

MEASURING THE EFFECTIVENESS OF DEMARKETING IN INFLUENCING CONSUMER BEHAVIOR OF INDIVIDUALS

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ABSTRACT

This study focuses on measuring the effectiveness of the demarketing impact on the behavior of purchasing of water in individuals. This study has included five axes and each axis corresponds to the hypothesis of the research, as for the sixth hypothesis which focuses on the relationship between the variables of the study. A questionnaire was prepared consisting of 17 questions in order to test the hypotheses of the study. The questionnaire was applied to a sample consisting of (345) Jordanian consumers and the data has been processed through the use of SPSS analysis to extract the averages and one sample t-test value and to find the relationship between the components of the five study models. The analysis results showed the hypothesis was accepted. H1- There is an effect of demarketing promotion campaigns on the consumer behavior and awareness of individuals also improve their behavior at Water consumption H3- There is an effect when raising the price of a measurement unit of water on reducing water consumption. The foregoing shows that demarketing promotion campaigns and raise the price of a unit of measurement of water impact on the rationalization of water consumption. In contrast, we find rejection of the following hypotheses: H2- Individuals give great importance to follow-up awareness campaigns that are carried out by civil society organizations to rationalize water consumption. H4- There is an effect for the amount of given water on the amount of consumption water H 5-individuals realize the importance of rationalizing water consumption. This indicates that the Jordanian consumer does not follow the awareness campaigns which are carried out by civil society organizations and rationalize consumption, even if it is reducing the amount of pumped water and also do not realize the importance of rationalizing water.

KEYWORDS: Demarketing, Rationalizing Water, Consumer, Behavior, Consumption