. This test is used to make the investigation less demanding. For this test, the technology variable had five items; the highest item recorded the value of 0.858, and the lowest value is 0.762. The product awareness variable had four items, the highest item of which recorded the value of 0.830, and the lowest value is 0.665. The trust variable had four items, the highest item of which recorded the value of 0.837, and the lowest value is 0.685. The sales improvement variable had two items, the highest item of which recorded the value of 0.858, and the lowest value is 0.788. Table 4 shows the rotated component matrix.

Table 4: Rotated Component Matrix

	Component			
	1	2	3	4
TCH 1	.858			
TCH2	.842			
TCH3	.831			
TCH4	.814			
TCH5	.762			
PA1		.830		
PA 2		.827		
PA3		.786		
PA4		.665		
TR1			.837	
TR2			.800	
TR 3			.721	
TR 4			.685	
SI1				.858
SI2				.788

Correlation analysis was used to identify the type of relationship between the technology, product awareness, and trust and the sales improvement. This test revealed the following conclusions:

- There is no relationship between technology and sales improvement.
- There is a positive and significant relationship between product awareness and sales improvement ($r = 0.282$; $p = 0.000$).
- There is a positive and significant relationship between trust and sales improvement ($r = 0.282$; $p = 0.000$).

Table 5 shows the results of the correlation test.

Table 5: Factors Correlated with Sales Improvement

	TCH	PA	TR
Pearson Correlation	.050	.282**	.255**
Sig. (2-tailed)	.333	.000	.000

**. Correlation is significant at the 0.01 level (2-tailed).
TCH: Technology, PA: Product awareness, TR: Trust

Regression analysis was used to determine the future impact of the independent variables on the sales improvement. The results of the regression test reflect the relationships of the model. Based on the obtained results (Table 6), $R^2 = 0.095$ means that this model explains 9.5% of the relationship, and the rest of the relationship may be explained by other variables. Furthermore, this model has found that product awareness impacts sales improvement with beta = 0.205 and $t = 3.713$. Also, trust impacts sales improvement with beta = 0.163 and $t = 2.947$. Finally, technology does not impact sales improvement.

Table 6: Regression Test

Model	Standardized Coefficients Beta	t	Sig.
1 (Constant)		12.269	.000
TCH	.061	1.253	.211
PA	.205	3.713	.000
TR	.163	2.947	.003
Adjusted R^2	0.095		
F	14.443		

SMM: Social Media Mechanism, SI: Sales Improvement

V. DISCUSSION

This section presents the most important findings of the research and compares them with previous studies' findings. Based on the results obtained in this research, it was found that there is no relationship between technology and sales improvement. However, there is a positive and significant relationship between product awareness and sales improvement as well as a positive and significant relationship between trust and sales improvement. These results are similar to the results of previous studies.

Numerous sales parties have been transferred from an exchange to a relationship center. Therefore, sellers have moved little by little the possibility of organizing arrangements to make redeemed answers for their current customers and look for new business opportunities (Shoemaker, 2001). To allow for quick changes in the client's wishes, sellers must learn more and learn faster (Jones et al., 2005). Likewise, new sales models and authorized structures require salespeople to continually communicate with their organizations and organize their activities with their colleagues (Rackham & De Vincentis, 1999).

With a specific end goal to address these difficulties and improve their sales, which limits their adequacy and competence, organizations have invested resources in innovations in sales force automation (SFA) (Honeycutt et al., 2005). SFA can be described as the use of information technology (IT) to help sales work (Buttle, Ang, & Iriana, 2006). To date, the generally recognized meaning of SFA has not be resolved (Rivers & Dart, 1999). Some creators want to restrict the definition to dedicated programs and equipment for collecting, archiving, disaggregating, and disseminating information related to the client (Morgan & Inks, 2001), while others incorporate non-specific IT that vendors use to reproduce their parts (e.g., telephones, cellular phones,

email and web programs) in their definitions (Hunter & Perreault, 2007). Lately, there has been a growing enthusiasm for considering SFA as an important aspect of more extensive customer relationship management (CRM) that connects with additional skills and obligations to the vendor (Tanner & Shipp, 2005). Despite the fact that sales technology could be the most appropriate term, we use sales to automate paper-based computing to build consistency with previous research and characterize as dedicated PC frameworks meant for marketers to monitor data from customers and direct them every day ceremonies.

Trust is a foundation for creating online businesses. In a business-to-buyer relationship, to determine the level of trust in an electronic marketer, it is vital to survey the danger in the exchange (McCole et al., 2010). Trust assumes an imperative role in Internet business (Aljifri et al., 2003). There are different meanings of trust, which depend on several measures of generosity, honesty, ability, capacity, and sympathy (Gefen, 2002; Gefen et al., 2003; McKnight et al., 2002). There are also two-dimensional estimation scales for trust, capacity, and capacity of consideration, which lead to brand trust (Li et al., 2008). Be that as it may, all definitions and measurements allude to the danger and vulnerability in the online condition. Consideration and credibility are the two primary trust measures (Ba & Pavlou, 2002) on which this research is based. Validity-based trust alludes to the conviction that the other party in an exchange is reliable and depends on the notoriety data, while the goodness refers to the connections of commercial buyers (Ba & Pavlou, 2002). In line with this, in this research, trust is seen with respect to exchanges through the Internet through social networking sites (SNSs) and other online networks.

Trust among peers within SNSs and trust in the SNSs themselves are also important to consider. With regard to online networks, trust can encourage associations among people and encourage loyalty toward their current networking system. Trust and security in the SNS assume an essential role in affecting buyers' moods towards purchases (Jiyoung, 2009). Research shows that people in SNSs can guarantee each other through their experience and data commerce, thus increasing trust and, therefore, the likelihood of purchasing (Han & Windsor, 2011). Trust in the exchange and the system affects the online buyer (McCole et al., 2010) and improves the purchase target (Lu et al., 2010; Shin, 2010). In this way, trust assumes a vital part in the proposed model of this research. The connection between trust and the utility of the sierra is also positive, and trust builds certain aspects of PU (Gefen et al., 2003). Previous research shows that trust strongly influences PU (Gefen et al., 2003). In addition, trust plays a key role in the establishing both the buyer's behavior goals and their genuine behavior (Gefen et al., 2003; Ming-Hsien et al., 2009; Shin, 2010). Social networks and the rise of Web 2.0 can help customers reduce their risk and increase social trust. Applications in Web 2.0 and social networks, for example, customer surveys, and support in SNSs would be decent responses to overcome this obstacle. Evidently, the associations between clients in SNSs increase trust (Swamynathan et al., 2008), and trust is essential when considering buyers' purchase objectives (Gefen, 2002; Roca et al., 2009). In fact, the more trust buyers have, the more likely they are to purchase (Han & Windsor, 2011). In this way, trust will probably influence the execution objective (Pavlou, 2003).

Product awareness is the understanding and familiarity of consumers with a particular product. Product awareness is produced by sales promotion or advertising. Sales promotions are an advertising tool for manufacturers and also for retailers. Producers use them to expand sales to retailers (exchange promotions) and buyers (buyer promotions). The focus in this discussion is on the promotions of retailers, which retailers use to expand sales to buyers. Common examples of retail promotions are temporary price reduction (TPR), includes, and shows.

Over the last 25 years, extensive research effort has been concentrated on the impacts of promotions. Strategies to estimate the realization of promotions have been produced and perfected. In addition, numerous substantive results have been compiled that allow us to make some experimental speculations.

At the beginning of the 21st century, promotions were facing new openings and difficulties since innovation was increasingly influencing retail. Innovations such as reliability cards, electronic means of selling, and electronic purchasing partners affected the way retailers used promotions to allow better approaches to buyers.

It is possible to do a first refinement between the promotions of cost and not price. The value promotion method used most regularly is a temporary price reduction (TPR). Be that as it may, different types of value promotion can be conceived. Retailers can use promotion packages, that is, packages with additional substance (e.g., "25% additional"), or multi-element promotions (e.g., "buy three for x" or "buy two and get one for free"). Devotional discounts also require the purchase of some units; however, the buyer can do this for more than a few shopping events. Retailers can also use coupons or discounts. With coupons, buyers must obtain the coupon from the store application to obtain a refund. With refunds, a buyer pays the maximum; however, they could send their receipt to get a refund.

VI. CONCLUSION

Sales improvement is normally identified with implementations and methods used in sales processes to increase sales. To more succinctly define sales improvement, it is the process of improving and growing a company's sales based on several different techniques. The sum that an organization obtains from sales contrasts with that of the past, comparing the period in which the last sales surpass the previous ones.

Sales are the measure of the success or failure of a company. An increase in sales is considered to be a success, while a decrease in sales is considered to be a failure for the company. Based on the review of literature on sales, it appears that sales could be affected by technology, trust, and product awareness. The main problem addressed by this research was determining how technology, trust, and product awareness affect the improvement of sales in Syrian companies.

The researcher used a quantitative research methodology for analysis of the primary data source. The current study employed a structured survey questionnaire to collect the data from the research participants. The respondents comprised 384 customers and employees of Syrian companies in Syria.

The study found that there is no relationship between technology and sales improvement. However, there is a positive and significant relationship between product awareness and sales improvement as well as a positive and significant relationship between trust and sales improvement.

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