

The Impact of Marketing Mix Elements on the Decision of Buying New and Used Spare Parts of Japanese Automobiles in East Amman

Dr. Mustafa S. Al-Shaikh

**Faculty of Economics and Administrative Sciences
Zarqa University, Jordan**

Abstract:

This study aimed to identify the impact of marketing mix elements on the decision of buying new and used Japanese cars spare parts in the area of east Amman. To achieve the objectives of the study and prove the hypothesis, the researchers' targeted persons using Japanese cars of those who are in the eastern region of Amman, it was done randomly. The study sample was 123 questionnaires by 92.5%.

The results showed that the study sample was unanimous on the quality of original spare parts for Japanese cars and they agreed on the competence and characterized by high goodwill. As for the price of Japanese spare parts, results showed that played a major role in determining the quality and that the respondents prefer to buy original spare parts for the traditional with the high price tag and the presence of a traditional alternative and not be waived for product quality in exchange for the lowest price. In addition the study sample found that the parts of the low price and lower quality inappropriate them with it commensurate with their income.

The study showed easy accessed to the industrial cities to buy new and used Japanese spare parts, the time of the sample

was appropriate with the stores of the sample time. In contrast, the results proved that it is possible to change and replace the shoddy piece easily after buy it. The study mentions that the quality of the goods, price and location of the stores and advertising campaigns related to the decision of customer buying.

The study recommended that shops should commensurate with the desires of consumers and their purchasing power in the available time and place.

Keywords: Marketing Mix, Purchasing Decision, Durable Goods, Spare parts, and Jordan.

Introduction:

Marketing contributes in guiding corporate policies, and upgrading their various activities in line with the achievement of the corporate objectives and meet the needs of consumers, and that the global communications in the center of the revolutionary changes that include not only technical changes but also the social, the companies need to re-focus to be technically the first in the new products market, to make attention to the providing products and services that meet the needs of customers (Singh, 2006). The world is witnessing today rapid developments on all economic activities including auto parts, which generate a lot of pressure on these companies in order to achieve its goals as a result of increased supply companies and heightened competition, prompting these organizations to adopt modern concept of marketing and work on the application of its elements and adapt to the surrounding environment factors.

The adoption of the marketing mix of the processes, contribute to the success of the institutions at the present time, and contribute to achieve the organization's goals from the beginning of the production process until the process of consumption, and to identify the consumer feedback. As marketing mix elements interact and integrate with each other, which contributes to the access to target markets through integrated marketing programs. Since the spare parts market of new and used auto parts is one of the target markets by companies those produce and market spare parts. Even the activity of Japanese spare parts; new and used auto parts market in the area of east Amman in Jordan is keen to develop appropriate strategies for group marketing mix elements, which are those tools that have a significant impact on the final decision of the consumer in all selling points that operates purchase.

In addition, this sector is in Jordan in general and the area east of Amman in particularly has a great renaissance in recent years as a result of increased demand, which contributed to increasing the number of traders in the sector and the emergence of fierce competition among traders to improve the image of their products in the minds of customers, win customers, maintain market share and achieve profitability goals.

This study examined the impact of marketing mix elements on the decision to buy new and used spare parts of Japanese cars in the area east of Amman and examine the effect of each of these elements on the purchasing decision of the consumer.

Study Problem and Questions:

Through exploratory interviews conducted by the researchers in the field of new and used Japanese cars spare parts, it observed a decrease in sales of spare parts shops, as well as the lack of a clear direction of the behavior of the customer's purchase of machine parts. Despite the large number of cars in Jordan as a result of the reduction of customs in the nineties of the last century and follow the customs policy that encourages the importance of modern cars and the increase in population, which reflected positively on the increased demand for cars to its importance in the service of the citizen, but he observed a clear decline on purchasing demand on Japanese cars spare parts, this study came to answer then the main question: What is the impact of the marketing mix to the decision of purchasing new and used Japanese auto spare parts? and from this question, we come out with a group of the following sub-questions:

1. Does the quality of auto parts affect at the purchasing decision for the consumer?
2. Do auto parts prices affect purchasing decision on consumer?
3. Does the place of auto parts stores affect on the purchasing decision?
4. What is the impact of promotion of auto parts on the purchasing decision of the consumer policy?
5. What is the impact of demographic factors (income, education) on the purchasing decision of Japanese cars spare parts?

Importance of the Study:

The importance of the study is to identify the role of the marketing mix elements in influencing the purchasing decision of Japanese auto parts in the area east of Amman, this study is important for several parties:

- The customer, the process of formulating an appropriate marketing strategy and based on the integrated study lead to the perceived risk reduction resulting from the purchase of auto parts in terms of quality and prices that are suitable for the customer's needs and capabilities.
- As well as the role played by the Japanese spare parts shopkeepers, which originates in helping to formulate and develop the marketing mix of their products to become more competitive with specialized spare parts of different cars stores (Korean for example), as well as help shop owners to learn about the purchasing behavior of consumers and their needs and abilities and thus work to provide these spare parts so as to achieve their goals in profit growth and put the spare parts of their products to suit the needs and capabilities of the consumer.

Objectives of the Study:

This study aims to achieve the following:

1. Identify the impact of the elements of marketing mix (product, price, place, and promotion) on the resolution of customer purchasing spare parts of new and used auto parts in the area east of Amman.
2. Present some recommendations aimed at improving the market in the field of new and used spare parts for Japanese cars improved demand and identify needs and desires of customers.

Hypotheses of the Study:

Based on the literature study and the different questions based on the problem of the study and in order to achieve the objectives of the study was drafted following main hypothesis:

HO: No statistically significant effect of the elements of the marketing mix to make decisions for consumer purchasing new and used spare parts for Japanese cars at significant level ($\leq 0.05\alpha$).

The main hypothesis stems from the following sub-hypotheses:

HO1: No effect is statistically significant for the quality of the product on the consumer purchasing decision for Japan's new and used auto parts at significant level ($\leq 0.05\alpha$).

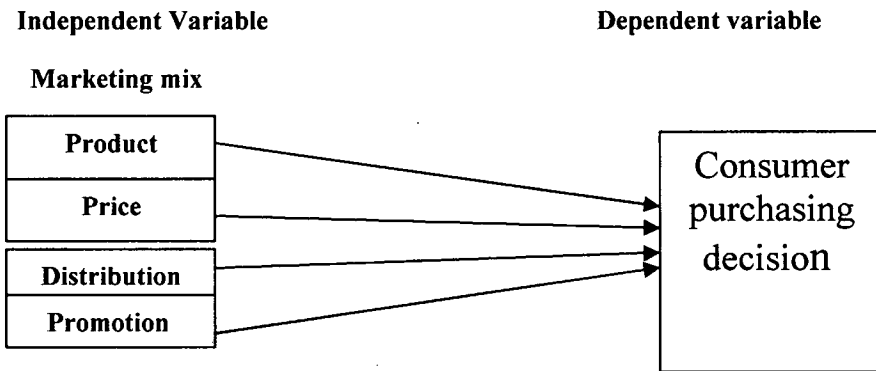
HO2: No effect is statistically significant price for new and used cars spare parts on the purchasing decision of consumers of cars spare parts at the moral level of Japanese auto parts at significant level ($\leq 0.05\alpha$).

HO3: No effect is statistically significant for the site stores new and used spare parts on the purchasing decision of consumers of Japanese cars spare parts at significant level ($\leq 0.05\alpha$).

HO4: No effect is statistically significant between the methods of promotion of new and used Japanese spare parts on the purchasing decision at significant level ($\leq 0.05\alpha$).

The Model of the Study:

Based on the hypotheses of the study and its problem and by reference to previous studies, the researchers put the proposed model as the following:



Study Terms:

Marketing mix: It is a set of integrated and inter-related marketing activities, which depend on each other for the purpose of the performance of the marketing function as planned (Al-Domour 2009).

The product: Is a good, service or idea meet consumer needs and desires where they are getting it in exchange for a sum of money or any unit value (Tae and Alak 2009).

Price: It is a monetary expression of the value of the product. The price represents money paid in exchange for benefits and to gain access to quality service (Waters, 2009).

Distribution: Is a set of processes to deliver products from production to consumption points (Blow, 2008).

Promotion: Is an activity that is within the framework of any marketing effort to convince and involves process of communication (Kotler&Armstrong,2007).

Purchasing decision: Are the acts carried out by the buyer in order to get the product through several stages as a result of factors that affect the decision for the consumer to make accurate decision of purchasing. Consumer purchase decision starts with feeling the need, then search for possible solutions, finally the reaction generated among consumers (Thomas, 2007).

Previous studies:

The subject of the marketing mix elements received interest on the purchase decision of many researchers; we will mention some of them as follows:

Zarqan and Learabi study (2014) dealt with the impact of the decision on the price of purchasing goods, shopping and applied to the amount of a random sample of 250 people in Algeria. The study found a set of results, most notably that marketing factors representative of the marketing mix of economic and social factors affecting the consumer to take a decision and consumer base his decision on the basis of the choice between several alternatives of products which represent the desired properties in the product, and that the price for the foundation covers costs and lowers profit margin and price acceptable to the consumer is the one who realizes the value. The study showed that the consumer in judging the price of the product depends based on the reference price. One of the highlights of the recommendations recommended by the study is

that the institution gave more attention to consumer behavior and how decision-making and the need of institution to recognize the importance of price for the marketing mix and rewards of the enterprise. Al-Zu'bi and Batayna (2013) study, which aimed to concepts related to the nature of the purchasing decisions, and mechanisms to take, and methods of evaluation, statement of the types of reference groups that influence the decision to the consumer for a good car and determine the types of impact (informational), the degree of impact of each on the purchasing consumer decision cars commodity. The study relies on sample size of (430) consumer, chosen from the main shopping centers in the city of Irbid. The study found the presence of the effect of the reference groups in terms of information, and standard on the purchasing decision of Jordan to the consumer when purchasing commodity automobiles, and family members (relatives, friends, and personal opinion) and previous experiences represent a primary source of information.

Wannatuch et al, (2014) study explained that the magical effect on the decision for the consumer because it is one of satisfaction factors, the consumer and it is necessary to connect the consumer price with the product quality. If the product is a high quality does not impact the price the on the decision, the distribution here will effect through decorations and the place of the shops.(Junio, 2013) showed the impact of product, price, place and quality in the promotion decision customers shop in Bekasi and reached where that most of the customers of these shops they buy because of the price factor and the presentations of shops and that price is one of the most influential policy resolution, customers of these shops, then quality and promotion

factor comes. On the other results observed obvious interest from customers in health and concern the direction of the quality of the products they buy. (Marc and Barbara, 2013) concluded in this study that both the individual economic effects and members of family's having role in the purchasing decision, as well as her role in the choice between buying using or modern car. Finally (Pour et al, 2012) studied the effect of the elements of the marketing mix to attract customers. Also the study found that the speed up the price of banking services, diversity and activating the role of the marketing mix elements play important role in increasing attract of customers in the bank.

This is supported by Rabi (2012) in her study, which concluded that the consumer behavior of the things that affect and are affected by the surrounding environment in the psychological, social, cultural and economic factors and that the decision for the consumer purchasing passes in several stages. Al-Gadeer (2011) pointed out that the marketing mix elements jointly or individually affects the Jordanian pharmacists' preference for Jordanian medicine. As for what Abu Zneid and Sharif (2009) reached in their study under the title of the marketing mix impact on customer satisfaction and which dealt with the marketing mix in commercial banks and the fact there are obvious satisfaction by customers for banks in the marketing mix. (Alkhaseb, 2008) has pointed to the factors affecting the Saudi buyer's decision to buy cars such as psychological factors, social, economic, cultural. He reached his study to a positive impact of different promotional methods and the lack of a relationship between the study sample between income and purchasing decision for consumers of cars in Saudi Arabia. (Al-

Domour, 2008) comes to the presence of the effect of the combination of the four living apartments decision on purchasing residential apartments in the Jordanian market and more influential factor is the price of the living apartment and that the least important factor is to promote an element of its various components.

Abu Mandil study (2008), which concluded that the marketing mix provided positive Palestine Telecommunications Company and meets the needs of customers, but to varying and different levels for each element of the four mix elements and that the promotional mix that used by the Palestinian telecommunications company considered appropriate and achieve its objectives in contact the public in terms of diversity in the media and the use of various tools and promotion through its website. But (Kheir, 1995) studied the factors influencing the decision of Jordanian consumer to buy cars has found that morphological factors are of great importance for consumers and which plays an important role in influencing the purchasing decision for all types of cars, and import commensurate with their tastes and desires.

Theoretical Framework:

Spare Parts market is an important market in economic activity in Jordan, especially in the post-nineties of the last century, after the government's decision to reduce customs duties on imported cars as well as you do not specify a year-making to import cars from abroad, and this policy is aimed at enabling large segments of Jordan society to own a Japanese car, as well as encouragement to import cars new models for public safety

and the preservation of the environment from pollution and a view of the cities where the number of shops that sell Japanese spare parts; 288shop in the city of Amman. An amount of number of Japanese cars in Jordan 1.237000 million vehicles (Amman Chamber of Commerce, 2015).

In the years of the eighties of the last century, cars were the most famous in Jordan market is the automotive German, Japanese and most shops of spare parts specializes German and Japanese cars and a little number of cars due to higher car prices and rising customs. But after the government's decision to reduce Jordan market customs, hundreds of thousands of German and Japanese cars have entering, it was noted the entry of large numbers of Korean cars low price compared with Japanese cars, which contributed to the popularity of auto parts market and rising demand significantly on the purchase of auto parts as a result of the high number of cars which contributed to the increased number of stores that opened in Jordan in Amman in special private shops competent in Japanese cars spare parts sale has attracted high demand for auto parts many small investors to work in this area is the most prominent of these returnees citizens of Kuwait as a result of the Gulf War, where draws many to the automotive sector, whether in the field of spare parts or cars trade.

With the passage of time and the increase in Goods Auto Parts competition between them has intensified causing a negative impact on the entry of same store owners and flooding the market with an enormous amount of machine parts, which

prices fell automatically profit margin of these shops after the global financial crisis and enter the area in different wars.

That the Jordanian economy as the economies of other countries going through the stages of recession, inflation and as a result of the economic crisis that took place and the lack of resources and high population density resulting in lower purchasing power of the Jordanian consumer and therefore this has led to a decline in demand for all goods and services by the Jordanian private consumers with middle, low and limited access and spare parts shops will be affected by this natural economic conditions prevailing in Jordan.

Purchasing Behavior:

It can be half the purchasing behavior concerning the purchase of auto parts that conduct simple and uncomplicated, and this goes back to the company produced and marketed a policy which was published and disseminated and consistently detailed information about their products and all it takes consumers to information on the cost segment and quality, quality is the decision of purchasing of auto parts from decisions not entail significant risks.

(Obeidat, 2008) defines consumer behavior that act which highlighted the consumer in the search for the purchase and use of goods or services or ideas or expertise that is expected it will satisfy his desires or wishes or needs according to the possibilities of purchasing power. Noted here that the intention in purchasing the consumer in the field of machine parts include the final consumer who buys spare parts of the installed personal of his car and there are maintenance shops that buy cars to repair

spare parts to sell them again to their customers and there are insurance companies that buy spare parts to its customers believers, and there are customers shops which buy spare parts of imported Wholesale stores are selling out for itself to its customers.

The workers in the automotive market, including spare parts dealers realize the factors that affect the purchasing decision because this knowledge by stores to help them formulate their policy and to predict future purchasing behavior of their customers.

There are a range of measures which the consumer can follow in order to make his decision in purchasing meets the needs and aspirations, namely (Yousef and Al-Sumaidaie 2010), (Azam,et al2014)and(Shunnaq, 2013).

First: Pre-Purchase

1. Determine the objectives:

The goals set by individuals are driven by the needs of individuals and thus seek to achieve, that these objectives which, when individuals are affected by various factors including what is a personal motivations, needs and perception, learning and what is from the surrounding environment, social, cultural, legal and political such as the environment.

2. Feeling the need:

Purchase process generated in the consumer when he has needed to buy a particular good or service may be that the need for internal factors affected motives or by external factors and

this need may be necessary for human survival as physiological needs or the need for respect of the social environment of the customer. In our present need is generated when the car breaks down and needs the consumer to buy maintenance and spare parts at the right time and place.

3. Previous Experiences

A process of change in behavior that occurs as a result of past experiences of the people, and the customer is evaluating after receiving the service or buying a commodity and take advantage of them and get to know the degree of satisfaction if the satisfaction is positive, the consumer repeat purchase item or service in the future.

4. Looking for Information:

The consumer needs information that help him to take the decision when they do not achieve sufficient satisfaction of the item received by the former,for example, if you bought a spare parts for his car and did not lead fitted to reform the holidays drive it resorts to search for information on other shops and qualities of the finest and the best spare parts.

Second: The Purchasing Decision

1. Evaluation of Information

Consumer perception receives the information, so he classified, arranged then identify the different alternatives and review of relevant advertisements and consult others with expertise, experience and competence.

2. Limitation of solutions available

Based on information obtained by the consumer and their previous experience is determined by a range of alternatives available to him and compared between alternatives and choose the alternative that is appropriate for his needs, desires, and abilities, there are original parts and there are types of Chinese or Taiwan tradition it defines the segment that wants within its capabilities and its purchasing power.

3. Choose suitable alternative

Through comparison between alternatives and then a suitable alternative that achieves the benefits that will get them and take this alternative represents a purchasing decision.

Thirdly: post purchasing decision:

1. Evaluate item by the consumer

Is Item obtained and achieved his satisfaction as he had expected, if achieved a benefit that had come to expect it repeats buying them again otherwise it starts to get new information and other alternatives, note that this assessment by the very important consumer not only to consumers but also to shop owners as a feedback.

2. Adoption stage

A phase that comes after the consumer adaption so that they have achieved the desired satiated the consumer in this case the store, which depends from the point of view of it bought the

item which has achieved his desired and solve problems properly.

Methodology of the Study

To achieve the objectives of the study and prove the hypothesis, the researchers' targeted persons using Japanese cars of those who are in the eastern region of Amman was done randomly. Where the study sample was 133 people participated in answering the questionnaire, and after that the exclusion of 10 questionnaires were not that accurate answers and honesty in dealing with it by the participants, to be subject to the analysis of the sample 123 by 92.5%.

Sample Characteristics

The study dealt with several properties linked to the sample which is sex, age, employment and income, as well as the qualification, in order to clarify the most important demographic characteristics enjoyed by the study sample and the results were as shown in Table (1).

Table (1): Sample properties

| Property | Characteristic | Frequency | Percentage |
|-----------------|-----------------------|------------------|-------------------|
| Sex | Male | 98 | 79.7% |
| | Female | 25 | 20.3% |
| | Total | 123 | 100% |
| Age | 18-30 | 42 | 34.1% |
| | 31-40 | 52 | 42.3% |
| | 41-50 | 10 | 8.1% |
| | More than 51 | 19 | 15.5% |

| | | | |
|--------------------------|----------------------|------------|-------------|
| | Total | 123 | 100% |
| Educational level | High School | 55 | 44.7% |
| | Diploma | 25 | 20.3% |
| | Bachelor | 34 | 27.7% |
| | Master | 6 | 4.9% |
| | PhD | 3 | 2.4% |
| | Total | 123 | 100% |
| Occupation | Governmental section | 31 | 25.2% |
| | Private section | 64 | 52% |
| | Retired | 4 | 3.2% |
| | Free lancers | 18 | 14.7% |
| | Student | 6 | 4.9% |
| | Total | 123 | 100% |
| Monthly income | 300 Dinar and below | 53 | 43.1% |
| | 301-600 Dinar | 48 | 39% |
| | 601-1000 | 12 | 9.7% |
| | 1000 and above | 10 | 8.1% |
| | Total | 123 | 100% |

The results of the analysis of the properties of the sample are showed as the following:

- The number of male participants stood at 98 people forming accounted for 79.7% of the total participation sample. On the other hand the number of female participants from 25 people representing 20.3%.
- In respect of the age is divided into 4 groups of 18-30, 31-40, 41-50 and finally from 51 and above. The results indicate that 31-40 was considered as more participation by 52 people, forming a rate of 42.3%, and 41-50 category is considered as the participation of at least 10 people by 8.1%, and Table 1 shows the rest of the results.
- The third feature related to educational level, it has been divided into five general sections below secondary, Diploma, Bachelor, Master and PhD. The results showed that those with a high school diploma or less considered the most participation by 55 people representing 44.7%; whereas the least understanding of the post carried the doctorate has only three people participated forming accounted for 2.4% of the total sample. Table 1 shows the rest of the results.
- The search also identifies the features of function of the participants to identify the business sectors of its employees. Position property is divided into 5 sections government sector, private sector, retired, Freelancers and students. The results showed that most of the participants are working in the private sector by 64 people which equal 0.52%, while

retiree's category considered least participation through 4 persons representing 3.2%.

- The last feature covered by the study concerned the monthly income of the participants, divided into 4 sections 300 dinars and below, 301-600 dinars, 601-1000 dinars, 1,000 dinars and above. The results show that the most participation who paid between 301-600 are by 48 people accounted for 39% of the total sample. In contrast to 1000 dinars category and above were considered at least through the participation of 10 people forming rate of 8.1%.

Sources of Data Acquisition

The researcher relied on two sources to obtain the data for the study to answer the questions of the study and achieve the desired goals are secondary sources and primary sources.

Secondary Sources

The researchers have relied on secondary sources available in the field of study in order to address the theoretical framework for the study and are the sources of Arab and foreign books related to the subject of the study, as well as periodicals, scientific researches and messages that dealt with the theoretical part of the study, and the researchers relied on these sources in the operational definitions and previous studies and identify a problem and questions study.

Primary Sources

The initial data collection for the study through a study tool (questionnaire), which questions are designed to be suitable to collect the desired data, and through it has been put general

questions to find out the effect of the marketing mix elements on the decision to buy new and used Japanese cars parts in East Amman area.

Study Tool (Questionnaire)

The study tool built to measure the impact of marketing mix elements on the decision to buy new and used spare parts for Japanese cars in east of Amman area, and through a series of questions formulated to suit the target sample and check objectives of the study. The study was divided into three sections tool and were as follows:

- First section: include the demographic factors and the characteristics of the sample through questions about sex, age, educational qualification, job and monthly income.
- Second section: identify the type of Japanese car owned the respondents.
- Third section: work on the measurement of the marketing mix and the impact of the five-axes, where built-related questions to the product, price, distribution, promotion, and the recent measure purchasing decision. The total amounted to questions in this section 28 question. It has been used Likert scale (Likert Scale) consisting of 5 degrees as the following table shows the grades that were adopted in the coded answers:

| | | | | |
|-----------------------|--------------|---------------|-----------------|--------------------------|
| Strongly Agree | Agree | Neuter | Disagree | Strongly disagree |
| 5 degrees | 4 degrees | 3 degrees | 2 degrees | 1 degree |

To analyze the data researchers used descriptive analysis approach to deal with the data and test hypotheses of the study as well as the use of SPSS program.

Before the commencement of hypotheses examination, you should check out some of the tests that are made to the research data as follows:

Tool Validity

Virtual Validity

Verified virtual vitality of the search tool through: a number of experts and arbitrators in Jordanian universities in the field of marketing and applied statistics and methodology of scientific research, in order to verify the appropriate degree drafting paragraphs linguistically and the extent of affiliation paragraphs to the research variables. It has been taking the observations of experts and arbitrators, which was amended wording of some paragraphs and delete others, including, for the purpose of resolution as the final output.

Content Validity

Vitality uses the content to make sure that the variables that adopted by the researcher have the ability to interpret the characteristics of the search, shown its ability to clarify and measure the relationship between variables does have positive links with each other. To measure vitality is used to link Correlation Matrix to measure Is there a positive correlations between variables. Table (2) shows that there is a positive relationship links between variables, the results show that the variable distribution and promotion so that the strongest correlation value of the correlation coefficient 0.612 reliability,

was considered the relationship between the two variables price and promotion, reaching the weakest evaluated the correlation coefficient 0.262.

Table (2) the correlation matrix

| | Purchasing Decision | Product | Price | Distribution | Promotion |
|---------------------|---------------------|---------|-------|--------------|-----------|
| Purchasing Decision | 1.000 | .360 | .280 | .528 | .587 |
| Product | | 1.000 | .457 | .379 | .290 |
| Price | | | 1.000 | .474 | .262 |
| Distribution | | | | 1.000 | .612 |
| Promotion | | | | | 1.000 |

Stability Tool

To verify that there is internal consistency between the paragraphs of the questionnaire, and the significance of the stability, the stability of the tool coefficient was calculated using the Cronbach Alpha equation (Cronbach Alpha), and table 3 shows the transaction values to the variables of the questionnaire.

Results showed that the Cronbach's coefficients Alpha for all paragraphs high value of (0.745), an indicator of the presence of correlation and consistency between the paragraphs of the study where the bypass (0.6) which is the minimum acceptable value of Cronbach's alpha as evidence of the existence of internal consistency between the vertebrae and stability. Overall ranged Cronbach's alpha coefficient study paragraphs (paragraphs variables) between (0.629 -0.723), which values

exceeds this limit, and so is all the paragraphs of the study, including internal consistency.

Table (3) Cronbach's alpha coefficients

| Variables | Numbers of paragraphs | Measuring questions | Cronbach's alpha coefficients |
|----------------------------|------------------------------|----------------------------|--------------------------------------|
| Product | 5 | Q1-Q5 | 0.671 |
| Price | 6 | Q6-Q11 | 0.686 |
| Distribution | 6 | Q12-Q17 | 0.667 |
| Promotion | 7 | Q18-Q24 | 0.629 |
| Purchasing Decision | 4 | Q25-Q28 | 0.723 |
| Total tool | 63 | | 0.754 |

Test the Adequacy of the Sample

This tool is used to clarify that the sample size is sufficient to participate in the search and to clarify whether or not that test is used to check the KMO sample size. We must value $KMO > 0.5$ according to the base (Kaiser 1974).

Table number (4) shows that the value of KMO equal to 0.561 which is greater than 0.5, and an indication that the sample size is suitable to participate in the search.

Table No. (4) KMO and Bartlett's Test

| | | |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .561 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 160.515 |
| | Df | 10 |
| | Sig. | .000 |

• Kolmojrov- Smirnov test: (One-Sample K-S Test)

This test was used to verify that the variables of the study data are subject to normal distribution or not, and through the following statistical hypothesis:

H0: The study variables normal distribution data are not register (Normal Distribution).

H1: The study variables normal distribution data register (Normal Distribution).

Table (5) the following, illustrates test normal distribution hypothesis results using (Kolmojrov- Smirnov) test which said: seen from the results shown in the table (5), that all the values of (Z) calculated for the research variables are less than the value of (Z) Table amounting to (2.96), as well as that all statistical significance values are smaller than the level of moral of 5% according to previous results reject the null hypothesis (H0) and the effect (look normal distribution variables data not register) and accept the alternative hypothesis that the research variables are register to normal distribution.

Table (5) One-Sample Kolmogorov-Smirnov Test

| | Purchasing decision | Product | Price | Distribution | Promotion |
|----------------------------------|---------------------|---------|--------|--------------|-----------|
| N | 123 | 123 | 123 | 123 | 123 |
| Normal Parameters ^{a,b} | | | | | |
| Mean | 1.9289 | 2.0110 | 2.6230 | 2.0092 | 2.3600 |
| Std. Deviation | .87925 | .53384 | .73285 | .75878 | .66614 |
| Kolmogorov-Smirnov Z | 1.660 | 2.481 | 1.156 | 2.265 | 1.784 |
| Asymp. Sig. (2-tailed) | .008 | .000 | .038 | .000 | .003 |

Based on the previous statistical analysis, it was to prove the sincerity resolution and stability and the adequacy of the sample size and undergoing normal distribution, will display the search results derived from analyzes of central tendency (arithmetic mean and standard deviation) and iteration and test hypotheses using multiple linear regression and simple linear regression as well.

Results Data and Test Hypotheses

Central tendency and duplicates factors (arithmetic mean and standard deviation)

1. Types of Used Car

The study determines the quality of the car used tool by the participants, which has identified four main types of tool are: Toyota, Nissan, Mitsubishi, and Honda. Table 6 shows the results.

Considered Toyota car is most prevalent among the participants. This result reflects the reality of the situation between the community, since their participation ratio of the total sample was 34.1%, or cars less used between the sample are Honda by 16.3% and there are several reasons for users

preference Toyota cars and not wanting to use a car Honda and Toyota car because it enjoys a good reputation in terms of strength, durability and longevity of vehicle spare parts.

Table No. 6 Used Cars Types

| | | Frequency | Percent | Valid Percent |
|--------------|--------------|------------|--------------|---------------|
| Valid | Toyota | 42 | 34.1 | 35.6 |
| | Mitsubisshi | 34 | 27.6 | 28.8 |
| | Honda | 20 | 16.3 | 16.9 |
| | Nisan | 22 | 17.9 | 18.6 |
| | Total | 118 | 95.9 | 100.0 |
| Missing | System | 5 | 4.1 | |
| Total | | 123 | 100.0 | |

• Averages and standard deviations

Table (7) shows averages for the variables of the study.

Table 7 averages and standard deviations

| Variable | Mean | standard deviation |
|---------------------|------|--------------------|
| Product | 3.99 | 0.894 |
| Price | 3.38 | 1.27 |
| Distribution | 4 | 1.229 |
| Promotion | 3.65 | 1.174 |
| Purchasing Decision | 4.07 | 1.185 |

- - The results showed that participants in the study were unanimous on the quality of original spare Japanese auto parts and their agreement on the efficiency and inference and through the arithmetic mean of the variable product, with a 3.99 which corresponds to the answer consent in the study tool as it was the symbol 4. Japanese spare parts is famous for its high goodwill and quality based on participants reviews since the mean of the two questions relating to the reputation of spare parts and quality of 4.77 and 4.73 respectively, a high values indicate consensus. On the contrast, the results showed that the respondents seek to buy traditional pieces rather than the original straw through the arithmetic mean of the question on preferably original spare

parts from the traditional when you buy to 2.67. There are several reasons led to resort users to buy traditional spare parts, although the original lasts more so due to the low purchasing power in Jordan and economic stagnation that suffered by Jordan as well as consumer fear of political instability afflicting the region each led to lower demand in general and the transformation of a large number of consumers to buy traditional spare parts that fit their incomes eroded.

- Either price of the Japanese spare parts results showed a major role in determining the quality and proven study that respondents prefer to buy original spare parts for traditional. Logically with a high price tag, as an arithmetic mean of the variable product 2.17 which is closer to the answer ok agreement of the participants on the importance of price guide in the decision especially in the current economic conditions and low incomes. The results show that users for Japanese cars link the price of spare parts for their quality access of the question on the arithmetic mean of 3.93 as well as find the respondents that spare parts low price and lower quality is not suitable for them with it commensurate with their income show that the arithmetic mean of the question of their value is 2.85.
- In respect of a third variable distribution, the mean of 4 and it's a sign of approval of most of the respondents on the ease of obtaining spare parts for Japanese cars on any given day and time and from any branch was. In addition there is easy

access to the industrial cities and commensurate Times shops with their time.

- The fourth variable is the promotion was 3.65 a sign of approval of the respondents on the importance and impact, but the whole respondents can't obtain information on the whereabouts of spare parts shops through SMS and that a mean value of 2.16. In contrast to the results proved that the possibility of retrieval and replacement of shoddy spare parts easily after your purchase shows that the value of the arithmetic mean of the paragraph relating to 4:32. In addition to that there is a bouquet and good deal by salesmen with customers obtaining the paragraph on the arithmetic mean value of 3.56 .The results also showed that for friends and family in high-impact choice of spare parts through their experience and their advice to him as the arithmetic mean of 4.37 and a sign that Japanese users spare parts rely on tips and experiences from trust them.

- Finally, purchasing decision, the researchers agreed that the quality of the goods and the price and location of the stores and advertising campaigns linked to the decision to reach a mean of 4.07. That affects spare parts price and good treatment shop owners and the quality and durability of widget purchasing decision win over customers.

Hypotheses Test

To verify the validity of the assumptions and the existence of a relationship between the dependent and independent variables variable, it was used multiple linear analysis to illustrate the results of hypotheses, as shown in table 8.

Table (8) the results of multiple linear regression analysis

| Variables | B | T | Sig |
|----------------|--------|-------|------|
| Fixed variable | 0.129 | 7.367 | |
| Product | 0.383 | 2.995 | .003 |
| Price | 0.286 | 3.051 | .003 |
| Distribution | 0.273 | 2.697 | .01 |
| Promotion | 0.631 | 5.430 | .000 |
| F value | 23.968 | | 0.00 |

Table (8) shows that the value of (F) calculated and the amount of (23.968) and the value of statistical significant of (0.000) which is lower than the level of significant (≤ 0.05) α , this shows the impact of each of the marketing mix elements on the decision. Based to the value T associated with it any are rejected the null hypothesis and accept the alternative hypothesis.

- Statistical fixation of the variable product and through that the value of (t) calculated 2.995 is greater than (t) table which is (1.96), meaning that there is a statistically significant relationship between the producer variable and decision-making, and that the value of the statistical significant of the (0.000), is less than the level of significant (≤ 0.05) α , in the light of previous results we reject the null hypothesis (zero) and accept the alternative hypothesis, there is a statistically

significant effect between the product and the decision to purchasing Japanese auto parts.

- Statistical fixation to the variable price through that the value of (t) calculated 3.05 greater than (t) table which is (1.96), meaning that there are significant differences between the price and the decision-making relationship, and that the value of the statistical significant of the (0.000) is less than the level of significant (≤ 0.05) α , in the light of previous results reject the hypothesis (zero) second and accept the alternative null hypothesis, there is a statistically significant effect of the price factor on the purchasing decision to Japanese auto parts.

- Statistical fixation to the variable distribution, and through that the value of (t) calculated 2.697 greater than (t) table which is (1.96) meaning that there are significant differences between the distribution variable and decision-making relationship, and that the value of the statistical significant of the (0.000) is less than the level of significance (≤ 0.05) α , in the light of previous results reject the null hypothesis (zero) third and accept the alternative hypothesis, there is a statistically significant effect of the distribution of decision making and purchasing of spare parts for Japanese cars.

- Statistical fixation variable promotion and through that the value of (t) calculated 5.430 greater than (t) table and the (1.96) meaning that there is a statistically significant relationship between comfort and shopping variable over the Internet, and that the value of the statistical significant of the (0.000), is less than the level of significant (≤ 0.05) α , in the light of previous results reject the null hypothesis (zero) fourth and accept the

alternative hypothesis, there is a statistically significant effect to promote decision-making and purchasing of spare parts for Japanese cars.

Simple Linear Regression

In order to determine the effect of each independent variable and dependent on the amount of change that can be caused by all of the independent variable was the use of simple linear regression.

Table (9) the results of simple linear regression analysis

| Variable | B | R² |
|---------------------|----------|----------------------|
| Product | 0.062 | 0.04 |
| Price | 0.12 | 0.14 |
| Distribution | 0.528 | 0.279 |
| Promotion | 0.587 | 0.344 |

- The value of R^2 to the variable product 0.04 a sign that the product contributes to the variable influencing the purchase decision to Japanese spare parts increased by 4%, and the rest of the effect is due to other factors. In addition, the value of the variable B product is 0.062, meaning that any change by one unit is happening on the product factor happens to change the decision-making amount of 6.2%.

- The value of R^2 to the variable price 0.14 any variable price that affects the value of 14% in making a purchase decision, and that the value of the variable B 0.12 means that any change by one unit is happening on the price factor there is a change in the value of making a purchase decision 12%.

- The value of R2 to variable distribution 0.279 the distribution of any variable affects the value of 27.9% in making a purchase decision, and that the value of the variable B 0.528 means that any change by one unit is happening on the distribution there is a change in the value of making a purchase of 52.8%.
- The value of R2 to 0.344 promoting any variable that affects the value of promoting variable 34.4% in making a purchase decision, and that the value of the variable B 0.587 means that any change by one unit is happening on the promotion factor, there is a change in the value of making a purchase decision amounted 58.7%.

Discussion of The Results

It is clear from the foregoing that the hypotheses testing access to a number of findings and conclusions that could be useful for shops have spare parts new and used Japanese parts to see aspects that the consumer wants to improve at those points of sale. Through the results of hypotheses have been access to some of the following results:

1. The results of the study showed that there is a statistically significant effect of the product on a factor for the consumer purchasing decision to spare parts the new and used Japanese cars in the east of the city of Amman. This is revealed by the results of the study showed that the convergence of averages of the answers to the respondents. It was the arithmetic average of the two questions relating to the reputation of spare parts and quality of 4.77 and 4.73, respectively, which is high values indicate consensus. Which are consistent with Abu Zneid and

Sharif (2009) study which is a clear satisfaction by customers for marketing mix followed.

2. The results of the study showed that there is a statistically significant effect of the price factor on the purchasing decision for the consumer to spare parts new and used Japanese cars in the east of the city of Amman. Which are consistent with a study of Zarqan and Learabi (2014), which showed that the price for the Foundation covers costs and reduce profit margins and price acceptable to the consumer is the one who realizes its value. The study also found that consumers in judging the price of the product depends based on the reference price.

3. The study showed that there is a statistically significant effect of the factor distribution to the consumer purchasing decision to spare parts the new and used Japanese cars in the east of the city of Amman. And through that the value of (t) calculated 4.73 is greater than (t) Table the (1.96), meaning that there are significant differences between the distribution variable and decision-making relationship, and that the value of the statistical significant of the (0.000), is lower than the level of significant (≤ 0.05) α , in the light of previous results reject the null hypothesis (zero) and accept the alternative hypothesis.

4-The results indicated that there is the impact of a statistically significant factor promoting the decision for the consumer to spare parts new and used Japanese cars in the east of the city of Amman and through that the value of (t) calculated 5.430 is greater than (t) Table the (1.96), meaning that there is a statistically significant relationship between promotion and decision-purchasing variable, and that the value of the statistical

significant of the (0.000), is less than the level of significant (≤ 0.05) α , and in light of the previous result rejects null hypothesis (zero) fourth and accept the alternative hypothesis. This differs with Al-Domour study (2008) as the most influential factor is the price and that is the least important factor promoting its various components element.

5-Results of the study showed that most of the participants in the study have Japanese cars from Toyota as type reached for less 34.1%, in reliability, Honda owned the less 16%.

6-In general by consensus exploratory and experts, demand for Japanese cars has fallen and therefore the parts of these vehicles clearly, after the draws of a lot of consumers to buy Korean cars rather than Japanese to the lower parts of these cars also the availability, and abundance of low prices, despite the drop in quality as a car and spare parts prices also.

Recommendations

We conclude from the results of the study some of the recommendations of interest to new and used Japanese cars spare parts points of sale, and through statistical analysis of the data. The most important of these recommendations:

1. New and used Japanese cars shops must provide; original and traditional spare parts commensurate with the desires of consumers and their purchasing power at the right time and place.
2. The need to strengthen the confidence of new and used Japanese spare parts by the points of sale through the intensification of the promotion and awareness of the

importance of customers to buy Japanese cars to the high quality and durability compared to the Korean automotive campaigns.

3. Learn more about the wishes of renewable consumers and work to meet them.

4. The need to focus by the government to increase the proportion of tax exemptions on new and used spare parts and reducing the Japanese auto parts tariffs as they have a positive role to reduce its price and stimulate consumer buying Japanese cars ratio.

5. it is necessary to increase the number of spare parts of new and used Japanese auto parts in all governorates of the Kingdom adequately selling points to offer spare parts services and geographically distributed properly, thereby stimulating the purchase of Japanese cars.

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