

Factors Influence the Use of E-Promotion Means in Jordanian Business Organization

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Abstract

This study will examine the encouraging and discouraging factors for the use of promotion means. In order to reach the objectives of this study, a model has been developed that includes many dimensions for the encouraging and discouraging factors: e-promotion means, perceived usefulness and acceptable use of e-promotion means. The factors have been identified, according to the initial survey which included (36) different organizations. The percentage of those who use the e-promotion media for their products was 69%, while 31% are still using the traditional promotion means. The five dimensions included in the study's model had five corresponding hypotheses and with each dimension having a traditional hypotheses. In addition to these five hypotheses, there were another two hypotheses; one which includes knowing the correlation between the components of the study's model and the last hypothesis concerning knowing if there are any differences between the three business organizations in the study sample (service, industrial, commerce). Thus, the seven hypotheses have been developed for this study. In order to collect the required data to examine the hypotheses and reach a conclusion, a questionnaire consisting of (22) questions covering the dimension and hypotheses of the study were applied. The design and development of this questionnaire are based on an initial pretested survey distributed to the organization. The information was collected from a sample of (212) global business organizations (service, industrial, commerce) in Jordan – Amman , all hypotheses have been proven except the seventh hypothesis which indicates minor differences between the views of the organizations on the usage of e-promotion media and at the same time there is a correlation relationship with moral indicative between the different components of the study's model.

Key words: E-promotion means, encouraging factors, discouraging factors, perceived usefulness, acceptable usage.

JEL classification numbers: M31

1. Introduction

The technological developments in various aspects, including communications, has led to significant changes in the method of working with business organizations and the transition from styles and traditional methods that were prevalent, and still are, to the methods and advanced electronic media in all fields, including the process of communication and promotion of the organization and its products, as these means have perceived with tangible benefits compared to traditional media. The business organizations decided to adopt this electronic means to promote their products and to take advantage from many benefits which were offered by these means, in addition to their ability to attract the customers and influence them to deal with the organization and its products. As a result of the adoption of e-promotion by organizations, which led to a

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multiplicity of them using means such as E-Mail, SMS messages, in addition to evolution in social media (Facebook, Youtube, Wbsite) and other media, this made many of the alternative means which can be used nowadays by the organizations. However, in spite of the expansion of usage of E-Promotion and its success, there are many business organizations sticking to the traditional manner to promote their products because they are convinced that the messages within this traditional method are more effective, influential and accepted by many customers in order to deal with the organization and its products and in addition to their unwillingness to change the methods which are accepted by them, as well as encouraging factors for the adoption of these means and method. Nevertheless, there are organizations that have adopted advanced methods and expanded them, for they are convinced of the benefits and success of these media so that these organizations move in the direction of expansion and diversification in the choice of electronic means to promote themselves and their products.

The organizations that have accepted the usage of e-promotion means were influenced by many factors that pushed or encourage them to adopt this modern technique in promotion, such as: Covenant access to customers; interactive; attract the customer, ease of use Trust, lack of effort and cost.

These six factors represent the encouraging factors which positively affect the acceptance of business organization for the usage e-promotion means. Other factors represent the reasons that discourage organizations towards the adoption of e-promotion means to promote their products such as: Lack of customers interest with messages, Resistance to innovations, short and unclear messages, lack of information in the messages, the content of message and habit). All of these factors have a negative impact on business organizations in the usage of e-business means. In addition to the two groups of factors previously mentioned, the study model includes other factors such as(e-promotion means, perceived usefulness, and acceptable usage e-promotion means.

The acceptance of the usage of e-promotion means should be affected by these factors either encouraging or discouraging.

All the six hypotheses that have been developed for the dimensions of this study, to measure the relationship between the components of the model study, were accepted except the seventh hypothesis which was rejected.

This means that there are differences in opinion throughout the business organizations research sample (service, industrial, commerce) in the acceptance and usage of e-promotion means and, at the same time, there is a correlation relationship with moral indicative between the different components of the study's model.

Despite the wide scope of this study, which includes many of the business organizations acceptance of usage of e-promotion media and spit of its findings. (Suggested sentence: This study includes a wide scope of business organizations and, despite of its findings, many organizations accept the usage of e-promotion means.)

The prospective studies should focus on the encouraging factors for usage of e-promotion means and how to develop them in order to increase the various business organizations reliance on and acceptance of e-promotion media as an essential means to promote their products. Furthermore, more studies should be conducted in the future in order to reduce the impact of the discouraging factors for the usage of e-promotion media.

Research Questions

Many business organizations rely on electronic communication means to promote their products since there are many factors that support this encouraging trend towards this electronic means. While still many commercial organizations depend wholly or partly on the traditional communication means to promote their products, these organizations believe that they are discouraging adoption of electronic communication means to promote their products.

This study attempts to identify the factors encouraging and discouraging which are some of the reasons for the use or non-use of electronic promotion means, therefore these study questions focused on:

- 1- Are Jordan business organizations using electronic communication means to promote their products?
- 2- What are the factors that encourage business organizations to adopt electronic means to promote their products?
- 3- What are the factors that discourage some Jordan business organizations to adopt e-promotion for its products?
- 4- Which are the electronic media that have mostly convinced the business organizations to be adopted in promotions?
- 5- Which are the most widely used electronic media for e-promotion with Jordan business organizations?

Research Objectives

It is clear that technological developments have led to significant changes in the method of work with in business organizations, including the commercial business organizations ,and the transition from traditional media and methods to electronic media. As a result, the business organizations, including commercial electronic media, tended for promotion in order to attract an audience of customers and influence them to deal with the organization and its products, and there are many factors which encouraged to move in this direction, as well as other factors which prevented or were discouraging for some organizations to move in this e-promotion direction.

This study aims to:

- 1- Identifying Jordan business organizations which rely on electronic promotion means for their products.
- 2- Identifying the encouraging factors for the usage of e-promotion at the Department of Jordan business organizations.
- 3- Identify the discouraging factors for the usage of e-promotion at the Department of electronic business organizations.
- 4- Find out which are the most influential e-promotion means and the most accepted by customers.
- 5- Identify which are the e-promotion means most widely used by Jordan business organizations.

Study Model

The study design of the survey sample was based on a research carried out by researchers for a number of business organizations and number of(36)organizations in order to identify the extent usage of communication means in promoting their products as well as to identify the factors that encourage and discourage these organizations to use e-promotion means. It appeared that 69% of organizations are using these means to promote their products repeatedly, because there are many factors encouraging this, including the benefits of using these electronic means, while31% of these organizations find that the traditional method for promoting is better as a result of many factors encouraging the traditional method but discourage usage of e- promotion means, therefore there is a problem after realizing the benefits of using this electronic means.

In the light of that, the study sample has been designed as described below

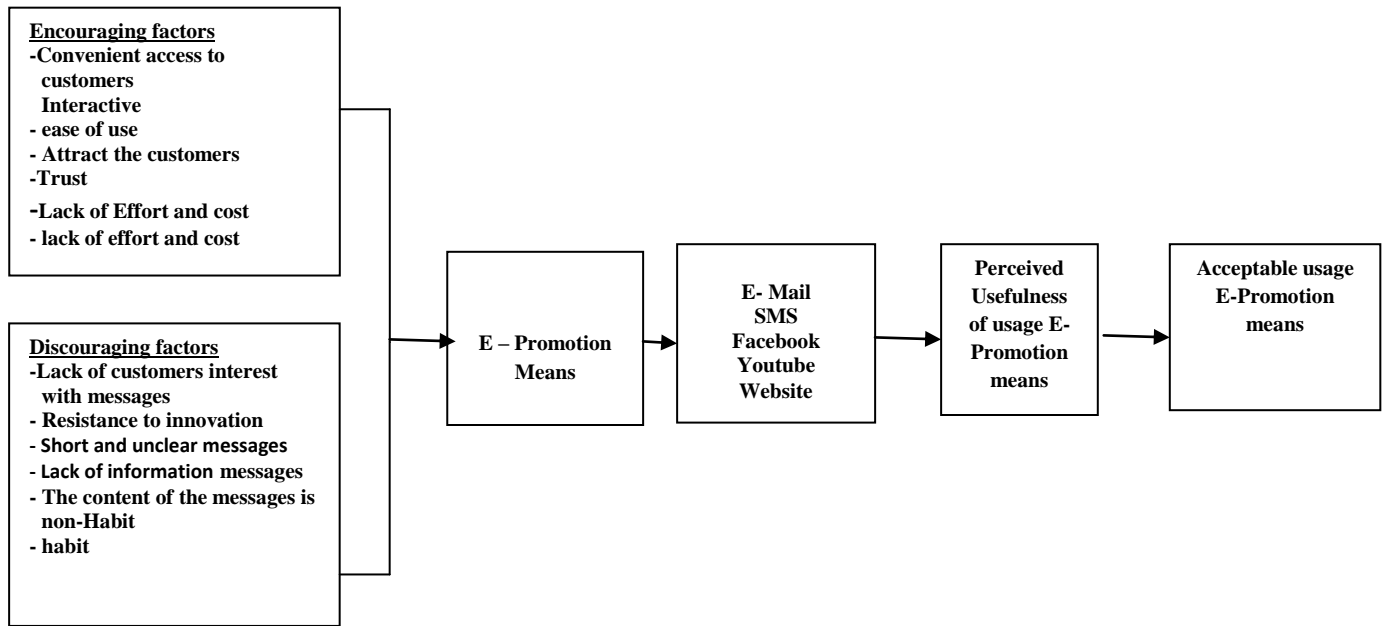


Figure (1) Study Model

2. Literature Review and Hypotheses Development

According to this study, which focused on identifying factors which affect the usage of business organizations for e-promotion of their products, these represent the modern trend in marketing with increased demanding by various organizations and businesses. The process of change of direction from traditional promotion to the trend of e-promotion is inevitably subject to many factors that encourage towards there new a land modernization of the driving factors and other factors are discouraging and obstructing to process of change towards the new. Therefore, this study will determine the encouraging and discouraging factors on adopting the usage of e-promotion media with the business organizations to promote their products. This literature can be summarized as following:

The advent of the Internet as a medium to exchange information with consumers has led to many regarding the promotion of organizations' products and services (Corina, 2006). As the effect of Internet communications increases, online marketing has become an essential source for enterprise development. The review of literature concerning e-marketing communication tools is very much developed in the field (Alexandru and Carmen, 2013). The literature varies from focusing on the communication mechanism to managing it. As a result, the term of e-marketing is referred to achieving marketing objectives through the use of electronic communication technologies (Chaffey et al., 2003).

Online marketing has been expected to have a great impact on marketing management (Ewing, 2009; Valos et al., 2010). Nearly, twenty years ago, Balattberg and Deighton (1991) have recognized the importance of electronic consumer database and their potential use in interactive marketing exchange. However, the impact of web, marketing search engines, mobile marketing and e-promotion has been underrated (Valos et al, 2010). The integration of online marketing with online marketing has become a vital and critical issue for marketing managers. Therefore, this study focuses on the factors that encourage or discourage the Jordanian business managers to use e-promotion media.

A number of studies of the use of IT applications in the field of marketing have been reported in the literature. Behaviour intention theories have been used widely in different fields. TAM introduced by Davids (1989) has been supported by a large number of empirical studies (Lucas and Spitler, 1999; Igbaria 1995). The theory proved that the usefulness and the ease of use of information technologies will affect the

attitude and the final usage. Therefore, the usefulness and the ease of use of e-promotion media will affect the final use. To be more precise, the customization, the ease of distribution of the message or the ease of access of the messages by users, makes it easier for business organization to personalize their e- messages (Gummesson, 2008).

Online product publicity, advertising and promotion create awareness, change attitudes, and influence behavior. Perceived trust, message believability, and attitudes towards web advertising will affect the degree of e-promotion use (Wang, 2006). Perceived trust reflects positive attitude towards the reliability and validity of the message (Reeves et al, 1982). The lack of trust is a general reason for organizations to lose customers (Chua et al., 2012). Kollock (1999) and Smith (2005) explained that trust can be achieved if organizations develop relationship with their customers. This can be achieved by establishing company's blog content and online reader comments (Dwyer, 2007).

Ease of use extensive research over the past decade provides confirmation of the significant effect that ease of use of has on perceived usefulness (Angaewal and Prasad, 1999; Davis et al., 1989; Hu, Chau, Sheng, ad Tam, 1999; Venkatesh, 1999, 2000; Venkatesh and Davis, 1996, 2000; Venkatesh and Morris, 2000). This study argues that E-promotion means ease of use is an encourage factor of perceived usefulness.

Resistance to Innovations part of officials in the business organizations resist the renewal process in the use of e-promotion means because they prefer to stay on the traditional means rather than e- promotion means their behavioral intention (Rammile and Nel (2012) through technology acceptance

There is a negative relationship between the resistance to innovation and the intention of using e-promotion means , online service and communication. Barati and Mohammadi (2009). . Laukkanen and Cruz (2010) refer to functional and psychological barriers to innovation in this negative relationship which is also proposed in this study.

Habit there is an impact of officials habit in the business organizations of dealing with e-promotion means perceived usefulness of e-promotion means (Laforet and Li, 2005; Servon, and Kaestner, 2008).the officials in business organizations prefer to perform their transaction with online communication In order to promote their products and contact the with customers. there is a positive relationship between officials habit and their perceived usefulness .

Perceived usefulness the officials evaluate the consequences of their behavior in terms of perceived usefulness and their behavioral choices are based on the attractiveness of the perceived usefulness. According to studies(Guriting and Ndubisi, 2006; Eriksson et al., 2005; Laforet and Li, 2005; Polatoglu and Ekin, 2001; Liao and cheung, 2002) , and the TAM perceived usefulness is the subjective probability that using the technology someone's performance can enhance and that this depends on online activities Including electronic communications and display the products and services.

Extensive research has proved the existence of an effect of perceived usefulness on attitude, behavior and intention for officials (Davis et al., 1989; Venkatesh and Davis, 1996, Venkatesh 2000; Venkatesh and Morris, 2000); on adaption intention (Chen and Davis, 2007; Guriting and Ndubisi , 2006; Eriksson et al., 2005; Hu et al., 1999; venkatesh, 2000; venkatesh and Davis, 1996; Pikkarainen et al. 2004; Venkatesh and Davis , 1996); as well as determining the adaptation of innovations (Tan and Teo (2000). Perceived usefulness has been consistently indentified as a primary factor that influences information system use (Davis, 1989; Subranmanian, 1994; Szajna, 1996 and as an important indicator for the technology acceptance(Davis,1993;Taylor & Todd,1995). Thus desirability of perceived usefulness influences the individual's behavior to accept and use of electronic means in the various activities which carried on by business organizations. The work of chau and lai's (2003) explains this and affirms that perceived usefulness is an important factor in fostering a positive attitude towards accepting the internet banking services.

Hypotheses of the Study

H1: The encouraging factors have a positive significant impact on using e-promotion means in business organizations.

- H2: The discouraging factors have a negative significant impact on using of e-promotion means in business organizations.
- H3: The E- promotion means have positive significant effects on the perceived usefulness of using these means.
- H4: The perceived usefulness of using E-Promotion means have a positive significant effect on the usage by the organization for the E- promotion means.
- H5: econrage, discourage factors e-promotion means and perceived usefulness make the organization accept or not accept using e-promotion means
- H5-1 - Encouraging factors, e-promotion means and the use of perceived benefits make the organization accept using e-promotion means.
- H5-2- Discouraging factors, e-promotion media and usage of perceived benefits make the organization not accept using electronic promotion media.
- H6: There is a significant relationship between the constricts of the study is model.
- H7: There is no moral indicative difference between each of the organizations (service industrial and commercial) for the usage of e-promotion means.

3. Methodology

Data Source

This current research uses two types of data sources to conduct this study:

Secondary sources: Data and information obtained from reviewing the literature and research findings related to this study and its objectives. Also used in the design and development of the study's model .

Primary sources: pertaining to data collection through the development and design of an initial questionnaire that was distributed to (36) organizations, organized in aims to determine the factor influencing organization usage of E-promotion media and promote their products.

According to the results of this preliminary study and the literature review, it has been drafted (the final questionnaire) and evaluated by many specialists in marketing and e-marketing, especially electronic promotion. The final form includes 22 questions which were distributed to(5)dimensions.

The Scale and Diminutions

The scaling technique adopted by this study is considered one of the main instruments of current marketing research Malhotre et al 2004) and is most commonly used for assessing how people feel or think about objects or constructs (Neuman 2003). Having taking into consideration the criteria for selecting a scaling technique (Al samydai et al 2013), for example, information needed by the study and the characteristics of the respondent as well as the model of administration (Al Samydai et al 2014) (Alvin et al 2003), the quintet (Likert) Scale was chased for the current study. Therefore all the focal constructs of the current study user measured on quintet/ likert). Scale range from: Strongly agree (5) agree (4) neutral (3) disagree (2) strongly disagree (1)

This current study is divided into five dimensions, according to the study model and its purpose:

Dimension (1): Encouraging factors

Dimension (2): Discouraging factors

Dimension (3): Electronic promotion media

Dimension (4): The perceived benefits of using the electronic promotion media

Dimension (5): Continuity of Use

Analyzing Method

Many of the methods and statistical techniques are used to get the results and analysis to access for the purposes of this study, and the means include the using of:

Descriptive Analysis, Cronbach's alpha, person's correlation coefficient, (one sample t-test was also used for testing the hypotheses)

4. Results

Test of Reliability

A reliability coefficient of (Cronboach's Alpha) 70% or higher is considered "acceptable in most social science research. The result of this test in the current study is 77% as table (1)

Table 1: Reliability Coefficient

No. Cases	Cronbuch's Alpha	No. Items
21	.77	22

Result General

By using descriptive analysis it was determined that the of all questions are over the midpoint (3) except for the questions (10.22) this results show in table (2)

Table 2: Descriptive Statistics and One-Sample t-Test

No.	Questions	Mean	Std. Dev	T-Value	Signifier
First Dimension : Encourage Factors					
1	The ease of access to electronic means for customers will allow us to use e-promotion	3.68	.78	68.38	.00
2	The ease of use of electronic means for customers allow us to use e-promotion	3.60	.89	58.38	.000
3	The attraction of customers to electronic means allow us to use e-promotion	3.81	.88	63.05	.000
4	The widespread of electronic means allow us to use e-promotion	3.83	.75	74.28	.000
5	The trust of electronic means allow us to use e-promotion	3.50	.99	50.55	.000
6	The lack of effort in using electronic means low cost allow to use e-promotion	3.98	.75	76.65	.000
Second Dimension: Discourage Factors					
7	The lack of customer's interest in using electronic means discourage us to use e-promotion	3.26	.75	58.08	.000
8	The lack of use to such electronic means discourage use to use e-promotion Resistance to innovation	3.17	.81	53.32	.000
9	The unclerness of e-messages discourage us to use e-promotion	3.20	.86	58.50	.000
10	The limited information in e-messages discourage to use e-promotion	2.92	.79	40.33	.000
11	The content of e-messages discourages us to use e-promotion	3.18	1.05	65.48	.000
12	The lack of habit discourage us to use e-promotion means	3.13	.70	55.82	.000

Third Dimension : e-Promotion means					
13	Our organization is aware of the perceived benefits of e-promotion	3.43	.86	57.82	.000
14	The use of e-mails highlights the perceived usefulness of e-promotion at our organization	3.19	.87	53.21	.000
15	The use of SMS highlights the perceived usefulness of e-promotion at our organization	3.36	.96	51.19	.000
16	The use of Facebook highlights the perceived usefulness of e-promotion at our organization	3.28	.78	60.65	.000
17	The use of Youtube highlights the perceived usefulness of e-promotion at our organization	3.45	.74	67.71	.000
18	The use of Website highlights the perceived usefulness of e-promotion at our organization	3.18	.80	57.78	.000
Fourth Dimension : Perceived usefulness					
19	The perceived usefulness of electronic means encourages us to use e-promotion	3.98	.61	93.69	.000
20	The perceived usefulness of electronic means discourages us to use e-promotion	3.04	.73	60.63	.000
Fifth Dimension: Continuity of Use					
21	Encouraging factors , electronic means of promotion and the perceived usefulness allow our organization to use e-promotion	3.97	.65	88.39	.000
22	Discouraging factors, electronic means of promotion and the perceived usefulness did not allow our organization to use e-promotion	2.74	.74	54.11	.000

Comparing the Results

The current study includes three types of business organizations that are described in the following table:

Table 3: Types of Organization

The organization	Repetitions the	the Percentage %
Commerce	72	34%
service	83	39%
industrial	57	27%
total	212	100%

These are the organizations' visions according to the factors which indicated in the questions that they were different in terms of high and low valuation as shown below:

Table 4: Comparing the Result

The organizations	The high valuation of questions		the low valuation of question	
	questions	means	questions	means
Commerce	19	4.06	22	2.60
	6	3.88	10	2.80
	3	3.81	18	2.81
service	6	4.2	20	2,94
	21	4.7	22	2,73
	4	3.98		
	19	3.91		
industrial	21	4.08	22	2.82
	19	3.98	20	2.87
	5	3.93		

We note that there are minor differences in the research sample opinions about using e-promotion media between the three types of business organizations. This refers to the rejection of the hypothesis even which indicates that there was no difference between the views of the different types of business organizations about the encouraging and discouraging factors for usage e-promotion media

Testing Hypothesis

The first category: test results of first sex of hypothesis of the study are shown in Table (3) statistical analysis of this table illustrates the overall mean score of respondent which measures the dimensions (D1, D2, D3, D4 and D5) that correspond to the first hypotheses.

The mean values of these are (H1=24.40, H2=4.79, H3=9.21, H4=16.13, and H5=10.31). These values are above the scale midpoint (3) with the standard deviation showing small dispersion this mean moreover.

These result were further validated by one –sample t-test which revealed that the overall mean difference for these dimensions as whole was statistic significant (N=0.000) at (Ns=0.05) with height T.Value , (H1=24.4, H2=4.79, H3=9.21, H4=16.13, and H5=10.31), these scores are bigger than tabular (t=1.96) As a result of the hypotheses are accepted this results show in the Table (3)

Table (5) Testing Hypothesis First Category

Test Value =3				
The Hypothesis	Mean Score	Std Dev	T Value	Sig
H1: The encouraging factors have a positive significant impact on using e-promotion means in business organizations	3.74	.44	24.401	.000
H2: The discouraging factors have a negative significant impact on using e-promotion means in business organizations	3.15	.47	4.79	.000
H3: E-promotion means have a positive significant impact on the perceived benefits of using them	3.32	.50	9.21	.000
H4: The perceived usefulness of using e-promotion media have a significant positive impact on the use of e-promotion	3.51	.46	16.12	.000

H5: Encourage, discourage factors e-promotion means, and perceived usefulness, make the organism accept or not accept using e-promotion media.	3.38	.51	10.31	.000
H5.1: The encouraging factors, e-promotion media and perceived usefulness of using e-promotion have a positive impact on the use of e-promotion means.	3.98	.65	21.86	.000
H5.2: The discouraging factors e-promotion media and perceived usefulness of using e-promotion have a negative impact on the use of e-promotion	2.74	.73	-5.13	.000

The second category: It test the construct of the study model. In order to test the relationship between the constructs of the study model, spearman, correlation coefficient was adopted and hypothesis (H6) was developed. There is a significant relationship between the constructs of study model (encouraging, discouraging factors, the promotion means perceived usefulness and acceptable usage of use), results of the analysis of spearman's coefficient are shown in the table (6)

Table 6: Spearman's Correlation Coefficient

Diminutions	Dim 1	Dim 2	Dim 3	Dim 4	Dim 5
Dim 1	1.000	.203**	.515**	.329**	.467**
Dim 2	.203**	1.000	.287**	.119*	.323**
Dim 3	.515**	.287**	1.000	.328**	.511**
Dim 4	.329**	.119*	.328**	1.000	-.354**
Dim 5	.467**	.323**	.511**	.354**	1.000

**Correlation is significant at the 0.01 level (2 tailed)

In table (6) spearman's correlation coefficient indicates a correlation between the constructs of study's model. Thus hypothesis (6) accepted.

Three Groups

This group concerns to the hypothesis that there is no moral indicative difference between each of the organizations (service, industrial, commercial) for the usage of E-promotion means. The Table7below shows the value of this hypothesis:

Table 7: Seventh Hypothesis Test Results

Organizations	Mean	Std Dev	T. Value	Sig
Service	3.48	.33	13.07	.00
Industrial	3.42	.28	11.27	.00
Commerce	3.31	.37	6.98	.00

Notice that there are minor differences between the three types of business organizations in their usage of e-promotion means. Thus H7 is refused and an alternative hypothesis accepted

5. Discussion and Conclusion:

This current study seeks to determine the factors encouraging and discouraging the business organizations to using the e-promotion means. For this purpose a study model was developed which included several factors which were divided into five dimensions including: encouraging factors, discouraging factors. E-promotion means, provided usefulness and acceptable usage e-promotion means. There categories of the hypotheses were developed based on the literature review and a pre-test study: the first category includes five hypotheses in which each one covers a dimension included in the study model, where it represents the encouraging , discouraging factors , e-promotion means, according to the survey of the sample under study.

The analysis of the data was mainly based on conducting "Descriptive statistic" to extract the means and the standard deviations. This was followed by using a one sample T-test analysis to examine the first and seven categories of hypotheses. As for the second category of the research hypotheses (the sixth hypothesis). That was mainly developed to examine the relationship between the different components (contracts) of the study's model; spearman's correlation coefficient was used to test this hypothesis.

While the seventh hypothesis focused on clarifying the extent of the difference in the views of the three organizations from business organizations (commercial, service, industrial) research sample, Descriptive statistic has been used in addition to the T- test.

The important results of this study were: the responses of the study's sample to the survey (22 questions), was all positive, except for tow (questions 10, 22) as the means for these questions were less than three (midpoint =3) .

This analysis in terms of general, but in terms of the comparison between the three organizations; there are different number of questions that it's a means less than (8).

Table 8: Difference between the Three Types of Business Organization

Organizations	The questions that it's an average less than 3
Commerce	10, 18, 20, 22
service	22
Industrial	20, 22

At the same time, these organizations also differ in their evaluation with different questions having highest scores. The only question that has been high score in the three types of organizations is the question19, and this indicates of the difference between the three types of organizations regarding to the using of (e-promotion media).

The general analysis of the results is as following: with regard to the first dimension, reducing effort and cost while using e-promotion means was on the top with means 3.48, but the highest value of the second dimension is for question 7 with a score of 3.26, and the lowest value is for question 10 with score of 2.92; the highest value of the third dimension is for question 15 with a score of 3.36; the highest value of the fourth dimension is for question 19 with a score of 3.98; eventually the highest value of the fifth dimension is for question 22 with a score of 3.97.

Regarding the comparing of the results at the level of three types of organizations: service organizations formed the highest percentage 39%, commerce 34%, and finally industrial 27%.Itappearedthat there are minor differences between the three organizations and their view on the usage of e-promotion means.

All first six hypotheses have accepted, while the seventh hypothesis has been rejected which proves that there are no differences in views and usage of e-promotion means with modern methods to promote their products. However, discouraging factors still have an effect in some of the organizations which still believe that traditional media has a bigger impact on the messages conveyed.

The study proved that there is a correlation relationship with moral indicative between the different components of the study's model, and the encouraging factors has impact on the direction adopted by different organizations for e-promotion means with modern methods to promote their products. However, discourage factors still have an effect in some of organizations which still believe that traditional media Has a bigger impact on the messages conveyed.

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