

THE RELATIONSHIP BETWEEN TOURISM MARKETING MIX ELEMENTS AND TOURISTS' PURCHASING DECISION IN JORDANIAN HOTELS

Dr. Ayed Al Muala

Faculty of Economics and Administrative Sciences
Zarqa University

ABSTRACT

This study aimed to determine the relationship between tourism marketing mix elements and tourists purchasing decision of hotels services at Amman city with the independent variables(service, price, promotion, distribution, provider, processes and physical environment) and dependent variable is tourists purchasing decision . The data of the study has been gathered through questionnaires represented a sample of 400 tourists in Amman hotels. The study indicated that there is a positive relationship for, service, price, promotion, distribution, provider, processes and physical environment with tourists purchase decisions. Tourist service provider was founded to be the most critical variable in affecting tourists purchase decisions.

Keywords: Tourism Marketing Mix, Tourist Purchase Decision, Jordan.

Introduction

Jordan has an ancient cultural heritage and a nice climate in many tourist sites for attractives of international tourists to visit Jordan. Marketing mix is a policy adopted by the producer to achieve success in the area of marketing . In these days when services were well match with target market , have gone . The modern market theory assure the importance of the customers prediction . The producer take different policies to gain success in the market and the marketing mix is one of the significant policies .in marketing planning , we make use of marketing information to asses the situation . Therefore , amanufacturer first decide the nature of tourists needs and then plans suitable service to satisfy tourists needs and wants (Pillai, 2000).

The objective of this study is to identify the impact of the elements of the tourism marketing mix on the decisions of the purchase of hotel services in Amman , which leads to meet their needs and desires in a manner exceeding expectations (Magathm, 2015).

The study aims to identify the gaps that prevent this happening, which will help us to improve and develop the tourism sector in Jordan and raise its status, which leads to a balance between the supply of tourism and tourism demand. From this point of view, this study was conducted to determine the extent of tourist arrivals to Jordan from the elements of tourism marketing mix and influence on this tourism sector. However, this study try to examins the relationship between tourism marketing mix (tourists' services, price, promotion, distribution, tourist service provider, processes and physical evidence), and tourist purchase decisions of hotels services at Amman city.

LITERATURE REVIEW

Marketing Mix

The concept of marketing mix refers to the combination of seven elements namely the (tourists' services, price, promotion, distribution, tourist service provider, processes and physical evidence) (Kotler & Armstrong, 2006). They are often designed to influence tourist decision-making and take the lead of profitable business. Each element of the marketing mix can affect tourists in many ways (Peter & Donnelly, 2007). The marketing mix is the set of marketing tools a company used to pursue its marketing goals in the target market. According to Kotler & Armstrong(2006) defined the service as anything that producer can offer to the target market to attract tourist awareness, acquisition, used, or consumed by the market as to fulfill and satisfying need or want. They further define a tourist service as the service bought by the ultimate customer for individual consumption. Customers purchase services very often, with accurate planning, and by making comparison between different brands based upon price, quality and design. Price is the second element of the 4 P's to affect the sales volume. The price of good and service very often affect whether customers will buy them at all and, if so, which competitor offer is chosen. For some offerings, high price may not prevent purchase because customers believe that the good or service are of best quality. (Peter & olson, 2005). Duncan (2005) noted that promotion element is the key to the market interchange process which lead communicating with current and prospect customers.

According to Hakansson (2005) noted that promotion element appears as a matter of how to make an optimum mix as an effective tool of marketing communication in order to get a service's message from the manufacturer to the customer. According to Maleki (2005) noted that distribution is delivery of the wanted good and service to the tourist on convenience distribution and time. Distribution decision includes activity that makes sure hotels and service are obtainable to target tourists (Kotler & Keller, 2009). Moreover, tourist service provider: The service provider in the hotel communicates with the tourists which will create an impression, positive or negative - on the decisions to purchase tourism from hotel services. For processes: The process of providing the service in a way that satisfies tourists, such as waiting times in the hotel, and information provided to tourists.

Physical environment: The internal and external physical environment is an important element in the service of tourism such as tourists are interested in car parking, tranquility and internet at the hotel. Thus, the objective of the study of tourism marketing mix is to identify the needs and desires of tourists and to meet them in a manner that satisfies them (Souar et al., 2015).

Tourists Purchase Decision

Tourist purchase decision is a process involve number of steps made by customer before and after purchase a service, according to Pride and Ferrell (2012) asserted that to understood customer purchase decision, the buyer should understood the consumption process and the advantage of services in customer' perceptions. According to Hoffman & Bateson (2001) display the customers purchase decision process through 5 stages when they are deciding to buy: problem recognition, information search, evaluation of alternatives, purchase decision, and after confirm a purchase.

This study designed to examine hypothesis based on the literature review, the model of the study develop by the researcher which involve service, price, promotion, distribution, tourist service provider, processes and physical environment which has effect on tourist' purchase decision as the independent factor, and tourist purchase decision as the dependent factor The study model can be expressed as follows in Figure (1).

The current study is based on 7 hypotheses:

H1: Service element has significant and positively related to tourists purchase decision.

H2: Price element has significant and positively related to tourist purchase decision.

H3: Promotion element has significant and positively related to tourist purchase decision.

H4: Distribution element has significant and positively related to tourist purchase decision.

H5: Tourist service provider element has significant and positively related to tourist purchase decision.

H6: Processes element has significant and positively related to tourist purchase decision.

H7: Physical environment element has significant and positively related to tourist purchase decision.

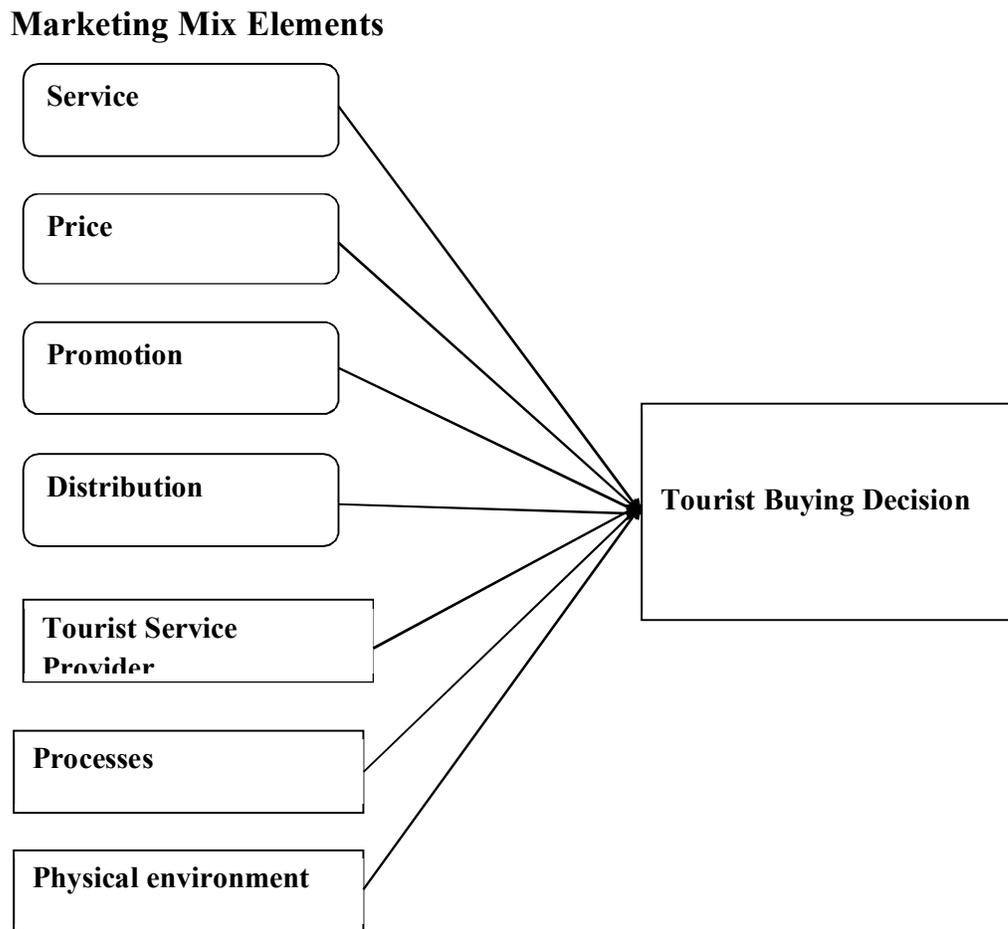


Figure 1.1: Model of Study

Methodology

This section include subject that concern to study design such as study population; sample size, sample method ,study hypothesis, questionnaires design , method of analysis and reliability result. The questionnaires were pre-tested with 35 tourists of refrigerators at Amman city. The objective of this study was explained to get feedback regarding to the questionnaire questions, a number of participants point out that a few words in the questions are not clear. Results of pre-test indicated all questions are realistic and accurate. Unclear words after the pre-test result were modified. Representation sample was selected, an appropriateness sample was selected; generality sample forming designing in social studies are appropriateness samples Mohr (1990) and tool up investigator with a reasonable data to use statistical deduction techniques. This way of designing sample is usable in marketing. The selective population of this study involves refrigerator customers at Amman city. 412 questionnaires distribute to them, however; 400 a number of questionnaires was returns which have responses and were remain valid and get used for analysis of data in this study. According to Sekaran (2003), 401 answers are returned and well considered as a reasonable number for investigator to proceed with analysis of data.

Questionnaires contain three parts; firstly part was about – personal data of the participants. This personal data is: qualifications, age, gender, income and marital status. Secondly part: independent factors – service, price, promotion, distribution, tourist, processes, and physical evidence. Thirdly part: was related the

dependent factor –customer purchase decision. Variables of study have 35 items; thus, the investigator used a Likert scale to measure independent and dependent variables since that form vastly hired in marketing and social studies Burns & Bush (2002). Whatever, number of investigators argues to use a five-point form is reasonable (Churchill and Iacobucci, 2004).

Results of Study

Reliability

Factors reliabilities were studied and Table (1) display the result for factors Cronbach alpha coefficient are more than 0.7 according to Nunnally's (1978) minimum sill , thus the factors be reliable. As shown in Table (1) reliability values of variables from 0.75 to 0.88. Thus, all indicates that have acceptable internal consistency.

Table 1: Summary of Reliability Test (n=400)

Variables	Item number	Cronbach's Alpha
Service	5	0.77
Price	5	0.87
Promotion	4	0.85
Distribution	4	0.75
Tourist service provider	4	0.75
Processes	6	0.88
Physical evidence	5	0.84
Tourists Purchase decision	6	0.83
Total	35	

Demographic Profile of the Respondents

Table (2) showed that male are the majority of respondent who represent (52%) in the study than female respondent who represent (47.9%). Regarding age group majority of respondent was between 39 years and 47 years who represent (32.3%) of total respondent. regarding to level of qualifications the result showed that bachelor degree represent (47%), moreover (41 %) for respondents' incomes which are between 491-591 JD. Finally more than (63.8%) of the participants were married.

Table 2: Profile of the Respondents

Characteristics	Title	Frequencies	Percentage
Gender	Male	209	52. %
	Female	192	48. %
Age	18-28 years	98	24.5%
	29-38 years	120	30%
	39-47 years	130	32.3%
	More than 48 years	53	13.3%
Education	Secondary School or less	41	10%
	Diploma	88	22%
	Bachelor	189	47%
	Graduated	83	21%
Income	190-290 JD	87	22%
	291-390 JD	72	17.9%
	391-490 JD	80	20%
	491-591JD and more	162	41%
Marital status	Single	129	32.2%
	Married	256	63.8. %
	Others	16	4%

Results of Hypotheses

Simple regression analysis shows the percentage of every factor which make contribution on dependent factor (customer purchase decision). Table (3) shows R^2 value that explains effect.

Table 3: Simple regression

Variables	R^2
Service	0.17
Price	0.28
Promotion	0.26
Distribution	0.30
Tourist service provider	0.45
Processes	0.33
Physical evidence	0.35

The R^2 for the service element is 0.17, which mean the service has contributed and has effect 17% on the customer purchase decision. Price R^2 is 0.28 that mean the price has been an effect and contributes 28% on the customer purchase decision. Promotion element R^2 is 0.262 that mean it has an effect and contribute 26.2% on the customer purchase decision. Distribution R^2 is 0.059, that means distribution has been an effect and contributes 5.9% on the customer purchase decision. While, R^2 for the tourist has a high value which is 45%, this mean that the tourist element very important for view of tourist.

Conclusion

The current study aims to investigate the effect of marketing mix elements on tourist purchase decision (service , price, promotion , distribution) after gathering and made necessary analysis such as SPSS , simple regression analysis that all factors has an effect on customer purchase decision , about independent factors, (service , price, promotion , distribution) price element which scored the highest effect on customer purchase decision, Upon these results of my study I recommend that refrigerator buyers should focus on price element to try to get customer satisfied.

Results displayed that an important elements of study was tourist service provider which has high value of relationship and less important element was service has the lowest value. Thus, the Jordanian Ministry of Tourism should pay more attention to the services offered to tourists.

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