

The Impact of Personal Selling on Customer Purchasing Behavior – Case Study of the Mobile Operator « MOBILIS»

أثر البيع الشخصي على السلوك الشرائي للمستهلك - دراسة حالة متعامل الهاتف النقال
موبيليس

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Abstract:

The study aimed to examine the impact of personal selling on customer purchasing behavior. To achieve the objectives of the study, hypotheses were formulated and tested on a sample of the targeted community consisting of 57 respondents. The questionnaire, therefore, was distributed and collected the data through a 5points Likert scale. The results of the study showed that personal selling have a positive and significant impact on consumer purchasing behavior. Also, the results showed that salespersons possess the ability to attract consumers in a compelling and eye-catching style, which contributed to strengthening his endeavor to satisfy consumer services.

Keywords: Personal selling, Customer, Purchasing behavior.

Jel Classification Codes : M37, D11, M31.

ملخص:

هدفت الدراسة إلى معرفة أثر البيع الشخصي على السلوك الشرائي للمستهلك، حيث تم الاعتماد على الاستبيان كأداة للدراسة على عينة مكونة من 57 مفردة، وقد توصلت الدراسة إلى جملة من النتائج: يوجد أثر ذو دلالة إحصائية للبيع الشخصي لمؤسسة موبيليس على السلوك الشرائي للمستهلك، لرجل البيع التابع لموبيليس القدرة على جذب المستهلك بأسلوب مقنع وملفت للانتباه، يشعر رجل البيع بانتمائه لمؤسسة موبيليس مما ساهم في تعزيز مسعاه لإرضاء المستهلك بما يتلقاه من خدمة.

كلمات مفتاحية: البيع الشخصي، المستهلك، السلوك الشرائي.

تصنيف JEL: M31,D11,M37.

1.INTRODUCTION:

In light of the current rapid developments in all fields being witnessed worldwide, personal selling has become one of the main communications tools that affect the consumer's purchase decision-making. The marketing department in general and personal selling in particular should select the right people and provide a special offering to help consumers in their purchase decision-making, and to keep abreast of marketing technological developments.

- **Statement of the Problem:**

The technological competition in telecommunication is rapidly increasing; thus, enterprises' public access and their impacts on the target audience have been constrained. Hence, the current research investigates the effects of the personal selling on consumer's purchase decision-making phases.

- **Research Questions:**

The current study addresses these questions:

- a) Does personal selling of Mobilis Enterprise have a statistically significant effect on the consumer purchase behaviour at a significance level of 0.05?
- b) Does personal selling of Mobilis Enterprise have a statistically significant effect on the consumer behaviour in the pre-purchase phase?
- c) Does personal selling of Mobilis Enterprise have a statistically significant effect on the consumer behaviour during the purchase phase?
- d) Does personal selling of Mobilis Enterprise have a statistically significant effect on consumer behaviour the post-purchase phase?

- **Research Hypotheses:**

To answer research questions, the following hypotheses were formulated:

- a) There is no statistically significant effect of Mobilis Enterprise personal selling on the consumer purchase behaviour at a significance level of 0.05.
- b) There is no statistically significant effect of Mobilis Enterprise personal selling on the consumer behaviour in the pre-purchase phase.
- c) There is no statistically significant effect of Mobilis Enterprise personal selling on the consumer behaviour during the purchase phase.
- d) There is no statistically significant effect of Mobilis Enterprise personal selling on the consumer behaviour in the post-purchase phase.

- **Aims of the Study:**

The present study aims at defining personal selling and investigating the extent to which personal selling is regarded as a marketing communication tool.

▪ **Significance of the Study:**

The current research is of a paramount significance for several reasons. On the one hand, it is an attempt to link between the personal selling and the purchasing behaviour of Mobilis service consumer.

A descriptive analytical approach was chosen for the current case study. Hence, it describes precisely and in details the different aspects of the theme; thus, helps understand the research topic and respond to the problem raised.

- **Theory:** In this section, the concept of personal selling and purchase decision-making phases were addressed, and the relationship between them was established.
- **Practice:** This section was devoted to introducing the enterprise under study, testing and discussing hypotheses, presenting the case study results, and defining the relationship between the independent and dependent variables.

2. Personal Selling:

Personal selling is one of the effective marketing communication tools, as it directly influences the consumer's purchase decision-making.

2.1. Definition of personal selling:

Personal selling, and the management of the activities of personal selling, is one of the principal areas identified in most descriptions of the promotional mix. It is one of the four areas that has been identified in the Integrated Marketing Communications Mix Model. Yet for most marketing communications practitioners it is an area that is frequently ignored, not through lack of respect for its importance but simply because, within the typical organisational management structure, it is a very separate function. (Broderick, 2005, p. 689)

Personal selling can be defined as two-way, face-to face communications used to inform, give demonstrations to, maintain or establish a long-term relationship with, or persuade specific members of a particular audience. (Patrick De Pelsmacker, 2007, p. 464)

and Personal selling activities can be observed at various stages in the buying process of both the consumer and business-to-business markets. This is because the potency of personal communications is very high, and messages can be adapted on the spot to meet the requirements of both parties. This flexibility, as shall be seen later, enables objections to be overcome, information to be provided in the context of the buyer's environment and the conviction and power of

demonstration to be brought to the buyer when they request it. (Fill, 2009, p. 655)

Personal selling is usually considered to be part of the promotional mix, along with sales promotion, advertising and publicity. Each of the other elements is usually one-way communication, but personal selling is unique in that it always offers two-way communication with the prospective customer. (Blythe, 2006, p. 254)

It can be defined as a personal activity through which the salesman presents the product and persuade the consumer to buy it.

2.2. The importance of personal selling:

The importance of personal selling is a part of the marketing communications effort, which can be included in the following items: (Naeem Al-abed Ashour, 2006, p. 125)

- ✓ Personal selling is contingent on confrontation and persuasion to ensure that the consumer behaves positively when purchasing;
- ✓ Personal selling section provides marketing administration with important information about target markets. This in turn affects the content of the marketing strategy to be adopted or directed to these markets;
- ✓ Personal selling is expensive compared to other marketing communications tools. This is because personal selling is attained through direct contact between salesmen and consumers in the targeted markets.

3. Consumer Purchase Decision:

3.1. Definition of Consumer behavior:

Consumers in all over the world are attracted towards the brand and products which are emotionally attached with their behaviors (Samar Fatima, 2015, p. 127)

Consumer behavior is a psychology process during which consumer know their needs, find ways to estimate, adopt the purchasing decisions, analysis and planning to data and Will run the program. The mental, emotional and physical activities that people engage in when selecting, purchasing, using and disposing of products and services so as to satisfy needs and desires. (Jane Priest, 2013, p. 19)

3.2. Consumer decision making:

It is suggested that the marketing man who cares about satisfying the needs and desires of the consumer should give importance to consumer's purchase decision-making phases.

- **Pre-purchase phase:**

In this phase three processes are operated: a sense of need, a search for information, an assessment of alternatives.

- **The sense of need:**

This feeling represents the initial step of the purchase process. Yet, the problem arises when the consumer realizes the difference between the current state and the desired state. Besides, the sense of need may result from internal or external motives (Medawi Iman, 2018, p. 218). During problem Identification phase, the marketing administration focuses on examining the motives associated with the product, and on identifying the incentives that can create the desire for the final consumer. This is to define the consumer's incentives accurately; thus, the product's future demand will be assured. Additionally, the needs analyses have been of a paramount importance particularly to psychologists, sociologists, behavioural psychiatrists, and marketing professionals. (Mahmoud Jassim Al - Sumaidaie, 2007, p. 107)

- **Information Search phase:**

The need to find the necessary information for the product purchase may prompt consumers to reading newspapers, following up on advertising methods, contacting friends, visiting stores, surfing on the internet, and following marketing professionals. This phase is also known as the product recognition phase, usually due to the impact of the different marketing communications used by marketing professionals; thus, collecting necessary information for consumers appropriate decision-making. (Iyad Abdelfattah alnsour, 2013, p. 287)

- **Alternatives assessment phase:**

The research results indicate that there is no personal criterion for assessment that can be generalized to all consumers and used in all purchasing operations. However, the findings suggest key concepts that may help understand consumers' behaviour during product assessment; for instance, meeting consumer's needs, the desire for certain benefits when choosing a product; additionally, the consumer views the product as a package of distinguishing features that attempt to satisfy his/her needs.

- **During purchase phase:**

Once individuals confide in the alternatives available, the purchase decision will be made and the appropriate alternative will be selected according to consumer's beliefs. (Mahmoud Jassim Al - Sumaidaie, 2007, p. 110) Hence,

several attitudinal factors have varying impacts on the purchase process, such as the lack of time, access to information on alternatives, and family members' feedback during marketing. Furthermore, persons being present in the market store can have a social impact on consumers' purchase choice according to the context in which information is provided. (nouri, 2013, pp. 136-137)

▪ **Post-purchase phase:**

In this phase, the consumer assesses the appropriateness of his purchasing decision based on the values and benefits offered by the product. Hence, the consumer compares what the product has provided to his/her expectations. Thus, if the product meets consumer's needs and rises to his/her expectations, a state of satisfaction will be sensed and vice versa. (others, 2013, p. 137)

4. The impact of personal selling on purchase behaviour:

4.1. Interpretation of personal selling impact on consumer's purchase behaviour using AIDA model:

Marketing professionals state that there is a purchase method based on mental (psychological) processes; a model form represented by the English acronym AIDA (hamid, 2009, p. 47).

The following table shows the purchase process based on mental states:

Table 1: Purchase Method Based on Mental (Psychological) Processes

Salesman Incentives	Provision of Consumers Reaction	Process Continuity
Statements, questions, actions, and visual aids, video and audio recordings (video, movie shows)	Preferable reactions and events stimulate purchase behaviour	Until the consumer's purchase decision is made.

Source: Hamid TAI (2009), Personal Selling & Direct Marketing, Yazuri Scientific Publishing and Distribution, Amman, Jordan, p. 47.

The AIDA model is described as simple, rational, and valid to be applied in various purchase processes. Besides, the marketing manager usually determines how the AIDA four factors are achieved, through training the salesmen to follow them effectively, the four steps are as follows: (nouri, 2013, p. 239)

- **Attention:** Attention is an individual process that relies on a person's character

and his /her native or acquired ability, yet attracting attention's techniques may vary according to purchase situation. Additionally, attention is a psychological process, intended to influence consumers' current ideas and direct their attention towards salesmen intention.

- **Interest:** Gaining interest is usually achieved by attentive listening to the consumer's desires and needs. Thus, the consumer feels free to explain his/her needs, problems, and desires; accordingly, a feeling of satisfaction for the product will be developed. Besides, the salesman also has the opportunity to understand these desires so as to help consumers in their decision-making. Hence, to gain the consumer's interest in the product, a set of aids such as images and catalogs can be used.

- **Desire:** It is the pre- purchase decision-making phase, where the salesman must persuade the consumer, where he/she would generally list objections to the offered products, and question the product's ability to meet his/her demands. Yet, the salesman job is to disprove the consumer requirements, and to remove scepticism about the product. However, a man of sale may find it useful, in similar situations, to provide concrete examples of a product's success in meeting other consumers' desires.

- **Action:** In this stage, the salesman tries to highlight the most important points of his product. This would be by showing the product advantages to meet the consumer's needs. Here, the salesman ability to assess the consumer's needs, and stimulate the decision-making behaviour is a decisive turning point. On the other hand, the salesman can avoid the consumer's decision to refuse purchase, through; avoiding asking about the desire to buy. On the contrary, the salesman needs to assume that the consumer wants to buy and starts writing the order, or ask about the quantity and delivery time, or ask about any other terms that do not give the consumer an opportunity to refuse.

4.2. The role of personal selling in affecting purchasing behaviour:

Personal selling affects customers' purchasing behaviour by face to face contact. The latter is a mutual verbal interaction between the salesman and the customer, where the salesman interfaces customers and tries to influence their purchasing behaviour to achieve the sale. Besides, personal selling involves the salesman ability and competence in monitoring the effects used during the interview (nouri, 2013, p. 31). Moreover, personal selling is an effective communication tool as the salesmen directly engage in advertising activities by

(Abdullah, 2011, p. 98); responding to all consumers' inquiries, urge them to buy, build close relationship, gain regular customers, contact consumers directly, identify consumer reactions and motives, help consumers make the purchase decision, give information and advice to consumers, and provide exchange services. Hence, a competent salesman is the one who can overcome purchasing difficulties.

On the one hand, not all consumers know what they want to buy, and most of them seek the salesman advice to make the appropriate decision. On the other hand, the consumer may not think of the product quality, here the salesman can guide the consumer how to choose his preferable product. In other words, the salesman should not assume that the consumer is knowledgeable aiming at achieving the sale. This can only be attained if the salesman is highly competent in solving consumers purchasing problems, and meeting their needs and desires (Mahmoud jassim alsumaidaie, 2012, p. 329).

Moreover, the salesmen attitudes towards consumers' behaviour have a great impact on forming their own impression about the enterprise; for instance, being a fast-responsive salesman or a slow-working, friendly or unfriendly. Hence, the consumer individual experience which can determine the continuity of the business relationship, especially in highly competitive circumstances. For this reason, salesman selection should be systematic, and their training and motivation need to be reinforced for achieving the enterprise goals. (belkheir, 2010, p. 71)

5. Methods and Materials:

▪ About Mobilis:

Today, Mobilis is imposing itself as a dynamic, creative, faithful and transparent company, in a very competitive and healthy environment; seriousness, credibility in addition to direct communication are its principles and keys to its success. (www.Mobilis.com, 2018)

The organization provide a wide range of services to its customers, a quality coverage, guarantee that all calls arrive in the best conditions, for that, a partnership with leading international companies in the field such as "Ericsson", "Huawei", "ZTE" has been done; to upgrade the network level, and to make them able to withstand the peak without disruptions, in addition to contacting modern technology.

▪ **Personal selling methods used by Mobilis Enterprise:**

Mobilis considers training employees necessary to achieve proficiency. Mobilis enterprise works in its own centers or through organizing training courses. This aims at developing salesmen skills, adapting them to the jobs, and upgrading them through promotion or transfer. The main training fields are: management, communication technology, and corporate culture for new individuals. It also provides salaries, bonuses and promotions on a competency basis; for this reason, a major budget was allocated. Moreover, in order to increase the utilization of the human resource, it has followed an action plan from 2006. This is through the process of designing and implementing modern management strategies for human resources and competencies. This is to ensure that the guidelines for management and human capacity development are properly understood, and that the strategy for human resources management and competencies is consistent with the general strategies.

In 2007, Mobilis reactivated the Directorate of Human Resources, and established a new culture of management namely efficiency, competence management, and the modernization of the enterprise functions. In this context, a mixed team of its frameworks was formed in collaboration with a foreign study office, so as to identify the shortcomings and analyze the needs, aiming at support administrations and departments with efficient human resources (wahiba, 2016, p. 181). In the same vein, persuading consumers to buy, providing necessary information and uninterrupted service is a salesmen duty. These salesmen are those who are in direct contact with Mobilis agencies' customers, or who are connected to telephone call center services of the enterprise, or who are in daily contact with customers at Mobilis agencies. Hence, attracting new and regular customers is each of these three groups duty (mohamed, 2009, p. 188).

▪ **Research Methodology and information Collection**

Characterization of the study sample and its tools:

To achieve the research objectives, the researchers depended on secondary resources represented by the available literature. Besides, a questionnaire was designed to collect data from the targeted sample.

The sample defined as a part of the population; it is a specific part or percentage of the indigenous community. The size of the sample relied on upon this study was 57 items, where was the method of the Convenience sample approved due to the large size of the study population.

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Table 2: The data of the surveyed sample items

		Frequency	Percentage (%)
Gender	Male	24	42.1
	Female	33	57.9
Age	19-35	48	84.2
	36-52	9	15.8
	53 and above	00	00
Academic level	Middle school and below	00	00
	Secondary	00	00
	University	57	100
Job status	Not working	38	66.7
	Free businees	04	7
	Employee	15	26.3
	Retired	00	00

Source: Prepared by researcher using SPSS outputs.

The five-points Likert scale was relied upon to format questionnaire questions as shown in the table below

Table 3: Response grades according to the Likert five-way scale

1	2	3	4	5
Strongly Disagree	Not agree	Neutral	Agree	Strongly Agree

▪ **Test of Reliability:**

The Cronbach Alpha test was used to determine the suitability of the measuring instrument, where its value is acceptable, starting from 60%, the results are presented in the following table:

Table 4: Questionnaire validity and reliability

NUM	Dimensions	Number of expressions	Coefficient of reliability	Coefficient of validity
X	Personal selling	06	0.868	0.931
Y	Purchasing decision	10	0.868	0.931
Total survey phrases		16	0.880	0.938

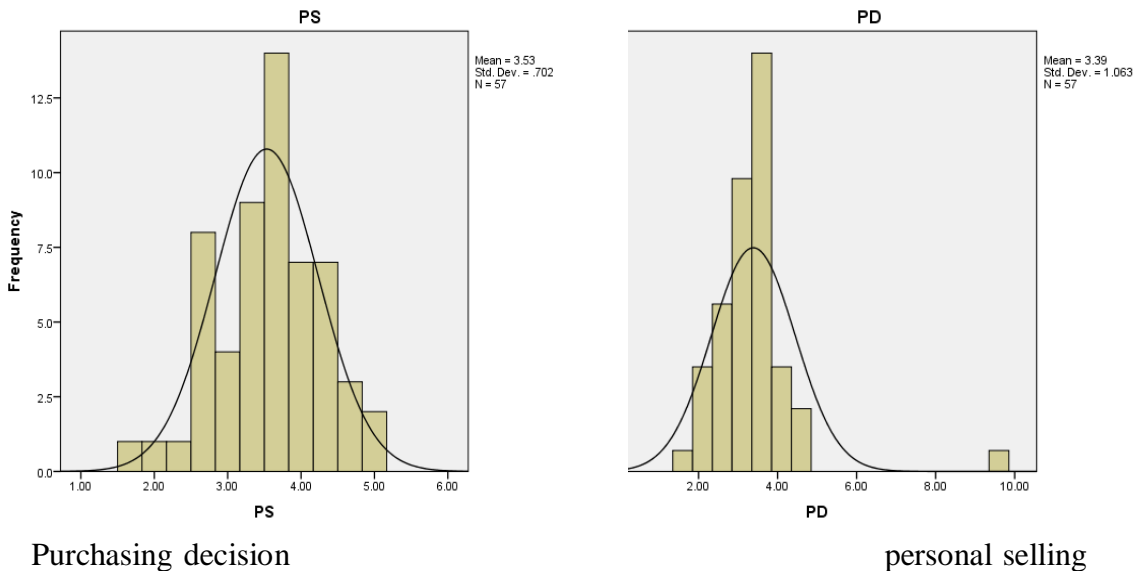
Source: Prepared by researcher using SPSS outputs.

5.1. Results Analysis

▪ Normality test

The histogram is one of the clearest methods used to check the availability of the normal distribution, the natural probability is monitored by Comparing the combined distribution of the actual data with the normal distribution, here the normal distribution is a straight line, and the proximity of the actual values to this line represents the availability of this condition. The figure below illustrates the normality test of our data.

Fig.1. Results of the normality test



Source: Prepared by researcher using SPSS outputs

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- **Main hypothesis testing (personal selling - consumer purchasing behaviour)**

H0: there is no statistically significant impact of Mobilis personal selling on customer purchasing behavior;

H1: there is a statistically significant impact of Mobilis personal selling on customer purchasing behavior.

Table 5: Results of the regression analysis

F : 8.70	Sig.0.005		$\alpha=0.001$	
Variable	Unstandardized Coefficients	Standardized Coefficients	t	Sig
	B	STD ERROR		
(Constant)	1.41	0.68	20.06	00.044
Personal selling	0.55	0.19	0.37	20.95
Customer purchasing behaviour			$r = 0.37$	
			$R^2 = 0.13$	

Source: Prepared by researcher using SPSS outputs.

The previous table 5, it shows that the explanatory power of the regression model is the coefficient of determination R^2 whose value is 0.13, which indicates the contribution of the independent variable (personal selling) in the dependent variable (consumer purchasing behavior) by 13%. Also, the correlation coefficient (r) was 0.37, and this indicates a positive relationship between the two variables; While the slope parameter, which represents the coefficient of the independent variable, was 0.55 which indicates the statistically positive relationship between the two variables. The significance level was 0.005 less than 0.05, which indicates the significance of the slope parameter. Thus, previous analysis of the test results presented in the table leads to the rejection of the null hypothesis which states that: There is no statistically significant impact of Mobilis' personal selling on the customer purchasing behavior.

- **The first hypothesis sub testing (personal selling - the pre-purchase phase)**

H0: there is no statistically significant impact of Mobilis personal selling on the pre-purchase phase;

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H1: there is a statistically significant impact of Mobilis personal selling on the pre-purchase phase.

Table 6: Results of the regression analysis

F : 3.92	Sig:0.0 53		$\alpha=0.001$	
Variable	Unstandardized Coefficients	Standardized Coefficients	t	Sig
	B	STD ERROR	β	
(Constant)	1.71	0.87		10.95 00.056
Personal selling	0.48	0.24	0.25	10.98 00.053
The pre- purchase phase			r = 0.25 R ² = 0.06	

Source: Prepared by researcher using SPSS outputs.

The previous table 6, it shows that the explanatory power of the regression model is the coefficient of determination R² whose value is 0.06, which indicates the contribution of the independent variable (personal selling) in the dependent variable (The pre- purchase phase) by 6%. Also, the correlation coefficient (r) was 0.25, and this indicates a positive relationship between the two variables; While the slope parameter, which represents the coefficient of the independent variable, was 0.48 which indicates the statistically positive relationship between the two variables. The significance level was 0.053 less than 0.05, which indicates the significance of the slope parameter. Thus, previous analysis of the test results presented in the table leads to the rejection of the null hypothesis which states that: There is no statistically significant impact of Mobilis' personal selling on the pre- purchase phase.

- **The second sub hypothesis testing (personal selling - during the purchase phase)**

H0: there is no statistically significant impact of Mobilis personal selling on during the purchase phase;

H1: there is a statistically significant impact of Mobilis personal selling on during the purchase phase.

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Table 7: Results of the regression analysis

F : 9.32	Sig: 0.003			$\alpha=0.001$	
Variable	Unstandardized		Standardized	t	Sig
	Coefficients		Coefficients		
	B	STD ERROR	β		
(Constant)	1.09	0.77		10.41	00.136
Personal selling	0.65	0.21	0.38	30.05	00.003
During the purchase phase			$r = 0.38$ $R^2 = 0.14$		

Source: Prepared by researcher using SPSS outputs.

The previous table 8, it shows that the explanatory power of the regression model is the coefficient of determination R^2 whose value is 0.14, which indicates the contribution of the independent variable (personal selling) in the dependent variable (during the purchase phase) by 14%. Also, the correlation coefficient (r) was 0.38, and this indicates a positive relationship between the two variables; While the slope parameter, which represents the coefficient of the independent variable, was 0.65 which indicates the statistically positive relationship between the two variables. The significance level was 0.003 less than 0.05, which indicates the significance of the slope parameter. Thus, previous analysis of the test results presented in the table leads to the rejection of the null hypothesis which states that: There is no statistically significant impact of Mobilis' personal selling on during the purchase phase.

- **The third sub hypothesis testing (personal selling - the post-purchase phase)**

H0: there is no statistically significant impact of Mobilis personal selling on the post-purchase phase;

H1: there is a statistically significant impact of Mobilis personal selling on the post-purchase phase.

Table 8: Results of the regression analysis

F : 23.79	Sig: 0.000			$\alpha=0.001$	
Variable	Unstandardized		Standardized	t	Sig
	Coefficients		Coefficients		
	B	STD ERROR	β		

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Variable	Coefficients		Coefficients	
	B	STD ERROR	β	
(Constant)	0.50	0.57		00.87 00.386
Personal selling	0.77	0.16	0.55	40.87 00.000
The post-purchase phase			$r = 0.55$ $R^2 = 0.30$	

Source: Prepared by researcher using SPSS outputs.

The previous table 9, it shows that the explanatory power of the regression model is the coefficient of determination R^2 whose value is 0.30, which indicates the contribution of the independent variable (personal selling) in the dependent variable (the post-purchase phase) by 30%. Also, the correlation coefficient (r) was 0.55, and this indicates a positive relationship between the two variables; While the slope parameter, which represents the coefficient of the independent variable, was 0.77 which indicates the statistically positive relationship between the two variables. The significance level was 0.000 less than 0.05, which indicates the significance of the slope parameter. Thus, previous analysis of the test results presented in the table leads to the rejection of the null hypothesis which states that: There is no statistically significant impact of Mobilis' personal selling on the post-purchase phase.

6. CONCLUSION:

The current study investigates the methods used in personal selling by marketing agents to affect consumer purchase decision-making phases. Based on these results, a number of conclusions can be drawn and some suggestions can be made, as follows:

- ✓ There is a statistically significant effect of Mobilis Enterprise personal selling on consumer's behaviour during the pre-purchase phase.
- ✓ There is a statistically significant effect of Mobilis Enterprise personal selling on consumer's behaviour during the purchase phase.
- ✓ There is a statistically significant effect of Mobilis Enterprise personal selling on consumer's behaviour in the post-purchase phase.

- **Results:**

- ✓ Mobilis's salesman is able to attract consumers' attention and interest using a

compelling style.

- ✓ Mobilis' salesman is a good-looking person and has communicative skills.
- ✓ Mobilis salesman is able to interact with all categories, contributing to consumer's satisfaction and happiness.
- ✓ Mobilis salesman's sense of community contributed to his/her endeavor to satisfy the consumer.
- ✓ Mobilis salesman follow up customers during purchase process, thus help achieve a successful purchase experience.
- ✓ Mobilis salesman skills can affect consumer's behavior at all purchase phases.
- ✓ Mobilis salesman interest is to establish long-term purchase relationship with consumers.

▪ **Recommendations:**

- ✓ Mobilis services should show interest in consumer suggestions to reach to the highest level of quality.
- ✓ It is recommended that Mobilis enterprise should use variant motivation tools to improve salesmen morale and encourage them to develop.
- ✓ Mobilis ought to provide qualified training programs to improve salesmen skills.
- ✓ It can be suggested that Mobilis enterprise should establish strong long-term relationships especially with regular customers.
- ✓ It is highly recommended to train salesmen to address problems efficiently.

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