

Magnetic Marketing Success Factors and Their Impact on Purchasing Decision Making Exploration Research in a Sample of Private Banks in Baghdad

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Abstract— The research examines the impact relationship of magnetic marketing success factors (market, message and media"means of advertising") in making a purchase decision. The problem of the research was represented in number of questions, the aim of the answer was to find out the extent to which the sample was (private banks in Baghdad) adopted the factors of the success of the magnetic marketing and their impact on making a purchase decision .The importance of the research lies in the importance of the factors of the success of magnetic marketing in communication with existing customers and thus the exchange with them and seek to attract potential customers. The aim of the research to raise the interest of these organizations to the variables of the study of its importance in ensuring the survival and sustainability. The questionnaire was used as a tool for collecting the data that was distributed to the sample of the research which included (63) respondents in a sample of private banks in Baghdad (Baghdad, United Investment, Gulf Business and International Development). A number of statistical methods have been used to test the hypothesis of research through the adoption of the statistical program (SPSS23) found a number of conclusions, the most important of which was the significant effect of the success factors of magnetic marketing in making the purchase decision, while the most important recommendations is the need to adopt the management of the bank a mix of advertising means and not the adoption of the Internet and e-mail as a single means of promotion and exchange if they want to apply magnetic marketing success factors.

Keywords— *Magnetic Marketing Success Factors, Making A Purchase Decision (Market, Message and Media)*

1. Introduction

The development of information and communication technology, which has helped in

the emergence of many of the modern marketing methods adopted by business organizations, including the marketing of magnetic success depends on three main factors are (message, market and means) that work together and synergy to achieve the greatest impact The process of marketing products (services - goods) to their current and potential customers, knowing the needs and desires of the customer and studying the factors that influence him to make his purchasing decision became the focus of these organizations to ensure their success in their marketing plans. The current research derives its importance from the importance of (the factors of the success of magnetic marketing in making the purchase decision), because the latter is sought by organizations in general, including banking organizations to achieve in order to ensure their survival and sustainability, The objective of the research is to raise the interest of these organizations to the variables of the study of their importance and integration in advancing the level of their current and future performance. The problem of research was formulated by a set of questions that were answered in the practical aspect through the diagnosis and analysis of the relations of influence between the search variables. In order to achieve the objectives of the research was distributed in four areas; the first section focused on the methodology, the second section focused on the theoretical side, while the third section focused on the practical aspect, while the fourth section contains the most important conclusions and recommendations.

1.1 Research problem

Banking organizations seek to maximize their resources by providing the best services, attracting

the largest number of customers and achieving close partnership with each customer. The research problem can be identified through the field visits conducted by the researchers to the banks of the sample of the study. It was found that there is a weakness in how to deal with the success factors of magnetic marketing represented by (the message - the market - means of advertising) by the administrations of these banks, and influence the direction of the customer and urged him to make a decision to buy products (services) provided by these banks, therefore it can identify the problem of research by the following questions:

1. Does the research sample adopt magnetic marketing factors in marketing its services?
2. What is the level of importance of magnetic marketing factors in sample banking research organizations?
3. Are magnetic marketing factors influencing purchasing decision making?

1.2 Importance of research

- Magnetic marketing is one of the modern concepts practiced in different fields of marketing where it requires a study of the factors that contribute to its success.

- Attempt to demonstrate the status of magnetic marketing factors in banking organizations and their importance in communicating with the current customer and seeking to attract the expected customer and urge them to make a purchase decision [4].

- Provide an intellectual framework on the variables of research in order to communicate with the efforts of other researchers to complete and enrich the subject intellectually.

- Provide the Iraqi and Arab libraries with a theoretical and practical study in the field of magnetic marketing and leading marketing, which can be adopted in future studies and research [5].

1.3 Research Objectives

1- Diagnosis of the level of search variables (magnetic marketing success factors and purchasing decision).

2 - To raise the interest of banking organizations to the variables of the study of its importance and complementarily in raising the level of its current

and future performance.

3- Explain and analyze the factors of the success of magnetic marketing and determine their impact on the decision making process.

4- To reflect the interdependence and interaction between the theoretical and practical reality of the subject of the current study in banking organizations.

1.4 Research hypotheses

The research seeks to test the hypothesis of the independent variable in the adopted variable as follows: -

The main hypothesis: There is a significant effect of the magnetic marketing success factors in the purchase decision, and the following sub-assumptions are derived:

- 1- There is a significant effect of the message in making the purchase decision.
- 2- There is a significant effect of the market in making the purchase decision.
- 3 - There is a significant effect of the means of advertising in making the purchase decision.

1.5 Community and sample of the study

The study society included the private banks in Baghdad (22), four of which were selected randomly (Bank of Baghdad, United Investment, Gulf Commercial Bank and International Development Bank), (managers of these banks and their assistants, departmental managers and the compliance monitor) represent a sample of the research , which are (68) models, All questionnaires were distributed to all of them, and (5) questionnaires were excluded due to their lack of validity for the statistical analysis. Thus, the final sample number became (63) models.

1.6 Statistical tools and methods used in research

Scientific research was based on a set of tools to prove the scientific truth, including knowledge of the views of the sample investigated about the variables, and these were represented by the following:

1.6.1 Theoretical Reference

This aspect is concerned with establishing a theoretical framework for the subject of the study, relying on Arabic and foreign books, researches, university theses as well as the use of the international communication network (the

Internet).

1.6.2 Resolution

It is a data collection tool, designed based on the theoretical side. The current research has been adopted by the Likert quintet Scales (Agreed completely: 5, Agreed: 4, Neutral: 3, Do not agree: 2, Do not fully agree: 1) in the distribution of weights, 68 questionnaires were distributed and 63 forms were adopted on the practical side [6], [7].

1.6.3 Statistical Methods

The researchers relied on a set of methods to determine the level of answers of the research sample as well as to test hypotheses through the use of the statistical program (SPSS 22), which are (Arithmetic mean, standard deviation, variation coefficient, simple linear regression coefficient, F test, the coefficient of determination R²).

2. Theoretical side of the research variables

2.1 Magnetic marketing success factors

Magnetic marketing of modern and contemporary concepts has received attention from many researchers in developed countries; which contributed to providing the best products (goods - services) unique and distinct to attract customers and encourage them to buy, which led to increased sales and achieve a high level of profitability, It is defined as "marketing that is based not only on explicit advertising of the organization's products (goods and services), but also on providing information relevant to current and potential target customers and finding the content that the organization publishes through appropriate means of communication to attract them and win their trust" [16].

(Dan Kennedy) pointed out that a marketer who relies on magnetic marketing in the marketing of his products (goods-services) can become a welcome guest when he can attract many current and potential customers. He also noted that three key factors for successful magnetic marketing are (The message, the market, the means of advertising) and these factors must work together and synergistically to achieve the greatest impact of the marketing process [17], the research will focus on the following paragraphs:

2.2 Message

The process of designing the appropriate message requires knowledge of the target audience

and marketing channel suitable to target this audience and this will put the process of marketing communication in front of four challenges are:

- What should he say? (The content of the message),
- Who will say it? (Message source).
- How will he say expressively? (Message encoding),
- How will he say logically? (Message format).

Content is the essence of the marketing communication process that integrates with and fits the communication channel, and the message addressed by individuals or organizations to the current or potential client in the form of speech, signs, behavior, writing, etc., message may also be in the form of advertising, publicity, personal contacts, sales incentives ... etc. But it is very important that the message is clear, understandable and meaningful to the recipient, and be attractive to raise the current customer and potential desire to receive and understand the message and interact with it, when the message is directed to the customer to advertise a specific product (goods-service), the advertisement must be sufficient to demonstrate the benefit that the customer receives from the product and thus respond to it. So the marketing message is defined as "a set of words or symbols that express the ideas that the marketing person wants to present to his audience in a manner consistent with the goal of the communication process on the one hand and the realization of understanding and assimilation on the other" [1]. Thus Marketers seek to build a distinctive mental image of their products in the minds of their target customers to distinguish their products from competitors. The mention of the word Mercedes will come to the mind of the recipient as a luxury that earns a sense of a distinct social prestige [13].

2.3 Market

The market is defined as "a group of current and potential customers who are similar in their needs and desires and are prepared to conduct an exchange with suppliers of goods and services that satisfy their needs and desires"[21]. The marketing organizations seek to divide the market into different sectors in order to better understand of their target audience and make marketing more effective in order to increase their market share, maintain their existing customers and identify the most profitable and interested customers [18]. Market segmentation criteria are classified into four groups (geographical segmentation, population segmentation, psychological segmentation, behavioral segmentation). The target market is the basic and important step in the segmentation of the

market by the organization to implement its marketing strategies, as the message when not to contact the right target person it will fall on deaf ears even if the message is true in content because it did not target the right market. Therefore, the marketing organizations that seek to choose their markets and services properly adopt the idea of Target Market because they are interested in what they have and also to not get wasted in the money when the marketing message is sent to individuals who are not interested in the products offered to them. That is to focus their marketing efforts on the entry of the target gun instead of scaling up their marketing efforts by using the gun entrance and [20].

4.2 Means

Advertising means the tools through which the organization can implement its advertising program, and that any error in choosing the media will negatively affect the achievement of the objectives of the advertising campaign, and that the selection of a means other is subject to specific criteria against which to determine the appropriate means of advertising, The most important criteria adopted are (identifying marketing objectives, identifying the target individuals or organizations, determining the nature of the product (goods-service) and its characteristics, identifying the message, determining the financial capabilities allocated for advertising).

referred that the precise choice of the means of communication that can deliver the idea to the target audience is one of the basic conditions for the success of the advertising; explained that one of the most important means of advertising is (television, radio, poster, publications, newspapers and magazines, direct mail, Internet), He added that marketers who rely on magnetic marketing should use a combination of different advertising means and not adopt the Internet as a single option for the promotion and exchange process. The researchers consider that studying the tendencies, trends and desires of the target audience (current and potential) and presenting the correct, clear and attractive message to them through the correct and appropriate means of advertising will lead to the establishment of close relations with them, thus provide products that satisfy their needs and desires and reach them to the satisfaction that leads to their loyalty and retention as permanent customers [8], [15].

3. Making a buying decision

Business organizations place most of their

attention towards the consumer through which the purchase process is achieved, which is often based on multiple variables and factors, all of which lead the consumer to take the decision of buying. These organizations have been using motivating factors to attract consumers to buy their products [14]. In order for these organizations to succeed in their marketing plans, they need to know more about the consumer, which is similar to the black box. This analogy shows that what is inside the human mind is unknown and what results from the behavior of purchase may not be repeated constantly because it is the result of the influence of several different factors [2], [3], So understanding its actions and knowledge of purchasing motives became the target of any marketing or commodity marketing strategy in partial or full variable or stable environments thus the research will focus on the following:

3.1 The concept of the purchase decision-making process

The process of purchasing is a dynamic process consisting of steps and influences that the consumer goes through to make his decision, as the process of purchase decision-making to the consumer as those steps or stages experienced by the consumer to choose which products to buy, also it is known as a series of stages that the consumer takes to solve a problem related to meeting a specific need also define it as a process of preference between several alternatives and choose the best one which meets the need and desire of the consumer [10], [11].

3.2 Stages of purchase decision-making

3.2.1 Need recognition

This is the first step that may appear to the consumer about the necessity of obtaining a commodity or service that meets his needs and desires, or the needs of his family, whether these needs are contemporary or futuristic. Business organizations use multiple means to inform the consumer and remind him of such goods and services. The advertisement is widely used to bring the picture closer to him and make him in a position enables him to get what he needs and wants [19].

3.2.2 Searching for information

When the consumer is excited about the product he wants to obtain to satisfy his needs, he begins to search for the information related to the product in

order to decide the purchase decision-making, especially if the product is not available to him at that time, he should memorize the thing that he want and collect information at proper time and from several sources: (Personal sources / family, friends, commercial sources / advertising, sales men, dealers, exhibits and data on the can, public sources / Media, consumer protection organizations and government organizations), each source of information play different rule of the other in influencing on the purchase decision of the consumer.

3.2.3 Evaluation of Alternatives

After the consumer gathers information about the product to be acquired, he evaluates it and selects the most appropriate alternative by adopting a number of criteria that reflect the characteristics and features desired by the consumer. This process goes through the following stages: Determine the evaluation standards, determine the importance of standards, determine the value of product to the consumer) [9].

3.2.4 Purchase Decision

After evaluating the alternatives and choosing the alternative that the consumer believes to achieve the maximum satisfaction, then the actual purchase phase comes. The consumer has taken the purchase decision. The consumer may retreat his decision and choose another alternative if he have a negative changes towards the product or country of origin for political or others considerations [22].

3.2.5 Post-purchase behavior

At this stage, the behavior of the consumer after the purchase or the consumer reaction after acquiring a particular product or specific trade mark. This behavior is the result of the consumer's evaluation of the product purchased. The purchaser compares the expected performance with the actual performance, it can be said that there are two cases of post-purchase behavior, the first is the positive behavior of the consumer towards the product, the second is the negative behavior of the consumer towards the product [12].

4. Practical side

4.1 Analysis of the level of the variables of research

This course will explain the level of the research

sample answers related to the independent variable (the success factors of magnetic marketing) and its dimensions which include (message, market and means of advertising) and the adopted variable (marketing leading) and its dimensions which include (Proactive orientation, creativity, Risk management, investment opportunities and creation value for the customer), through the computational environment and standard deviations and coefficient of variation as follows:

4.1.1 Factors of Magnetic Marketing Success

Table (1) shows that the arithmetic mean value of this variable reached 3.57, with a standard deviation of 0.894 and a difference coefficient of 25.04% indicating the degree of homogeneity of the researcher's answers to this variable, While the results of analysis of the dimensions of this variable as follows:

1. Message: The value of the arithmetic mean of this variable was 3.935, with a standard deviation of 0.879 and a difference coefficient of 22.34%. This indicates the degree of homogeneity of the researcher's answers to this variable. This results show the interest of bank management of its message to be always true and working to replicate it to its target customers in order to achieve the purchase process.

2. Market: The arithmetic mean value of this variable was 3.81 and a standard deviation of (0.885) and a difference coefficient (23.23%). This indicates the degree of homogeneity of the answers of the research sample to this variable. This results show the interest of surveyed sample to divide the market to get a detailed knowledge of their target customers and understanding of their needs and desires through the adoption of (age, education and income) within the demographic criterion as it gives more detailed information about the target audience.

3. Means of advertising: The value of the arithmetic mean of this variable (2.96), which is lower than the default (3) with a standard deviation of (0.917) and a difference coefficient (28.84%), indicating that the surveyed sample is not consistent about the adoption of this variable within the factors of success magnetic marketing in marketing of its services, especially in terms of means (television, radio, posters and publications).

Table 1. level of the answers of the surveyed sample for variable items, basic factors to success the magnetic marketing.

	No.	Items	Arithmetic mean	standard deviation	Coefficient of variation %
Message	1	The Bank's management is concerned that its message content (clear benefit, attractive poster, voice or image) is brought the attention of its current and potential customers.	3.55	0.832	23.44
	2	The Bank's management is concerned to ensure that the content of its message is unique by its services.	3.77	0.874	23.18
	3	The management of the bank adopts the process of repeating the messages to its target customers in order to achieve the purchase process.	4.09	0.936	22.88
	4	The Bank's management ensures that its message is always honest.	4.33	0.875	20.21
Total			3.935	0.879	22.34
Market	5	The Bank's management is concerned to divide the market to obtain detailed knowledge of its target customers and to understand their needs and desires.	3.92	0.783	18.62
	6	The Bank's management is concerned about the factors affecting the purchasing decision of its target customers.	3.68	0.958	26.46
	7	The management of the bank seeks to adopt (age, education and income) within the demographic criterion and not to adopt only one of these criteria for obtaining information.	3.88	0.925	23.84
	8	The bank's management is concerned that its message reaches the right target person.	3.76	0.874	23.24
Total			3.81	0.885	23.23
advertising means	9	The Bank's management depends on the Internet as a basic means of advertising about the nature of its services provided to its target customers.	4.23	0.763	18.04
	10	The bank's management concerned about the direct mail as a one of the most reliable direct advertising mean in the promotion process.	4.17	0.804	19.29
	11	The bank's management depends on (television) as a basic mean for marketing its services to its target customers.	2.73	0.876	32.09
	12	The Bank's management depends on (radio, poster, and print) as a mean for advertising the marketing of its services.	2.84	0.835	29.40
Total			3.49	0.819	23.47
The fundamentals of successful of magnetic marketing in total			3.745	0.861	22,99

From Table (1), we notice that the variable of means of advertising achieved the highest value in the difference coefficient (28.84%) which indicates that the answers of the surveyed sample for this variable were more dispersed, while the lowest value was the variable of the message, which reached 22.34% which indicates that the sample responses for this variable were less dispersed.

2. The purchasing decision: Table (2) shows that the value of the total arithmetic mean of this variable was 4.005 and the standard deviation was 0.93 and the difference coefficient was 23.22%. which indicates to the homogeneity of the researcher's samples as total for this variable. Paragraph (23) achieved highest value of the arithmetic mean reached (4.31) and the standard deviation (0.75) indicating the agreement of

research sample that the high quality services oblige the customer long-term buying relationships, and this reflects the positive behavior of the customer towards the banking services provided and which contributes to the repetition of the purchase , and that this paragraph is relatively less dispersed in the answers to the research sample, as the difference coefficient is (17.40%). While paragraph (16) represented a relatively more dispersed in the answers of the research sample, the difference coefficient reached (26.09%) indicating that the research sample is less agreement with regard to the customer adoption of financial incentives provided by the bank management as a basic factor to deal with it and take the purchase decision. The researchers believe that high-quality banking services, time needed to deliver it, and the good treatment customers received by service providers are key factors in purchasing decision making.

Table 2. level of answer of the surveyed sample for the items of variable purchasing decision.

No.	Items	Arithmetic mean	standard deviation	Coefficient of variation %
13	The customer receives the required information by contacting the bank directly prior to doing so.	4.07	0.96	23.58
14	The customer depends on the company's private advertise as a source of information before making the purchase.	3.79	1.10	29.02
15	The customer is interested to hear the experiences of others in evaluating the service and then making the purchase.	3.85	0.98	25.45
16	The customer depends on the financial incentives provided by the bank management as a key factor to deal with them.	3.78	1.01	26.09
17	The customer is interested about the ability of the bank's management to use modern methods in financial transactions.	3.89	0.98	25.19
18	The customer is using the payment facility as a financial incentive to buy.	4.15	0.86	20.72
19	The customer deems the design and development of the service is an effective factor in its purchasing decision.	3.96	0.87	21.97
20	The customer deems the spent time to obtain service as an important factor to make a purchase decision.	4.13	0.85	20.58
21	The customer cares about the new banking services that satisfy his needs and wishes constantly.	4.03	0.79	19.60
22	Customer is very interested in the nature of the personal treatment of service providers when purchasing.	4.14	0.81	19.56
23	High-quality services require long-term purchasing relationships.	4.31	0.75	17.40
24	The customer provides the bank management with marketing information after purchase.	3.88	0.92	23.71
	Total purchase decision	4.16	0.78	18.75

2.4 Test relationship of influence between the study variable

This section describes the relationship of the influence of the independent variable represented

Table 3. Influence results of the variable of magnetic marketing success factors in the purchasing decision variable using simple linear regression.

Variables		constant term α	regression coefficient β	Coefficient of determination R^2	F test	
Independent	Dependent				Counted	probability value .sig
Message	Purchase decision	1.66	0.59	37.33	36.243	0.00
Market		2.25	0.44	23.13	18.357	0.002
Advertise mean		1.61	0.58	4.21	2.682	0.07
Main factors for the success of magnetic marketing as total		0.92	0.79	39.56	39.92	0.00

(F) Table value at incorporeal level (0.01) and the freedom degree 6.964 = (61.1)

(F) Table value at incorporeal level (0.01) and freedom degree 3.961 = (61.1)

In the light of the results shown in Table (3), the following is shown:

The variable of message has achieved an incorporeal effect on the dependent variable of the purchasing decision. The calculated value of (F) is

by the factors of success of magnetic marketing in the adopted variable of purchasing decision by using the simple linear regression coefficient, if the results are as shown in Table (2).

36.243, which is greater than the value of (F) table at incorporeal level (0.01) and the freedom degree is (61.1) This indicates the achievement of the sub-assumption (1) which state (there is an effect with spiritual connotation for the message in the purchase decision), while the value of determination coefficient reached (R^2) (37.33%), which reflects the ratio of interpretation of the message variable to the purchase decision variable. The remaining of the total differences is due to the random error, and the value of Regression coefficient (B) (0.59) showing that changing one

unit in the message variable leads to a change in the value of the purchase decision by (0.59).

The variable of market has achieved an incorporeal effect variable of the purchasing decision. The calculated value of (F) was 18,357, which is greater than the table value of the (F) at incorporeal level (0.01) and the freedom degree (61.1) this indicates the achievement of the sub-assumption (2) which state (there is an effect with spiritual connotation for the market in the purchase decision), while the value of determination coefficient reached (R^2) (23.13%), which reflects the ratio of the interpretation of the market variable to the purchasing decision variable. The remaining of the total differences is due to the random error, and the value of the regression coefficient (B) reached (0.44) showing that changing one unit in the market variable leads to a change in the decision of purchase value by 0.44. The variable of means of advertising did not achieve incorporeal effect on the variable of purchasing decision. The value of (F) was calculated (2.682), which is less than the table value of (F) at incorporeal level (0.05) and the degree of freedom (61.1). this indicates the non-achievement of the sub-assumption (3) which state (there is an effect with spiritual connotation for the advertise means in the purchase decision) thus we decline this assumption, while the value of determination coefficient reached (R^2) (4.21%) which reflects the ratio of the interpretation of the variable of advertising means to the variable of the purchase decision and the remaining differences due to random error, The value of total regression coefficient (B) reached (0.58) which show the change of one unit of variable advertise mean lead to a change in the value of the purchase decision by (0.58).

Table (3) shows that the independent variable (magnetic marketing success factors) as total has incorporeal effect on the adopted variable (purchasing decision). The calculated value of (F) is 39.92, which is greater than the table value of (F) at incorporeal level (0.1) and the degree of freedom (61.1), this indicates the achievement of the main assumption which state (there is an effect with spiritual connotation for the magnetic marketing success factors in the purchase decision), while the value of determination coefficient reached (R^2) (39.56%), which reflects the ratio of the interpretation of the independent variable for the dependent variable and the remaining differences due to random error, and the regression coefficient (B) reached (0.79) which show the change of one unit of variable of magnetic marketing success factors lead to a change in the value of the purchase decision by (0.079).

5. The results of the research were as follows:

1. The key factors of successful magnetic marketing are working in collaborator, which is one of the most modern marketing methods that attract current and potential customers by taking care of their opinions and interacting with them and building long-term relationships for the benefit of both parties.

2 - The results showed that the sample did not agree with the adoption of the means of advertising in marketing its services to its target customers to urge them to make a purchase decision.

3 - The results showed that there is no statistically significant effect of the means of advertising in making the purchase decision.

4 - The results showed a statistically significant effect of magnetic marketing success factors in the overall decision making process.

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