

# The Impact of Electronic Promotion on Enhancing the Mental Image of Customer Malls in Amman

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*Abstract:* - This study aimed to identify the impact of electronic promotion on enhancing the mental image of mall customers in Amman Governorate. The study used the descriptive approach in the style of surveying all mall customers in the city of Amman, which consists of 5 five malls, namely: (Cozmo, Emran Mall, Sameh Mall, Careem Hypermarket, and Safeway). The study sample consisted of 435 mall visitors in Amman Governorate, selected by a simple random sampling. The study tool was the questionnaire, and it was distributed electronically due to the Coronavirus pandemic. Several statistical methods were used, such as the variance inflation factor test and the allowable variance. The results showed that there is an impact of electronic promotion and all its elements (Electronic Advertising, Social Media, Email Marketing) on enhancing the mental image of customers of stores (malls) in the city of Amman. It also showed that there are no statistically significant differences in the effect of electronic promotion components (combined) in enhancing the mental image of employees working with customers of retail stores (malls) in the city of Amman due to the demographic variables of the study sample members (age, social diversity, work experience, job title, qualification scientific). The study recommended the necessity of continuing to use electronic promotion to enhance the mental image of retail store customers, and to motivate workers in retail stores to use electronic promotion in their work to improve customers' mental image of the store.

*Key-Words:* - E-Advertising, Social Media, Email Marketing, Mental Image, Amman, Consumer Behavior.

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## 1 Introduction

Over the past 20 years, advertising has seen a significant evolution, especially with the introduction of social networking sites. To provide just one example, in the past, businesses would buy newspaper space, buy radio and TV advertisements, and employ other conventional advertising strategies. Some establishments have a practice of placing billboards in the busiest and most desirable

streets and neighborhoods to promote there. However, since its introduction, Social networking sites have drawn more and more interest, which has naturally drawn the attention of businesses, organizations, and academics, [1]. As consumers, advertising plays a crucial role in both our social and economic lives. As a result of the current advancements and modifications in communications technology, this business flourished and gained

significant prominence in the wake of the rapid improvements of nations and the increase in traffic. The latter advances have resulted in a transformation of the structure and character of the interactions that exist between people and various institutions. Additionally, new vocabulary has arisen, like picture reading and image dominance. To accomplish their main objective of connecting with customers and influencing their attitudes and actions, some businesses are undertaking aggressive advertising campaigns. Businesses also invest a lot of money in service advertising to maintain client interest in their goods and services. Publicity images assist in establishing the reputation of the product and marketing the brand, therefore establishments are paying attention to them these days, [2].

Electronic promotion is considered one of the important strategic and vital dimensions of business and activities carried out by business organizations, including retail stores, [3]. Applied scientific experiments and long scientific and practical experiences have proven that the electronic promotion dimension has been the main title for many cases of progress, success, and growth that some retail stores have enjoyed or failed. And bankruptcy and exit from the market, which many of them suffered from [4]. Hence, the search for a successful formula for electronic promotion was the concern that occupies the minds of decision-makers in various organizations, practical or scientific, for-profit or non-profit, economic or social, industrial or service, in support of their survival and continuation in the market, [5].

The culture of electronic promotion depends on what are the feelings and sensations within the human psyche stimulating latent and dormant instincts and pushing them to purchase, [6]. Electronic promotion consists of several elements: Electronic Advertising, Personal Selling, Social Media, electronic publishing, and electronic sales promotion. These elements can be used individually or together in communication processes to persuade and influence the consumer to persuade his purchasing behavior. Direct marketing has been added as an additional element due to its importance in our present time, [7].

The way businesses interact with their target audience in the fiercely competitive marketing environment has undergone a revolutionary change as a result of the convergence of Electronic Advertising, Social Media, and Email Marketing, [8]. The objectives of this study are to examine the effect that these variables have to get a better knowledge of the mental picture that is constructed, with the ultimate goal of assessing the cumulative

impact that these variables have on the mental image that is developed by mall shoppers in Amman, Jordan. Determining the degree of effect these independent variables have is the specific goal of the study. By acting in this way, we are recognizing the significance of these variables in terms of their potential to influence the opinions of city residents. The unique socio-cultural environment of Amman, which is renowned for its vibrant market regions and varied client preferences, makes it feasible to research the relationship between Electronic Advertising Tactics, Social Media Advertising Dynamics, and Email Marketing Campaigns, [9].

The significant relationship between the elements of electronic promotion and the mental picture that mall visitors develop in their minds is the main subject of our analysis. This is the main topic of our investigation. The dependent variable used as the foundation for this study is the mental picture, a construct consisting of perceptions, attitudes, and relationships. The reason for this is that everything is included in the mental image. We also understand that the client's behavior may have an impact on the strength and kind of the connections between Email Marketing, Social Media Marketing, Electronic Marketing, and Mental Image, [10]. Accordingly, this study came to identify the impact of electronic promotion on enhancing the mental image of customers of retail stores (malls) in the city of Amman.

## 2 Literature Review

There is a set of basic tools that are used to promote products over the Internet and allow business organizations to reach customers to inform them of their products, and persuade them to purchase them. The most important electronic promotional tools are online advertising, advertising via social networking sites, and advertising via email, [11].

### 2.1 Mental Image

The ability to imagine, to generate mental images that reflect products and experiences, is an indispensable skill during customer decision-making. Mental imagery is defined as a mental activity that visualizes a concept or relationship. Incoming external stimuli activate consumers' mental imagery through which consumers can conjure sensory information in their minds, thus being considered a quasi-perceptual experience, [12]. Mental imagery plays a crucial role in information processing. Imagery-evoking stimuli

can make consumers visualize mental images (impacting their ability to imagine); activate stored information in the long-term memory; evoke prior experiences in the form of images; and affect affective and cognitive responses, such as attitude, positive emotion, and behavioral intentions. Thereby, mental imagery can make consumers relive episodes they have experienced (i.e., reexperiencing). Consumers may also conjure never-experienced images or pictures of what might happen in the future using mental imagery, [13].

Similarly, in virtual environments where consumers cannot directly inspect the products, they may engage in mental imagery more actively for product evaluation. Using mental imagery, consumers are likely to create mental images of their future consumption experiences, which become an important source of information when making purchase decisions, [14]. Mental imagery is a multi-dimensional concept and varies based on elaboration and quality. Elaboration is the number of mental images an individual creates while processing information, and quality indicates the vividness and clarity of these mental images, [15].

## 2.2 Electronic Promotion

Electronic promotion, or e-promotion, refers to the use of digital channels and technologies to promote products, services, or brands. There are several specific benefits associated with e-promotion, Among them. First of all, for Global Reach and Accessibility, Businesses can reach a worldwide audience with e-promotion, which eliminates regional limitations. Users can access digital platforms, social media, and Email Marketing from anywhere in the world, which increases the potential client base, [16].

A further benefit of doing business online is the possibility of e-promotion being less expensive than conventional types of advertising. Compared to other kinds of advertising, traditional advertising may be more costly. Internet advertising, email marketing, and social media promotions may all be tailored to a particular market's specific needs at a lower cost, [17]. By doing this, you may be able to optimize your investment returns.

Businesses may track and assess the success of their advertising campaigns in real-time with the help of digital marketing platforms' analytics. This data-driven approach makes it easier to optimize changes of this sort and accept upgrades more quickly, which eventually results in better outcomes. The use of e-promotion, which enables the development of highly targeted and customized market programs, makes this feasible. Businesses

may target certain populations with promotions and information by using data analytics. This is made possible by the analysis of customer preferences and behavior, [18].

Using digital platforms may provide opportunities to produce dynamic and appealing advertising material. Social media platforms facilitate direct communication and relationship-building between businesses and their clients. This ultimately contributes to a rise in both the customer's loyalty and degree of involvement with the brand, [19]. Businesses may respond quickly to shifts in the market and growing trends because of the adaptability that e-promotion provides. Businesses can maintain their relevance in a market that is always changing by launching new promotions as soon as it is practical to do so and making modifications to campaigns that are already in place in real-time, [17].

It is feasible to interact seamlessly across a range of different digital platforms by using e-promotion. Companies may develop campaigns that can be integrated across digital channels including email, social media, websites, and other online platforms. Businesses may use this capacity. As a result, this enables companies to provide clients with a consistent experience throughout their brand interaction, [20]. Customer relationship management is made easier by using e-promotion to examine the data that is gathered from customers. This results in a greater degree of client satisfaction. This data may be used by businesses to better understand their customers' requirements, develop stronger bonds with them, and provide more individualized experiences, [18].

## 2.3 Electronic Advertising

This is the practice of advertising goods and services online via digital means including sponsored content, display adverts, and video ads on webpages, social media networks, and other online places, [17].

The study [21] aims to investigate the relationships among perceptions of advertising, sales promotions, brand prestige, and brand love, as well as the development of passion-driven behavior among family restaurant customers. brand love was significantly affected by the amount spent on advertising, attitudes toward the advertisement, and monetary promotion, [21].

The study of [22] aimed to distinguish the impact of digital media marketing, and brand trust on consumer behavior. Additionally, the moderating impact of brand trust on the connection between digital media advertising and consumer behavior

was examined. The outcomes demonstrated that digital media advertising had a noteworthy and beneficial outcome on consumer behavior. Also, brand trust moderated the connection between digital media marketing and consumer behavior, [22].

Therefore, one could hypothesize the following:

H1: There is a significant effect of Electronic Advertising on enhancing the mental image of customers of retail stores (malls) in the city of Amman.

## 2.4 Social Media

Modern marketing methods depend on social media and Amman customers' perceptions of malls. Social media is a key tool for communication, connection, and brand engagement, changing consumers' opinions of retail enterprises. Facebook, Instagram, Twitter, and others allow Amman malls to engage directly with their customers, [23].

Social Media's real-time nature helps malls stay relevant in the fast-paced consumer market. Promotions, event announcements, and entertaining content may draw attention to Amman retail establishments and boost their image, [24]. Therefore, one can hypothesize the following:

H2: There is a significant effect of Social Media on enhancing the mental image of customers of retail stores (malls) in the city of Amman.

## 2.5 Email Marketing

The relationship between Email Marketing and the customer's mental image of retail stores (malls) in Amman is characterized by its personalized and targeted communication approach. Email Marketing provides malls with a direct channel to reach their audience with tailored content, promotions, and updates, [25]. Through the distribution of messages that are relevant to their subscribers and precisely tailored to them, malls can shape the perceptions of their patrons and aid in the creation of a positive mental image, [26].

Malls in Amman may educate their patrons about promotions, discounts, and special deals by using Email Marketing, [1]. This leads to the establishment of positive relationships with retail stores. When malls can provide customers with a more engaging and personalized shopping experience, a positive mental picture is created. Reaching this objective is feasible because the CAPA city may modify email content based on consumer behavior, past purchases, and preferences, [27].

Email marketing may also be used as a tactical tool to update clients about new products, events,

and company developments. Customers' belief that the retail stores they visit are trustworthy is mostly determined by the degree of trust and dependability that is built via regular and informative communication in Amman. Shopping centers that disseminate relevant material that aligns with the cultural and lifestyle preferences of the surrounding community may be able to establish a stronger rapport and connection with the consumers they are trying to attract. As a result, this will help the city create a stronger sense of community, [28]. Therefore, one could hypothesize the following:

H3: There is a significant effect of Email Marketing on enhancing the mental image of customers of retail stores (malls) in the city of Amman.

## 2.6 Framework Concepts

The research framework of this study is designed to investigate the interplay between Electronic Advertising, Social Media, and Email Marketing as independent variables, with the customer's mental image of retail stores (malls) in Amman as the dependent variable. The study adopts a quantitative research approach, utilizing a structured questionnaire to collect data from mall customers in Amman, Jordan.

The independent variables, Electronic Advertising, Social Media, and Email Marketing, serve as the focal points for understanding the communication strategies employed by malls in Amman. These channels are recognized as influential tools in shaping customer perceptions and attitudes toward retail establishments. The study aims to explore how the strategic use of these electronic mediums contributes to the formation of the mental image that customers hold about the malls.

The dependent variable, the customer's mental image of retail stores in Amman, is the key outcome under investigation. This encompasses the overall perceptions, attitudes, and impressions that customers develop based on their exposure to Electronic Advertising, Social Media, and Email Marketing efforts employed by the malls. The study seeks to identify patterns and correlations between these variables to provide insights into the factors that significantly contribute to the formation of a positive or negative mental image among customers.

Overall, as shown in Figure 1, the research framework is structured to systematically investigate the relationships among these variables, providing a comprehensive understanding of the dynamics that shape the mental image of retail stores in Amman, with a particular emphasis on the

role of Electronic Advertising, Social Media, and Email Marketing.

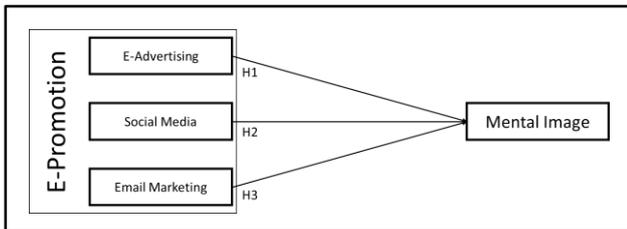


Fig. 1: Concept Framework Model

### 3 Research Methods

This study followed quantitative research methods by using a questionnaire survey. The data obtained will be analyzed using SPSS 29. The study sample was selected by a simple random method from all mall customers in the city of Amman (Cozmo, Emran Mall, Sameh Mall, Careem Hypermarket, and Safeway). The sample consisted of 400 mall customers, and the size of the sample drawn was based on the size of the mall. The results are illustrated in Table 1.

Table 1. Questionnaires Distribution

#	Mall	Questionnaires Distributed	Respondents
1	Cozmo	80	80
2	Emran Mall	80	80
3	Sameh Mall	80	80
4	Careem Hypermarket	80	80
5	Safeway	80	80
Total		400	400

### 4 Results

To verify the effect of electronic promotion elements on enhancing the mental image, multiple linear regression analysis was used to determine whether there was a statistically significant effect for the independent variables at the significance level ( $\alpha \geq 0.05$ ), which requires verifying the suitability of the data to the assumptions of multiple linear regression analysis, through Conducting some pre-tests and testing the moral and explanatory power of the multiple linear regression analysis models, before starting to apply multiple linear regression to test the sub-hypotheses of the study, and this was done as follows:

Linear correlation test: The linear correlation test was used to ensure that there is a high correlation between the independent variable and

the electronic promotion elements, by relying on the variance inflation factor test, and the permissible variance test, for each category of the independent variable, where the independent variables of the model must be independent of each other, The value allowed not to be exceeded in the variance inflation factor 10 and the allowable variance test must be 0.05, and Table 2 shows this.

Table 2. Test of variance inflation factor and variance allowed for the study variable

Electronic Promotion Elements	Allowable variance	Variance inflation coefficient
Electronic Advertising	0.78	1.58
Social Media Marketing	0.89	1.20
Email Marketing	0.70	1.40

We note from Table 2 that the values of the variance inflation factor for all categories of the independent variable ranged from 1.20-1.58, while the value of the allowable variance test for the independent variable ranged between 0.70-0.89. The inference from this is that there is no correlation problem. High among the electronic promotion elements, and this enhances the possibility of using them all in the model, after introducing the electronic promotion elements into multiple linear regression analysis, which is used to find out which independent variables have a statistically significant effect on the dependent variable, as well as knowing the percentage of that effect, if any.

Table 3. Testing the normality of variable data (normal distribution)

Variable	Torsion coefficient	K-S
Electronic Advertising	-0.801	
Social Media Marketing	-0.770	
Email Marketing	-0.710	
Mental Image	-0.691	0.097

We note from Table 3 that the values of the skewness coefficients were limited to between 0.691 to -0.801. All of these values are considered close to the normal distribution, which accepts the values of the skewness coefficients to be limited between -1 to +1, as indicated by the values of the significance level of the test. "Kolmogorov-Smirnov", which was greater than 0.05, leads to accepting the hypothesis

of moderation of the distribution of data on electronic promotion elements, and after the dependent variable, mental image, and its association with a normal distribution, which is a basic condition for applying the multiple linear regression analysis test, and Table 4 shows the multiple regression equation to study the effect Electronic promotion elements help enhance the mental image. Applying the multiple regression equation to study the effect of electronic promotion elements on enhancing mental image.

We notice from Table 4 that there is a statistically significant effect at the level of significance ( $\alpha \geq 0.05$ ) for the electronic promotion elements on enhancing the mental image, as the value of the total correlation coefficient reached 0.87 and this value is statistically significant, which indicates the degree of correlation between the promotion elements. The electronic effect on enhancing the mental image, the value of “R-Square” was 0.76 and the value of the adjusted coefficient of determination “Adjusted-R-Square” was 0.76, and this also indicates that (Electronic Advertising, Social Media Marketing, Email Marketing) It explains the value 0.76 of enhancing the mental image, and the value of (F) reached 164.22 with statistical significance 0.000, which is a statistically significant value at the significance level ( $\alpha \geq 0.05$ ), which indicates the presence of an effect of electronic promotion elements on enhancing the mental image. Based on the above, the main null hypothesis was rejected and the alternative hypothesis was accepted.

We note from Table 4 that the results related to this hypothesis showed a statistically significant effect on the significance level ( $\alpha \leq 0.05$ ) of Electronic Advertising on enhancing mental image, where the value of ( $\beta$ ) reached 3.88 and the value of (t) 7.336. For the effect of the Electronic Advertising element, the values are positive and statistically significant, which means rejecting the first sub-null hypothesis and accepting the first sub-alternative hypothesis.

We note from Table 4 that the results related to this hypothesis showed a statistically significant effect on the level of significance ( $\alpha \leq 0.05$ ) of Social Media Marketing on enhancing mental image, where the value of ( $\beta$ ) reached 0.286 and the value of (t) reached 6.181. For the effect of the Social Media element, which are positive and statistically significant values, it means rejecting the second sub-null hypothesis, and accepting the second sub-alternative hypothesis.

We note from Table 4 that the results related to this hypothesis showed a statistically significant

effect at the level of significance ( $\alpha \leq 0.05$ ) of Email Marketing on enhancing the mental image, where the value of ( $\beta$ ) reached 0.343 and the value of (t) reached 8.506. For the effect of Email Marketing, which are positive and statistically significant values, this means rejecting the third sub-null hypothesis, and accepting the third sub-alternative hypothesis.

A one-way analysis of variance (ANOVA) test was used to test the validity of this hypothesis. Table 4 shows the value of F for the variables.

Table 4. ANOVA test

Variable	Unstandardized Coefficients B	T	Sig.	Adjusted R Square	F	Sig.
Constant $\alpha$	-	6.510	0.000	0.76	164.22	0.000
Electronic Advertising	3.88	7.336	0.000			
Social Media Marketing	0.286	6.181	0.000			
Email Marketing	0.343	8.506	0.000			

Electronic Advertising, Social Media, and Email Marketing are considered statistically significant, as the value of the moral significance of these variables is less than the level of moral significance of 0.05. Thus, we conclude that there are statistically significant differences (Table 5).

Table 5. One-way variance test for the gender variable

Electronic promotion elements	Sum of Squares	Df	Mean Square	F	Sig
Electronic Advertising	13.203	435	.599	4.777	.033
Social Media Marketing	23.280	435	.370	1.666	.210
Email Marketing	73.250	435	5.156	5.632	.021

## 5 Discussion and Conclusions

The results related to the study showed that there is a statistically significant effect of Electronic Advertising on enhancing the mental image of customers of retail stores (malls) in the city of Amman. This may be due to the spread of smartphones and social networking sites and their reliance on publishing electronic advertisements, which helps malls publish electronic advertisements compared to traditional ones, which helps enhance the mental image of customers. This result was agreed upon by the studies [29], [30], [31].

The results related to the study also showed that there is a statistically significant effect of Social Media on enhancing the mental image of customers of retail stores (malls) in the city of Amman. This

may be attributed to the role that Social Media plays significantly through its contribution to maintaining customers, working to solve their problems, and providing them with comfort. This result agreed with [14] and [24].

The results related to the study also showed that there is a statistically significant effect of Email Marketing on enhancing the mental image of customers of retail stores (malls) in the city of Amman. This may be because stimulating sales contributes to enhancing the mental image of customers by expanding the base for benefiting from the services provided to them, presenting real offers and attracting them to the mall, and matching what is offered electronically with what is in reality in the mall. This result agreed with [32] and [33].

In conclusion, the study highlights the significant impact of electronic promotion channels (Electronic Advertising, Social Media, and Email Marketing) on enhancing the mental image of mall customers in Amman. These findings suggest that retail managers should prioritize and innovate within these channels to effectively shape customer perceptions and improve the overall mental image of their malls. By leveraging these electronic promotion strategies, retailers can create a more engaging and positive experience for their customers, ultimately driving loyalty and satisfaction.

## 6 Implications

Amman retail store managers may anticipate focusing more on Email Marketing, Social Media, and Electronic Advertising to enhance the public's opinion of the city's malls. This is because social media marketing is not as effective as Email Marketing. The adoption of social media platforms has improved customers' impressions of the retail mall overall over time. This is a result of the fact that these platforms encourage user participation and provide fixes for problems that users encounter. Customized Email Marketing initiatives, which are a successful method for enhancing customers' mental images, have the result of a higher level of customer participation and loyalty. This is the finished item. To optimize their financial resources, merchants should give priority to electronic channels that provide the highest returns on investment in terms of marketing. Constant marketing method innovation is necessary to maintain a competitive advantage in the market for digital marketing. Training in Electronic Advertising technology is available for staff members, allowing the company to ensure that

clients will always get positive service from them. Improving marketing strategy requires getting feedback from clients and doing frequent assessments. As a result, it is much simpler to make sure that programs continue to be relevant and effective. The study's conclusions show that digital marketing strategies have a significant cross-category impact, suggesting that, when used well, they may be appealing to a broad range of target groups. Marketers may choose to develop integrated marketing strategies to establish a distinctive brand identity for their products or services. Many different electronic marketing tactics may be used to build these campaigns. Indeed, this is a feasible task. Politicians and business leaders may use this data to demonstrate their support for initiatives to increase the amount of electronic promotion in the retail sector. The eventual outcome of this form of advertising is expected to be an increase in the measurements and experiences used to measure customers' levels of pleasure.

## 7 Research Limitations

- Given that the study was mostly focused on Amman's shopping hubs, it's likely that its conclusions won't apply to other cities or regions. As such, the results generalizability to other situations is less likely.
- Self-reported surveys may introduce bias into findings because they incentivize respondents to provide responses that align with societal norms rather than their genuine opinions. due to people's capacity to react in socially acceptable ways.
- Data collection for this investigation took place at a certain period using a cross-sectional design. This makes tracking changes over time and establishing causal linkages more challenging.
- Even though the sample size is statistically significant, it is likely too little to accurately reflect all Amman mall consumers. This may cause the findings to lose some of their credibility.
- it's likely that other significant aspects may be overlooked because of the emphasis on electronic promotion channels including Electronic Advertising, social media, and Email Marketing channels. This includes maintaining the company's physical location, servicing customers, and generating in-store sales.
- The research excluded exogenous variables like the state of the economy, cultural diversity, or

technological progress. These variables impact people's mental images of retail enterprises.

- Because of COVID-19, the questionnaire was distributed online. Likely, people without enough internet access or the requisite level of technological competence were excluded from this. Sample bias might have impacted the outcome.
- Since the research did not examine the long-term impacts of electronic marketing on customers' mental images, our knowledge of how these concepts evolve is limited. Due to the short number of demographic variables that were included in the study, it is possible that other significant factors, such as the variable's income, level of education, and level of technological adoption, which may influence the findings, were overlooked. This might be explained by the limited coverage of demographic variables in the research.
- Since the study was carried out in a particular cultural context, it is likely that the results cannot be applied to other cultural or geographic settings without further validation. One particular cultural context in which the study was carried out.

## 8 Research Recommendations

- Future research may focus on other types of cross settings, such as in independent shops or small store chains, to ascertain whether or not the impact of digital marketing on customers' mental images changes across different retail forms.
- The relationship between consumers' mental images and electronic marketing in diverse retail settings may be more precisely and comprehensively understood with a larger sample size. This is what is expected to happen with a larger sample size.
- Using qualitative or mixed method data to extract richer and deeper insights is one strategy that may be used to help discover the various aspects that shape customers' mental images of shopping malls. This might include taking part in interviews or focus groups.
- Through comparable studies using various independent variables, it is possible to find additional characteristics that impact customers' mental images of retail organizations.
- To get a better understanding of how electronic promotion channels impact customers' mental images and impressions, scholars might benefit

from a more comprehensive analysis of these channels.

- Longitudinal studies that monitor consumers' mental images as electronic marketing tools evolve might be useful in guaranteeing the long-term effectiveness of these advertising initiatives.
- The responses of different customer groups may be better understood with a thorough analysis of demographic variables including income, education, and technological skill levels.
- There's a probability that the results might be generalized if comparable research is conducted in a range of diverse cultural or geographic settings. One would have a better understanding of how cultural variations impact how electronic promotion shapes customers' perceptions by doing this.

### Declaration of Generative AI and AI-assisted Technologies in the Writing Process

During the preparation of this work the authors used Grammarly for language editing. After using this tool/service, the authors reviewed and edited the content as needed and takes full responsibility for the content of the publication.

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