

The Impact of Brand Dimension on the Purchasing Decision Making of the Jordanian Consumer for Shopping Goods

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Abstract

The aim of this paper is to study the impact of brand dimensions on purchasing decision of shopping goods on the Jordanian consumers. The paper emphasizes a number of variables such as; loyalty, quality, marketing communications, historical tradition, and country of origin. The researcher will study these dimensions and decide which of these has the strongest effect on Jordanian consumer's decision making regarding the brand for shopping goods. The paper will focus on Jordanian consumers and a field survey will be conducted by using a questionnaire to collect primary data. Three hundred questionnaires will be collected from the consumers all over Jordan. Referring to the statistical analysis which the researcher has undertaken on brand dimension loyalty, marketing communication, and country of origin had a significant effect on the marketing decision of the Jordanian consumer, while quality and historical tradition did not have that effect. Therefore the researcher advises the decision makers in companies to focus on using suitable marketing activities and strategies on brand dimensions especially loyalty, marketing communication, and country of origin.

Introduction

Brands occupy a large portion of the interests of companies and customers alike. This interest is growing with the increase in spending rates and the multiplicity of manifestations in consumption. Brands are considered as a means of warranty for the product and the consumer at the same time. Brands create differences between products and work on building confidence in certain products. Brands play an important role in the marketing policy pursued by companies to promote themselves and their products system which contribute in one way or another to the organization of brand companies to influence the purchasing decision of consumers, and achieve a high competitive advantage by employing the money to maintain the quality, and a continuous improvement, ensuring good reputation and fame.

The Problem of the Study

Brands have become the backbone of economic and industrial life; they are the foundation of daily transactions between consumers. Brands have special effects in the world of shopping where they can have a positive impact on consumer purchasing decision when consumers buy goods because the consumer tends to take into account reputable, well-known, and high quality brands to reduce the risks and purchase without problems or difficulties.

In light of the economic variables, the Jordanian consumer has become skilled at on purchasing decisions, reconsidering, and choosing the marks according to his needs and desires. Hence think about of the most important dimensions of brand influencing the decision of the Jordanian consumer in purchasing with the presence of multiple brands in the Jordanian market.

This Study Points to Several Questions

1. What is the effect of allegiance on the Jordanian consumer's decision when buying shopping goods?
2. What is the effect of quality on the Jordanian consumer's decision when buying shopping goods?

3. What is the effect of the marketing communications on the Jordanian consumer's decision when buying shopping goods?
4. What is the effect of the historical relationship on the Jordanian consumer's decision when buying shopping goods?
5. What is the effect of the country of origin on the Jordanian consumer's decision when buying shopping goods?

The Importance of the Study

The importance of the study can be as follows:

- 1- Clarify the role of the brand dimension and its impact on consumer decision making.
- 2- Identifying the extent of the Jordanian consumer awareness of the importance of the brand and its impact on the decision making.
- 3- Determining the most important differences between the products which carry a known and unknown brand.
- 4- Determining the most important dimensions of a brand that effect the purchasing decision and make recommendations about the most influential dimensions.
- 5- Directing the decision-makers to take into consideration the most important dimensions of the brand which effect the decision making of Jordanian customer and apply the right marketing activities to influence their decisions.

Objectives of the Study

This study seeks to achieve the following objectives:

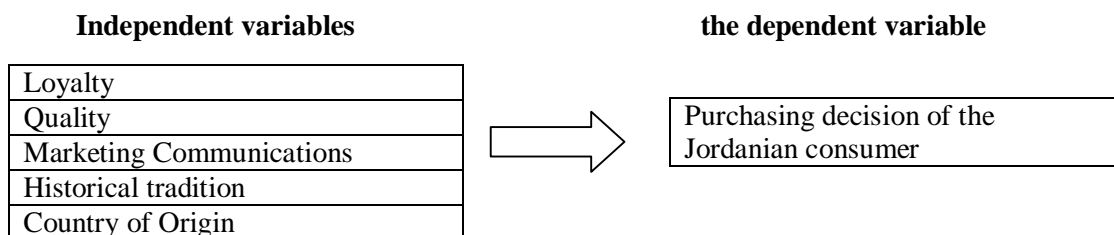
1. Recognize the impact of the brand dimensions on the consumer's decision making of shopping goods.
2. Clarify the effect of brand loyalty on Jordan's consumer decision making of shopping goods.
3. Identify the effect of brand quality on the Jordanian consumer's decision making for shopping goods.
4. Clarify the effect of brand marketing communications on the Jordanian consumer's decision making for Shopping goods.
5. Recognize the heritage tradition of the brand and its relationship with the product and its Impact on consumer decision making.
6. Determine the impact of the country of origin of the brand to consumer decision making.
7. Identify the brand dimensions which influence the consumer decision making.
8. Reach results and suggestions that could contribute to the development of the brand in the Jordanian market.

The Study Sample

The dimensions of a brand are considered as the independent variable in this research (Keller, 2008). Based on previous studies and theoretical framework, dimensions of the brand have been identified to study the impact on the decision of the Jordanian consumer to the goods; these dimensions are:

1. Loyalty
2. Quality
3. Marketing Communications
4. Historical tradition
5. Country of Origin

The purchasing decision represents the dependent variable in this research; it has been measured on the basis of purchasing decisions taken by the consumer according to the brand.



Study Hypotheses

First general hypothesis:

Ho: There is no relationship between the dimensions of brand and the Jordanian consumer's decision to buy when shopping for goods.

Ha: There is a relationship between the dimensions of brand and the Jordanian consumer's decision to buy when shopping for goods.

Out of this general premise the following sub-hypotheses emerge:

1-HO: There is no relationship between loyalty and Jordanian's purchase decision.

HA: There is a relationship between loyalty and Jordanian's purchase decision.

2-HO: There is no relationship between quality and Jordanian's purchase decision.

HA: There is a relationship between quality and Jordanian's purchase decision.

3-HO: There is no relationship between Marketing Communications and Jordanian's purchase decision.

HA: There is a relationship between Marketing Communications and Jordanian's purchase decision.

4-HO: There is no relationship between Historical tradition and Jordanian's purchase decision.

HA: There is a relationship between Historical tradition and Jordanian's purchase decision

5-HO: There is no relationship between Country of Origin and Jordanian's purchase decision.

HA: There is a relationship between Country of Origin and Jordanian's purchase decision.

Previous Studies

Due to the importance of the previous studies on the subject search dimensions brand and how important brand to the consumer purchasing decision, the researchers highlight some studies, researchers have already discussed the issue of the dimensions of brands and their significance. Here are some summaries of previous studies:

1. The study (Pratyush Tripathi.2014), focused on the knowledge of the Indian economy in rural areas and found high-quality products this paper includes an analysis of the responses of consumers in rural areas about which products and strategic promotional tools being used by companies. The following paper Study of the levels of awareness of rural consumers with respect to branded products, after-sales services and the affects of these characteristics on the purchasing preferences, in the village of Lambakheda, road Berasia, Bhopal Dimensions of brands from the viewpoint of the researcher:

1. Celebrity or opinion leaders
2. Brand Name
3. after Sales Service

The findings of the study:

This study has attempted to understand the value of branded products among consumers in rural areas and the name brand, quality and after-sales service, warranty or warranty card.

2. This study (Noha Eissa, 2013), well known commercial mark: is a well-known mark with a broad sector of the public concerned in the requested State protection as a famous. There are three criteria can be measured on the basis of known brand:

First "": objective criterion pertains to the public knowledge of the mark and the duration of use and duration of publicity and advertising and the number of countries in which it registered and value in commercial markets.

Secondly:" Standard Profile who regard to their knowledge mark in the public sector in question, and that the public concerned varies depending on "what he is to be good or service if provided to the community as a whole audience on society in general, but if they submit to a particular category or class of society such as specialists in a particular area audience on here is this category of specialists.

Third "": the standard spatial scale and here split legislation into two first only known brand in the territory of the requested State to protect the brand, and the second, which is delegated to the Egyptian conditions shall be met to be brand world-famous" In Egypt even longer famous mark. We have also noticed "that ensured the protection of legislation expanded the brand famous exception to the principle of territorial which requires the protection of the mark to be registered in the territory of the requested State protection, and the principle of specialization which defines the scope of protection of the goods and services similar to those that distinguish the famous mark.

And that this broad protection of the mark famous meet the desire of the owners of such marks who have made efforts and expenditures in order to achieve the greatest possible fame for their brands in order to increase sales of products that carry this mark and thereby increase the profits of the enterprise, so we see that justice can enjoy the famous mark this protection wide for the benefit of the owner as well as the interests of consumers of products covered by the mark, as this protection guarantee them not to fall into the mixing or confusion about the source of products that will be available to have confidence that these products from the original source and is imitated.

1. The study (Rajagopal, 2013), addresses the brand manifestation and its effect on purchase behaviour of consumers. The discussion in the study fills an important knowledge gap by investigating the brand consumer association considering economic, cognitive, and relational variable that help consumer to analyse the brands manifestation. The study proposes five constructs that represent brand attractiveness, availability, awareness, quality, and service association that explain why the relative importance of brands differs across purchase situation. Based on the data from 231 respondents in Mexico, the study proposes an integrated branding perspective, which conceptualizes the co-construct between brand appearance and brand meaning among consumers. Finally, the implications of such an approach for future research and brand management are discussed in the study.
2. This study (Dr. Mohammed Ali Alkhchrom Dr. Solomon, 2011) Aimed to measure the impact of each of the perceived quality and perceived difference in the level of consumer loyalty for the brand. The aim is also to study the Syrian loyalty toward consumer brands for sports clothing, and the search for cases where prepared to pay a higher price or wait and make more effort to get her behavior. And measure the impact of these variables through a form on the statistical distribution of students Kalamoon University, and analyzing data using SPSS.

The study found a significant effect of the perceived difference created by the mark in the consumer loyalty, as well as the consumer perception of quality increases loyalty increased significantly, but the role of these two variables increase has increased considerably as a result of interaction with each other, and in particular the resulting impact on perceived difference which increases the perceived quality by up to 75% effect. The results also showed that the consumer is willing to pay the highest price in a number of cases, and in particular against the characteristics that discriminate brand, either through selling places distinctive and famous or unique product or distinctive or appropriate quality style, while not going to be willing to pay a higher price just in the absence of the availability of the brand and that it would be prepared to shift to other signs without waiting.

1. The study (P., Kwon, H. H., & Chul-Won, L. 2011). Assessed the mediation effect of perceived brand quality and the moderation effect of consumer ethnocentric tendency in the proposed consumption model of a global sports brand. The English Premier League was selected as a global sports brand and four hypotheses were established to explain how consumers' perceived brand globules affected their watching intention. Data was collected from 302 collegians in the Republic of Korea. The results showed that perceived brand quality partially mediated the relationship between perceived brand globules and watching intention and ethnocentrism played a moderating role. The findings contribute to the understanding of consumption activities of global sport brands.
2. The study (Hamzeh Khraim, 2011), explain that the worldwide annual expenditure for cosmetics is estimated at U.S. \$18 billion, and many players in the field are competing aggressively to capture more and more markets. The purpose of this article is to investigate the influence of brand loyalty on cosmetics buying behavior of female consumers in the Emirate of Abu Dhabi in the UAE.

The seven factors of brand loyalty are brand name, product quality, price, design, promotion, and service quality and store environment. Questionnaires were distributed and self-administered to 382 respondents. Descriptive analysis, one-way Anova and Pearson correlation were used in this study. The findings of this study indicated that brand name has shown strong correlation with brand loyalty. The research results showed that there is a positive and significant relationship between factors of brand loyalty (brand name, product quality, price, design, promotion, and service quality and store environment) with cosmetics brand loyalty.

7- This article (Grossman ova, m., vojtková, m., & kita, p. 2009) reports the results of a study of consumer attitudes to brand loyalty. An empirical investigation is based on a sample of 872 individuals located in the cities with upper and Lower ten thousands inhabitants in sports shoes market. First, the creation of brand loyalty is defined, followed by an overview of theoretical works in the field. Finally, the study itself is presented.

The study concludes that there is a significant dependence on the degree of loyalty determined by the environment in which consumers live and expenses connected with a specific sport. It also reveals the dimensions of brand Selection that are influenced by a reflection of self-image of consumer in spite of the increase of price. Research of consumers brand loyalty in such a limited conceptual frame leads to the conclusion that the searched dependence in all three hypotheses is significant. The above mentioned characteristics of the Slovak consumer in the sports shoes market results in the knowledge that companies should pay greater attention to the perception of the brand unique character with the aim of strengthening the relation consumer – brand. It would create a suitable indicator for evaluating the ability for company to reach the stated qualitative goals as far as the relation of a consumer to the brand is concerned. It would also be possible to create or modify the present market brand position on the basis of expected goals of company in the relation with customers. Thus the relation consumer – brand based on a unique brand character contributes to its strengthening and long-term relation .

7- The study (Krasnikov,Alexander,2009),Assessing the financial impact on the use of brands: a framework and rules of operation:

Companies spend great efforts to build awareness of the brand among consumers. Until now the financial returns of these investments are limited.

The authors in this article used a framework for brands concepts. Brands have been categorized into two categories:

- Brand Identification brands
- Brand association brands.

8- This paper (Moiescu & Ovidiu I, 2009) is working on an analysis of the impact of compatibility between personal brand and consumers; this impact is measured in accordance with specific curricula. The brand is a very sensitive issue and important for the development of marketing strategies and marketing plans and therefore any marketing plan cannot see success without investigation into consumer behavior and this depends on several dimensions, including: brand awareness, quality mark, and brand loyalty for the brand.

Operational Definitions

1. Brand loyalty: Loyalty to the brand is the consumer preference towards a particular position. This variable will be measured through the questionnaire from parts (1) to (10).

2. The perceived quality of the brand: It is the extent of the customer perceptions and expectations about the quality of the product or the brand purchased and specifications and fame and uniqueness, especially compared with other brands, including competition which affects the purchasing decision to buy the brand and thus influencing consumer satisfaction.(**Kotler,2008: P272**)

This variable will be measured through the questionnaire of parts (11) to (17).

3. The historic tradition of the brand: Age of the brand since this brand was found in the market. Therefore, we find that the most famous brands are the old ones and catch their name through signifying founding date (**Opoku Robert Ankomah, 2005**).

This variable will be measured through the questionnaire of parts (26) to (29).

4. Country of Origin: Country of Origin is the term used to describe where products or goods originate from and encompasses agriculture, manufacturing or production (**Opoku Robert Ankomah, 2005, p: 28**)

This variable will be measured through the questionnaire of parts (30) to (35).

5. Marketing Communications: These are the means that are used to inform and persuade the target segment of people in order to influence their behavior towards the purchase of a particular product or continue to buy it in the presence of competitors (**Ali Zoubi 0.2010, p. 61**).

This variable will be measured through the questionnaire of parts (18) to (25).

6. Purchasing Decision: The purchase decision process consists of five stages,

1. Recognition of the need
2. Search for information
3. Evaluate the alternatives
4. Purchase decision

5. Post-purchase behavior

It is clear that the procurement process begins long before the actual purchase. Marketers need to focus on the entire purchase process, rather than focus only on the purchase decision (**Kotler & Keller, 2009, p: 207**).

This variable will be measured through the questionnaire of parts (35) to (42).

The Theoretical Framework

• Introduction

The brands help the producer and the consumer to distinguish between the similar products. It also works to create confidence in the products and help producers in the definition of their product to keep the customers and the maintain quality of the products. Brands also play an important role in ensuring the marketing policy system pursued by companies to promote themselves or for their services and products, which in one way or another contributes to the organization of the role of corporate brand in influencing the motives of buying customers and achieve a high competitive advantage by employing the money to maintain the quality and improvement which ensures continuous fame. Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers." (American Marketing Association Dictionary, 2011) Brand does not only consists only of the name but also of signs and letters or symbols and the name is one of the main ingredients and is within its intangible elements.

• Names and numbers

Brand may consist of a family name only, it may also take the name of the owner of the project, or the name of a place or be named after innovative way using certain letters or numbers.

• Figurative symbols

Brand can be in the form of a simple image requirement of any use for the first time.

• Figurative Symbols

Brand can be in the form of a simple modern image.

• Packaging

The wrapping material around physical products that serves to, protect, contain, describe, display, promote, identify, and distinguish products from each other.

The concept of brand name is complex and is aimed at a number of levels, namely:

1. Attitudes: the brand directs the brain of the consumer towards a specific attitude especially new product.
2. Benefits: trends must be translated into real benefits.
3. Values: The name or brand tells us something else about the new product values
4. Culture: The name or brand offers a specific culture.
5. Personality: Name brand suggests something about the personality of the organization or the personally of the product.
6. User: name or mark shows the quality of the consumers who will consume the product.

Therefore, organizations need to continuously look for a name stature in the minds of customers and that choose the characteristics of the name to make customers aware and improve their sense of direction to the nature of the product and how does this name perform the job that should have been performed (Kotler, 2008).

• Importance of brand:

For the purpose of determining the significance of the brand, we should look to it in the point of consumer and producer.

A. Importance for the consumer:

1. Brand names help to speed access to the goods without the need to compare it with other goods.
2. It helps to create a state of consumer confidence from the safety and quality of the goods at the fact that the goods are subject to the control parameter, especially if the goods are of good reputation in the market.
3. Easy to identify the item and access it from among the many competitive goods.
4. It helps the consumer to check quality.
5. Distinctive brands provide consumers with a wide range of choice (Nagy Mualla, 2013, 62).

B. Important for the producer:

1. Protection of Item imitated by other producer, especially if it is registered as a distinctive mark is entitled to sue then that side.
2. The use of the brand in Item distinction helps to increase sales volume through which the consumer is able to access goods quickly and easily among the many similar products from competitors.
3. The Brand gives to those who own it or use it a kind of social status or a sense of pride because it represents a technical and social symbol.
4. Excellence creates loyalty. When the consumer is convinced of its quality of the; consumer will repeat purchase this item itself and thus producer obtains consumer's permanent loyalty and ensures his commodity.

• The functions of the Brands:

The brand identifies the product or the product's share. As through it, the consumer can easily distinguish between similar products and goods. It is enough for the consumer to mention the name of the brand that the good he wants carries, in order to obtain it without mentioning its qualities (or features), The brand reflects the qualities (or features) of the products or goods, whether from the aspect of quality, or the aspect of rank. That will lead to increasing the commitment to these products and goods. Thus, it will be a motive for the clients to prefer these products over other products and that will force the brand owner to double his attention towards his brand reputation and towards his clients. So, the brand owner will aim to preserve and enhance the quality of his products As a result, that will be reflected in the speed of the process of merchandising these products, goods and services under the name of this brand.

The brand is considered as the most important means that the dealer or the service provider has in order to promote or advertise goods, especially through TV, radio, newspapers and the magazines, as brands lead to confirm or fix the product in the memories of the consumer audience. That is why all the economic projects with all its various types have started to consult advertising agencies in things related to the formation of the brand. For example, the brand's appearance should be nice and the brand's words should be simple and able to draw people's attention. The brand is considered as one of the most important means (or instruments) to make the economic project successful. Thus, it is considered as a mean from the means of the fair competition between projects, whether on the international level or on the local level. As it distinguishes its goods and its products from other similar products and goods. The brand is a guarantee for the protection of the consumers'. As any discovery for cases of fraud, cheating, or for audience misleading transactions, or discovering the inaccuracy of the goods' description that were claimed to be existed – with the existence of the brand on the product – , will give the right to any consumer to refer legally to the brand's owners and they are subjected to legal liability. Based on this, the brand will defeat the efforts of the companies who work in unfair competition. (Swelmeen, shawa, 2006, p: 339-340).

As for the most important function for the brand that it provides for its owner protection through guaranteeing the exceptional right to utilize it, unless ask for another party to utilize from it in exchange for compensation or payment. However, this study, will examine study five dimensions for the brand to know the extent of importance and the effects on the purchasing decision of the Jordanian consumer.

First: Loyalty for the Brand**The Concept of Loyalty by Researchers and Previous Studies**

It is the deep commitment by the consumer to purchase a favorite product or service in the future repeatedly. (Yuping liu, 2007) Loyalty entails re-purchasing a certain product that the consumer considers as his favorite, with a strong tendency not to give up this brand, even in the case of the of existence of promotional effects that aim to send away the consumer from dealing with this product, in favor of other products. Although the relationship between the consumers' satisfaction about the products and their loyalty is not clear, satisfied consumers are generally considered as more loyal than retaining unsatisfied customers. Also, studies have proved that keeping the current consumers and not turning them towards dealing with other competitors will result in various economic benefits for organizations

Different Types of Loyalty According Degrees

1. Hardcore loyalty: As the consumer has a high degree of loyalty towards the product and he buys the product in all various times. Continuously
2. Split loyalty: consumers have loyalty towards various products and they switch between them
3. Shifting loyalty: They are the consumers that shift from one product into another
4. Switchers: They are the consumers who love to change constantly and they do not show loyalty towards a certain product.

Levels of loyalty:

Researchers have classified loyalty towards the company or the product into four levels or four stages:

1. Cognitive loyalty: It refers to the loyalty that is based on beliefs. As loyalty in this stage is directed towards the brand due to its level of performance and its characteristics. This stage expresses the consumer's beliefs that are related to the quality of the brand.
2. Affective loyalty: It refers to the preference level that the consumer shows towards the brand. It is represented through the level of pleasure and love towards the experience that is related to the brand. So, with the increase of positive attitude and realization that this brand provides the required experience, the affective loyalty of the customer will increase
3. Conative loyalty: It refers to deeper level of commitment and it is expressed through the commitment level that the consumer shows through keeping using the same brand in the future, even if the competitors provided better prices or better value.
4. Action (behavioral) loyalty: It is the level in which the consumer shifts from intention into actual use. It is expressed through the level in which the consumer uses the brand. Much money and much time are being spent over this brand in comparison with other brands.

Researchers indicate that these four stages of loyalty towards the brand show the learning process which explains the relationship between tendencies and behaviors. (Roy S. K. et al, 2009)

Secondly: The Perceived Quality of the Brand

It is to which extent (or level) the client has positive impressions and expectations towards the product's quality or towards the owner of the brand that he is buying, its description, its reputation and its uniqueness, especially in comparison with other competitive brand, in a way that will affect his purchasing decision in buying the brand and as a result, that will affect satisfaction ". Kotler (2008, P: 272) Product Quality encompasses the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality is defined as "fitness for use" or 'conformance to requirement" (Russell and Taylor, 2006). Consumers may repeat the purchase of single brands or switch around several brands due to the tangible quality of the product sold. The concept of quality has drawn the attention of many researchers because they believe there it affects for it in the marketing performance. As the assumption that the high realization of quality – which leads to a recurrence in the process of purchasing -is considered as the basic foundation for any work. That is why it is necessary to understand the relationship between brand quality and the level of satisfaction which will eventually lead to making the decision of purchasing and repeating the purchase, because that may help in developing a new model for decision making and it will provide practitioners of marketing activities indicators that will help to deepen their marketing interests and to manage their rare resources. (Rodoula Tsiotso, 2005, p1)

The Dimensions of Quality

There are Two Types for the Dimensions of Quality:

1. Objective quality: It refers to the excellence in the product that can be defined and measured.
2. Perceived quality: It refers to the consumer's judgment on the overall excellence of the product. So, it is based upon the personal or a behavioral evaluation. So, it is an emotional evaluation made by the consumer about the brand's performance in comparison with other brands.

Quality is considered as a multi-dimensional concept. That is because it includes a number of dimensions or characteristics, because the consumer cannot give a correct complete judgment about quality as the consumer resorts to a group of characteristics that he links to quality. These characteristics - which refer to quality - are usually divided into essential and non-essential characteristics. As for the essential characteristics, they are linked to the physical product itself and cannot be changed without changing the product itself.

They can be expressed though saying: it feels soft, or it tastes good. While the non-essential characteristics are linked to the physical product, but they are not part of it. Thus, the essential characteristics can be modified through the marketing efforts without changing the product itself. They also affect the way in which though consumer can realize the essential characteristics (Ali slaiman, 2011).

Thirdly: Country of Origin

In today's competitive and marketing savvy world, branding is accepted as a fundamental strategy for Competitive advantage and success. Countries, like companies, are beginning to use branding to help them market themselves for investment, tourism and exports. It has become increasingly important to understand the power and value of 'Country of Origin'. Country of Origin is the term used to describe where products or goods originate from and encompasses agriculture, manufacturing or production. It is most commonly referenced by the term 'Made In' which denotes an association with the place of origin. People are now more aware of the origin of a product and the ethics behind producing that product. Consumers expect goods to be made properly and issues such as where a product is made and whether or not it is fair trade are now more important than ever.

Fourthly: The Marketing Communications:

Marketing communication is based on the fact that it is an interactional dialogical activity between the organization and its customers. As the communications do not aim only towards achieving the process of purchasing by customers, but it also aims towards creating a special image for brand in the society and that's through the product's quality and through the consumer's loyalty.

The Concept of Marketing Communications:

They are the means that use media to convince a target segment of people, with the aim of influencing their behavior towards buying a certain product or continuing to buy it with the existence of other competitors. (Ali Alzoubi, 2010)

□ The objectives of marketing communications:

Marketing communications is considered as an important indicator for the level of accuracy and integrity of the performance that is achieved in the different aspects of the company, marketing communications are considered as a way for developing the work of marketers, executers of advertising programs, the selling force, and planning for choosing the appropriate promotional means.

1. Coverage: That is through creating realization, stimulating demand and identifying expectations.
2. Process: Through encouraging to try the product, loyalty for the brand and facing up the competitors' promotional efforts
3. Effectiveness: Through planning for communications and for the need of the receiver for the information , and through reinforcing personal relationships

□ The most important means that are used in marketing communications are:

1. Personal selling: All the means of personal stimulations that the seller uses to make others buy goods or services. It is an oral and personal presentation of a certain product in the aim of buying it or being convinced. (Ali Alzoubi, 2010, p:209)
2. Advertising: It is the impersonal mean for presenting goods, services and ideas by a certain known party and for a remuneration paid (Kotler,2008,p:637)
3. Sales promotion: They are various items which include a group of simulative tools, which were designed to have a quick short term impact in order to accelerate the process of purchasing goods or services by the consumer or by the dealer. (Kotler ,2008,p.661)
4. Public relations: It is a social science and art in analyzing orientations, predicting results and providing advice for the organization and its senior management, and in planning and executing programs which can serve the organization and its beneficiary audience. (Fill, 2006, p.394)

Fifthly: The Historical Deep Rootedness:

The reputations of many brands were built on the base of their deep rootedness and on their long history in a market which is full of constant achievements and development of the product, in a way that keeps up with the development in consumers' preferences. These accomplishments and achievements are the ones that create the glory of the brand and its reputation through the history which the company and the brand go through.

Brand identity and brand image are the core determinants of the brand manifestation. Brand identity can be influenced by different identity notions. In fact, identity represents the firm's reality while image represents consumer behavior. The brand's emotional attributes are manifested by the metaphor of personality, which, among other sources, evolves from the brand's core values. Personality traits are further developed through associations with the "typical user" imagery, endorsers, and consumers' contacts with the company's employees. Firms therefore need to ensure that a brand's personality is conveyed consistently by both its salespeople and market communications. Another influential source for a brand's personality is its positioning, and an integrated approach to branding can help reinforce the synergy between these through studying and deepening in the brand and its dimensions that are considered as independent variables in this study, this study will be analyzing consumer's behavior and the level (or extent) of the brand's importance and its impact on the consumer's purchasing decision. The starting point for studying consumer behavior revolves around the idea which says that the product must perceive the commodity (or the good) not from its point of view, but from the consumer's point of view. So, consumer's behavior is an integral network of internal and external information which helps to understand the consumer's activity before, after and during the process of making the purchasing decision, and it also helps to understand the factors that influence this decision.

The Purchasing Decision

The process of the purchasing decision includes five stages. These stages are realizing the need, then searching for the information, then evaluating the alternatives, then making the decision of purchasing, and finally the post-purchasing behavior. So, it is clear that the process of purchasing began long time before the actual purchasing. So, marketers need to focus on the whole process of purchasing, instead of focusing on the decision of purchasing only. (Kotler & Keller, 2009, 207) The process of decision making of the consumer began through him realizing his unsatisfied needs and desires. From here the consumer will realize the difference between his actual status (As a case) and his ideal needs which he desired to satisfy through some social and psychological aspects. These needs are the ones that motivate and stimulate him to make the decision (Mullins et al, 2008,) From here, the importance of the purchasing decision arises, especially for the shopping commodities. The risks that are consequent for this decision are:

The Purchasing Risks

The consumer might realize a group of risks in buying and consuming the product, such as:

1. Functional risks: The product does not do its function as it was expected
2. Financial risks: The product does not match (or equal) the paid price
3. Social risks: The product might harm others
4. Psychological risks: The product might affect (or influence) its user or its consumer
5. Time risks: The failing of the product can lead to lose the opportunity of being satisfied from consuming other alternative products.

The size of the perceived risks varies in relation to the amount of money spent and with the amount of uncertainty characteristics and with the amount of self-confidence. Thus, the consumer will decrease the risks through collecting information from friends, and through avoiding uncertainty and through preferring the usual or known brands. (Ahmad sliman, 2008).

□ The stages of choosing the brand:

The consumer will realize a group of things about the brands when making the purchasing decision:

1. The group of known brands: This group consists of all the brands that the consumers know and which he has information about them. These brands includes three subsidiary groups:
 - Favored group: They consist of some special brands that take over the consumer's preference and attention. These brands were able to satisfy the consumer up to the standards of his selection
 - The neutral group: It consists of all the brands that the consumers consider below his standards in selection.
 - Non-favored group: It consists of all the brands that are unaccepted by the consumer and which the consumer does not give them any attention when making the decision of purchasing.
2. The unknown group: This group consists of all the brands, which the consumer knows nothing about.
3. The overall (or total) group: It consists of all the brands, which the consumer knows.

Through that, the consumer aims towards choosing the commodity with the appropriate brand and which he perceives as something he is convinced in according to his standards in choosing and according to the previous groups and especially in what's related to the shopping commodities. Consumers take purchasing decision after doing some research, studying and make a comparison between the exhibited commodities from the aspect of their quality, appropriation, design, and their price such as clothes and furniture (Ma'la , 2013). When making the decision of purchasing, the consumer will have chosen the commodity which satisfies his needs and his desires. That's why they are called "selective commodities". The qualities (or features) of the selective commodities are:

- The unit value is high.
- The rates of the purchasing cycles are low.
- Making a comparison (or a preference) between other commodities.
- Exerting effort in the aim of getting it.
- The selling outlets are few in comparison with the simplified commodities.
- Some of selective commodities require post-purchasing services.

The shopping commodities:

The shopping commodities can be defined as:

This term is used for the product that is physical or tangible, which the consumer might desire to compare from the aspect of its quality, its price and maybe its pattern in many stores before buying it , such as clothes , primary electrical devices , cars, shoes, washing machines, and bags. The process of searching and comparison will continue as long as the consumer believes that the consequent privileges (or advantages) deserve to exert more effort and more time in the process of shopping. The shopping commodities are characterized by relative high prices. Also, the consumer usually makes searching process as it was mentioned previously from various aspects , which would make marketing these commodities depend on the "Selective Misattribution" and that means that it is available in certain numbers in passive distribution outlets.

Shopping commodities can be divided into two main primary types:

The types of the shopping commodities:

The shopping commodities are divided into homogeneous commodities or what are called unified or typical commodities and the other type is called heterogeneous commodities.

1. Homogeneous commodities:

They are the commodities that are similar to the aspects of their quality and their quality specifications , during the time in which the disparity in their prices is common and that is to justify the commodities comparison between items of the same commodity group (Ma'la, 2013, p:148)

2. Heterogeneous commodities:

They refer to the commodities that are advanced in the characteristics and functions which the commodity performs, and they will have a relative importance that is bigger than price for the consumer .As price does not represent an important standard when the consumer chooses such type of commodities. However, what is more important is the perceived relationship between the price of that commodity and the level of quality which that commodity has. (Ma'la, 2013, page 149)

The study's methodology:

- The study's population: The questionnaire is directed towards the Jordanian society in the main cities.
- The study's sample: 300 questionnaires will be distributed in West Amman

Two hundred and fifty questionnaires were recovered, i.e. an average of 83.3%, 64 were excluded for not identifying them the suitability for analysis, and the remaining ones to identify 186 only, i.e. equivalent to 74.4% of the number of questionnaires recovered.

- The type or kind of study: Casual study
- Resources for collecting information:

The study relied on two sources of data collection, primary and secondary:

1-Secondary data:

This was undertaken through the review, study of previous studies, and different references related to the study published in books, journals or websites.

2- Primary data: The information was collected through the study's questionnaire, which was divided into two parts. The first part includes personal questions such as: (gender, age, profession, educational level, income, and marital status), and the second part includes questions that are related to independent and dependent variables.

It has been adopted a five-level Likert Scale of 1-5 express the phrase agree degree with the opinion of the respondent, so I gave:

Strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1).

• Limitations of the study:

- Location: The area of west Amman

Statistical standard:

To explain the averages (Means) for the estimations of (Responses) of the study sample (consumers) for each paragraph of the questionnaire as well as for each dimension of its dimensions; it was used the following statistical standard which shown in Table (1):

Table (1): Statistical standard for interpreting averages (Means) for the estimations of (Responses) of the study sample (consumers) for each paragraph of the tool, as well as for each dimension of its dimensions

Mean	The degree of approval
From 1.00 - less than 1.80	Very low
From 1.80 - less than 2.60	Low
From 2.60 - less than 3.40	Medium
Form 3.40 - less than 4.20	High
From 4.20 – 5.00	Very high

Where length of education was calculated by dividing the greatest value minus the smallest value on the number of the classes equal $5 - 1$ on $5 = 0.80$.

Statistical Methods Used in the Study:

To answer the questions of the study and the test of validity of the hypotheses, the paper used an appropriate statistical methods and processers that have been made by using the Statistical Package for Social Sciences (SPSS), and as follows:

- Descriptive statistics (Descriptive Statistics): to describe the characteristics of the study sample, and answer its questions.
- Cronbach's alpha coefficient to estimate the stability of the internal consistency of the instrument (Consistency Reliability).
- Test of normal distribution of data study (Normal Distribution): by using (D'Agostino Test).
- Test of Variance Inflation Factor (VIF): test of allowed variation (Tolerance) to make sure there is no high correlation (Multicollinearity) between the independent variables.
- Analysis of simple linear regression (Simple Linear Regression) to test the validity of study and moral models (Significant) and the effect of the independent variable (the brand) on the dependent variable (The purchase decision of the Jordanian consumer while shopping).
- Analysis of multiple linear regression (Multiple Linear Regression) to test the validity of study and moral models (Significant) and the impact of the independent variables (Loyalty, Quality, Marketing Communications, Historical tradition, Country of Origin) on the dependent variable (The purchase decision of the Jordanian consumer while shopping).

First: The means of the estimations of respondents on each paragraph of the questionnaire:

The results have shown that the degree of approval on all the paragraphs of a questionnaire is high, with the exception of paragraphs (8, 9), the degree of approval was medium, as results also showed that the questions of each independent variable were approved by a high degree, suggesting that all questions received a high degree of approval, and the same result exhibited the questions of dependent variable of the decision of special purchasing of goods.

Second: The results of the study:

1- The results of the first question, which states: "What is the level of the tourism marketing mix elements from the standpoint of the tourists at them?"

To answer this question; the averages (Means) calculated and standard deviations (Standard Deviations) of the estimations of the consumers (Responses) – the members of study sample – for each dimension of the brand (Loyalty, Quality, Marketing Communications, Historical tradition, Country of Origin), as shown in table (2) as follows:

Table (2): Averages (Means) and standard deviations (Standard Deviations) of the estimations (Responses) study sample of each dimension of the brand in descending order according to averages (Means)

No.	dimension	Mean	Std. Deviation	Rank	Degree
4	Historical tradition	3.92	0.75	1	High
5	Country of Origin	3.90	0.70	2	High
2	Quality	3.86	0.68	3	High
3	Marketing Communications	3.67	0.72	4	High
1	Loyalty	3.65	0.64	5	High
	the brand	3.77	0.53		High

It is noted from table (2) that the level of the brand (High) with a mean of (3.77) located within the statistical criterion used in this study (from 3.40 - less than 4.20), where the estimations of the members of the study sample ranged on the dimensions of the brand between (3.65) and (3.92), as also can be seen from table 2 that all dimensions came (High) level, where it came respectively (Country of Origin, Historical tradition, marketing Communications, Quality, Loyalty).

1- The results of the second question, which states: "What is the level of the purchase decision of the Jordanian consumer while shopping from the standpoint of the consumers at them?"

To answer this question; by the average (Mean) and standard deviation (Standard Deviation) of the estimations of the consumers (Responses) – member of the study sample - the paragraphs of the purchase decision of the Jordanian consumer while shopping which are respectively (76., 0.59) where the average (Mean) located within the statistical criterion used in this study denotes (from 3.40 - less than 4.20), on the brand a high level (High).

2- The results of the third question, which states: "What is the brand effect (Effect) in the purchase decision of Jordanian consumer while shopping?"

To answer this question to verify the effect (Effect) of each dimension of the brand elements in the purchase decision of the Jordanian consumer while shopping, where zero following hypotheses have emerged:

1. First sub-null hypothesis which states: "No loyalty effect (Effect) of the purchase decision of the Jordanian consumer while shopping".
2. Sub-second null hypothesis which states: "No marketing effect (Effect) of the purchase decision of the Jordanian consumer while shopping".
3. Sub-third null hypothesis which states: "No quality effect (Effect) on the purchase decision of the Jordanian consumer while shopping".
4. Sub-fourth null hypothesis which states: "No historical tradition effect (Effect) on the purchase decision of the Jordanian consumer while shopping".
5. Sub-fifth null hypothesis which states: "No country of origin effect (Effect) on the purchase decision of the Jordanian consumer while shopping".

• Test of general hypothesis:

1- "What is the purchase decision of the Jordanian consumer while shopping effect (Effect) on the brand": where emerged the following zero hypothesis "there is no effect (Effect) for the brand on the purchase decision of the Jordanian consumer while shopping", and for that has been the use of simple linear regression analysis (Simple Linear Regression) to see if the effect (Effect) had a statistically significant of the independent variable (the brand) on the dependent variable (the purchase decision of the Jordanian consumer while shopping) at the level of statistical significance ($\alpha = 0.05$), which it requires verification of the appropriateness of the data assumptions of analysis simple linear regression, by making some pre-tests (linear relationship between the independent variable and dependent variable, test the natural of the independent variable and the dependent variable, test the moral force (Significant) and explanatory model of simple linear regression user analysis) before you start the application of simple linear regression to test the sub-hypotheses of the study.

The results showed that there is a linear relationship between the independent variable (the brand) and the dependent variable (the purchase decision of the Jordanian consumer while shopping), through drawing spreading form (Scatter plot), which It indicates the verification of the first pre-test to use simple linear regression analysis. It also showed the use of graphic representation of the standard residual distribution of the independent variable with the starting values of the dependent variable verify of normal distribution of the relationship between the independent and dependent variables, as the value of average (Mean) almost (0.000) with a standard deviation of (0.997). The test showed moral strength (Significant) and explanatory of used analysis model of simple linear regression: through analysis of variance (ANOVA) the value of ($F = 140.662$) of the table (3) and a statistically significant (0.000) which is lower than the level of statistical significance ($\alpha = 0.05$); which indicates the presence of explanatory and moral power (Significant) to use analysis model a simple linear regression between the independent and dependent variables.

Table (3): The Results of Analysis of Variance (ANOVA)^b to Verify the Strength and Moral (Significant) of Analysis Model of Simple Linear Regression

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	28.679	1	28.679	143.662	.000 ^b
Residual	36.732	184	.200		
Total	65.412	185			

a. Dependent Variable: The purchase decision of the Jordanian consumer while shopping

b. Predictors: (Constant), the brand

Table 4 highlights that the value of the correlation coefficient between the independent variable and the dependent variable was (0.662), and the value of the coefficient of determination (R^2) (0.438), and value of the adjusted coefficient of determination (Adjusted R^2) (0.435), which indicates that the independent variable was able to explain (43.8%) of the changes happened in the dependent variable and the rest is attributed to other factors.

Table (4) :Summary of Model b (Model Summary) Simple Linear Regression Analysis, as well as the Regression Coefficients (Coefficients^a)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.948	.237		4.005	.000
the brand	.745	.062	.662	11.986	.000
R	.662				
R Square	.438				
Adjusted R Square	.435				
R Square Change	.438				

a. Dependent Variable: The purchase decision of the Jordanian consumer while shopping

b. Predictors: (Constant), the brand

Thus it can be said that there is at least an independent variable of the independent variables affect the dependent variable which can be a significant variable, this can be known through moral test (Significant) of coefficients (Coefficients) of standard simple linear regression equation (Standardized) and non-standard (Unstandardized), It was found from table (4) there is statistically significant for the coefficient of standard simple linear regression equation of non-standard on the independent variable (the brand), as the value of ($t = 11.986$) and a statistically significant (0.000) which is lower than the level of statistical significance ($\alpha = 0.05$), indicating a rejection of the null hypothesis and accept the alternative, which states: "no effect (Effect) of the brand on the purchase decision of the Jordanian consumer while shopping "; and so there is significant (Significant) for the coefficient of standard simple linear regression equation which it value amounted to (0.662), and non-standard (0.745). Is there an effect (Effect) has a statistically significant of the independent variables (Loyalty, Quality, Marketing Communications, Historical tradition, Country of Origin) on the dependent variable (the purchase decision of the Jordanian consumer while shopping) at the level of statistical significance ($\alpha = 0.05$), which requires verification of suitable data for analysis the assumptions of multiple linear regression, by making some pre-tests (linear relationship between each independent and dependent variables, test the natural for each independent and dependent variables, test of moral strength (Significant) and explanatory analysis model of multiple linear regression used) before the application of multi-linear regression to test the sub-hypotheses of the study, the results showed that the relationship between each independent and dependent variables is a linear relationship, which indicates the achievement of the first pre-test to use the analysis multiple linear regression. As it turns out that there is a normal distribution of the relationship between all the independent variables and the dependent variable, as the value of the arithmetic mean (Mean) almost (0.000) with a standard deviation (0.986).

The moral strength test (Significant) and explanatory model for multi-user linear regression analysis: This was done through:

- Test the independence of the independent variables: where person correlation coefficients matrix (Person) calculated between each two independent variables, in order to detect the presence of a linear correlation between the independent variables (Loyalty, Quality, Marketing Communications, Historical tradition, Country of Origin), and Table 5 shows the that most connectivity relations between the positive and moral study dimensions (Significant) and has statistically significant at the level of statistical significance ($\alpha = 0.01$), it was found that the strongest correlation was worth (0.622) between Historical tradition and Country of Origin dimensions, and this can be judged that there is no perfect correlation between the independent variables.

Table (5): Matrix Pearson Correlation Coefficients (Person Correlation) between all Independent Variables, of the Independent Variables (Loyalty, Quality, Marketing Communications, Historical tradition, Country of Origin)

		Loyalty	Quality	Marketing Communications	Historical tradition
Quality	Pearson	.588**			
	Correlation				
	Sig. (2-tailed)	.000			
	N	186			
Marketing Communications	Pearson	.397**	.379**		
	Correlation				
	Sig. (2-tailed)	.000	.000		
	N	186	186		
Historical tradition	Pearson	.352**	.511**	.446**	
	Correlation				
	Sig. (2-tailed)	.000	.000	.000	
	N	186	186	186	
Country of Origin	Pearson	.578**	.575**	.425**	.622**
	Correlation				
	Sig. (2-tailed)	.000	.000	.000	.000
	N	186	186	186	186

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

- Test of linear correlation (Multicollinearity): test of linear correlation used in order to make sure that there is a high correlation between the independent variables, based on the test of coefficient of variation (VIF), test of allowed variation (Tolerance) for each variable of independent variables, table (6) shows that the test values of coefficient of variation inflation (VIF) for all the independent variables less than (10), where values ranged between (1.373) and (2.228), while that test value of allowed variation coefficient (Tolerance) for all the independent variables bigger than (0.05) and its value ranged between (0.449) and (0.728), and thus it can be said that there is no high correlation between the problem of independent variables, and this shows that there is a correlation with a statistical significance between the independent variables in the table (correlation), and this enhances the possibility of its use in the model.

Table (6): My test results: inflation and variation coefficient of variation allowed for independent variables coefficient (Loyalty, Quality, Marketing Communications, Historical tradition, Country of Origin)

	Collinearity Statistics	
	Tolerance	VIF
Loyalty	.543	1.842
Quality	.531	1.885
Marketing Communications	.728	1.373
Historical tradition	.537	1.863
Country of Origin	.449	2.228

- Analysis of variance (ANOVA): After the entry of the independent variables (Loyalty, Quality, Marketing Communications, Historical tradition, Country of Origin), the analysis of variation of the entered independent variables calculated into the equation set forth in the table (7). The value of (F = 29.711) with a statistically significant (0.000) which is lower than the level of statistical significance ($\alpha = 0.05$); which indicates the presence of explanatory and moral power (Significant) for the use of analysis model of multiple linear regression between the independent and dependent variables.

Table (7): The Results of Analysis of Variance (ANOVA)^b to Verify the Strength and moral (Significant) of Analysis Model of Multiple Linear Regression

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	29.576	5	5.915	29.711	.000 ^b
Residual	35.836	180	.199		
Total	65.412	185			

a. Dependent Variable: The purchase decision of the Jordanian consumer while shopping

b. Predictors: (Constant), Loyalty, Quality, Marketing Communications, Historical tradition, Country of Origin

*Based on the above, table (8) shows a summary of the model (MODEL SUMMARY) of analysis of multiple linear regression,

Table (8): Summary of model (Model Summary)^b of Analysis of Multiple Linear Regression, as well as the Regression Coefficients (Coefficients a^a)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
(Constant)	.969	.237		*4.090	.000
Loyalty	.314	.070	.338	*4.512	.000
Quality	.109	.066	.124	1.639	.103
Marketing Communications	.130	.054	.157	*2.430	.016
Historical tradition	.026	.059	.033	.443	.658
Country of Origin	.164	.070	.193	*2.342	.020
R	.672				
R Square	.452				
Adjusted R Square	.437				
R Square Change	.452				
F	29.711				
Df	5, 180				
Sig.	.000				

*significan

a. Dependent Variable: The purchase decision of the Jordanian consumer while shopping

b. Predictors: (Constant), Loyalty, Quality, Marketing Communications, Historical tradition, Country of Origin

Table (8) shows that the value of the correlation coefficient between independent variables (Loyalty, Quality, Marketing Communications, Historical tradition, Country of Origin), and the dependent variable (The purchase decision of the Jordanian consumer while shopping) was (0.672), and the value of the adjusted coefficient of determination (2^R) (0.452), and the value of the adjusted coefficient of determination (Adjusted R^2) (0.437) which shows that the combined independent variables (Loyalty, Quality, Marketing Communications, Historical tradition, Country of Origin) are able to explain (45.2 %) of the happened changes in the dependent variable (The purchase decision of the Jordanian consumer while shopping) and the remainder is attributed to other factors.

Thus it can be said that there is at least one independent variable of the independent variables which affects the dependent variable which can be a significant variable, this can be known through moral test (Significant) of coefficients (Coefficients) of standard simple linear regression equation (Standardized) and non-standard (Unstandardized), where it was found from the table (8) the presence of a trace of three (**Loyalty, Marketing Communications, Country of Origin**).

- Where it was found from Table (8) the presence of a statistically significant standard and non-standard coefficient of linear regression equation on the independent variable (Loyalty), as the value of ($t = 4.512$) with a statistically significant (0.000) which is lower than the level of statistical significance ($\alpha = 0.05$), which shows the rejection of null hypothesis and accept the alternative, which states: "there is an effect (Effect) of the loyalty on "the purchase decision of the Jordanian consumer while shopping" ; and so there is a significant (Significant) of the standard coefficient of linear regression equation which its value amounted to (0.338), and non-standard (0.314).
- Table (8) shows the presence of statistically significant of standard and non-standard coefficient of linear regression equation on the independent variable (Marketing Communications), as the value of ($t = 2.430$) with a statistically significant (0.016) which is lower than the level of statistical significance ($\alpha = 0.05$), which indicates rejected the null hypothesis and accept the alternative, which states: "there is an effect (Effect) of the Marketing Communications on the purchase decision of the Jordanian consumer while shopping"; and so there is a significant (Significant) of standard coefficient of linear regression equation that worth (0.157), and non-standard (0.130).
- Table (8) shows the presence of statistically significant of standard and non-standard coefficient of linear regression equation on the independent variable (Country of Origin), as the value of ($t = 2.342$) with a statistically significant (0.020) which is lower than the level of statistical significance ($\alpha = 0.05$), which indicates rejected the null hypothesis and accept the alternative, which states: "there is an effect (Effect) of the Marketing Communications on the purchase decision of the Jordanian consumer while shopping"; and so there is a significant (Significant) of standard coefficient of linear regression equation that worth (0.193), and non-standard (0.164).
- The rest of the variables (Quality, Historical tradition) its trace was weak and the analysis has shown that it is not statistically significant

Third: Recommendations

According to the findings of the study, we can propose the following recommendations:

1. The institutions produced goods of the study should pay attention to all dimensions of the trade mark for its importance during the study sample estimations of the members of the study sample for them, and because of their impact on the purchasing decision of the Jordanian consumer.
2. The institutions producing goods of the study should concentrate to develop and implement marketing strategies depend on the brand's standards of the product that will lead to distinguish the product and the purchasing decision-making by the Jordanian consumer?
3. Focus on building loyalty as one of the trade mark dimensions of the goods of the study for their effectiveness proved in influencing on the purchasing decision of the Jordanian consumer, for its immunity to the institutions towards competitors.
4. Focus on creating consumer loyalty of the consumer to the trade mark as this has a contribution to change attitudes in a positive way towards the trade mark and they make the purchasing decision.
5. Increase the attention to the consumer loyalty for the trade mark for their importance in influencing on the friends to buy items of the same trade mark.

6. The institutions produced goods of the study should pay attention to develop new means of communication that would strengthen the position of trade mark in the Jordanian consumer's mind and then led him to adopt the purchasing decision.
7. The institutions' concentration that the country of origin of a product be known to consumers and its reliable source for their importance on their purchasing decision and adopt the trade mark, as most consumers relate between the trade mark and country of origin, especially if the name of country of origin has prestigious historical position.
8. The institutions' attention need to develop trade mark goods able to attract the Jordanian consumer to adopt the purchasing decision in accordance with all the dimensions of the trade mark.
9. Try to make the institution take an advantage of the importance after the country of origin dimension and the loyalty of consumers for the trade mark to present and develop new products with the same trade mark.

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Researcher

Part I: Please tick (X) in the place where it deems appropriate

- 1- **Gender** male female
 2- **Age** 18-24 25-35 36-45 46-55 56 and more
 3- **Profession** student Civil servant Private sector employee Freelancer
 4- **Educational level** High school or less Diploma Bachelor Graduate
 5- **Income** (Jordanian dinar) 500 and less 501 – 1000 1001 -1500 1501 and more
 6- **Marital status** married single Widowed divorced

Part II: To what extent do you agree with the following statements, tick (X) where appropriate for questions related to dimensions of Brands

	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
	Loyalty					
1	When I buy a branded product that meets my needs, I canvass all goods bearing the same mark.					
2	I have a curiosity in the brand-new experience even if I am adapting another sign of the same item.					
3	I do not want to change the brand of a commodity when I am convinced.					
4	I prefer my brand on other labels.					
5	When I am convinced of a brand; I recommend them to my friends.					
6	I ask my friends to try the brand of my favorite experience.					
7	I accept only the preferred brands even if there have been other marks at competitive prices.					
8	I do not have willingness to buy other marks if my favorite brands are not available					
9	I do not care about price as long as this is my favorite brand					
10	I am committed to the purchase of my preferred brand in future.					
	QUALITY					
11	My favorite brand reflects choosing the best quality.					
12	My favorite brand reflects Endurance of the commodity strength					
13	I consider that famous brand lasts longer.					
14	Using a commodity of a brands gives a safe signal					
15	Paying high price for my commodity with brands will equal the benefit I get out of this commodity.					
16	value of the item with the famous brand is equal with the price paid for it					
17	Specifications of well-known brand reflect its selling price.					
	Marketing Communications					
18	The advertising messages concentrated on item mark makes me convinced					
19	A repeat of the announcement reinforces the brand and makes it known to me.					
20	The transfer of information about the item in a manner to convince me makes me convinced of its brand.					
21	Reminding me of that brand of a commodity reinforces my knowledge.					
22	Announcement Contributes to the discrimination of well-known brand products.					
23	Advertising helps me change my preferences in the direction of a brand of a commodity.					

24	The announcement reinforces the status of the brand for a commodity in my mind.					
25	Announcement of the brand of a commodity contributes in enhancing the knowledge base I have.					
	Historical tradition:					
26	The long history of the brand makes it favorite to me.					
27	The continuous development of commodity through the years to keep pace with consumer preferences makes it favorite					
28	What the brand signifies of symbolism in the culture of the community makes it remarkable.					
29	The record of achievement over the years to a commodity with a famous brand makes its position throughout history.					
	Country of Origin					
30	The purchase of a commodity with a known source increases the trust.					
31	The mark of a well-known commercial origin cause pride in front of my friends.					
32	The known source of the brand makes it with higher level.					
33	I prefer labels with well-known origins					
34	The brand with well-known origin makes it presences stronger in the markets					
35	I usually connect between the brand and its origin.					
	Purchasing decision					
36	I depend on the brand to make my purchase decision.					
37	I usually decide to make a certain commodity after confirming its brand.					
38	When buying a commodity, I do not depend on the price as much as I depend on the brand itself.					
39	My purchase decision depends on my need to buy away from the brand.					
40	The brand of the commodity and its famousness affects my purchase decision.					
41	I feel satisfied when purchasing a well-known brand.					
42	Having all the information of a well-known commodity will help me more in taking the appropriate purchasing decision.					
43	My purchase decision depends on the country of origin.					