

**EMPLOYING BUZZ MARKETING AS ONE OF PROMOTION TOOLS TO DEAL WITH DYNAMIC PURCHASING BEHAVIOUR OF SMARTPHONES**

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**Abstract**

The study seeks to determine how buzz marketing can be used as one of the promotional tools for dealing with dynamic purchasing behavior. Based on the previous claim, the current study aimed to measure the impact of buzz marketing as one of the promotion tools in the dynamic purchasing behavior of customers towards salespeople and invest it in a way that enhances the value of the thoughtful sample. In order to collect data, sales representatives were surveyed by a group of mobile phone companies, distributing (175) a survey form to salespeople. After retrieving the forms, it was found that the forms valid for analysis represented reality (157) and indicated a response ratio of 93.7%. In order to achieve the study's objective, a range of methods have been used to test the applied aspects of the study. Perhaps the most famous of these methods represents the average computational, standard deviation, and level of importance, Pearson's correlation coefficient (SPSS.V.27), and influence factors between internal variables according to the program (AMOS.V.26). The results showed a moral correlation between buzzing marketing as one of the promotion tools and dynamic purchasing behavior, as well as an impact relationship between buzzing marketing as one of the promotion tools and dynamic buying behavior, to show the interest of the specimen in dealing with its different capabilities.

**Keywords:** buzzing marketing, dynamic purchasing behavior.

**Introduction**

Buzz marketing is an effective strategy in today's marketing world, as this strategy is used to improve brand awareness, attract new customers, and retain existing customers. By applying this strategy to the smartphone industry, buzz marketing is used to deal with the dynamic purchasing behavior of customers, where the features of smartphones are improved and promoted in innovative and effective ways to attract customers and achieve the company's goals of increasing sales and profits. Buzz marketing has become one of the most important tools marketers use to promote their products globally. This is because buzz marketing uses language similar to that of consumers and is characterized by new and evolving marketing methods.

In this context, the transformation that the market has witnessed in recent years using modern technology has had a significant impact on electronic products, such as



smartphones, so everyone chooses their phones according to their performance, price, and features.

Employers, marketers, and companies have started using buzz marketing as one of the most effective means to promote their products, especially smartphones. This is because it helps to reach consumers and educate them to display products in a way that suits them, as well as improve their dynamic purchasing behavior. Through this article, it is possible to determine how to employ buzz marketing as one of the promotion tools to deal with the dynamic purchasing behavior of smartphones by talking about some basic concepts of buzz marketing and its importance, as well as a set of guidelines that help marketers use it effectively to achieve the best results.

## **PART ONE: THE METHODOLOGY OF STUDY**

### **First: problem of study**

Most mobile phone companies mean dynamic purchasing behaviors (changing), which leads to developments and leaps in the needs and desires of customers in the communications environment as a result of the occurrence of different products in the labor market, and this greatly affected the tastes and needs of customers, which contributed to creating a challenge for phone companies towards determining the nature and type of product preferred by customers, which directed phone companies to use buzz marketing as one of the promotion tools in order to promote products before their launch and measure the extent of customer preference For the services provided by the new products, hence the problem of the study, which can be summarized in an important question (How can buzzing marketing be employed as one of the promotion tools to improve dynamic purchasing behavior?).

### **Second: The importance of the study**

The importance of the study lies in the following points:

1. Interest in studying developments that can govern the dynamic purchasing behavior of customers by improving the mechanisms and tools of promotion used in advertising the products of mobile phone companies.
2. Contribute to introducing mobile phone companies to the importance of buzz marketing as one of the important promotion and advertising tools in order to improve the elements of dynamic purchasing behavior of customers.

### **Third: Objectives of study**

Study reflects its main objectives in the following points:

1. Reveal the level of buzz marketing as one of the promotion tools practiced by mobile phone companies.
2. Determine the level of dynamic purchasing behavior that mobile phone companies deal with.
3. Measuring the nature and type of relationship between buzzing marketing as one of the promotion tools and dynamic purchasing behavior.



#### Fourth: The hypothetical plan of study

The statement of the problem, importance and objectives of study represents the first stage on which study stands, but the answer to all the questions of study requires the construction of a hypothetical scheme to reveal the most important goals that study seeks to achieve, and the figure (1) shows the hypothetical scheme of study, in the light of which the most important hypotheses that study seeks to achieve can be indicated according to the following variables:

1. **Independent variable:** It included buzzing marketing as one of the promotion tools, and it was measured as a one-dimensional variable based on the scale (Sabir et al., 2015) and by (7) items.
2. **Dependent variable:** represented in dynamic purchasing behavior, this variable was measured through four dimensions (product feature (5), brand name (4), price (4), social effects (4)) based on the scale (Fan, 2015)).

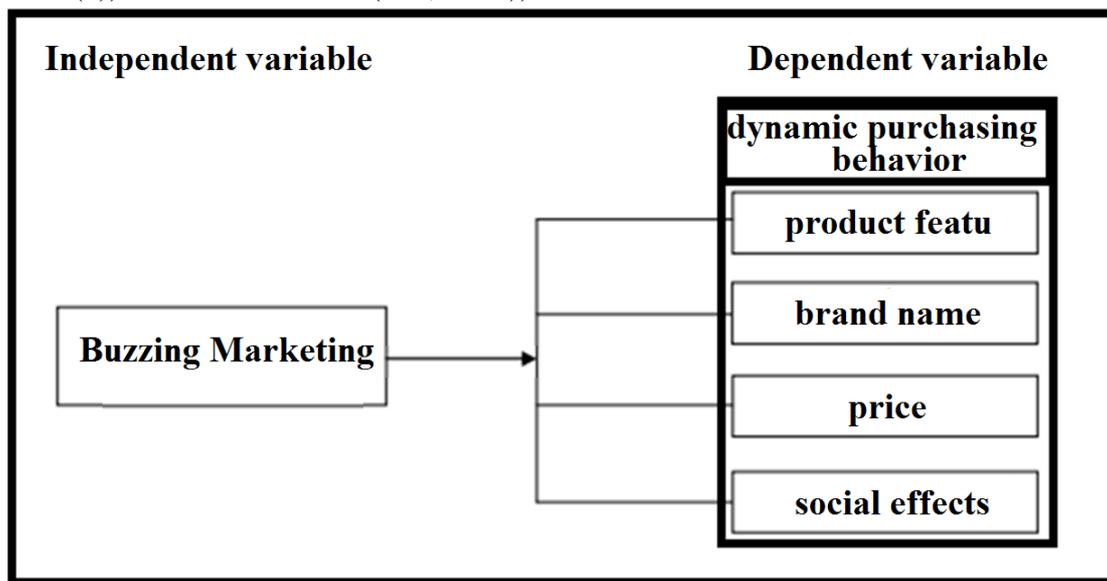


Figure (1) Hypothesis scheme of study

#### Fifth: Study hypotheses

**H1:** There is a statistically significant correlation between buzzing shopping and dynamic purchasing behavior

**H2:** There is a statistically significant effect of buzzing shopping on dynamic purchasing behavior

#### Sixth: Study Sample

The sample was represented in the group of mobile phone sales representatives, where (175) forms were distributed to sales representatives, and after returning the forms, amounting to (164) questionnaires, it was found that the valid forms for analysis represented by (157) forms, by (7) damaged questionnaires, which means that the response rate is (93.7%).



## **PART TWO: THEORETICAL SIDE**

### **First: Buzzing Marketing**

#### **1. The Concept of Buzzer Marketing**

The first word-of-mouth campaign was launched by Sony Ericsson in 2002. The company hired 60 celebrities in ten major New York cities to promote the new T68i camera phone. Such word-of-mouth marketing campaigns continue to be criticized by many researchers and companies for using word-of-mouth marketing as a technique to increase consumer awareness of a product (Tripathi, 2018: 191), since crypto marketing has been most successful in this regard for yet-to-be-released products. Businesses of all kinds can use word-of-mouth marketing techniques to increase excitement about a product. Most commonly used by large companies with the ability to use multiple marketing strategies for a single product, Although small businesses also successfully use word-of-mouth marketing to generate interest in new products (GS, 2020:508).

Buzz marketing comes with several terms (stealth, undercover and buzz), which all fall in one direction as they represent tactics used to reach the target audience regardless of the promotional messages that are used, as buzzing marketing represents the company's ability to improve the ability of customers to detect marketing deception; in other words, it reflects a major marketing strategy in reaching media customers by increasing the company's ability to study customers (Pehlivan et al., 2015:1). argued that (Sabir et al. 2015:22) argue that buzzing marketing represents a synthesis to promote culture and its components by exploiting the values and norms of society and ultimately jeopardizing sustainable development..

Buzz marketing improves the organization's ability to achieve word-of-mouth promotional processes, which is a process through which customers can influence the actions, behaviors, and attitudes of the company, which requires it to develop its capabilities by adopting a step forward through the use of technology, media, and modern creativity to enhance the capabilities of employees, participation, and the definition of financial schedules about a product or brand (Mohr, 2017:10). I saw buzzing marketing as any marketing tactic that advertises a product to individuals without them realizing it is being advertised (GS,2020:508).

#### **2. The importance of buzzing marketing**

The following points highlight the importance of word of mouth marketing:

- a) Used as a means of promoting a product or service by placing it in such a way as to create a "buzz".
- b) Word-of-mouth marketing predicts that consumers will be impressed and interested in the product offered.
- c) Buzz marketing creates a positive situation such as word of mouth
- d) Consumers are also motivated by automatically marketing the product orally.
- e) Word of mouth marketing has become a way for corporate electronics brands to market their products online.
- f) Use it as a good brand strategy to impress interested audiences (Chusna,2018:83).



- g) A type of invisible and verbal advertising
- h) Attract the attention of customers
- i) Creating awareness of the new requirements of customers
- j) Reach as many specific customers as possible (Sousa & Alves,2021:2).

## **Second: Dynamic purchasing behavior**

### **1. The concept of dynamic purchasing behavior**

Dynamic buying behavior is one of the most important theories driving the humanistic aspects of sustainable consumption (Nguyen et al., 2021: 986). The biggest challenge in analyzing historical buying behavior data is calculating the volume and variety of products sold. On the one hand, the added value of using data to better understand customer needs and preferences increases with size and variety. This understanding can improve marketing processes and support personal communications. Examples include product recommendations, help browsing a range of products and their assortments, and targeted campaigns such as personal direct (electronic) mailing campaigns. On the other hand, customers offer and buy a wide variety of products, making it increasingly difficult to understand and analyze buying behavior (Jacobs et al. 2021:2).

Buying behavior has traditionally been the focus of market research. For example, the relationship between income and sociodemographic information (age, gender, employment status, marital status) and supermarket shopping behavior (time, frequency, amount spent, and attitude) is examined and used to classify customers into specific categories, e.g., blue collar or housewife. Customer sociodemographics, household size, and distance to stores were shown to be significantly associated with decisions influencing retail format choice, while providing a general understanding of consumers' retail format choices for the U.S. market offerings of stores. Gender differences are also known to influence shopping behavior (Dong et al., 2017:3-4).

Dynamic buying behavior is a widely recognized phenomenon in marketing research. A major academic investigation has been directed to determine the philosophy of dynamic purchasing behavior. Many of these studies have pointed to the fact that planned (conscious) or impulsive (unconscious) buying behavior is significantly influenced by emotional or utilitarian impulses. Several other previous studies looking at customer behavior have also identified perceptions, attitudes, and motivations as important factors influencing customer values (Addo et al., 2020:472.)

You and Kim (You&Kim, 2018: 2221) purchase behavior as the attitude of customers to repeatedly and continuously use the product or service when they are satisfied with the product or service. Sung (2017:25) argues that purchasing behavior represents an individual's activity of purchasing products that reflect one's aesthetic preferences and tastes, reflect their personality, and do not necessarily keep up with the latest trends. (Abd Rahman et al.,2018:295) describe purchase behavior as the decision-making process and actions of consumers when purchasing products. Using some definitions derived from previous research, I found that consumer purchasing behavior is related to the process of pre-purchase information gathering and purchasing activities. In other words, it means that



consumers have high expectations before purchasing a product or service until the purchase occurs.

Purchasing behavior is defined by Emami-Naeini et al. (2019:2) as a series of decisions and actions that people make when purchasing and using products. Procurement consists of seven phases: identifying needs, seeking information, evaluating pre-purchase alternatives, purchasing, depreciating, post-consumption evaluation, and disposal. Pre-purchase behavior is about deciding what to buy and when to buy a product. Post-purchase behavior is about the steps consumers take to compare their expectations of a product with their perceived reality and manage their fears and dissatisfaction. According to Siddique (2017:10), buying behavior is the study of the behavior that occurs when people or groups select, buy, use, or ignore objects, departments, ideas, or encounters in order to satisfy needs and desires.

## **2. Characteristics of dynamic purchasing behavior**

Dynamic purchasing behavior has five important characteristics (Hu et al.,2019:298):

1. Sudden and spontaneous desire to act
2. A state of psychological imbalance
3. Psychological conflict and struggle to achieve goals began
4. Decreased cognitive assessment
5. Non-consideration of various purchase consequences.

## **3. Dimensions of dynamic purchasing behavior**

The intention to buy may be considered a reflection of the real buying behavior, and the greater the purchase intent, the greater the consumer's desire to buy a product. Thus, dynamic purchasing behavior can be measured according to the following dimensions (Ayodele & Ifeanyichukwu, 2016:13249-13250; Fan,2015:89):

- a) **Product Feature:** A product characteristic is a product characteristic that satisfies the extent to which consumer needs and desires are satisfied through the acquisition, use, and disposal of the product..
- b) **Price:** Price can determine where consumers trade products. Price is always the most important factor that consumers consider before making a purchase decision.
- c) **Brand name:** A brand name is a real asset that contributes to product quality and suggests a precise knowledge structure related to the brand (product). A brand not only provides a distinct identity and distinctive mark but also corresponds to a company's product or service. At the consumer level, brands are believed to positively influence behavioral outcomes, including purchase intentions. Brands can turn ordinary products into desirable object (Kathiravan & Suresh,2016:159-160).
- d) **Social influences:** Social influence is when one person intentionally or unintentionally causes another to change how they feel, think, and act..



### PART THREE: PRACTICAL SIDE

#### First: Coding and stability of the variables and dimensions of study

This paragraph deals with the nature of the dimensions and variables of the study by measuring the suitability of the measurement tool for the target sample, as well as introducing the reader to the variables of the study included in the analysis by providing identification symbols for the variables to express them more accurately in the applied side of the study, as shown in Table 1. As it is noted from the results of Table 1, the suitability of the measurement tool to the responses of sales representatives of mobile phone companies This provides a stability ratio for buzzing marketing of 0.912 and for dynamic purchasing behavior of 0.959, which indicates the consistency of the measurement tool and its credibility towards the target sample.

Table 1: Coding and stability of study variables

Variable	Dimensions	NO.	Codec	Cronbach Alpha	
Buzzer Marketing	One-dimensional	4	BIMA	0.912	
Dynamic purchasing behavior (DILB)	Product Feature	5	DYPF	0.866	0.959
	Brand Name	4	DIPPER	0.870	
	Price	4	DYPR	0.930	
	Social influences	4	DYSE	0.843	

#### Second: Diagnosis and description of study variables

It is noted from the results of Table (2) that the buzzing marketing variable obtained a total arithmetic mean of (3.94) with a standard deviation of (0.635) and a square of (0.403), to indicate an availability level of (79%) and a difference factor of (16%), which means the interest of the sales representatives of mobile phone companies in the first paragraph by (91%) and an arithmetic mean of (4.54) and a somewhat low standard deviation equal to (0.250), and this achieved a low difference of (11%).

The results also show that the dynamic purchasing behavior variable achieved a level of interest of 78%, and this came with a high arithmetic mean of 3.89, a standard deviation equal to 0.801, a square of variance of 0.641, and a coefficient of difference of 21%. Perhaps the interest of mobile phone sales representatives in the dimension of social influences (DYSE) It contributed to improving the relationship with customers, which improved the customer demand for mobile phones and achieved a high level of satisfaction and love for the brand with an arithmetic mean of (4.21) and a relative level of (84%), and this achieved a standard deviation of (0.580), a square of variance of (0.336), and a rather low coefficient of difference of (14%).

Table (2) Arithmetic Mean and Standard Deviations of Study Items and Variables

No.	M	S D	V	%	C.V
BIM1	4.54	0.500	0.250	91%	11%
BIMA2	3.86	0.836	0.698	77%	22%
BEMA3	3.94	0.305	0.093	79%	8%
BIMA4	3.72	0.541	0.293	74%	15%
BIMA5	2.78	1.312	1.722	56%	47%



BIMA6	4.48	0.721	0.520	90%	16%
BYE7	4.27	0.852	0.726	85%	20%
<b>BIMA</b>	<b>3.94</b>	<b>0.635</b>	<b>0.403</b>	<b>79%</b>	<b>16%</b>
DYPF1	2.83	1.535	2.357	57%	54%
DYPF2	3.74	0.590	0.348	75%	16%
DYPF3	4.19	0.521	0.271	84%	12%
DYPF4	4.10	0.597	0.356	82%	15%
DYPF5	4.25	0.697	0.486	85%	16%
<b>DYPF</b>	<b>3.82</b>	<b>0.705</b>	<b>0.497</b>	<b>76%</b>	<b>18%</b>
DIPPER1	4.12	0.523	0.274	82%	13%
DEBRE2	4.13	0.735	0.540	83%	18%
DEBRE3	3.04	1.423	2.024	61%	47%
DIBR 4	3.42	1.099	1.207	68%	32%
<b>DIPPER</b>	<b>3.68</b>	<b>0.853</b>	<b>0.727</b>	<b>74%</b>	<b>23%</b>
DYPR1	4.32	0.995	0.990	86%	23%
DYPR2	3.39	1.404	1.971	68%	41%
DYPR3	4.15	0.794	0.630	83%	19%
DYPR4	3.47	1.674	2.802	69%	48%
<b>DYPR</b>	<b>3.84</b>	<b>1.149</b>	<b>1.319</b>	<b>77%</b>	<b>30%</b>
DYSE1	4.19	0.521	0.271	84%	12%
DY2	4.22	1.048	1.097	84%	25%
HE IS MAD	4.13	0.638	0.407	83%	15%
DYSE4	4.28	0.451	0.203	86%	11%
<b>DYSE</b>	<b>4.21</b>	<b>0.580</b>	<b>0.336</b>	<b>84%</b>	<b>14%</b>
<b>DILB</b>	<b>3.89</b>	<b>0.801</b>	<b>0.641</b>	<b>78%</b>	<b>21%</b>

Mean (M), Standard Deviation (S.D), Variance (V), Relative Importance (%), Coefficient Variation (C.V)

### Third: Hypothesis Testing

The results of Table (3) show a significant correlation between buzzing marketing and dynamic purchasing behavior with a value of (0.985), to show the interest of mobile phone sales representatives to improve the relationship between buzz marketing and dynamic purchasing behavior, and the results also showed a correlation between buzz marketing and dynamic purchasing behavior dimensions ranging from (0.899) for the social effects dimension to (0.987) for the brand name dimension.

Table 3 Correlation matrix (n=157))

	1	2	3	4	5	6
ITALY (1)	1					
DYPF (2)	.948**	1				
DIPPER (3)	.987**	.944**	1			
DEBRIS (4)	.977**	.933**	.970**	1		
BLACK EYE (5)	.899**	.934**	.918**	.870**	1	
<b>DILB U(6)</b>	<b>.985**</b>	<b>.975**</b>	<b>.988**</b>	<b>.980**</b>	<b>.943**</b>	1



The results of Figure (2) show that the increased interest of mobile phone sales representatives in buzz marketing as one of the promotion tools keeps pace with the events of an improvement of its value (0.884) in dynamic purchasing behavior and this achieved a decrease in error rates by (0.081), which means that buzzing marketing as one of the promotion tools contributed to the interpretation of (0.782) from the variation box in dynamic purchasing behavior, as in Table (4).

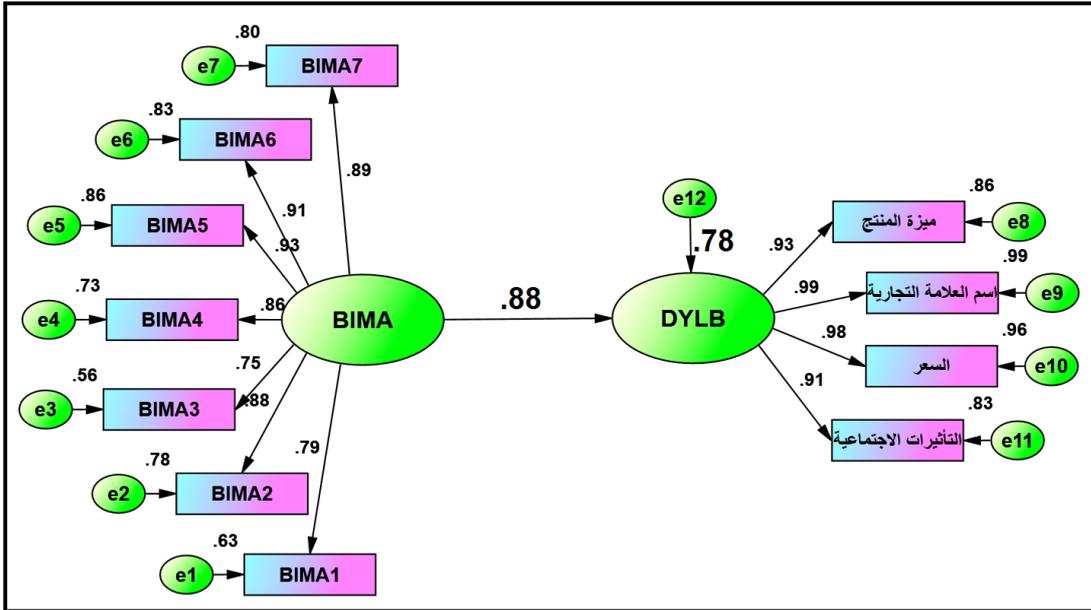


Figure (2) Standard model between buzzing marketing on dynamic purchasing behavior  
 Table (4) Standard Results between Marketing Excellence in Engaging in Insurance Service

path			Estimate	S.E.	C.R	R <sup>2</sup>	P
MAEX	--->	ENIN	0.884	0.081	10.914	0.782	0.001

#### PART FOUR: CONCLUSIONS AND RECOMMENDATIONS

##### First: Conclusions

1. Mobile phone sales representatives have a clear awareness of the importance of buzz marketing as an important promotional tool in influencing the dynamic purchasing behavior of customers, which contributed to an increase in the number of repeat purchases.
2. The sales representatives of mobile phone companies are keen to anticipate the behaviors and tastes of customers and determine possible ways to satisfy these desires as much as possible.
3. The interest of sales representatives of mobile phone companies to achieve excellence in the goods and services they provide in order to build a reputation and attract the largest number of customers.
4. The interest of mobile phone sales representatives in strengthening sales areas by improving possible programs and methods in order to obtain accurate information about customer preferences and present it to companies in the market.



5. The interest of sales representatives of mobile phone companies to provide new tools and technologies that help customers facilitate their use of the products they offer.

### **Second: Recommendations**

1. The need for the sales representatives of mobile phone companies to convey the voice of customers to the leading companies in the market in order to build a database of customer preferences and work to satisfy them and build a good brand name.
2. The need for sales representatives of mobile phone companies to improve the image of the companies they deal with in front of the eyes of customers in order to motivate them to buy products and increase the frequency of the purchase process.
3. The need for the sales representatives of mobile phone companies to pay attention to achieving customer welfare towards the products and services provided by the companies they deal with by making double efforts in providing additional applications to deal with customers.
4. The need for sales representatives of mobile phone companies to seek to improve and develop the company's products periodically as they are directly related to the tastes of customers and understand their requirements periodically.
5. The need for mobile phone companies to develop the expertise, capabilities and capabilities of sales representatives periodically by subjecting them to workshops and training programs that enhance their capabilities and skills permanently to deal with customers and their various needs.

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