

# Factors Affecting Consumer Buying Behaviour in Jawwal Company study among Universities Students In Gaza strip

\*Ezz-Alarab Alawoor, \*Mohnad S. S. Abumandil, \*Dunia K, Zourob, \*Doaa J, Al Shaer, \*Belal T, AbuTair,

Faculty Of Business Administration university of Palestine – Gaza

## ABSTRACT

Nowadays social media marketing and digital marketing become global economy companies of all types acknowledge customers are extremely important. Furthermore, the company's most valuable recourse consumer especially in the global system for mobile communications (GSM). Therefore, the Company should be structured and managed around the consumer buying behaviour. Consequently, extensive efforts have been done to further understand this issue. To appear more insightful, this study develops a research model utilizing the technological and organizational factors to identify the determinants of the firms' propensity in implementing e-commerce. Nowadays social media marketing and digital marketing become global economy companies of all types acknowledge customers are extremely important. Furthermore, the company's most valuable recourse consumer especially in the global system for mobile communications (GSM). Therefore, the Company should be structured and managed around the consumer buying behavior. Consequently, after Coronavirus (COVID-19) losses and damage in life and economy. However, extensive efforts have been done to further understand this issue. To appear more insightful, this study develops a research model utilizing the economy. In addition, this study hypothesizes that attitude, technology knowledge, and subjective norm with consumer buying behavior. Total of 203 online questionnaires. The results revealed that consumer buying behavior in Jawwal Company has had different views regarding the determinants of the adoption. Moreover, the results showed a support relationship attitude, technology knowledge, and subjective norm with consumer buying behavior. These findings have demonstrated important of online marketing companies need to change marketing strategy and pay attention to the online market in social media

**Keywords:** social media marketing, digital marketing, attitude, technology knowledge, subjective norm, consumer buying behaviour, Jawwal Company.

## INTRODUCTION

### 1.1 Background Of The Study

Social media noted as commonly an important perquisite in order to establish and sustain satisfying relationships with buying behavior of the consumer. In this concern, the relation between social media and with buying behavior of the consumer has been emerged as a topic of considerable and strategic concern (Fernando, & Fernando, 2019). Generally, in this era, research suggests that social media is an important indicator of buying behavior of the consumer (Sogari, Pucci, Aquilani, & Zanni, 2017). Social media is one

of the most important research topics on a large scale in services and information quality (Sharif, Abumandil, & Obaid, 2018). The consumers are concerned not with how a service is delivered but only with the quality of output they receive. Quality perceptions of Jawwal Company influence buying behavior of the consumer by the social media. High levels of quality of service occur when the customer perceives that the service provider exceeded his or her expectations. Customer satisfaction with a service is able to create long term benefits for the consumer including positive word-of-mouth, and customer loyalty (Hasbullah, et al., 2016; Chien, & Chi, 2019). The concept of service quality can assist the manager by providing them with general understanding of how consumers are likely to evaluate the quality of the business (Abumandil, & Hassan, 2016) Bring to mind that in evaluating the quality of service consumers consider categories of service attributes such as reliability and responsiveness. As well, consumers take into consideration the level of performance that they think service firms should achieve on the service attributes, that is, consumers have quality expectations. (Bilgihan, Barreda, Okumus, & Nusair, 2016)

Social media offers digital marketing and bring sustainable solutions for business to help achieve a large number of customers. Furthermore, social media is an effective digital marketing strategy that enables businesses to reach a large target audience at the same time. It involves creating and sharing content (Mariani, Di Felice, & Mura, 2016). Such as, Social Networking (Facebook, LinkedIn, Google+, Microblogging Twitter, Tumblr), Photo Sharing, (Instagram, Pinterest, Snapchat), Video Sharing (YouTube, Instagram, Facebook Live, Periscope, Vimeo). Furthermore, a number of factors should be taken into consideration even though the number of consumer Jawwal Company is increasing annually but the development in the telecommunications sector is fast developing because of the new adoption of the use of digital marketing using social media. Interestingly, this results in a high competition in the telecommunications sector that get a lot of attention from various stakeholders using digital marketing in social media particularly in the rural setting as it is defined as a very important factor for the satisfaction of a consumer (Anholt, 2016; Xiang, Magnini & Fesenmaier, 2015), in the current telecommunications market that has become increasingly challenging (Baltes, 2015; Bell, Bryman, & Harley, 2018;). Consequently, the important role comes of social media and an intermediary as role between the owners of companies to achieve the largest number of consumer. Consequently, three critical elements that determine the support the success and avoid failure of a consumer buying behavior are the availability of social media information and demand for the types of Jawwal Company products by using these three elements attitude factors, technology knowledge factors subjective norm factors. (Ganglmair-Wooliscroft, & Wooliscroft, 2016; Xiang, et al, 2015; Sun, et al, 2016; Ku, & Chen, 2015; Királ'ová, & Pavlíčeka, 2015; Farah, & Ramadan, 2017). Furthermore, these elements guide Jawwal Company to structure actionable strategies that can lead to the success of the use of digital marketing in social media. Furthermore, the study attempted to ask following main questions:

1. What is the relationship between attitude factors and consumer buying behavior using social media marketing among students in Gaza Strip universities?
2. What is the relationship between technology knowledge factors and consumer buying behavior using social media marketing among students in Gaza Strip universities?

3. What is the influence between subjective norm factors and consumer buying behavior using social media marketing among students in Gaza Strip universities?

## LITERATURE REVIEW

### 2.1 Conceptual Issues Social Media Marketing

Using social media effectively is still elusive for many Companies. For the past 10 years, many management books have focused on customer-centricity. Generally, this has meant gathering customer knowledge and understanding as the first step in the commercial process. Through research and data-gathering by the sales force, the enterprise receives customer knowledge that it can use in developing its communications and solutions (Johannsen, 2018).

Today, more than ever before, businesses can not only listen to customers, they can invite customers to help shape the business activities. (Palalic, Ramadani, Gilani, Gërguri-Rashiti, & Dana, 2020), when one-way communications becomes a customer dialogue it changes the enterprises demand creation activities significantly. It enlivens, energizes, and stimulates the value- creation network. In addition, the efficiency effect of speed, accuracy, and scale leverages the communications budget exponentially. Social media can be defined as a platform that is easily accessible to anyone with internet access, opening doors for organizations to increase their brand awareness and facilitate conversations with the customer. Evans identified social media is the democratization of information, transforming people from content readers into content publishers. It is the shift from a broadcast mechanism to a many-to-many model, rooted in conversations between authors, people, and peers.

### 2.2 Theoretical Background Theory of Planned Behavior (TPB)

The concept of theoretical framework is the framework illustrates the relationship between variables in the study (Sekaran, 2003). The present theoretical framework is formulated after reviewing literatures on the factors influencing intention resistance to change in organization as well as theory of Theory of Planned Behavior (TPB), Fishbein, & Ajzen (1980) as discussed earlier. Based on the discussion in the preceding section, there are four independent variables representing factors that influencing intention resistance to change in organization. The independent variables are attitude, technology knowledge, and subjective norm while the dependent variable is consumer buying behavior in Jawwal Company. Figure 2.1 is the proposed theoretical framework that illustrates the relationship between variables as following below:

Independent Variables

Dependent Variable

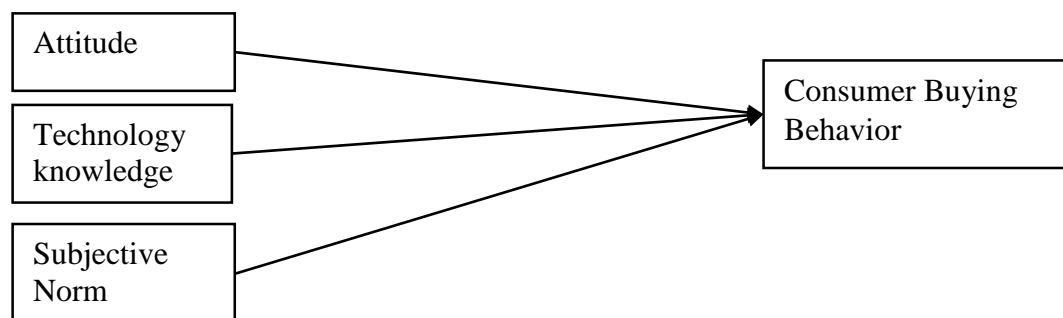


Figure 2.1: theoretical framework

### 2.3 Empirical Review

The study employed three constructs attitude factors, technology knowledge factors subjective norm factors, Furthermore, the study key contribution is look at the relationship between attitude factors, technology knowledge factors subjective norm factors of consumer buying behavior through the influence of social media.

Whilst contributing to the body of knowledge this study provide practical and educational implications to in general GSM companies and in particular Jawwal company in Palestine and sustainable of digital marketing. Furthermore, the study aimed to highlight the significance of attitude factors, technology knowledge factors subjective norm factors. With a unique combination of predictor variables (attitude factors, technology knowledge factors subjective norm factors) and the criterion variable (consumer buying behavior).

## METHODOLOGY

### 3.1 Study Design

This study represents exploratory according to the study variables and the type of study cross-sectional quantitative design by using an online questionnaire because of Coronavirus (COVID-19), universities are close. Consequently, this study identifies population and sampling procedures according to the Students in Gaza Strip universities {Al-Azhar University, Islamic University, Al- Aqsa University, Al-Quds Open University, University of Palestine, and Gaza University}. Furthermore, the study sample 203 respondents Furthermore, data collection and analysis by using SPSS.

Figure 3.1: theoretical framework

### 3.2 Hypothesis Development

A hypothesis is a formal proposition of the logically guessed relationship between two or more variables, which is based on the theory of theoretical framework that is empirically testable to find the expected solution to the problem statement (Sekaran & Bougie, 2010; Zikmund, Babin, Carr, & Griffin, 2010). The main argument of present study is that consumer buying behavior and the variables attitude, technology

knowledge and subjective norm. In this section, the study provide the literature that supports these relationships together with the development of hypotheses that define the causal relationships.

Table 3.1 illustrates the logical link between the research questions, and hypotheses of the present study.

Research Question	Hypotheses of Research
What is the relationship between attitude factors and consumer buying behavior using social media among students in Gaza Strip universities?	H1: Attitude has significantly and positively influences consumer buying behavior in Jawwal Company.
What is the relationship between technology knowledge factors and consumer buying behavior using social media among students in Gaza Strip universities?	H2: Technology knowledge has significantly and positively influences consumer buying behavior in Jawwal Company
What is the influence between subjective norm factors and consumer buying behavior using social media among students in Gaza Strip universities?	H3: Subjective norm has significantly and positively consumer buying behavior in Jawwal Company.

## DATA PRESENTATION AND DISCUSSION

### 4.1 Descriptive Statistics

Based on the data collected through questionnaire, out of the 203 online questionnaires, 230 were retrieved, a response rate of 82%. 27 questionnaires were not satisfactory due to incompleteness and outliers and thus removed. This brought down the response rate to 75% which is still adequate and above the 30% considered sufficient for surveys (Sekaran, 2003). However, attitude, technology knowledge subjective norm and consumer buying behavior the analysis result below analysis result below the first variable attitude. There were 5 questions on attitude and the mean for them was ranged from 3.2244 to 3.0878. The standard deviation ranged from .63133 to .81906 on the 5 questions that were answered on attitude. Furthermore, second variable technology knowledge the mean and standard deviation of technology knowledge of rewards. From the table below, questions were used to determine the perceived ease of use technology knowledge and the mean range for this was between 3.1707 and 3.3878. The standard deviation was 0.67919 which was the lowest and a highest was 0.90574. Furthermore, third variable subjective norm had a mean range of 2.6453 as the lowest and a 3.0099 mean as the highest on all the 5 questions that were asked. The standard deviation was 0.75769 as the highest on all the 5 questions asked and the lowest was 0.64470. Furthermore, last variable consumer buying behaviour variable had 8 questions and had a mean range between 2.6355 which is the lowest range and 3.3153 as the highest range. The standard deviation for customer satisfaction was between 0.62945 which is the lowest range and 0.89253 as the highest standard deviation.

#### 4.6 Correlation Analysis

A correlation test is conducted to determine the relationship between the independent variables attitude, technology knowledge, and subjective norm and dependent variables and consumer buying behavior. Furthermore, the relationship between Attitude and consumer buying behavior. A significant positive relationship is observed between attitude and consumer buying behavior (.775). We therefore accept H1 which states that there is a significant relationship between attitude and consumer buying behavior. Furthermore, the relationship between technology knowledge significantly correlated with consumer buying behavior positively with a correlation of .431. This value was observed from the data that was gathered from the questionnaires answered by students Palestine universities in Gaza strip. We therefore accept H<sub>2</sub> which states that there is a significant relationship between customer satisfaction and reliability. Furthermore, significant and positive relationship between subjective norm and consumer buying behavior (.625). We therefore accept H<sub>3</sub> which states that there is a significant relationship between subjective norm and consumer buying behavior.

### Discussion of Findings

#### 5.1 Discussion of Results and Key Findings

The following sub-sections reports the findings presented in the same order as of objectives of the study. In order to achieve the first objective of this study, i.e.,

1. To examine the relationship between attitude factors and consumer buying behavior using social media marketing among students in Gaza Strip universities.
2. To investigate the relationship between technology knowledge factors and consumer buying behavior using social media marketing among students in Gaza Strip universities.
3. To determine the influence between subjective norm and consumer buying behavior using social media marketing among students in Gaza Strip universities.

The results of hypotheses testing of the relationship between all variables with consumer buying behavior. Furthermore, The results indicate that attitude is considered to be one of the most important determinants of using discounts and offers on mobile or prices and the latest products offered by the company via social media. Moreover, the findings related to the effect of attitude dimensions on the consumer buying behavior in this case is in line with the theory of planned behavior (TPB), which shows that to some extent attitude values can determine consumer buying behavior.

These results are also in line with previous studies (Cheung, & To, 2017; Hsu, Chang, & Yansritakul, 2017; Hsu, Chang, & Yansritakul, 2017; Ramya, & Ali, 2016) who studied the relationship between attitude and consumer buying behavior. These studies established a significant positive relationship between facets of attitude values and consumer buying behavior. This finding shows that the variable technology knowledge factors and consumer buying behavior can be support with standards of the consumer buying behavior. This result is in line with the previous studies (Yang, 2017) who found that technology knowledge or culture has impact on consumer buying behavior. This result is due to the importance given from customers to their knowledge, they are aware that IT knowledge is important to develop the technology knowledge factors and consumer buying behavior. In addition, it implies that students are receptive to learn new IT knowledge.

The result is consistent with previous studies that confirmed the important influence of technology knowledge factors and consumer buying behavior among the social media marketing (Sogari, Pucci, Aquilani, & Zanni, 2017).

Therefore, social media marketing in Palestine, need to establish a good relationship with students and universities so that an effective curriculum is designed and offered to help the social media marketing to learn current technologies. This will help them knowledgeable graduate students. To develop the social media marketing, Palestine universities have to adopt technology knowledge factors in the curriculum that can increase the technology knowledge among graduate students who might work as digital marketing. Therefore, Jawwal Company have to encourage students to utilize the available technologies social media marketing in and also provide them with new digital marketing. Subjective norm is “the degree to which an individual believes that people who are important to her/him think she/he should perform the behaviour in question” (Fishbein & Ajzen, 1975; Bilgihan, Barreda, Okumus, & Nusair, 2016).

The positive effect in the result of this study is perhaps because the respondents believe in their important people who prefer not to use subjective norm. The students still prefer to use traditional marketing procedures (Bilgihan, et al., 2016). Moreover, respondents’ important people are study in the universities environment where students still uses a minimum level of information security (Husin, Ismail, & Ab Rahman, 2016).

The implication based on the findings of this study is that policy makers in Jawwal Company, should pay attention to subjective norm by enhancing the important people in the online marketing in social media.

## 5.2 Contributions of the Study

Throughout this study, many insights regarding the issues related to the consumer buying behavior in Palestinian students have been reported. Consumer buying behavior confronts several problems such as: incompetency, lack of modern skills, lack of awareness, and lack of understanding towards online marketing. As to date, this study is one of the very few studies conducted in Palestine to examine the effects of attitude, technology knowledge, and subjective norm with consumer buying behavior in Jawwal Company. In addition to that, this study attempts to expand the boundary of the current literature as it investigated the mediating effect of digital marketing to improve the relationship between the luxury values and consumer buying behavior among students in Gaza strip.

## 5.3 Limitations and Suggestions for Future Research

Limitations and Suggestions for Future Research As other reported scientific research, this study is not without limitations. Even though much effort has been done to conduct a comprehensive research as reported in this study, it is nevertheless naturally has a number of limitations that should be noted.

First, the study applies to students without considering the issue of Coronavirus (COVID-19). Future studies may consider the Jawwal staff in its relationship with online marketing.

Second, this study does not focus on obtaining responses from the Jawwal about the issue of the perceived IT importance and its relationship with external market. Future studies could focus on stakeholders’ responses and their relationship with the external market to uncover the IT gap between stakeholders and external market.

Third, this study focuses on the students from 5 universities context without a comparison with any developing or developed country. Future studies could focus on this comparison that would provide new insights into the digital marketing.

Fourth, this study 203 respondents. Future studies might add number students and staff from Jawwal Company that may become available in the future.

Fifth, this research explored the attitude, technology knowledge, and subjective norm with consumer buying behavior among students using the digital marketing. Future studies could explore other ways of measuring attitude.

Finally, the current study suggests 4 factors divided into four categories that affect the attitude, technology knowledge, and subjective norm with consumer buying behavior. Future studies may choose to focus on other factors that could influence the consumer buying behavior in social media.

#### 5.4 Conclusion

In conclusion, the attitude, technology knowledge, and subjective norm values of any products or services has become one of the most investigated areas in the field of marketing in today's competitive environment and consumer buying behavior.

This study found that consumers are deemed as crucial for any products and services to achieve successes. The organizations have to make consumers satisfied to grow or even to survive in their market.

The findings of present study have highlighted on the significant impact of attitude on the consumer buying behavior among students in Gaza Strip universities. In addition to that, there were more 2 hypotheses supported, namely: the relationship attitude, technology knowledge, and subjective norm with consumer buying behavior. Furthermore, this research employed SPSS which is considered as a new analysis approach and technique in marketing and management sciences. From theoretical perspective, the study added to the body of knowledge on religious orientation in Palestine and attempted to fill the contextual gap as previous studies were mostly conducted in the West. The study also contributed to the practitioners and marketers by identifying the variables that might have effect on consumer buying behavior within Middle Eastern context. Finally, this study accomplished its objectives, and supported the notion and applicability of the theory of planned behavior in Gaza strip universities environment.

#### REFERENCES

- Abumandil, M. S., & Hassan, S. (2016). Information quality and decision-making effectiveness: A study of banks in Palestine. *International Review of Management and Marketing*, 6(7S), 127-132.
- Anholt, S. (2016). *Places: Identity, image and reputation*. Springer.
- Baltes, L. P. (2015). Content marketing-the fundamental tool of digital marketing. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 8(2), 111.
- Bell, E., Bryman, A., & Harley, B. (2018). *Business research methods*. Oxford university press.
- Bilgihan, A., Barreda, A., Okumus, F., & Nusair, K. (2016). Consumer perception of knowledge-sharing in travel-related online social networks. *Tourism Management*, 52, 287-296.



- Bilgihan, A., Barreda, A., Okumus, F., & Nusair, K. (2016). Consumer perception of knowledge-sharing in travel-related online social networks. *Tourism Management*, 52, 287-296.
- Cheung, M. F., & To, W. M. (2017). The influence of the propensity to trust on mobile users' attitudes toward in-app advertisements: An extension of the theory of planned behavior. *Computers in Human Behavior*, 76, 102-111.
- Farah, M. F., & Ramadan, Z. B. (2017). Disruptions versus more disruptions: How the Amazon dash button is altering consumer buying patterns. *Journal of Retailing and Consumer Services*, 39, 54-61.
- Fernando, R. D., & Fernando, P. I. N. (2019). Impact of Social Media Marketing Activities on Consumer Buying Behavior for Casual Dining Restaurants in Sri Lanka.
- Fishbein, M., & Ajzen, I. (1980). Understanding attitudes and predicting social behavior.
- Ganglmair-Wooliscroft, A., & Wooliscroft, B. (2016). Diffusion of innovation: The case of ethical tourism behavior. *Journal of Business Research*, 69(8), 2711-2720.
- Hasbullah, N. A., Osman, A., Abdullah, S., Salahuddin, S. N., Ramlee, N. F., & Soha, H. M. (2016). The relationship of attitude, subjective norm and website usability on consumer intention to purchase online: An evidence of Malaysian youth. *Procedia Economics and Finance*, 35, 493-502.
- Hsu, C. L., Chang, C. Y., & Yansritakul, C. (2017). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, 34, 145-152.
- Husin, M. M., Ismail, N., & Ab Rahman, A. (2016). The roles of mass media, word of mouth and subjective norm in family takaful purchase intention. *Journal of Islamic Marketing*.
- Johannsen, F. A. (2018). Process-related value propositions of enterprise social media use for the external communication with end consumers. *Business Process Management Journal*.
- Mariani, M. M., Di Felice, M., & Mura, M. (2016). Facebook as a destination marketing tool: Evidence from Italian regional Destination Management Organizations. *Tourism management*, 54, 321-343.
- Palalic, R., Ramadani, V., Gilani, S. M., Gërguri-Rashiti, S., & Dana, L. P. (2020). Social media and consumer buying behavior decision: what entrepreneurs should know?. *Management Decision*.
- Paul, J., Modi, A., & Patel, J. (2016). Predicting green product consumption using theory of planned behavior and reasoned action. *Journal of retailing and consumer services*, 29, 123-134.
- Ramya, N., & Ali, M. (2016). Factors affecting consumer buying behavior. *International journal of applied research*, 2(10), 76-80.
- Sekaran, U. Bougie.(2010). *Research Methods for Business: A Skill Building Approach*.
- Sekaran, U., & Bougie, R. (2003). *Research Methods For Business, A Skill Building Approach*, John Willey & Sons. Inc. New York.
- Sharif, Z. M., Abumandil, M. S., & Obaid, T. F. (2018, September). Centralization and complexity moderating the relationship between information quality and decision-making effectiveness: A study of banks in Palestine. In *AIP Conference Proceedings* (Vol. 2016, No. 1, p. 020084). AIP Publishing LLC.
- Sogari, G., Pucci, T., Aquilani, B., & Zanni, L. (2017). Millennial generation and environmental sustainability: The role of social media in the consumer purchasing behavior for wine. *Sustainability*, 9(10), 1911.

- Sogari, G., Pucci, T., Aquilani, B., & Zanni, L. (2017). Millennial generation and environmental sustainability: The role of social media in the consumer purchasing behavior for wine. *Sustainability*, 9(10), 1911.
- Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet. *Journal of Retailing and Consumer Services*, 22, 244-249.
- Yadav, R., & Pathak, G. S. (2017). Determinants of consumers' green purchase behavior in a developing nation: Applying and extending the theory of planned behavior. *Ecological economics*, 134, 114-122.
- Yang, F. X. (2017). Effects of restaurant satisfaction and knowledge sharing motivation on eWOM intentions: the moderating role of technology acceptance factors. *Journal of Hospitality & Tourism Research*, 41(1), 93-127.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business Research Methods*, South Western. Cengage Learning.

