

Influence Of Decoy Marketing On Impulsive Purchasing Behavior Among Adult Customers Of Tech Market In Jordan, Mediating Role Of Brand Equity

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ABSTRACT

Current study aimed at examining the influence of decoy marketing in increasing the impulsive buying behavior among individuals through the mediation of brand equity. Researcher adopted the quantitative approach through utilizing a questionnaire. The questionnaire was self-administered and distributed on (444) customers in Jordan retrieved from malls, commercial complexes and retail stores. Results of study indicated an influence of decoy effect marketing in increasing customers' impulsive buying behavior that is attributed to the brand itself. It appeared that individuals tend to fall in the trap of decoy effect if the brand that is utilizing the decoy effect is among their favorite brands. Study recommended identifying the role of Decoy Effect in children's obesity, as it was revealed earlier, DE is all about price and quantity in a specific brand. This may appear as a chance to investigate how DE played a role in supporting children's desire to consume more junk food which leads to obesity.

Keywords: Decoy Effect, Asymmetric Dominance Effect, Attraction Effect, Customer Behavior, Impulsive Buying Behavior, Brand Equity

INTRODUCTION

Imagine that one morning in the bright days we wanted to have a delicious cup of coffee, of course we will go to our favorite place to buy coffee, and we will see that the average size of a cup of coffee between the three sizes - small, medium and large - comes close to the price of the large size, and therefore we may make the decision to buy Big size and intuitive, we will pay more money!

The above case represents the actual phenomenon of what is known as the “polytheism effect” or the “temptation price effect”, and is intended to offer an additional option that is less attractive in order to push the person towards spending more than initially planned - and the tricky option here is the medium cup of the most expensive coffee relatively (Sachley, 2005).The strategy of "Decoy Effect" was first documented in the 1980s, with experts resorting to many tricks affecting perception. The best way to understand this strategy is to look at a practical example:

An example of decoy effect or the price of seduction for example is the following situation:

"An airline made offers as follows:

Flight X is worth \$ 500 and has a 60-minute waiting

Flight Y is worth \$ 350 and has a stop time of 120 waiting

Flight Z worth \$ 535 and a 60-minute waiting"



Image (1): Decoy Effect (Hochma, 2017)

As it appears from the image above, the added middle choice is the decoy which was employed by the seller in order to trick the customer. When a customer sees the difference between all 3 sizes they mostly would go for the highest price (the most expensive) as the middle choice tricked them into believing that the quantity is more but the price difference is uncanny. Various experiments have proven that most travelers will choose the first option (Flight X) because it is similar to (Flight Z) at stopping time, but it is more expensive than (Flight Y) and less in terms of stopping time. Here we find that most travelers chose the relatively lower price compared to the most expensive, meaning that they were closer to the high-cost flight compared to that low-cost flight (Slaughter et al, 2011). Experiments that examined such options found that the use of a good dispersal agent, such as in the example, may result in a 40 percent shift from one option to the other - which shows how easy it is to influence a person's decision to change the subtraction method. The most important, as it appears in the first scenario, is that adding a weak option may make the consumer more willing to pay more money, which explains the interest of marketing experts in that strategy (Tietz et al, 2016). Psychologists are still searching the reason for this, and they say that comparing with the weaker option may make it easier for the person to choose, so the comparison between option (X) and (Y) is difficult in terms of cost and waiting, so how much does the person value waiting for an additional 90 minutes? But adding a third option makes the trade-off easier by comparing it to the weak choice of flight (Z), which favors selection (Rita et al, 2019).

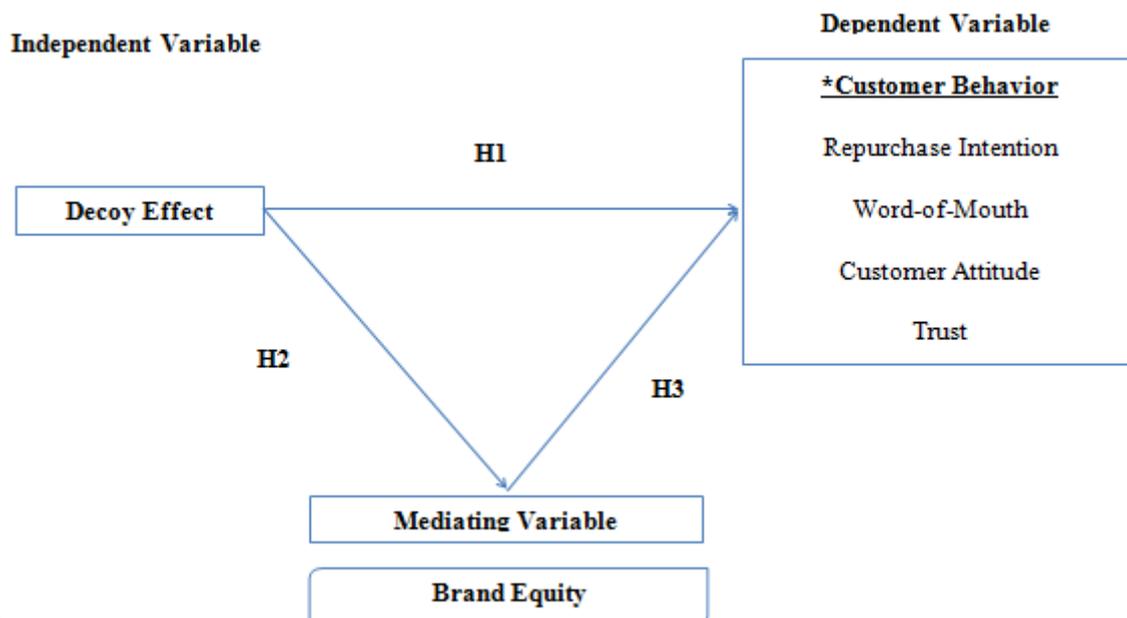


Figure (1): Structural Model ^{*Rita et al (2019)}

HYPOTHESES DEVELOPMENT

From above model researcher was able to develop the following hypotheses:

Main Hypothesis:

H₁: Decoy effect in marketing has the ability to significantly influence customer behavior

In a study by Wu and Cosguner (2018) on the influence of decoy affect within diamond industry, it was revealed that decoy marketing affects the consumer behavior by increasing the percentage of purchase within the diamond markets by 11% -25%, given the possibility of attracting the attention of shoppers towards new options to change their decision towards the higher price, which is usually the unplanned price that is reached By adding a third option, the buyer is under the illusion that the most expensive and unplanned option is the best compared to the rest of the options available or that option that was previously planned. Consequently, consumer behavior in this way has been affected by the adoption of this hoax and its behavior has shifted from a planned purchase decision to a rushing decision towards the higher price, which he thought was the best.

H₂: Decoy effect in marketing has the ability to significantly influence brand equity

As for the study Sellers-Rubio and Nicolau-Gonzalbez (2015), its purpose was to test decoy in the framework of sales promotion by conducting several experiments to find out how to use the decoy, with or without the trademark of the store. Several experiments were conducted to test the validity of the decoy effect and to rule

out some explanations for changes in demand that occur. The results indicated that, as expected, the inclusion of decoy in the choice group significantly increases the relative consumer preference for the product being promoted; however, the results also show that store brand consumers are more affected by decoy than national brand consumers.

H₃: Decoy effect in marketing has the ability to significantly influence customer behavior that is attributed to brand equity

It is possible to investigate the above hypothesis by linking between decoy and the consumer's favorite brand, and thus to say that the percentage of the consumer making a buying impulse is higher if the brand is one of the important signs for them. That is, the consumer is in the process of buying a pre-planned purchase of a brand he loves, and the seller offers a third option based on the concept of decoy, and therefore the consumer's prior intention to purchase from his preferred brand in addition to offering options based on the basis of decoy will contribute and effectively that the consumer makes an abrupt impulsive decision that is not planned to purchase the most expensive brand based on several considerations, the first of which is that the brand is important and preferred for him, and the second is that the purchase was made through the consumer's delusion that this decision is a correct decision and is the winner in the end .

LITERATURE REVIEW

Ahn and Novoa (2016) defined decoy effect as the introduction of a third product in order to enhance consumer interest in higher-priced products. Researchers in the field of marketing found that this method is followed in other areas such as health insurance programs and in politics and human resources, and this psychological technique explains how a person's choices can differ easily in the context of changing the context in which the product is presented, especially when that additional information is not It has to do with general judgment (Wu et al, 2020).

According to Schumpe et al (2020), for many years, psychologists worldwide study the true causes of this effect that makes us spend more money, and perhaps the most prevalent belief is that the comparison in the presence of a company product (Z) gives us easy justification for making an arbitrary decision to purchase the first product (X), and what proves this belief is true It is that if the "polytheism effect" is absent, the consumer will never prefer this product from the start for its high price (Trueblood and Pettibone, 2017).

On this topic, Kim et al (2019) indicates that offering options in a certain way can direct people towards a higher-priced product. Initially, "company impact" was discussed as a marketing strategy to influence the consumer, and later other research showed that the same strategy might be applied to other areas Such as employment, health care, and politics (Fehrer et al, 2018). And those who are aware of this strategy can protect themselves from falling under its influence, and even benefit by persuading others. It was noted that these behavioral patterns are associated with many different commodities, ranging from wines to televisions to cars and homes, and the presence of a third option is unattractive, one is more inclined to one of the original options (Zhang and Zhang, 2007).

Based on that, Wu et al (2020) proposed a question "who is the most easy person to fall into this trap?" they are people who think spontaneously because they only listen to the voice of instincts, while on the other side people who think rational thinking based on analysis become less affected by this trick (Han and Hyun, 2017).

It is called the effect of bait or deceptive influence or the effect of attraction or the effect of asymmetric domination, and it is one of the strategies that is used in marketing to influence the decision-making process in customers and through it the effect of the consumer by making him tend to prefer a choice when setting another option other than Boolean (works like bait) so that the higher-priced option appears to be a successful deal (Monk et al, 2016).

According to Uribe et al (2017) a bait effect is used when the organization wants to increase sales of a particular product to the maximum extent possible so that the organization offers a product of high quality and at a high price, and it is the product that the organization wants to increase its sales and another product that is characterized by a low price and low quality, in addition to a product third - the taste - which is characterized by a lower price with a slight percentage of the first product, but with little quality or may be characterized by a very high price that is higher than the price of the first product and with a slightly higher quality than that of the product (Zhen and Yu, 2016).

Through decoy, marketers try to predict how to introduce a new product and ensure its impact on the consumer and thus influence the market share (Juaneda-Ayensa et al, 2016). This effect is through the introduction of a new product and the effect on consumer behavior and modification. In the case of decoy, the producer enters an option between two options available to the customer, and this additional option increases the opportunity to

choose one out of three options, given that there cannot be two options, one of which does not overwhelm the other (Chang and Cikara, 2018).

CUSTOMER BEHAVIOR

Behavior is generally defined as the motor and individual response, that is, the response emanating from the muscles of the organism or from the glands in its body (Jung and Yoo, 2017). Bell and Mgbemena (2018); Wangenheim et al (2017) and Alavijeh et al (2018) are among researchers who knows the behavior as any activity emanating from the organism as a result of its relationship to specific circumstances, which expresses a successive series of actions and reactions that emanate from a person in his continuous attempts to achieve his goals and satisfy his evolving and changing desires.

As for the behavior of the consumer, it is the behavior highlighted by the consumer in the search for buying or using goods, services, ideas or experiences that are expected to satisfy his desires or needs and according to the purchasing capabilities available (Wakil et al, 2019).

As for Albrecht et al (2017), they defined consumer behavior as the decision-making process by individuals and the activity they undertake when evaluating, obtaining, and using products.

In general, consumer behavior is the behavior of individuals that they undertake in order to obtain goods that meet their needs and desires in a manner commensurate with their purchasing capabilities, as well as alternatives from stems available in the market (Kumar et al, 2016).

DRIVERS OF CUSTOMER BEHAVIOR

There are many factors that will affect consumer behavior, and researchers did not reach a number of specific factors that influence behavior, but rather agreed on the merits of some of them, which were marketing and environmental factors (Nugraha et al, 2018). Marketing factors are influenced by the known elements of marketing, which are price, product, promotion and distribution. As for environmental factors, they are represented by their effect on consumer behavior through economic, technological, political and cultural factors (Deluca et al, 2018).

IMPULSIVE PURCHASING BEHAVIOR

There are many reasons why we buy things that we know we don't need and then justify our purchase of them. Impulsive or spontaneous buying is one of the most common causes of this type of buying (Tanveer and Lodhi, 2016). and impulsivity in the purchase is usually called an immediate behavioral reaction is not conscious, where there are many concepts related to impulsive buying, which is a type of buying that consumers make when they make the process of buying and is a spontaneous or impulsive purchase towards a product or mark they desire (Kato and Tsuda, 2018).

Impulsive buying is the tendency of the buyer to buy goods and services without concerted planning. In these cases, the buyer makes purchase decisions based on emotions and feelings. Juaneda-Ayensa et al (2016) indicates that the impulsive purchase process cannot be categorized into a specific product category, and it can be observed in products such as chocolate, clothing, mobile phones, and large-cost products such as cars, jewelry, etc.

Calzada-Infante et al (2020) Indicates that impulsive purchase is an unplanned buying process because it is based on irrational thinking, and therefore marketers are trying to take advantage of this behavior to increase the percentage of sales. There is a high possibility that the consumer ends up buying products after entering the mall or shops without any prior intention to do so and many mobile phone makers tend to take advantage of this quality with consumers by providing products that can be an additional tool for their mobile devices such as watches and headphones.

Kim and Park (2020) stated that shopping experts tend to exploit the impulsive desire to buy by displaying luxury products in addition to the main products, for example a person may go to the supermarket to buy the needs of the home and chocolate is displayed prominently in the exit corridors to stimulate the purchase. One of the incentive attempts to urge the customer to purchase is to link the product to something that arouses the buyer's passion, such as the irrigation of a popular brand on a completely new product that the customer has no need for (Ahn and Back, 2018).

On the other hand Giao (2020) noted that impulsive buying decisions disrupt natural decision-making techniques in the brains of consumers, and the logical sequence method of consumer behavior in buying is replaced by an illogical moment of self-satisfaction. Many of the products that are purchased out of impulse purchasing decisions are unnecessary to a person's life but they are bought and consumed.

FACTORS INFLUENCING IMPULSIVE BUYING BEHAVIOR

It is known that impulsive buying impedes the natural decision that creates models in the minds of consumers and changes the logical sequence of consumer actions with an irrational moment to satisfy the need of the soul and satisfy it (Islam et al, 2019). The impulsive purchase elements address the emotional side of consumers. Also Alfian et al (2019) indicated that the elements purchased in the event of emotional impulsion are considered unnecessary or have no function in the lives of consumers.

Hidayati et al (2018); Echchakoui (2016); Delpechitre et al (2018) and Chou et al (2020) presented factors that influence impulsive buying behavior among customer, those factors included:

- **Psychological factors**

Individuals' actions and choices are influenced by internal strength, such as needs, motivations, perception, learning, experiences, and attitudes, in addition to personal characteristics (Lin et al, 2018). These psychological influences affect consumer behavior and are sometimes seen as personal factors and include (needs and motivations, perception, learning, personality, values, and attitudes).

- **Marketing factors**

They are factors that affect the consumer through marketing or the marketing process and include the product, its price, the method of promotion, and the method of distribution. Several factors include the brand, pricing method, and packaging method. If a product with great acceptance appears to consumers in an attractive marketing way and at an acceptable price, then the consumer is expected to enter the impulsive buying stage and make the buying process without taking prior decisions to do so (Wijaya et al, 2019); (Jeffrey and Hodge, 2007).

BRAND EQUITY

According to Datta et al (2017) brand equity refers to the value the organization generates from a product that has achieved great popularity, and organizations can create value for their brand by making them easy to distinguish and better than others in terms of quality and reliability, Sürücü et al (2019) stated that marketing techniques help create this value. Sharma et al (2016) indicates that there are three main elements that should be taken into consideration, which are the customer's point of view, the negative and positive effects, and the final value.

Godey et al (2016) and Rambocas et al (2018) argued that the customer's point of view includes his knowledge and experience with this brand and its products, as his view results in negative or positive effects and results, if the brand value is positive, this will return to the organization and its products, but if it is negative, then the opposite is true. And in the end, as Seo and Park (2018) pointed out, these effects can turn into tangible or intangible values. If the effects are positive, this means that the tangible values will be in the form of an increase in the percentage of profits or returns, and intangible values can be perceived in the good reputation of the organization And awareness of individuals with it.

From the consumer's point of view, brand equity means a strong positive attitude to the brand and a preferred evaluation based on positive meanings and beliefs that are easy to retrieve and activate (Abril et al, 2016). These three factors create a preferential relationship between the consumer and the brand which is a precious thing for the company and an essential component of the value of the mark (Hariharan et al, 2018).

Zahoor and Qureshi (2017) added that marketers can obtain the value of the brand through three procedures, namely building, renting or buying it, where companies can build the value of the brand by confirming that the relationship really provides positive results and linking that and emphasizing it through advertising, taking into account the time factor in the formation of this value, for example, Mercedes Motor Company. Companies can rent the moral value of the mark by expanding the use of the mark with a positive attitude and linking it to another product, for example: The Coca-Cola Company contains within its old production lines for diet and caffeine-free, cherry juice (Foroudi et al, 2018). There are several studies that confirmed the success of the expansion of the brand and the exploitation of the good image and the suitability of other products (Liu and Chou, 2016); (Liao et al, 2017); (Yazdanparast et al, 2016); (Jayasuriya et al, 2017); (Kumar et al, 2018; Adetunji); (Adetunji et al, 2018).

METHODS AND METHODOLOGY

Realizing the above hypotheses was done through adopting the quantitative methodology as the main method in current study. A questionnaire was used in order to collect data from participants. The questionnaire was developed by researcher based on 5 likert scale, it consisted of two main sections, and the first took into perspective demographic variables while the other section presented variables of study including (repurchase intention, Word-of-Mouth, customer attitude, trust and satisfaction).

A sample of (500) customer was chosen from malls, commercial complexes and retail stores in Jordan in order to represent sample exposed to the questionnaire. After application process researcher was able to retrieve (444) properly filled questionnaire which gave an indication of (88.8%) as statistically acceptable.

**RESULTS AND DISCUSSION
DEMOGRAPHICS**

Table (1): Descriptive Statistics of Sample Individuals

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
	19-32	46	10.4	10.4	10.4
	24-28	160	36.0	36.0	46.4
	29-33	190	42.8	42.8	89.2
	+34	48	10.8	10.8	100.0
	Total	444	100.0	100.0	
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Female	194	43.7	43.7	43.7
	Male	250	56.3	56.3	100.0
	Total	444	100.0	100.0	
Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Diploma	60	13.5	13.5	13.5
	BA	246	55.4	55.4	68.9
	Postgraduate studies	138	31.1	31.1	100.0
	Total	444	100.0	100.0	
Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Single	182	41.0	41.0	41.0
	Married/Widowed/Divorced	262	59.0	59.0	100.0
	Total	444	100.0	100.0	
Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
	-\$500	212	47.7	47.7	47.7
	\$501-\$999	136	30.6	30.6	78.4
	+\$1000	96	21.6	21.6	100.0
	Total	444	100.0	100.0	

As according to table (1) above, individuals who responded to the questionnaire appeared to be within the age range of 29-33 years old and formed the majority of sample 42.8%. As for gender, it appeared that the majority of respondents were males forming 56.3% of total sample who held a BA degree forming 55.4%. Considering marital status; it appeared that majority of the sample 59.0% were either married, divorced or widowed and the monthly income was in majority less than \$500.

Table (2): Questionnaire Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Decoy Effect					
I always buy in an irrational way when I see better offers than the one I am looking for	444	1	5	3.79	.898
When among choices I always go for the bigger option even if it was more expensive	444	1	5	3.96	.928
I hate it when my favorite brand gives me more than one option of offers	444	1	5	3.91	.769
I subscribe to all my brand's pages so I can be always aware of new offers	444	1	5	3.74	.818
Paying more money means more service and more benefit	444	1	5	3.69	.935

Customer Behavior					
Repurchase Intention					
I am the primary decision making in the household regarding purchasing	444	1	5	3.85	.928
I care about people's opinion when I decide to buy something	444	1	5	3.59	.940
I don't fall for marketing traps	444	1	5	3.86	.883
If made a deal I usually commit to the same brand	444	1	5	3.76	.917
I am willing to redo the purchase experience every time I need it	444	1	5	3.67	.775
Word-of-Mouth					
I do most of my purchases based on someone else's recommendations	444	1	5	3.73	.922
When I get a good deal I separate the word	444	1	5	3.93	.868
I recommend the brand to my friends and family	444	1	5	3.84	.880
I share posts on social media if the deal makes sense	444	1	5	3.97	.888
I have been introduced to some brand's deals through a friend / family member	444	1	5	3.69	.990
Customer Attitude					
I think firms can sell in much lower prices and still get profit	444	1	5	4.14	.713
Most of deals I get are useful and convincing	444	1	5	3.59	.911
I am willing to accept the deal only if I like the brand	444	1	5	3.49	.900
I always run into deals that meets my expectations	444	1	5	3.78	.854
I don't care if my favorite brand is overpriced	444	1	5	3.76	.872
Trust					
People around me effect my buying behavior	444	1	5	3.57	.965
As long as it is my favorite brand I don't care about the price	444	1	5	3.67	.792
If the brand is good a well-known the price is explained	444	1	5	3.75	.905
Generally, advertised products are more dependable than unadvertised ones.	444	1	5	3.88	.817
All trusted brands offer deals that are for the benefit of customers	444	1	5	3.92	.932
Satisfaction					
I am totally satisfied with my shopping behavior	444	1	5	4.04	.805
I think there is always a place for traps in marketing and offers	444	1	5	3.64	.848
As long as I like the brand and I can afford it I don't care if I was trapped	444	1	5	3.86	.812
I don't fall for marketing traps even if I liked the brand	444	1	5	3.87	.869
High-brands don't trap its customers	444	1	5	3.59	1.018
Brand Equity					
I consider myself to be loyal to the brand I like	444	1	5	4.00	.839

My favorite brand is always my first choice	444	1	5	3.93	.886
I don't consider offers from competing brands	444	1	5	3.89	.827
I can identify the slogan, logo, colors and profile of my favorite brand at once	444	1	5	3.71	.920
I rely on my favorite brand's offers in completing my purchase needs	444	1	5	3.29	1.103
I always know what's new in my favorite brand	444	1	5	3.61	.894
Valid N (listwise)	444				

In table (2), customers' attitudes towards statements of questionnaire were calculated. It appeared that all respondents had a positive attitude towards variables and statements in the questionnaire given that all means were higher than mean of scale 3.00 which was seen to be statistically influential.

Table (3): Variables Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
<u>Decoy Effect</u>	444	1.00	5.00	3.8180	.67221
<u>Customer Behavior</u>					
Repurchase Intention	444	1.00	5.00	3.7459	.64696
Word-of-Mouth	444	1.00	5.00	3.8315	.75917
Customer Attitude	444	1.00	5.00	3.7532	.63286
Trust	444	1.00	5.00	3.7586	.70630
Satisfaction	444	1.00	5.00	3.8009	.69918
<u>Brand Equity</u>	444	1.00	5.00	3.7387	.72024

Table (3) presented the statistics of variables in accordance with respondents' answers. It appeared that positive responses in general was held by respondents' attitudes given that mean of variables all scored higher than mean of scale 3.00 which was also seen as a positive statistical indicator.

MEASURING TOOL CONSISTENCY

In order to measure the internal consistency of study variables, factor analysis was used as an approach to justify scale used and varimax rotation in addition to PCA (Sekaran & Bougie, 2016). There appeared to be a reasonable correlation between variables and its questions. However, the Average variance extracted (AVE) was calculated and it appeared that all the results were greater than the accepted percent (0.60) as according to (Hair et al., 2010). Utilizing Cronbach's alpha, the reliability of study tool was examined and it appeared that a value of 0.966 sored by each item in the questionnaire, given that the minimum degree is 0.60, and then there is a good level of tool consistency that enhanced its use in the study. As shown in the following table (4):

Table (4): internal consistency & convergent validity

Cronbach Alpha (α)	Factor Loading	Decoy Effect
.829	.776	v1
	.800	v2
	.694	V3
	.798	V4
	.785	V5
Cronbach Alpha (α)	Factor Loading	Repurchase Intention
0.776	.764	V6
	.610	V7
	.793	V8
	.779	V9

	.688	V10
Cronbach Alpha (α)	Factor Loading	Word-of-Mouth
0.89	.694	V11
	.898	V12
	.841	V13
	.891	V14
	.851	V15
Cronbach Alpha (α)	Factor Loading	Customer Attitude
0.796	.737	V16
	.730	V17
	.744	V18
	.790	V19
	.719	V20
Cronbach Alpha (α)	Factor Loading	Trust
0.858	.754	V21
	.805	V22
	.845	V23
	.841	V24
	.763	V25
Cronbach Alpha (α)	Factor Loading	Satisfaction
0.86	.817	V26
	.630	V27
	.868	V28
	.900	V29
	.797	V30
Cronbach Alpha (α)	Factor Loading	Satisfaction
0.876	.844	V31
	.881	V32
	.861	V33
	.745	V34
	.726	V35
	.697	V36

VALIDATION OF THE MODEL

VALIDATION OF MODEL

Before starting structural analysis, the proposed study model must be validated by a set of indicators to check the suitability of the model of this study, as follows:

Indicator	AGFI	$\frac{\chi^2}{df}$	GFI	RMSEA	CFI	NFI
Value Recommended	> 0.8	< 5	> 0.90	≤0.10	> 0.9	> 0.9
References	(Miles and Shevlin, 1998).	(Tabachnick and Fidell, 2007)	(Miles and Shevlin, 1998).	(MacCallum et al, 1996)	(Hu and Bentler, 1999).	(Hu and Bentler, 1999).
Value of Model	0.937	3.815	0.964	0.083	0.932	0.918

Table (5): Fit model

The results in Table (5) shows that above indicators have passed the values recommended by the relevant references, this leads to the hypothesis testing:

HYPOTHESIS TESTING

Structural equation analysis is used to test the research hypothesis. The hypothesis will be accepted if p-value is less than 0.05

Table (6): The Results of Testing Hypotheses

			Path Coefficients (β)	T-value	P
Equity	<---	Decoy	.739	17.649	***
Customer Behavior	<---	Equity	.892	16.097	***
Customer Behavior	<---	Decoy	.140	3.715	***

H1: Decoy Effect of marketing influences Brand Equity.

Above table shows that ($\beta = 0.739$; $P < 0.05$; = 0.000). This means that **Decoy Effect of marketing influences Brand Equity**

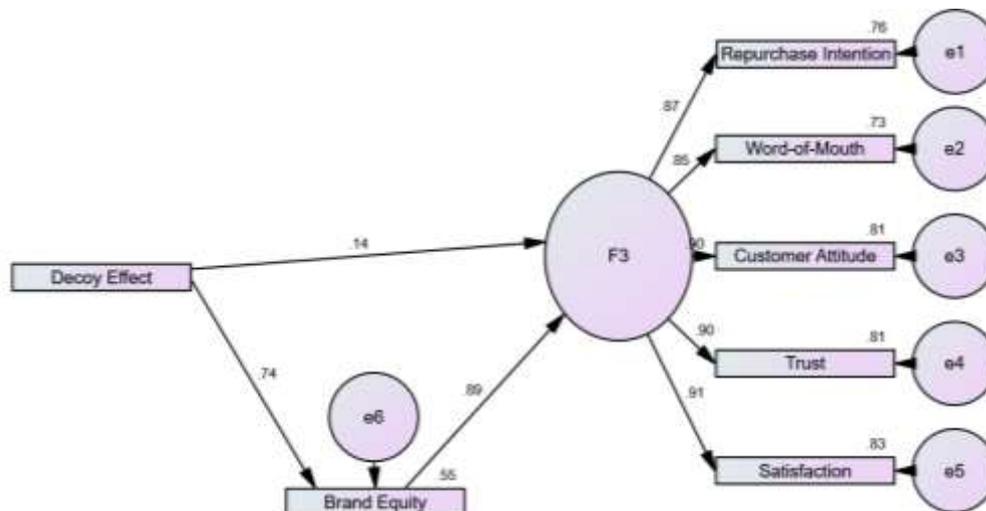
H2: Brand Equity influences Customer Behavior

Above table shows that ($\beta = 0.892$; $P < 0.05$; = 0.000). This means that **Brand Equity influences Customer Behavior.**

H3: There is an influence of Decoy Effect of marketing on Customer Behavior that is attributed to Brand Equity

Above table shows that ($\beta = 0.14$; $P < 0.05$; = 0.000). This means that **there is an influence of Decoy Effect of marketing on Customer Behavior that is attributed to Brand Equity.**

Above results were concluding in the following chart:



DISCUSSION

Current study aimed at examining the influence of decoy effect in increasing impulsive purchase behavior among customers through influencing the brand equity. In order to achieve this aim; researcher adopted the quantitative approach and distributed a self-administered questionnaire on (444) customers retrieved from malls, commercial complexes and retail stores in Jordan through the fiscal year 2019-2020. Results of study indicated the following:

- Percentage of males responding to questionnaire was higher compared to females
- There appeared an influence of DE on customers' purchase decisions in general
- Customers appeared to be more focused on the price of the item compared to quantity/quality, this was explained as decoy effect can change customers' behavior in purchasing towards being more impulsive through manipulating prices
- It was seen that impulsive buying behavior is more apparent through decoy effect when the brand is favored by customers, meaning that when a customer is exposed to choices within their favorite brand; they are most likely to go for the purchase of the expensive price that is supported by the brand itself.

Brand equity is considered one of the most important drivers that affect consumer behavior and therefore pushes them towards reaching the stage of impulsive buying, and it can be said that the brand increases the chances that the consumer will act impulsively towards the products and wills them without prior planning or decision only because the brand is among their preferences. This result coincided with Rambocas et al (2018) when he

indicated that the brand affects the final consumer behavior by providing them with information about the product intended to be purchased, and therefore, with the presence of the decoy, the information increases for him and their desire to make the purchase process by changing the consumer behavior and convincing him of the process Purchase as a whole.

The present study reached the conclusion that decoy has an effect on behavior, especially impulsive buying behavior. Whereas, by offering a third option coupled with a specific price that is different from the other two options, the consumer will enter into a state of sudden and immediate purchase with no pre-shopping intentions either to buy a specific class of products or to carry out a specific buying task. Decoy influences consumer behavior by influencing the consumer after trying to purchase and tends to be spontaneous and without much "reckless" thinking which also agreed with results obtained by Godey et al (2016); Seo and Park (2018) and Hariharan et al (2018) .

On the other hand, we found that through analyzing the demographic factors of the sample individuals that the higher percentage of them were male, this also supports the hypothesis of the effect of Decoy on consumer behavior, especially males, as there is a large role that testosterone plays in purchasing decision-making for individuals, also, given that male hormone presence rate is much higher than that of females, the effect of decoy, as indicated Liao et al (2018), will be higher, and males will be more vulnerable to impulsive purchasing decisions compared to females. Thus, the results of the case study are in line with existing research evidence which indicates that decoy promotes more intuitive and automatic judgments in purchasing decision-making.

CONCLUSION AND RECOMMENDATIONS

Usually consumers tend to justify their choices when facing uncertainty in the decision-making process, and when faced with uncertainty the goal may become more attractive through its unmistakable superiority or as a compromise that combines the desirable features of other options. Thus, we can say that decoy marketing has a major impact in pushing consumers towards adopting immediate, unplanned, purchase decisions in order to reach a stage where they are certain that the behavior they have taken is justified.

Based on that, current study recommended the following:

- Examine the influence of Decoy Effect on females 'oniomania' in reference to cosmetics
- Identify the role of Decoy Effect in children's obesity, as it was revealed earlier, DE is all about price and quantity in a specific brand. This may appear as a chance to investigate how DE played a role in supporting children's desire to consume more junk food which leads to obesity.

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