The Impact of Direct Marketing on Customer Purchasing Behavior – Case Study of the Mobile Operator « MOBILIS»-

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أثر التسويق المباشر على السلوك الشرائي للمستهلك ـ دراسة حالة متعامل الهاتف النقال موبيليس

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ملخص:

هدفت الدراسة إلى معرفة أثر التسويق المباشر على السلوك الشرائي للمستهلك، حيث تم الاعتماد على الاستبيان كأداة للدراسة على عينة مكونة من 49 مفردة، وقد توصلت الدراسة الى جملة من النتائج: يوجد أثر ذو دلالة احصائية بين التسويق المباشر كمتغير مستقل والسلوك الشرائي للمستهلك كمتغير تابع.

وقد قدمت الدراسة بعض الاقتراحات أهمها: توجيه حملات إعلانية على الانترنت للمستهلكين بهدف تعزيز الجوانب الإيجابية للتسويق المباشر ، التركيز على الأداة الأكثر استعمالا من طرف المستهلك من بين أدوات التسويق المباشر لما لذلك من أثر إيجابي لتعزيز قراره، إمداد المستهلك بمعلومات حديثة عن طريق أدوات التسويق المباشر ذات صلة بأداء المنتج، العمل على تدريب رجال بيع في كيفية اعطاء وتوصيل المعلومة للمستهلك عن طريق مواقع التواصل الاجتماعي، إجراء بعض المكالمات مع المستهلك بهدف الاستفسار عن أية مشاكل ترتبط بالناحية الأدائية للمنتج.

الكلمات المفاتيح: التسويق المباشر، المستهلك، القرار الشرائي. المعلومات.

التصنيف JEL: L15, M31,D11,M37.

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Abstract:

The study intended to find out the effect of direct marketing on consumer purchasing behavior. The questionnaire was used as a tool for study on a sample of 49 Individual. The study reached a number of results: There is a statistically significant effect between direct marketing as an independent variable and the purchasing behavior of the consumer as a dependent variable.

The study presented a number of suggestions, including the following: Directing online advertising campaigns to consumers in order to enhance the positive aspects of direct marketing, focusing on the tool most used by the consumer among the direct marketing tools because of its positive impact to enhance its decision, To work on the training of sales men in how to give and communicate information to the consumer through social networking sites, to make some calls with the consumer to inquire about any problems related to the performance of the product.

Key words: Direct marketing; consumer; purchasing decision, information

Jel Classification Codes : M37, D11, M31. L15.

Introduction:

In light of the current rapid developments in all fields being witnessed worldwide, Direct Marketing has become one of the main communications tools that affect the consumer's purchase decision-making. The marketing department in general and Direct Marketing in particular should select the right information 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 Direct Marketing on consumer's purchase decision-making phases. and that by answering the following question: Does Direct Marketing of Mobilis Enterprise have a statistically significant effect on the consumer purchase behaviour at a significance level of 0.05?

▪ **Research Questions:**

The current study addresses these questions:
   a) Does Direct Marketing of Mobilis Enterprise have a statistically significant effect on the consumer behaviour in the pre-purchase phase?
   b) Does Direct Marketing of Mobilis Enterprise have a statistically significant effect on the consumer behaviour during the purchase phase?
   c) Does Direct Marketing of Mobilis Enterprise have a statistically significant effect on consumer behaviour the post-purchase phase?

As initial answers to this, we formulate this hypothesis, which will be tested

▪ **Research Hypotheses:**

To answer research questions, the following hypotheses were formulated: There is no statistically significant effect of Mobilis Enterprise Direct Marketing on the consumer purchase behaviour at a significance level of 0.05.
   a) There is no statistically significant effect of Mobilis Enterprise Direct Marketing on the consumer behaviour in the pre-purchase phase.
   b) There is no statistically significant effect of Mobilis Enterprise Direct Marketing on the consumer behaviour during the purchase phase.
   c) There is no statistically significant effect of Mobilis Enterprise Direct Marketing on the consumer behaviour in the post-purchase phase.

▪ **Aims of the Study:**

The present study aims at defining Direct Marketing and Knowing the organization's use of direct marketing tools to achieve the consumer's goal about the service he will buy.

▪ **Significance of the Study:**

The importance of the study appears in showing the tools of direct marketing that benefit the consumer, and it is also important for the novelty of the topic and the need to study its theoretical and practical aspects.

▪ **Methods**

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 Direct Marketing 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.

▪ **Literature Review:**

1. *Khalil Walid, The Role of Direct Marketing in Achieving Customer Loyalty, Case Study of the Mobilis company, Master's Degree, Faculty of Economic, Business and Management Sciences, Ferhat Abbas University, Setif, Algeria, 2017.*
   - Objective : Knowing the Role of direct marketing in customer loyalty, through repeated purchases, forming positive attitudes and attachment to the company, and refraining from competitors and their offers.
   - The sample : It was chosen using the simple sample method, and the number was 200 customers for the mobile phone operator in the city of Umm El-Bouaghi.
   - Study variables : direct marketing, customer loyalty.
   - The method and tools used : the descriptive analytical method, the questionnaire.
   - Results reached : Direct marketing practiced by company under study is one of the reasons for contributing to building loyalty among the respondents, as television is the best of these methods for them, given the advantages it has (voice, movement, image). Electronic means also came to the fore (telephone, Internet) for their wide spread, occupying the traditional means of regular mail, catalog, radio, at the Bottom of the arrangement.

2. *Sima Ghaleb Muqtaf, Elham Fakhry Tamleya, The Effect of Direct Marketing Means on Building Competitive Advantage, A Field Study of Five-Star Hotels in Amman, Journal of Baghdad College of Economic Sciences, Baghdad, Iraq, Issue : 42, 2014.*
   - Objective : identifying the impact of direct marketing means in building a competitive advantage in 5-star hotels operating in Amman, and determining the importance of each mean.
   - The sample : The study sample includes 13 of 5-star hotels in the Greater Amman Region. 65 questionnaires were distributed, at the rate of 5 questionnaires for each hotel, to officials and some workers in the Marketing Department.
   - Study variables : direct marketing, competitive advantage.

Method and tools used : Questionnaire
   - Results reached : There is an influence of direct marketing means in building the competitive advantage of these hotels, and the study highlighted that the e-mail as one of the direct marketing means is the most important in influencing the building of the competitive advantage of these hotels, in addition to the emergence of the importance of social networks as a means of gathering information about current or potential customers, The study also highlighted the importance of the hotel website in achieving the wide spread of the hotel service, and the need to use a mobile phone to communicate with consumers, which increases the opportunity to persuade and help them in making the decision to buy the hotel service they want.

3. *Najla Yunus Muhammad, Walaa Jamal al-Din al-Nuri, Direct Marketing and Its Impact on Purchasing Behavior, Analytical study of the opinions of a sample of consumer durable goods agents, and its consumers in the city of Mosul, Journal of Future Research, Al-Hadba University College, Iraq, Issue : 18, 2007.*
   - Objective : determining the influential relationship between direct marketing and purchasing behavior and to clarify the contents of this relationship and its limits at the level of the research community.
   - The sample : Agents and consumers of durable goods were identified as a research sample. The sample consisted of 50 agents and 50 consumers
   - Study variables : direct marketing and purchasing behavior

Method and tools used : Questionnaire, personal interview

– Results reached : Through the study it was found that some durable goods agents do not want to use the Internet, and the reason is due to their lack of experience in the field of informatics, and their ignorance of the English language, as well as their fear of using the Internet and the unwillingness to deal with the virtual world, the agents 'lack of awareness of the importance of direct marketing As a primary activity in the agency, they consider it a secondary activity, as most marketing activities come spontaneously, without direct marketing having a place mentioned in the course of work.

- The results of the variance also showed that there are significant differences between the direct marketing variable and the consumer purchasing behavior variables, and there is a significant effect of the direct marketing variable (the future) on the consumer purchasing behavior variables (approved).

4. *Belkacem Touiza, Eid Qureshi, The Impact of Direct Tourism Marketing on the Decision of Destination choice in Algeria, A Case Study of a Sample of Fever Therapy Compounds in Algeria, Oasis Journal for Research and Studies, University of Ghardaia, Ghardaia, Algeria, Issue : 02, 2019.*

– Objective : An introduction to the fact that the travel guide is licensed and to influence the decision to travel to foreign tourism goods in Algeria.
– The sample : The sample size reached 600 tourists visiting medical vehicles, in addition to 101 employees managing these tourist vehicles.
– Study variables : direct tourism marketing, tourist destination chois decision

Method and tools used : Questionnaire

– Results reached : The results showed that the level of practicing tourism direct marketing with febrile curative tourism vehicles (the study sample) is average in general, and there is also a congruence in the views and opinions of the two study samples (tourists and tourism vehicle management) about the relative importance of the tourism direct marketing component as the most promotional method influencing the decisions of Tourists when choosing their destinations.

- The study has proven that the relative importance of tourism direct marketing was high from the viewpoint of the tourism vehicle management. The study also confirmed the stability of the signifiance of the correlation relationship with a high degree at the level of the approved significance. The study also found that the standard coefficients of simple regression (Beta) for all dimensions of direct tourism marketing are statisticaly significant

Similarities:

The study agreed with previous studies in the independent variable, which is "direct marketing", in addition, the institution under study, as well as the institutions covered by previous studies, use direct marketing as a tool for marketing communications.

This study and the rest of the previous studies shared interest in all means of direct marketing (mobile phone, website, social networking sites), and the questionnaire was used as a tool for data collection.

The differences

This study differed with previous studies in the dependent variable. This study dealt with consumer behavior or other studies, as it dealt with variables such as loyalty, competitive advantage. As for the study of purchasing behavior, previous studies dealt with different aspects than those discussed in this study.

What the study adds:

Paying attention to the impact of direct marketing methods (SMS, website, social media) on the stages of the consumer purchasing decision-making process, represented in (feeling the need, searching for information, evaluating alternatives, purchasing decision, post-purchase behavior).

▪ **Research model:**

Figure n°1: Conceptual model
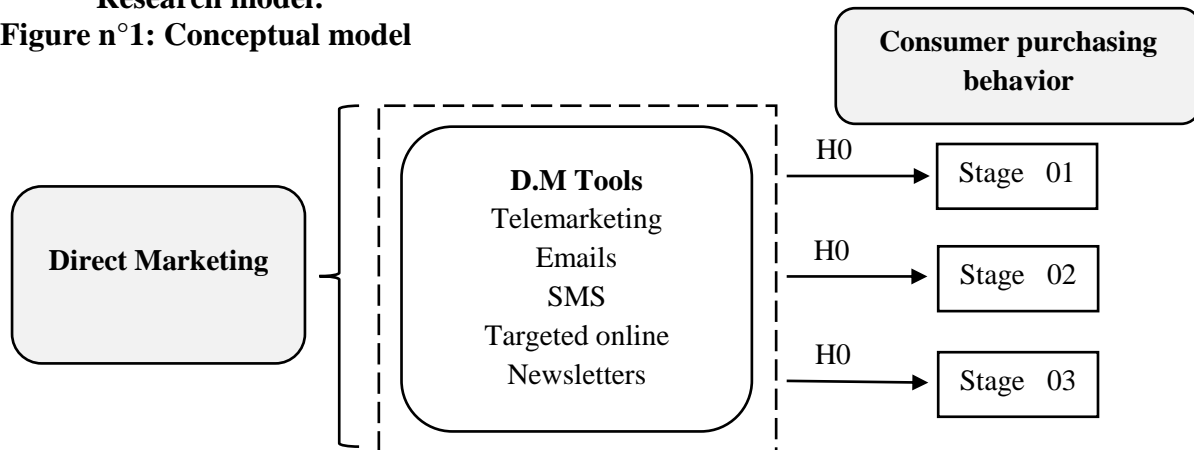
Source: Prepared by researcher using

I- Direct Marketing

I-1- Definition of direct marketing

Direct marketing goes beyond its original distribution-based roots to include direct communications in its remit. The American Direct Marketing Association defines direct marketing as follows Direct marketing is an interactive system of marketing which uses one or more advertising media to affect a measurable response and/or transaction at any location (Blythe, 2006, p. 206)

Direct marketing is a discipline, a subset of marketing, which permits us to carry out certain marketing tasks more efficiently. It does this by gathering, analysing and using information about individual customers and prospects. This information enables us to identify which of the people on our customer and prospect files are likely to be interested in a particular product, service or offer. (Housden, 2002, p. 04)

Today, direct marketing is a marketing system based on individual customer records held on a database. These records are the basis for marketing analysis, planning, implementation of programmers, and control of all this activity. Compared to traditional brand marketing, the advantage of the direct marketing approach is that the use of the database forces a natural focus on customers rather than products (Broderick, 2005, p. 621)

Direct marketing is the process involved in the selling of goods and services without the aid of wholesaler or retailer and such activities include direct response advertising, advertising for leads which sales people can follow through to achieve sales. Direct door-to-door selling is also part of direct marketing process. Direct marketing uses various media such as direct mail, publications, television, radio and computer network. Direct marketing is being increasingly used to replace mail-order business.

Definition of Direct Marketing

The Direct Marketing Association of **U.S.A** has defined direct marketing thus: (Kayode, 2014, p. 270)

"Direct Marketing is an interactive marketing system that uses one or more advertising media to affect a measurable response and, or transaction at any location, with this activity stored on database".

I-2- Features direct marketing

Although there are many forms of direct marketing – direct mail, telemarketing, electronic marketing, online marketing and others – they all share four distinctive characteristics: (all, Principles of Marketing, 2005, p. 774)

✓ Direct marketing is non-public as the message is normally addressed to a specific person.

✓ Direct marketing is immediate as messages can be prepared very quickly.

✓ Direct marketing can be customised, so messages can be tailored to appeal to specific customers.

✓ Direct marketing is interactive: it allows a dialogue between the communicator and the consumer, and messages can be altered depending on the consumer's response.

Thus, direct marketing is well suited to highly targeted marketing efforts and to building one to-one customer relationships.

I-3- The growth of direct marketing

Growth of direct marketing is happening through increased use of mail, telephone numbers, websites and e-mail. It has grown and is growing in consumer terms, and from this perspective direct marketing is now very visible: (Copley, 2004, p. 207)

✓ Within consumers there is a desire for experimentation, and people Change very little.

✓ New shopping outlets.

✓ Change in society, trends with women working and fragmentation of personal products.

✓ Services have improved and direct marketing has become a norm of doing business, for example insurance without a broker.

✓ Cashless society means that people are used to plastic and electronic transactions. Additionally, there is data to be had from this.

✓ Information technology has created databases

II- Consumer's Behavior:

II-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)

II-2- Reasons for interest in studying consumer behavior

As a conclusion, the main factors that shaped consumer behavior are: (Stoicescu, 2015, p. 32)

✓ demographic changes (the growth of population and life expectancy, had the same result in consumer behavior: more needs to be satisfied);

✓ evolution of technology (because people now have more ways to travel, they discovered other cultures and life styles, so their needs became more diverse);

✓ multiplicity (because more and more variables are integrated in everyday activities – for example the movie industry has evolved from a one dimensional to a multi-dimensional experience – also the buying act needs to become a complex experience);

✓ hyper efficiency (the space-time efficiency is also a daily problem, so people need faster and cheaper ways to satisfy their needs);

✓ risk and stress (people have too many options to choose from in order to satisfy their needs

✓

II-3- Consumer Behavior – Microeconomics Point of View

The consumer decision-making itself regarding buying a product is influenced by many external factors, such as economic conditions, social level, legislation, as well as by internal factors, e.g. psychological factors, opinions, attitudes. from the market offer perspective, it is essential for the companies to include all the aspects within marketing selling strategies in order to motivate a customer to buy the product. (Monika, 2015, p. 71)

An economically simplified marketing model of consumer behavior is visible in Figure

Figure n°2: Model of consumer behavior and decision making

II-4- Consumer decision making

The traditional view of decision making is of the consumer as a rational decision maker, but in essence this view states that the consumer would seek information about potential decisions and carefully integrate this with what he or she already knows about the product. They would then weigh the pros and cons of each alternative and arrive at a decision. The five stages in this process have been described as.

II-5- Stages of Purchasing Process

A consumer undergoes the following stages before making a purchase decision: (Consumer's Behavior, Published by Tutorials, 2015, p. 10)

Stage 1: Needs / Requirements

It is the first stage of the buying process where the consumer recognizes a problem or a requirement that needs to be fulfilled. The requirements can be generated either by internal stimuli or external stimuli. In this stage, the marketer should study and understand the consumers to find out what kinds of needs arise, what brought them about, and how they led the consumer towards a particular product.

Stage 2: Information Search

In this stage, the consumer seeks more information. The consumer may have keen attention or may go into active information search. The consumer can obtain information from any of the several sources. This include personal sources (family, friends, neighbors, and acquaintances), industrial sources (advertising, sales people, dealers, packaging), public sources (mass media, consumer-rating and organization), and experiential sources (handling, examining, using the product). The relative influence of these information sources varies with the product and the buyer

Stage 3: Evaluation of Alternatives

In this stage, the consumer uses information to evaluate alternative brands from different alternatives. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use logical thinking, whereas in other cases, consumers do little or no evaluating; instead they buy on aspiration and rely on intuition. Sometimes consumers make buying decisions on their own; sometimes they depend on friends, relatives, consumer guides, or sales persons.

Stage 4: Purchase Decision

In this stage, the consumer actually buys the product. Generally, a consumer will buy the most favorite brand, but there can be two factors, i.e., purchase intentions and purchase decision. The first factor is the attitude of others and the second is unforeseen situational factors. The consumer may form a purchase intention based on factors such as usual income, usual price, and usual product benefits.

Stage 5: Post-Purchase Behavior

In this stage, the consumers take further steps after purchase based on their satisfaction and dissatisfaction. The satisfaction and dissatisfaction depend on the relationship between consumer's expectations and the product's performance. If a product is short of expectations, the consumer is disappointed. On the other hand, if it meets their expectations, the consumer is satisfied. And if it exceeds their expectations, the consumer is delighted.

III The impact of Direct marketers on purchase behavior:

Direct marketers use communication programmes targeted at existing customers to help retain customers, and tactics which are designed to maximise the profitability of existing customers through extra sales. Direct marketing is used to provide information sheets, newsletters, product catalogues, and other vehicles which deliver help, news, information and ways of making the product more valuable to consumers. Driven by the need to make it easy for customers to respond to the organization, carelines have grown considerably in importance throughout Europe (Broderick, Integrated Marketing Communications, 2005, p. 623)

Direct marketing is a term used to refer to all media activities that generate a series of communications and responses with an existing or potential customer, Thus Direct marketing is concerned with the management of customer behavior. (Fill, 2009, p. 624)

Direct marketing keeps the consumers by creating direct contacts with them, by fulfilling the needs and requests of the consumers, and on this basis, it increases sales. Direct marketing as one of the main forms of promotion is increasingly being used by companies, by increasing the performance of the companies. In the research it results that in the major number of companies, direct marketing has had an impact in increasing sales and companies develop direct contacts through telephone and e-mail, to present their products or services and to create close contacts with their clients. (Halit karaxha, p. 55)

In an effort to increase the productivity of the sales force and to use their expensive skills more effectively, direct marketing has provided organizations with an opportunity to improve levels of performance and customer satisfaction. In particular, the use of an inside telemarketing department is seen as a compatible sales channel to the field sales force. A telemarketing team can accomplish the following tasks: (Fill, 2009, p. 644)

- ✓ they can search for and qualify new customers, thereby saving the field force from cold calling;
- ✓ they can service existing customer accounts and prepare the field force should they be required to attend to the client personally;
- ✓ they can seek repeat orders from marginal or geographically remote customers, particularly if they are low-unit-value consumable items;
- ✓ they can provide a link between network members that serves to maintain the relationship, especially through periods of difficulty and instability

IV- Methods and Materials :

IV-1- 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. (Mobilis, 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. (source)

IV-2- Research Methodology and information Collection

IV-2-1- 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 49 items, where was the method of the Convenience sample approved due to the large size of the study population.

The table below describes the study sample.

Table n°1: The data of the surveyed sample items

		Frequency	**Percentage (%)**
Gender	Male	22	44.9
	Female	27	55.1
Age	19-35	48	98
	36-52	00	00
	53 and above	1	2
Academic level	Middle school and below	1	2
	Secondary	14	28.6
	University	34	69.4
Job status	Not working	37	75.5
	Free businees	9	18.4
	Employee	3	6.1
	Retired	00	00

Source: Preparation of the researcher based on the results of the statistical program SPSS

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

Table n°2: Response grades according to the Likert five-way scale

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

IV-2-2-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 n°3: Questionnaire validity and reliability

UM	**Dimensions**	**Number of expressions**	**Coefficient of reliability**	**Coefficient of validity**
	Direct marketing	05	0.617	0.785
	Consumer purchasing behavior	10	0.831	0.911
	Total survey phrases	15	0.837	0.837

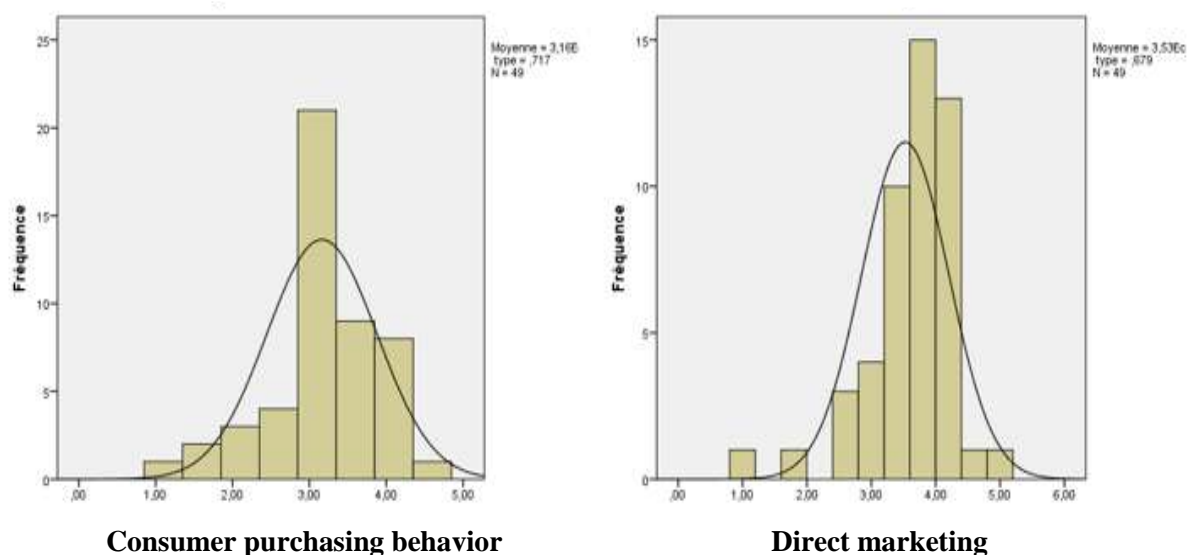**Source**: Preparation of the researcher based on the results of the statistical program SPSS

IV-3-Results Analysis

IV-3-1- 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.

Figure (3): Results of the normality test

Consumer purchasing behavior   **Direct marketing**

The Source: Preparation of the researcher based on the results of the statistical program SPSS

IV-3-2- Main hypothesis testing (Direct marketing- consumer purchasing behaviour)

H0: there is no statistically significant impact of Mobilis Direct marketing on customer purchasing behaviour;

H1: there is a statistically significant impact of Mobilis Direct marketing on customer purchasing behaviour.

Table n°4: Results of the regression analysis

F : 14.92	Sig. 0.000				α=0.001
Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	STD ERROR	β		
(Constant) Direct marketing	1.33 0.51	0.48 0.13	0.49	2.775 3.863	0.008 0.000
Customer purchasing behaviour	r =0.49 R^2 =0.24				

Source: Preparation of the researcher based on the results of the statistical program SPSS

the previous table 6, it shows that the explanatory power of the regression model is the coefficient of determination R^2 whose value is 0.24, which indicates the contribution of the independent variable (Direct marketing) in the dependent variable (consumer purchasing behaviour) by 24%. Also, the correlation coefficient (r) was 0.49, and this indicates a positive relationship between the two variables; While the slope parameter, which represents the coefficient of the independent variable, was 0.51which 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' Direct marketing on the customer purchasing behaviour.

IV-3-3- The first sub hypothesis testing (Direct marketing- The pre-purchase phase)

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

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

Table n°5: Results of the regression analysis

F : 10.17	Sig. 0.003				α=0.001
Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	STD ERROR	β		
(Constant) Direct marketing	1.66 0.44	0.50 0.13	0.42	3.32 3.19	0.002 0.003
Stage before Purchasing	r =0.42 R^2 =0.17				

Source: Preparation of the researcher based on the results of the statistical program SPSS

the previous table 6, it shows that the explanatory power of the regression model is the coefficient of determination R^2 whose value is 0.17, which indicates the contribution of the independent variable (Direct marketing) in the dependent variable (The pre-purchase phase) by 17%. Also, the correlation coefficient (r) was 0.42, and this indicates a positive relationship between the two variables; While the slope parameter, which represents the coefficient of the independent variable, was 0.44 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' Direct marketing on the pre-purchase phase.

IV-3-4- The second sub hypothesis testing (Direct marketing- The purchase phase)

H0: there is no statistically significant impact of Mobilis Direct marketing on the purchase phase;

H1: there is a statistically significant impact of Mobilis Direct marketing on the purchase phase

Table n°6: Results of the regression analysis

F : 9.91	Sig. 0.003				α=0.001
Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	STD ERROR	β		
(Constant) Direct marketing	0.82 0.60	0.69 0.19	0.41	1.18 3.14	0.244 0.003
The purchase phase	r =0.41 R^2 =0.17				

Source: Preparation of the researcher based on the results of the statistical program SPSS

the previous table 6, it shows that the explanatory power of the regression model is the coefficient of determination R^2 whose value is 0.17, which indicates the contribution of the independent variable (Direct marketing) in the dependent variable (The purchase phase) by 17%. Also, the correlation coefficient (r) was 0.41, and this indicates a positive relationship between the two variables; While the slope parameter, which represents the coefficient of the independent variable, was 0.60 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' Direct marketing on the purchase phase.

IV-3-5- The third sub hypothesis testing (Direct marketing- The post-purchase phase)

H0: there is no statistically significant impact of Mobilis Direct marketing on **the post-purchase phase**;

H1: there is a statistically significant impact of Mobilis Direct marketing on **the post-purchase phase**.

Table n°7: Results of the regression analysis

F : 12.17	Sig. 0.001				α=0.001
Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	STD ERROR	β		
(Constant) Direct marketing	0.86 0.64	0.66 0.18	0.45	1.29 3.48	0.201 0.001
The post-purchase phase	r =0.45 R^2 =0.20				

Source: Preparation of the researcher based on the results of the statistical program SPSS

the previous table 6, it shows that the explanatory power of the regression model is the coefficient of determination R^2 whose value is 0.20, which indicates the contribution of the independent variable (Direct marketing) in the dependent variable (The post-purchase phase) by 20%. Also, the correlation coefficient (r) was 0.45, and this indicates a positive relationship between the two variables; While the slope parameter, which represents the coefficient of the independent variable, was 0.64 which indicates the statistically positive relationship between the two variables. The significance level was 0.001 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' Direct marketing on the the post-purchase phase.

Conclusion:

The current study investigates the methods used in Direct Marketing 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 Direct Marketing on consumer's behaviour during the pre-purchase phase.
- There is a statistically significant effect of Mobilis Enterprise Direct Marketing on consumer's behaviour during the purchase phase.

– There is a statistically significant effect of Mobilis Enterprise Direct Marketing on consumer's behaviour in the post-purchase phase.

Recommendations:

– Designing the Foundation's publications on social media with new and innovative ideas.
– Improving the method of providing information to be more effective and objective for service consumers.
– Train a team skillfully in providing quality information to the consumer according to his interests to attract him more.
– Emphasizing the good choice of the customer for the service provided by the institution while making the purchase.

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