



EFFECT OF DIRECT MARKETING STRATEGY IN STIMULATING CONSUMER PURCHASE: A CASE STUDY IN THE IRAQI CENTRAL MARKETS GENERAL COMPANY

Bushra Jawad M. Ridha

Department of management, Al-Furat Al-Awsat Technical University, Technical Institute of Karbala, Kufa, Iraq
(bushrajawad@atu.edu.iq)

Article history:	Abstract:
Received: December 11 th 2022 Accepted: January 11 th 2023 Published: February 20 th 2023	This research seeks to diagnose direct marketing strategy (direct mail, telemarketing, and catalogs) that are appropriate to encourage Consumer Buying decisions for the company's products and services, and for the purpose of testing research hypotheses, the General Company for Central Markets was selected in the Iraqi Ministry of Trade Company and analyzing the results using the SPSS application. The study reached a number of results, including the company in question to rely on the marketing databases that it provides through market research that it conducts in the process of targeting the consumer audience, and made a set of recommendations, the most important of which are modern direct marketing strategy as bridges that connect the company to its consumers Without an intermediary, it needs continuous development to improve marketing performance and gain the company the advantage of attracting and consumers.

Keywords: consumer buying, direct marketing, direct mail, telephone marketing, catalogs.

INTRODUCTION

All areas in the market The market has undergone significant changes that prompted companies to pay more attention in order to exploit the marketing opportunities available to them in the market, which led to expanding areas of interest for consumers, and working to find ways to differentiate between the available strategies and push them to gain loyalty and satisfaction for the consumer in the long term. The time has come to achieve the goal, which includes a distinguished number of methods, in addition to marketing via direct mail, telephone and catalog, and the role of salesmen who intensify their interest in learning the various skills in this field and to enhance the efficiency of direct marketing and work to stimulate consumer purchase. Where the Internet and other strategies used and based on information have become one of the most important tools through which the necessary data and information about the consumer are obtained. It is noted that the use of direct marketing is still new and in its infancy, and many companies are still ignorant of direct marketing, what are its most important strategies, and what are the benefits that can be achieved for the company and the many positives (Arihart). , 2009: 9), for this reason, this topic was addressed to verify the role played by direct marketing in addition to its strategies in determining consumer purchases, and a procedural scheme was developed aiming at clarifying the nature of the relationships established between direct marketing strategies (the

independent variable). and consumer purchase (the dependent variable), and the hypotheses related to the objective of the field test were formulated in the General Company for Iraqi Central Markets

FIRST - RESEARCH METHODOLOGY

1.Study Problem

The traditional quality assurance process is effective in serving the goals of companies, as the marketing department in companies concerned with selling and marketing goods and services, in particular, directs their operations and capabilities to satisfy the basic needs of customers, and attract new ones, and direct marketing is among one of the different methods used for this purpose and at a time when Quality assurance alone is sufficient, as well as consumer purchasing derived from its past experiences about the performance of products in which it competes in the market under study. Therefore, the company should take the customer's voice into consideration about the product and how to work to meet its needs. Accordingly, the research problem can be formulated through the following questions:

1. How the research sample organizations perceive the needs of customers and try to do effectively to harmonize between the goals of direct marketing and the desires and real needs of the customer by buying his behavior or purchasing decisions and then achieving his satisfaction.



2. Does direct marketing Strategies have an effect on Strengthen consumer buying?
3. Is there a correlation between direct marketing Strategies and consumer buying?

2. Objectives of Study

The current research seeks to provide an intellectual framework to clarify the concepts related to direct marketing means and the voice of the customer, and accordingly, the research seeks to achieve the following:

1. Diagnose the level of application of the surveyed organizations for Strategies of direct marketing, and then help in promoting their business operations.
2. Giving insight into some of the different direct marketing Strategies and checking their efficiency.
3. Determining the type of relationship, influence, and levels of statistical significance between direct marketing Strategies as an independent variable and consumer buying as a dependent variable.
4. identify the research variables by linking direct marketing Strategies with consumer buying and noting the presence or absence of compatibility between these two variables.
5. Presenting a number of proposals based on the analysis and conclusions discovered by the current research.

3. Study Hypotheses

The first main hypothesis: the existence of a significant correlation between direct marketing and consumer purchase:

- a. There is a correlation between direct mail and consumer purchasing.
- b. There is a significant correlation between the Internet and consumer buying.

- c. There is a significant correlation between the catalog and consumer buying.

The second hypothesis: There is a significant effect between direct marketing and consumer purchase :

- a. There is a significant effect between direct mail and consumer buying.
- b. There is a significant effect between the Internet and consumer buying.
- c. There is a significant effect between the catalog and consumer buying.

4. Data collection methods

The current research relied on the analytical exploratory approach, through a survey of the opinions of the employees surveyed, and the questionnaire was used in the practical aspect as the main tool for obtaining the required data, and the gradual (Likert) quintuple scale (strongly disagree, neutral, disagree, strongly agreed, agreed) was adopted to measure responses The respondents were concerned with the research variables, and the questionnaire consisted of (20) paragraphs that reflected the dimensions of direct marketing and consumer buying, as (110) questionnaires were distributed, of which (101) were returned, valid for statistical analysis.

5. Importance of Study

Current marketing depends on the consumer, who is the basis of every marketing process, and the goal of each organization is to meet their desires and needs by formulating a strategy that ultimately contributes to providing the appropriate goods that meet the purpose. It discusses this marketing and the organization's endeavors to provide goods that meet the desires of customers as one of the modern marketing tools that are in line with the development in all areas of life.

6. Hypothetical Scheme of Study



Figure (1) Hypothetical scheme of Study



SECOND: THEORETICAL ASPECT OF STUDY

1.Consumer Buying

What concerns marketing organizations in general, and retail stores in particular, is the purchase decision, or the decision made by the final consumer to buy or not to purchase, and here the researchers note the presence of a number of influences that affect that decision made by the final consumer, as well as the stages that The end consumer goes through to make a purchase decision (Kotler, 2018:343). It is the consumer who decides what to buy. And when to buy? Who shares his decision? How is the purchase process? From which store to buy? Thus, all these interim decisions of the final purchase decision concern the marketing organization or the retail store, the producer is interested in what you buy, when and how to buy, but he does not care from which store he buys, the final consumer buys consumer goods of all kinds (easy goods, shopping goods, or goods private, or services), thus it is noted that the purchase decision is affected by the following: (Armstrong, 2014:122),(Dameh, & Ghadeer,2019:12)

1. Individual variables at the end consumer.
2. Family and reference groups.
3. Internal and external sources of information.
4. Evaluate the characteristics of the commodity in terms of the economic abundance it achieves (pros and cons).

The consumer Buying decision consists of five stages:(Macnamara, 2018:12) (Mittal, 2017:145) (Liu & et al, 2020:140) (Natarajan, 2017:14)

- **The stage of feeling the need:** At this stage, the final consumer has a certain need that is not satisfied, and he may not be aware of it, so the marketing organization must identify the latent needs of the consumer and raise them, and then work on showing the way to satisfy them through a good or service it provides.
- **Information gathering stage:** This stage begins with searching for information that helps the consumer to make the appropriate purchase decision. Information from various sources such as: friends and family, or from the marketing organization through the means of promotion that you use.
- **Information evaluation stage:** Not all the information collected from the final consumer is useful if he is not able to evaluate this information and use it in the appropriate choice. In order to do this, the consumer is supposed to organize and arrange the information, establish certain foundations for testing, and determine the forms and types of alternatives. After arranging the

information and laying the foundations of choice, for example, quality, price, brand, and other foundations, the final consumer can list the various alternatives available to him.

- **Purchase decision stage:** in which the final consumer has made a decision after evaluating all alternatives regarding goods and brands, the nature of products, the method of Buying, and the time of Buying.
- Evaluation stage after buying: The final consumer evaluates his decision. If the consumer buys a specific commodity, let it be a mobile device, and finds that it consumes more battery, he tries to get rid of it as soon as possible (Mehta et al,2020:296). That is, this last stage is very important for the marketing organization, as it determines whether the commodity has led to the desired satisfaction from the final consumer or not, which entails repeating the purchase process or instructing others to buy the same commodity, or refraining from buying the same brand (Lim et al.2020:101).

The following types of consumer buying behavior can be distinguished: (Kautish, 2020:923) Complex purchasing behavior: this is the result of the many products and brands presented to the final consumer, and the high price with the lack of accurate information, and in this case the risks escalate (Ozkara, 2017:125), especially if the commodity is bought once and is not purchased repeatedly:

1. Purchasing behavior based on risk reduction: This is, in the end, a consumer's attempt to collect sufficient information about alternatives to goods, markets and stores, so the final consumer evaluates this information and chooses the appropriate products (Kautish, 2018:8).
2. Purchasing behavior aimed at diversity: In the event that a group of goods is available, that satisfies the same need that the final consumer feels, then the role of the marketing organization or the store comes to provide the stock of goods, maintain them and display them in a prominent position in different stores to attract consumers, and provide various facilities with placing Effective promotional strategy (Ovodenko et al,2020:40).
3. Habit-based purchasing behavior: in the absence of fundamental differences in goods, low risks, low prices of products, repeated purchases, and the best example of this is soft goods such as bread, tea, sugar, and other soft goods, the final consumer buys these products without thinking. For the marketing



organization or store, focusing on price is an essential element of the pricing strategy with attention to sales promotion (Priya, 2018:746).

2. DIRECT MARKETING

In direct marketing, various tactics are employed to reach customers directly and it is known for its adaptability as it enables prompt responses to offerings. (Lim et al,2022:68). Direct marketing refers to a personalized marketing approach that utilizes one or more marketing tools to impact potential consumers within a specific location. It encompasses elements of relational marketing, as it establishes a connection between consumer purchasing behavior and the organization. (Qi Kang and Yuanyuan Dong,2022:68). It is one of the methods that have witnessed a rapid increase in the sectors of the economy and through which organizations communicate directly with their customers. Marketing includes a number of activities such as database management, direct sales, telemarketing, advertisements through direct mail, the Internet, and many other tools. With the increase in the use of the World Wide Web (Internet), the use of direct marketing through e-mail increased, which led to a reduction in cost and an increase inefficiency. Analytical. It is noted that most of the leading companies in the world use direct marketing and have a special section for direct marketing. Marketing is an interactive marketing system that uses one of the advertising methods in order to generate a response that can be measured from anywhere and at any time and is based on direct marketer contact with a class of Consumers pre-set and carefully know (Alanen,2016:22).

(Prasad et al, 2017: 41) Direct marketing is a long-standing form of marketing communication that employs various tools, including catalogs, direct sales, telemarketing, and email (the most widely used tool). The goal of direct marketing is to establish and maintain customer relationships through direct interaction, bypassing intermediaries. It encompasses the distribution of goods and services, providing information, and promoting products, with the objective of establishing a two-way communication with consumers. Direct marketing is carried out through advertising agencies, enabling organizations to reach customers beyond the sales arena. For direct marketing to effectively impact customers, organizations must cultivate strong relationships with them by fulfilling their needs and demands. (Karaxha et al,2016:6). The foundation of direct marketing lies in comprehending customer needs prior to executing any marketing initiatives. Customer needs and preferences are shaped by the customer base, where marketing plays a role in

determining the communication process, delivering, and managing customer value. (Kotler & Armstrong, 2013: 33). Direct marketing is a technique utilized by organizations to promote their offerings. It shares many similarities with other marketing approaches, as it involves setting goals, planning, researching, and implementing a marketing strategy. It aims to establish an open channel of communication between the consumer and the organization, enabling customers to request additional information and receive prompt responses, either through oral communication or printed or digital materials. (Pettitt and Brassington, 2013: 424). Direct marketing streamlines advertising efforts by targeting only those customers who are likely to respond to the organization's message, reducing the waste that is inherent in other forms of advertising. This cost-effectiveness is one of the reasons why direct marketing is considered a system that focuses on interaction with customers and utilizes advertising methods to gauge their response to offerings. It is a form of marketing that involves direct communication with customers, allowing organizations to measure their reactions to the product or service being offered. The significance of direct marketing lies in the following aspects: :(Zhang, 2019:67) (Kotler,& Keller,2015:344)

1. Quick, efficient, and data-driven reach of target customers, with well-calculated sales and psychological outcomes.
2. Efforts to establish direct and indirect connections with target audiences at opportune moments using technology that is relevant to their daily lives.
3. Enhancing the understanding of social and ethical responsibility towards target audiences by actively gathering their preferences and desires in a persuasive manner, and communicating them to relevant parties to ensure the provision of goods and services that cater to their needs in an organized and respectful manner that upholds their emotions, dignity, and rights.

The salient Features of direct marketing are:

- Performing both promotion and distribution functions simultaneously. Direct marketing serves to attract customers and boost buying interest, which falls under the category of promotion. It also facilitates the finalization of sales processes such as transfer of ownership, payment, and collection, which are part of the distribution functions. (Liguori et al,2022:45).
- Versatile applications. Direct marketing serves a variety of purposes, including the establishment of two-way communication with customers, gathering their feedback on products or services, inviting them to participate in promotional programs,



encouraging them to attend exhibitions and visit stores, and creating a database of customers and consumers. (Crant, and Wang, 2011:287).

- Cost-efficient nature. Direct marketing is known for reducing costs and expenses, leading to a reduction in selling prices as it eliminates intermediaries and single dealers. (Griffin et al 2015:14).

It includes the following direct marketing Strategies:

1. Direct mail is a form of direct marketing that utilizes the postal system to reach potential customers. This marketing approach is often used to target clients who are not familiar with the company and its products or services. Despite the decrease in the popularity of direct mail in recent years, it still remains an important marketing channel, with a significant impact on the marketing world, especially in Europe where many consumers prefer to receive product offerings and information through direct mail instead of other forms of advertisements such as newspaper and online advertisements. (Brassington and Pettitt, 2013:426). However, it's important to note that the popularity of direct mail as a marketing channel may vary depending on the location and demographic of the target audience. While it may still be effective in some regions, it may not be as successful in others. Additionally, it's crucial for marketers to consider the cost of direct mail and weigh its potential impact against other marketing channels before deciding. (Teahan,2015:21). Direct mail can include a variety of information, including promotional materials, product catalogs, or even advertisements, and it is sent directly to the customer's mailbox. The use of direct mail can be an effective way for organizations to reach their target audiences and provide them with information about their products or services. Additionally, the personal and tangible nature of direct mail can often make it more impactful than other forms of advertising. (Jagdish,2020:282). Direct mail marketing uses various forms of communication to reach its target audience, including fax, email, and voice mail. These communication methods allow the company to send their sales offer and receive a response from the target customer, who can then place an order via mail. Telephone marketing: The telephone is one of the most used tools in direct marketing communications, and the use of the telephone with current or prospective customers is based on convincing them of the offers presented and urging them to deal with the company, as many clients welcome the offers presented to them, especially if they are well planned in terms of time,

style, and quality, and has been rejected for what some think is annoying and inappropriate (Eagan and Hussey 2011:242). Additionally, Tele sales can be used to gather customer feedback, provide information about the product or service, and resolve customer inquiries or concerns. It can also help build and maintain customer relationships and create opportunities for up-selling and cross-selling. Tele sales are an effective way for organizations to reach their target customers and make a direct impact on their purchasing decisions. (Khan 2012:15).

2. Catalogs: Catalogues are often used to promote products and services, display product features and prices, and provide customers with a convenient way to purchase items. Catalogues can be a cost-effective way for businesses to reach target customers, as they allow for targeted distribution to specific customer groups and provide a tangible product for customers to reference and consider for purchase. Additionally, catalogues can also be used to gather customer data, such as purchasing habits and preferences, which can be used for future marketing efforts. (Hesham et al,2021:431). With the spread of the Internet, more catalogs are transformed. To the electronic case, electronic catalogs with print were added to the promotional mix of organizations, and direct marketing, including catalogs and electronic marketing, changed the face of competition between retailers, as the site no longer retains the same competitive advantage that it had (Blasco-Arcas et al.,2002:441). Therefore, companies must develop a marketing strategy that balances traditional marketing methods, such as catalogs, and digital marketing methods, such as online advertisements and e-commerce. This helps companies to reach a wider audience and improve their customer engagement and experience. With the use of data and analytics, companies can track and measure the effectiveness of their marketing efforts and make informed decisions for future marketing initiatives. (Rakic and Rakic, 2014: 187). Catalogs have adapted to the digital age by incorporating digital media, such as electronic catalogs and online websites, into their marketing mix. However, they still face challenges including distribution costs and high customer expectations. To overcome these challenges, organizations must renew their infrastructure and focus on channel convergence. The catalog remains an important sales tool and the new products must be prominently displayed within the catalog to attract attention. (El Dameh and



Ghadeer, 2019:133). Catalogs offer customers a convenient way to browse and purchase products from the comfort of their own homes. They also provide a way for companies to showcase their products and reach a wider audience. Catalogs can be targeted to specific customer segments and used to generate leads and drive sales. The use of catalogs as a direct marketing tool has evolved with the rise of technology and the internet, and companies now often use a mix of print and digital catalogs to reach customers. (Sorcher, 2014:11) Traditional mail-order catalogs are usually printed on paper and sent directly to the customer's mailbox. Modern mail-order catalogs, on the other hand, are usually digital catalogs that can be accessed through a company's website or app. Catalogs can also be integrated with e-commerce platforms, making it easier for customers to make purchases directly from the catalog. Catalogs continue to be a valuable marketing tool for companies, especially for those targeting a specific customer base, as they provide a comprehensive view of their products and services. (Mandapaka, et al 2014:155).

General Company for Central Markets in the governorate of Baghdad and the governorates of the homeland and achieving its goals in providing its services to all segments of society, that is, the citizens mentioned in its internal system, as well as achieving a rapid budget for the materials traded in the local market. The company's management is undertaken by a board of directors to draw up and develop the administrative, financial, organizational, and technical policies and plans necessary for the conduct of the company's activity, achieving its objectives, supervising and following up its implementation, and exercising all rights and powers related to that, including managing the company, supervising the functioning of its divisions, approving the commercial plan, approving contracts, planning budgets and the company's annual final accounts, as well as meeting the needs of the company. State departments of goods at competitive prices. And the company's tasks are to meet the needs of consumers according to advanced formulas for single trade methods and to provide goods and merchandise through local purchases and imports, as well as to work on the flow of goods to consumers through distribution outlets approved by the General Company for Central Markets in Baghdad and the provinces.

Table (1), which shows the description of the research sample, shows that most of the respondents are males, as their percentage reached (53.4%) and the percentage of females reached (46.5%), which indicates that the role of women is still limited in the field of work, and as shown in the table The respondents within the age group (20-30) years constituted the majority with a percentage of (30.6%), so most of the respondents are young people who have the desire and vitality to work in the field. And with regard to service, the majority of those with service was less than (10) years, at a rate of (36.6%), and they came after 10-15 years, at a rate of (28.7%).

THIRD: PRACTICAL ASPECT OF STUDY

1. Describe the reality of the variables investigated in Iraqi General Company for Central Markets

The General Company for Central Markets was established in 1981. The company aims to activate the economic activities of its marketing contracts mechanism with a commission of exchange with the private sector, diversified companies and public and mixed sector companies in order to increase resources and supply various goods and materials according to legal, financial and marketing conditions and controls that guarantee the rights of the supplier and the company in a way that helps to sustain The work of the

Table (1) Description of study sample

1	Gender	Type	number	%
		male	54	53.4
		female	47	46.5
2	Age	less than 20	25	27.7
		20-30	31	30.6
		30-40	27	26.7
		more than 40	15	15
3	Academic achievement	Madon prep	21	20.7
		Junior high	36	35.6
		diploma	21	20.7
		bachelor's	21	20.7
		Master's	2	2



4	length of service	less than10	37	36.6
		10-15	29	28.7
		16-20	21	20.7
		more than 20	14	14

These variables were coded and classified in order to treat them starting from the initial analysis of the data related to the research variables using frequency distributions, percentages, arithmetic means, and

standard deviations and for computational purposes My statements (strongly agree and agree) have been merged, as have my statements (I neither agree nor strongly agree) and as shown in Table (2).

Table (2) Frequency distributions, percentages, means, and standard deviations in the dimension of direct marketing means

standard deviation	Arithmetic mean	search metrics										Ferry number
		don't totally agree		not agree		neutral		agree		totally agree		
		%	Nu	%	Nu	%	Nu	%	Nu	%	Nu	
direct mail												
1.159	3.76	4.5	5	7.3	8	25.5	28	22.7	25	31.8	35	X1
1.105	4.09	4.5	5	6.4	7	5.5	6	35.5	39	40	44	X2
1.158	3.91	5.5	6	7.3	8	10.9	12	34.5	38	33.6	37	X3
1.171	3.70	5.5	6	10	11	17.3	19	32.7	36	26.4	29	X4
1.195	4.03	5.5	6	7.3	8	9.1	10	27.3	30	42.7	47	X5
1.157	3.898	overall index5.1		7.66		5		30.54		34.9		
agreement ratio		65.44	Neutrals		13.66	disagreement rate		12.76				
Telephone Marketing												
1.187	3.82	5.5	6	7.3	8	19.1	21	26.4	29	33.6	37	X6
1.078	3.83	5.5	6	3.6	4	18.2	20	38.2	42	26.4	29	X7
1.114	3.86	5.5	6	4.5	5	17.3	19	34.5	38	30	33	X8
1.102	3.92	5.5	6	5.5	6	10	11	40.9	45	30	33	X9
1.108	3.95	5.5	6	4.5	5	11.8	13	37.3	41	32.7	36	X1010
1.117	3.876	5.5		5.08				35.46		Overall index30.54		
agreement ratio		66	Neutrals		15.27	disagreement rate		10.58				
Catalogs												
1.122	4.00	5.5	6	4.5	5	10.9	12	34.5	38	36.4	40	X11
1.043	4.18	5.5	6	1.8	2	4.5	5	39.1	43	40.9	45	X12
1.046	3.92	5.5	6	-	-	20.9	23	35.5	39	30	33	X13
0.981	4.17	5.5	6	-	-	4.5	5	45.5	50	36.4	40	X14
0.980	4.20	5.5	6	-	-	3.6	4	44.5	49	38.2	42	X15
0.952	3.95666	5.5		1.26		8.88		39.82		Overall index36.38		



agreement ratio	76.2	Neutrals	8.88	disagreement rate	6.76
------------------------	-------------	-----------------	-------------	--------------------------	-------------

1. Description of the direct mail variable: The data in Table (2) indicate that the respondents' answers at the total level about the phrases (X1,X2,X3,X4,X5) related to the dimension of mail tend towards agreement by (65.44%) and neutrals by (13.66%) or not The agreement was (12.76%), all of which came with arithmetic mean (3.898) and a standard deviation (1.157), and the lowest percentage for this dimension was for the indicator (X4) with arithmetic mean (3.70%) and a standard deviation (1.171). Building strong relationships with customers.) It was also noted that the highest agreement percentage was for the indicator (2x) and the phrase (the company uses e-mail as a primary means in its promotional program.), which was with an arithmetic mean (3.91) and a standard deviation (1.158), which indicates the appropriateness of using mail. Electronic as a basic means in its promotional program in the surveyed markets.
2. Description of the telemarketing variable: It appears from the results of Table (2) that the respondents' answers at the total level about the phrases (X6, X7, X8, X9, X10) related to sales by telephone tend towards agreement by (66%) and neutrals by (15.27%) As for disagreement, its percentage was (10.58%), all of which came with a mean of (3.876) and a standard deviation of (1.117). It was also noted that the highest agreement percentage was for the indicator (10x) and the phrase (e-mail that you receive from the company guarantees you security and confidentiality), which was with arithmetic mean (3.95) and a standard deviation (1.108), and the lowest percentage was for the index (X6) with arithmetic mean (3.82) and a standard deviation

- (1.187), and the phrase is (suitable for direct marketing via telemarketing).
3. catalog: It shows from the results of Table (2) that the respondents' answers at the total level about the phrases (X11, X12, X13, X14, X15) related to the dimension of the regularity of the marketing audit process tend towards an agreement by (76.2%) and neutrals by (8.88%), either The percentage of disagreement was (6.76%), which came with arithmetic mean (3.956) and a standard deviation (0.952), and it was also noted that the highest agreement percentage was for the indicator (15x) and the phrase (the catalog contributes to generating a large percentage of sales or/and orders), which It was with arithmetic mean (4.20) and a standard deviation (0.980), and the lease agreement was for the indicator (X13) with arithmetic mean (3.92) and a standard deviation (1.046).

It is evident from the results of Table (3) that the respondents' answers at the total level about the statements X16, X17, X18, X19, X20, X21, X22, X23, X24, X25) related to the consumer purchase dimension tend towards an agreement by (72.35%) and the neutrals by (11.45%) and the percentage of disagreement was (8.01%), all of which came with arithmetic mean (3.988) and a standard deviation (1.019). It was also noted that the highest agreement percentage was for the indicator (X25) and the phrase (the activities of responding to consumer purchases fit what the organization offers of Products and services (which had arithmetic mean (4.28) and a standard deviation (0.896), and the lease agreement was for the indicator (X20) with arithmetic mean (3.62) and a standard deviation (1.156), and the phrase states that (the organization enjoys a high degree of coordination between its departments)

Table (3) Frequency Distributions, Percentages, Means and Standard Deviations of Consumer Buying

standard deviation	Arithmeti c mean	search metrics										Ferry number
		don't agree		totally not agree		neutral		agree		totally agree		
		%	Nu	%	Nu	%	Nu	%	Nu	%	Nu	
1.090	3.82	5.5	6	4.5	5	17.3	19	38.2	42	26.4	29	X16
1.189	4.19	5.5	6	7.3	8	2.7	3	25.5	28	50.9	56	X17
1.129	3.84	5.5	6	5.5	6	17.3	19	33.6	37	30	33	X18



0.953	3.56	5.5	6	2.7	3	29.1	32	43.6	48	10.9	12	X19
1.156	3.62	8.2	9	3.6	4	24.5	27	33.6	37	21.8	24	X20
0.952	4.12	5.5	6	-	-	3.6	4	51.8	57	30.9	34	X21
0.967	4.16	5.5	6	-	-	3.6	4	48.2	53	34.5	38	X22
0.918	4.09	3.6	4	1.8	2	7.3	8	49.1	54	30	33	X23
0.949	4.20	3.6	4	2.7	3	3.6	4	43.6	48	38.2	42	X24
0.896	4.28	3.6	4	-	-	5.5	6	40.9	45	41.8	46	X25
1.019	3.988	5.2		2.81		11.45	5.2	40.81		Overall index 31.54		
agreement ratio		72.35	Neutrals	11.45	disagreement rate		8.01					

2. ANALYSIS OF RESULTS

Correlation between research variables:

This paragraph is based on testing the first main hypothesis, which states that there is a significant correlation between direct marketing Strategies and consumer purchasing. As it comes:

1. Correlation relationship at the macro level: The method (Pearson Correlation Person) was adopted to identify the correlation between the research variables, and Table (4) shows the results of the relationship between the research variables as follows: It was found that there is a significant and positive correlation between direct marketing

Strategies and consumer purchasing. And that is according to the value of the correlation coefficient between them, which is (0.846) at the level of significance (0.01). The significance of the correlation is confirmed by the value of the calculated level of morale, which is (0.000), and based on the nature of this relationship, whenever the company achieves success in the consumer purchase of its products and is able to provide the product according to the customer's needs, the more marketing Strategies become This directive adopted by the organization is adequate for its purpose

Table (4) The correlation between the research variables

Sig	Overall index	Catalogs	Telephone Marketing	direct mail	Independent Variable (Direct Marketing Strategies(Dependent Variable (Consumer Buying(
0.000	0.846**	0.771**	0.798**	0.722**		

Source: SPSS results n = 101, ** level of morale = 0.01

2. Correlation relationship at the partial level: It was found that there is a positive significant correlation between direct mail and consumer purchase at the total level, as the total correlation coefficient reached (0.722), which is a significant relationship at the level of significance (0.01). This indicates that these paragraphs express the sincerity of the situation that was developed The table also indicates that there is a positive significant correlation between the two Strategies of telephone marketing and catalogs with consumer purchase, and the total correlation coefficient reached (0.798)

and (0.771), respectively, for the two variables, which is a significant relationship at a significant level (0.01). This indicates that the tools This achieve the goals for which it was set.

Influence relationships between research variables:

The simple linear regression method was adopted to identify the degree of influence of the independent variables on the dependent variables, where the value of (F) and (Sig.) were relied on to determine the significant effect of each dimension, as the test results indicated in Table (5) where the calculated F value was



greater than its value. Tabular, which is significant at a significant level of (0.000) sig, and means that direct marketing Strategies affect the proportionality of consumer purchase. This means that the dimensions of the determinants explain (71%) of the changes in performance and that (28%) of the effect is due to other factors that are outside the scope of this research, and the calculated (F) value of (3.94) is less than its tabular value of (249.91). In addition, the tabular value of (T) amounting to (1.66) is less than the values of (T)

which was (2.953) calculated for those means and as shown in Table (5) and since the tabular value of (F) is greater than the calculated one, which indicates that the sample members from The surveyed organizations consider the use of direct marketing Strategies to varying degrees in the use of some of these tools at the expense of others. , meaning the research hypothesis which states that there is a significant correlation between direct marketing Strategies and consumer purchasing that is acceptable.

Table (5) The effect at the macro level

Sig	consumer Buying				R2	β1	β0	dependent variable independent variable
	T		F					
	calculated	Tabulated	calculated	Tabulated				direct marketing Strategies
0.000	2.953	1.66	249.915	3.94	0.716	0.638	0.846	

Source: SPSS results * significant at (0.01) N = 101

Based on the foregoing, it is clear that there is a significant influence relationship between direct marketing Strategies (the total indicator) and consumer purchase (the total indicator), and thus the validity of the second main hypothesis is achieved

FOURTH: CONCLUSIONS

The most important conclusions reached by the research can be summarized as follows: First, the more a company relies on direct marketing Strategies, the more consumers will make decisions about purchasing the company's products, and relying on direct marketing reduces the overall marketing noise caused by a large number of intermediaries, agents, and distributors. Second, the General Company for Central Markets owns consumer databases that have been prepared in previous periods of time and have not been updated, and the prevailing culture in the company under study emphasizes the use of agents and brokers for the purpose of increasing the company's sales. Third, the spread of the mobile phone as the main means of communication for all people in Iraq, especially and in the countries of the world in general, represents an opportunity for the company to adopt the technology of phone marketing. Fourth, the Corona pandemic that affected the world made people at home spend more time and depend on the Internet and communication by e-mail. Fifth, the company holds exhibitions for its products in a small and unobtrusive manner and in a manner that is not commensurate with the large volume of consumer goods it offers, and the

company does not have a clear presence in the social, scientific, and cultural events held by other companies.

FIFTH: RECOMMENDATIONS

Attention to direct marketing Strategies is represented by direct mail, telephone marketing, and catalogs with the aim of encouraging consumers to purchase the company's products. When the company wants to dispense with intermediaries, the best option for marketing its products is direct marketing, and the need for the General Company for Central Markets to rely on marketing research continuously for the purpose of updating the consumer databases that are available in the company to allow it to target new customers in the current and future markets. Modern electronic technology associated with direct marketing is a new marketing culture that needs to be developed and exploited opportunities in order to improve marketing performance and gain a marketing advantage. Allocating the company to employees from the marketing or media department for the purpose of following up the company's numbers and promoting its products by phone and adopting the phone marketing technique as it is the most suitable for the company and contributes to increasing consumer purchase decisions for the company's products. Activating communication with the consumer audience through regular and



electronic direct mail and introducing them to the company's products and their distinctive characteristics for the purpose of encouraging them to make Buying decisions. Preparing the company for new catalogs using modern colors and printing with pictures and writings for the guarantees and benefits that the company offers to consumers, and that these catalogs can be delivered to people through social, scientific, and cultural events.

REFERENCES

1. Alanen, Aleks, (2016), "**Efficient direct marketing**", Lahti University of Applied Sciences Degree Programmed in International Business, Finland.
2. Armstrong, G. & Kotler, P. (2013), "**Marketing**", an introduction. 11th edition. Pearson education, University of North Carolina, USA.
3. Armstrong, Gary, (2014), "**Marketing in the future**", 2nd edition, McGraw-Hill, U.S.A.
4. Blasco-Arcas, Lorena & Meg Lee, Hsin-Hsuan & Kastanakis, Alcañiz. (2022). "*The role of consumer data in marketing: A research agenda*", **Journal of Business Research**, Vol. (146), No. (-), P:436-452.
5. Mandapaka, Arun & Kushwah, Amit & Chakraborty, Goutam. (2014). "*Role of Customer Response Models in Customer Solicitation Center's Direct Marketing Campaign*", Oklahoma State University, USA.
6. Brassington, F. & Pettitt, S. (2013), "**Essentials of marketing**", 3rd edition. Pearson education. Italy.
7. Crant, J. M., Kim, T. Y., & Wang, J. (2011). "*Dispositional antecedents of demonstration and usefulness of voice behavior*", **Journal of Business and Psychology**, Vol. (26), No. (3), P:285-297.
8. Eagan, Patrick, Finster, Mark P., and Hussey, Dennis, (2011), "*Creating Business value and Environmental Performance Through the Use of Customer- Focus Quality Tools*", **Electronics and the Environment**, Vol. (19), No. (22).
9. El-Dameh, Y. A., & Ghadeer, H. A. (2019). "*The Impact of Traditional Direct Marketing on Creating Brand Awareness: Case Study on IKEA in Jordan*", **International Journal of Business and Management**, Vol. (14), No. (3).
10. Hesham, F.; Riadh, H.; Sihem, N.K. (2021). "*What have we learned about the effects of the COVID-19 pandemic on consumer behavior?*", **Sustainability**, Vol. (13), No. (-), P:430-452.
11. Jagdish, Sheth. 2020. "*Impact of Covid-19 on consumer behavior: Will the old habits return or die?*", **Journal of Business Research**, Vol. (117), No. (-), P: 280-293.
12. Karaxha, MSc & Tolaj, MSc & Abazi, Dr.Sc. (2016). "*The Role of Direct Marketing in Relation with the Consumers in Kosovo*", **ILIRIA International Review**, Vol (6), No (49).
13. Kautish, Pradeep and Rajesh K Sharma. (2018). "*Study on relationships among terminal and instrumental values, environmental consciousness and behavioral intentions for green products.*" **Journal of Indian Business Research**,
14. Kautish, Pradeep, Arpita Khare and Rajesh K Sharma. (2020). "*Values, sustainability consciousness and intentions for SDG endorsement*", **Marketing Intelligence & Planning**, Vol. (38), P: 921-939.
15. KHan, Zeenat F M ,(2012), "*The Effect of Direct Marketing on the Consumers of Maharashtra*", published thises, Mumbai,India.
16. Koehl, M., Poujol, J. F., & Tanner Jr, J. F. (2016). "*The impact of sales contests on customer listening: an empirical study in a tele sales context*", **Journal of Personal Selling & Sales Management**, Vol. (36), No. (3), P:281-293.
17. Kotler, Philip, (2018), "**Marketing management**", 15th edition, McGraw-Hill, U.S.A.
18. Kotler, Philip, and Keller, Kotler, (2015), "**Marketing Management**", 9th edition, McGraw-Hill printing and publishing, U.S.A.
19. Liguori, Julia, Trübswasser, Ursula, Pradeilles, Rebecca and Port, Agnes Le. (2022). "*How do food safety concerns affect consumer behaviors and diets in low- and middle-income countries? A systematic review*", **Global Food Security**, Vol. (32), No. (-), P:41-57.
20. Lim, Weng, Phang, Cynthia, Lim, Ai Ling Sandro and Schmidt, Thomas J. (2022). "*Behavior matters: A systematic review of representing consumer mobility choices in energy models*", **Energy Research & Social Science**, Vol. (90), P:66-79.
21. Lim, Weng Marc and Phang, Cynthia Su Chen. (2020). "*The effects of possession- and social inclusion-defined materialism on consumer behavior toward economical versus luxury product categories, goods versus services product types, and individual versus group marketplace scenarios*", **Journal of Retailing and Consumer Services**, Vol. (56), No. (-), P:91-112.
22. Liu, F., Lim, E. T., Li, H., Tan, C. W., & Cyr, D. (2020). "*Disentangling utilitarian and hedonic consumption behavior in online shopping: An expectation disconfirmation perspective*".



- Information & Management**, Vol. (57), No. (3), P:103-199.
23. Macnamara, J. (2018). "Toward a theory and practice of organizational listening", **International Journal of Listening**, Vol. (32), No. (1), P:1-23.
24. Mehta, S., T., Saxena, and N., Purohit. (2020). "The New Consumer Behavior Paradigm amid COVID-19: Permanent or Transient?", **Journal of Health Management**, Vol. (22), No. (2), P: 291-301.
25. Mittal, V. (2017). "The Voice of the Customer: A User's Guide to Customer Surveys", **SSRN**.
26. Natarajan, T., Balasubramanian, S. A., & Kasilingam, D. L. (2017). "Understanding the intention to use mobile shopping applications and its influence on price sensitivity", **Journal of Retailing and Consumer Services**, Vol. (37), P:8-22.
27. Ovodenko, A., A., G., Yu., Peshkova, and O.V., Zlobina. (2020). "Digital Evolution of Consumer Behavior and its Impact on Digital Transformation of Small and Medium Business Sustained Development Strategy", **Advances in Economics, Business and Management Research**, Vol. (156), No. (-), P:38-51.
28. Ozkara, B. Y., Ozmen, M., & Kim, J. W. (2017). "Examining the effect of flow experience on online purchase: A novel approach to the flow theory based on hedonic and utilitarian value", **Journal of Retailing and Consumer Services**, Vol. (37), P:119-131.
29. Prasad, Arun, Ashok Kumar, (2017), "Significance of Direct and Internet Marketing in Multi-Country Context", **International Journal of Pure and Applied Mathematics**, V. (116), No. (22), P:41-52
30. Priya, R., Gandhi, A. V., & Shaikh, A. (2018). "Mobile banking adoption in an emerging economy: An empirical analysis of young Indian consumers", **Benchmarking: An International Journal**, Vol. (25), No. (2), P:743-762.
31. Qi Kang, Shoujiang Zhou and Yuanyuan Dong, Junqi Liu. (2022). "The impact of service robots in retail: Exploring the effect of novelty priming on consumer behavior", **Journal of Retailing and Consumer Services**, Vol. (68), No. (-), P:61-82.
32. Rakic B and Rakic M, (2014), 'Integrated Marketing Communication Paradigm in digital Environment: The five pillars of Integration', **Megatrend Review**, Vol. (11), No. (1).
33. Sorcher J., (2014), 'You've got mail', **Casual Living**, Vol. (54), No. (7).
34. Teahan, Mary H, (2015), "**Direct and Digital Marketing Guide for Developing and Least Developed Countries**", 1st Edition, Published by the Universal Postal Union (UPU) Berne, Switzerland.
35. Zhang, X. A., & Wang, W. (2019). "Face consciousness and conspicuous luxury consumption in China". **Journal of Contemporary Marketing Science**, Vol. (2), No. (1), P:63-82.