

The Impact of Ostensible Demarketing Strategy on Improving Product Reputation in Customer's Minds

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Abstract

The purpose of this paper is to contribute to growing body of research on Demarketing concept which is based on the Marketing theory, while concentrating on Ostensible Demarketing strategies especially the Ostensible and their uses in improving product image in the minds of customers through the usage of the deployed marketing techniques as the main framework of analysis and application. Depending on the marketing technology and the techniques specific to marketing studies and Demarketing then this implementation study depends on a questionnaire to collect the required data from 312 customers, the information collected was based on a primary exploration study with the purpose of constructing and designing a study model. As well as arbitrating the study hypotheses, in addition to the literatures related to Demarketing, its strategies, and the tools used in the ostensible strategy. All the factors with an apparent contribution/effect on consumers perception and improving product value in their minds but in different and varying degrees, as there is a positive significant relationship between all the factors considered in this study model in varying degrees of strength. Restrictions due to the period/time and some difficulties related to the acceptance of customers to answer the questionnaire which took some time and the effort used to convince them to answer it. The results of this study is of a great benefit to business organizations which work on improving their products' value in the customers mind through the usage of Demarketing strategies especially the Ostensible Demarketing strategy and their executive tools, subsequently, these results can be considered as a launching base to future studies that can help business corporations in that direction. This study is an attempt to clarify the effect of the application of this Strategy on the improvement of product image on the customer perception, as this subject is important for different business organizations, in addition to this study which obviously has taken a different direction than any previous studies in Demarketing Strategy which subsequently will improve the worth and originality of this area.

Key Words: *Ostensible Demarketing Strategy, Demand, Perception, Product Quality, Customer's Minds.*

Introduction

Different societies face problems concerning the habits and manners of consuming which affect negatively individuals, the community, and the environment which requires from all governmental organizations, specifically, and the civilian community as a whole to increase individual perception to improve consuming behaviour whether they were private or public.

These consuming habits and patterns are becoming a source of concern to all working agencies in public health-related field, infrastructure, and others, and these agencies try in a different way to have campaigns

to affect individual behaviour and customer behaviour to change it to the right direction that serves the community and the economy. Here comes the valuable role of Demarketing which is marketing done in the opposite direction which means the attempt to affect demand by decreasing or limiting it through limiting the faulty and unjustifiable consuming tendency towards many products, and considering Demarketing, as many researchers see it, to be a process of costumer persuasion to change their attitude towards products and services (Groff, 1998), as it represents hindering product or service consumption permanently or temporarily (Moore, 2003), Demarketing is an aspect of social marketing, as its philosophy is based on creating a better healthier environment for the community as it represents an important tool to determine the consumption of a certain product permanently or temporarily (Shilpa et al 2007).

Demarketing is considered an important tool that is used to limit demand or consumption (or rationalize its use) of a certain product or service permanently or temporarily (fuel, electricity, water, etc.) due to the rarity of these resources and their importance economically to countries. It is used to limit the use of some products that damage public health, society, and community (smoking, alcohol, controlled medication and narcotics, etc.) as well as being used to limit the use of many daily used products (nutrition), in some countries that consume unreasonably in large amounts, this reflects the individuals' salary and the national income.

Demarketing represents the use of marketing techniques, as it is considered a complementary part of ordinary marketing, to influence customers into changing their attitude and behaviour towards specific products and services, by using the elements of marketing (the product, prices, distribution, and advertising) as effective tools to establish Demarketing Strategy.

This study focuses on the effect of utilizing Ostensible Demarketing Strategy on improving product quality in the customers perception by depending upon decreasing order through many tools (like decreasing offer, increasing process, limited distribution, and limited advertising) which affect customer perception regarding the value and quality of the product, which will be reflected by improving the product image in the mind of the customer.

This study differs from its predecessors which focused on the rationalization of some products (electricity, fuel, water, smoking, limiting alcohol consumption) as it focused on how to utilize a Demarketing strategy in influencing customers and improving product value in their minds, as this study included eight dimensions that cover the study model.

Literature Review

Many researchers handled Demarketing and its strategies in many aspects, focused on smoking and studied the Demarketing effect on lowering this unhealthy, personally and socially damaging phenomenon and its effect on society as a whole (Moore, 2005) which was entitled the sociological impact of attitude towards smoking while (Brian et al, 2006) had a study which examined the drivers of risky behaviours such as smoking among the economically disadvantaged.

(Derman, 2008) focused on Demarketing's role in controlling and limiting smoking while (Lee, 2004) focused on studying the smoking phenomenon and its effect on African Americans in the United States of America, his study showed that smoking was more prominent in smoking-restricted areas like public areas, parks, and restaurants, in addition to their rejection of the tax increase on cigarettes.

Regarding electricity consumption, many researchers discussed this subject like (Alqubaili 2009) which focused on using insulating material to decrease electrical consumption, the study concluded that using insulating material decreased electrical consumption by 46%, (Altaweel 2011) studied the function of

demand on electrical consumption in Gaza to initiate a comparison between the expected electricity that could be saved and the amount of expected consumption, the results showed that the amount of electricity was insufficient and did not meet the actual demand.

While (ALHamid 2012) focused on specifying recruitment of practical and architectural ways to decrease and rationalize electrical consumption, the study concluded that electricity was majorly consumed in using air conditioning (cooling and heating) in Iraq.

Musdiq et al (2012) the aim of their study was to identify the possibility of applying Demarketing on electrical consumption to control random and unorganized consumption with rationalizing its use, the study concluded that Demarketing has a major role in electrical consumption in Iraq.

(Ary et al 2014) focused on the role of marketing on electrical energy preservation programs in Brazil, this study confirmed the importance of this program in decreasing the waste. Salman (2015) focused on Demarketing effect on electricity consumption in Jordan, the most important conclusion was that awareness campaigns for individuals and increasing the price of electricity had a major role in a reasonable electrical consumption, the most important element in Demarketing that had effect on electricity consumption was awareness campaigns by repetitive advertising laws and civil society organizations.

(Rudaina, 2014) was entitled measuring the effectiveness of Demarketing in influencing consumer behaviour of individuals focusing on water consumption in Jordan, the study's concluded that there is an impact of the Demarketing campaigns in water consumption and the effect of following up the awareness campaigns which are carried out by civil society organization to realize consumption.

Regarding the use of Ostensible Demarketing Strategy, McKechnie utilized it in his study (British Airways tells Britons Don't Fly) which was showed by Bradley & Blythe 2013.

The Ostensible Demarketing Strategy is that whatever the original intention the net result appears to be that the marketing of the product, service or brand is enhanced.

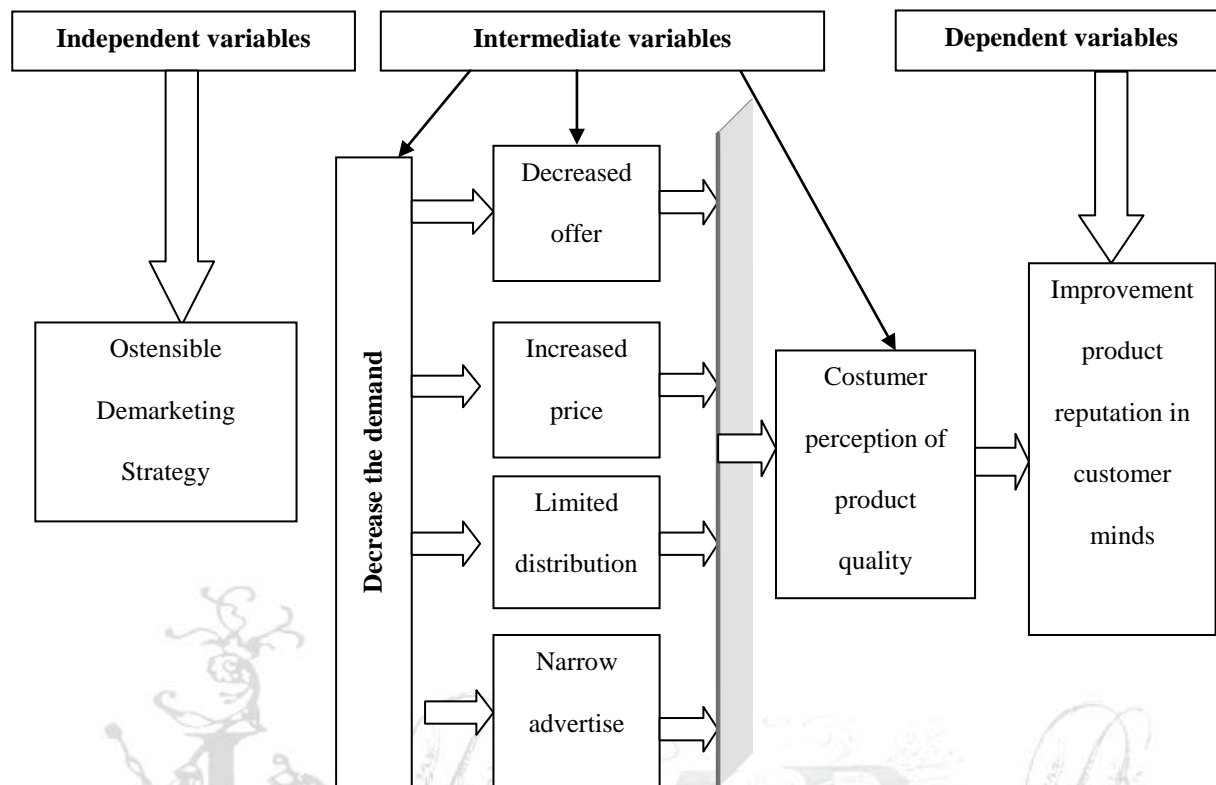
According to Bradley & Blythe 2013 the example of New Coke is a well-known and told example of Strategic Ostensible Demarketing. As many numerous popular studies, for example Oliver 1986, Rengold 1988, Clifford 2009.

The extent to which an initial Demarketing whole exegetics was indeed (in Kotler & Levy terms) creating the appearance of a strategic marketing withdrawal with the express intention of boosting a declining brand (Haig, 2013). Regarding the use of Ostensible Demarketing Strategy, improving product image in the customers' perception through the employment of specific tools like decreasing offer, increasing price, narrow advertising, limited distribution, such studies are rare and limited which gives them their earned importance.

Study Model

The study model has been designed based on many studies and literatures related to the subject, for example Kotler & levy 1971, Koschnick 1995, Robert 2005, Aanwar 2008, Zopletalava 2013, Gupta 2014, Rudaina 2014.

Marketing as a concept, philosophy, and a practice has moved beyond being an activity of business organizations, and has occupied a distinct place in the economical life of any society; you would rarely find an innovative creative activity that doesn't have marketing as a vital part.



The modern marketing concept has contributed in assisting various organizations and companies to reconsider their marketing aims. Beyond that focusing on a product or a production to the market in addition to the consumer (including the consumers income) as a primary factor among others through the marketing process. Organizations that adopted the modern marketing concept have accomplished great success by concentrating on the 4-Cs which are: customers value, cost to the customer, convenience and communication (Altai et al 2006). In another prospective (Gronroos, 2006) indicates that the marketing theory is based on theories of customer behaviour which in turn draw upon the social and behavioural sciences.

Stanton (1991) distinguishes between the marketing theory as an activity and the marketing theory as a philosophy and an ideology, the marketing concept as an activity expresses the group of activities which establishes the connection between the project and the market, while marketing as a way of philosophy and ideology controls different activities (Al-Omar, 2005).

According to (Altai et al, 2006) marketing has a primary role in sellers market in easing the effect of the decrease in customer satiety as much as possible by rationalizing and guiding him towards accomplishing saturation and satiety regarding some products through the cancelling of the unnecessary consumption, and guiding the customer towards products that do not harm his health or have a harming effect on society, as well as improving product image in the customers' minds by decreasing demand and utilizing the factors of mixed marketing (price, distribution, marketing), making the customer look for the product to be purchased which is what this research is about.

The concept of Demarketing (the basic premise of Demarketing) involves decreasing the consumption of a product (Wamaby, 2011), the Demarketing is that aspect of marketing that deals with discouraging

customers in general or a certain class. The development of a marketing orientation specifically to this new marketing environment is the basis of the concept of Demarketing. This concept maintains that the marketer's task is to shape demand to conform with long-term objectives rather than blindly engineer increase in sales without regards to such objectives (cullwick, 1975).

The functions of marketing have characteristically emphasized the task of creating and maintaining demand in an environment of abundance. However, recent changes in the business environment have focused attention on a wider range of marketing tasks which include (reducing overall demand on Demarketing). Demarketing activities discourage demand. This stands in sharp contrast to the objectives of Demarketing, which create utility and enhance exchange (Gerstner et al 1993).

Marketing and Demarketing Concept:

According to Bradley & Blythe (2013) Demarketing can be defined as a deliberate attempt by marketers to reduce demand for a product by using the same tools and techniques as are normally used to increase demand.

Dominic et al (2001) was the first who used the term "Demarketing" on the other hand Kotler & Levy (1974), were the researchers who defined it as Demarketing which represents the efforts aimed at reducing the demand for a product. Wall (2007) defined Demarketing as a use for marketing hypotheses to convince customers to change their attitudes and behaviours regarding certain products and services, meanwhile, Beetan & Pinge (2003) defined Demarketing as an attempt to decrease most or certain types of customers to consume a certain product for a limited time or permanently. While Robert & Moore (2005) defined Demarketing as the act of discouraging consumption or use of specific product or service. In light of what has been mentioned, we could say that Demarketing is an attempt in reducing demand on a certain product or service for several reasons:-

- The organization being incapable of providing or prepare large amounts of the product or service enough to meet the demand
- The organization does not wish to provide a certain service or product due to:
 - The relative increase of the distribution cost in a way that does not explain its presenting
 - Decrease marginal profit
 - Increased cost of marketing
- Rationalize the consumption of some high-priced products which are considered a strain on national economy, rare products, products that are considered damaging to public health and personal health, or even the irrational consumption of some home products or nutrients, this direction helps limit product consumption of endangered products (Kumar, 2010).
- Enhance product quality as some organizations are working to decrease commodity supply, product rarity indicate its high quality in the mind of individuals and customers (Stock et al 2005).
- Increase product value through decreasing product display and increase the price within the concept of individuals needing products and services that they feel are not easy to procure, then feel glad for procuring it, so the rarity of a product and its availability in the market indicates the quality of the product which this rarity enhances customers' perceptions of product quality which will improve the product value in customers' perceptions.

Demarketing Strategy

These general vectors of Demarketing include and require changes of prevailing orientations for the usual marketing, this means a change in the work environment and its nature, concentrating the effort in that direction to decrease the demand which will decrease customers' willingness to buy, and this is the exact opposite to what usual marketing aims for.

Creating awareness in individuals regarding the necessity of economy in irrational consumption, this direction in Demarketing means a social and cultural change which indicates the conversion of social values and habits and consuming patterns away from overconsumption and towards limited consumption.

Kolter & Levy (1971) described three different types of Demarketing strategy, Medway et al (2011) indicated that Kolter & Levy (1971) identify three types of Demarketing strategies (Rudaina 2014) (Bradley & Blythe 2013) (Dharni et al 2011)

- **General Demarketing**, which is required when a company wants to shrink the level of total demand
- **Selective Demarketing**, which is required when a company wants to discourage the demand coming from certain customer levels.
- **Ostensible Demarketing**, which involves the appearance of trying to discourage demand as a device for actually increasing. This strategy is seen implemented in organizations looking towards decreasing the demand on a specific product for a limited time while with the intention of increasing its price in the future and create the image of missing the product in the market which will create an impression in the customer's mind regarding the product quality making it valuable and worthy to be had.

Tools of Decreasing Demand

According to Keller and Levy (1971) they suggest using the classic tools of marketing to reduce demand, Bradley & Blythe (2013), Gupta (2014):-

- Curtail advertising expenditures for the product
- Reduce sales promotion expenditure
- Increase the price and other conditions of sale
- Curtail the number of distribution outlets

Consumer Perception

According to Alsomydai & Rudaina (2005) the system of perception in the behaviour area is translated through two factors; it's the spontaneous direction of external and internal physiological activity of the individual and customer. The second factor is choosing information; as individuals and customers have the freedom to choose certain information and discarding information that are unknown or mysterious. Subsequently, the behaviour of the customer or the individual and their satisfaction are affected by their level of perception.

Improving Product Reputation in Customer's Mind

In light of what was mentioned, customer's perception of product quality is affected by many factors (or Demarketing tools) like increasing product price (the relationship between price and quality) as higher

prices indicate product quality, decreasing offer which is reflected by having the product unavailable in the market, which will indicate the rarity of the product thus leading to the increase in its value and quality. In addition, limited distribution, which means rendering the product unavailable on the wide scale, and narrow advertising which reduces the incidence of the customer remembering the product. All these factors lead to increasing product value in the customer's perception.

Hypotheses of the Study

A hypothesis can be defined as a logically conjectures relationship between two or more variables expressed in the form of a testable statement, by testing the hypotheses and confirming the conjectured relationships it is expected that solutions can be found to correct the problem encountered (Sekaran, 2000).

Hypotheses represent an answer to questions stated by the study problem; they get reworded into a relationship between different variables specific to the study and depending on the researchers' vision of the study problem which might be demonstrated in the study model.

Hypotheses are established after pinning the problems in previous research and study, the prepared study model for the researcher and the previous studies. A study might have one hypothesis or many hypotheses depending on the nature of the study and its comprehensiveness (Khedr, 2013). In this study hypotheses were established depending on the problem, the model proposed and previous studies (Derman, 2008) (Bran et al, 2006) (More, 2005) (Salman, 2015) (Rudaina, 2014) (Ary et al, 2014) among others. Though these studies were used some Demarketing tools to rationalize/decrease consumption but they differ from this study which focused on improving product quality in customers' minds which also uses Demarketing tools to temporarily decrease demand influencing customers' perception in product quality and improving it in the minds of customers, the customer who might search for the product in order to get it.

In light of this, the hypotheses of this study were based on the study problem, the study model and the previous studies in addition to notes and personal experiences of the researcher as well as deriving the concept of modern marketing and the concept of Demarketing and its strategies.

Many of the hypotheses were enlisted to cover all the variables of the study which have been specified in the study model. To find out the effect each variable has inside the study model on the other variables in accordance to its location in this study model. Subsequently, we placed a hypothesis for every variable depending on a logical sequencing that is related to and its position in the study model. The hypotheses were divided into two kinds, the first focuses in knowing the effect of each variable on the other variables reaching the variable following the study's conclusions. And the second kind is to know the relationship between the study variables inside the study.

These Hypotheses are:-

The First Category:

H1: The use of Ostensible Demarketing Strategy affects the decrease in demand and affects consumer perception of product quality.

H2: Decrease in demand affects product demand, increase in product price, limited distribution. and narrow advertising.

H3: Decrease in product demand affects consumer perception of product quality.

H4: Increase product price affects consumer perception of product quality.

- H5: Limited product distribution affects consumer perception of product quality.
H6: Narrow advertisement affects consumer perception of product quality.
H7: Consumer perception of product quality affects the consumers' view of the product.
H8: Consumers view of the product is affected by Ostensible Demarketing Strategy and its means.

The Second Category:

- H9: There is a signification relationship between the constructs of the study's model.

Methodology

Research Design

This paper's main research objective is to study the impact of Ostensible Demarketing Strategy on improving product reputation in customer's minds. More specifically, our research questions aim to examine which factors and to what extent each of these factors influence the Ostensible Demarketing Strategy on improving product reputation in customer's minds. Consequently, ontologically the paper considers the customers as the unit of analysis. Epistemologically for this exploratory work, a qualitative and quantitative study was deemed appropriate as it enables deeper analysis of the underlying factors. With the purpose of exploring the Ostensible Demarketing Strategy factors on improving product reputation in customer's minds. The initial empirical work using questionnaire as the data collection method was deemed appropriate, as they can provide the necessary flexibility needed.

Data Collection and Sampling

In order to identify relationships among the variable that lead to the impact of Ostensible Demarketing Strategy (ODS) on improving product reputation in customer's minds (IPRCM), questionnaires were used as the primary data collection method. This questionnaire has been designed and improved after exhibiting the primary copy with the study model and its hypotheses on a preliminary sample of customers (45 customers), as well as having the questionnaire presented in front of a number of professors from the University of Jordan (15 professors) to judge the questionnaire, the hypotheses, and the study model to get the clearest form and consistency with the study.

The society of this study consists of the customers in Amman, Jordan. The sample used was simple (randomized sampling), as 350 questionnaires were distributed and 323 questionnaires were answered which makes a 92%, eleven questionnaires were not fit for statistical analysis, which decreased the total questionnaires answered and fit for analysis to 312 questionnaires which makes a 89% of total questionnaires distributed, this is an acceptable percentage for scientific research.

Scale and Dimension of the Study

The process of scaling is an essential tool in almost every research situation (Malhotra et al., 2004) and is most commonly used for assessing the way people feel or think about objects or constructs (Neuman, 2003). Having taking into consideration the criteria for selecting a scaling technique, information needed by the study as well as the characteristics of the respondents and the mode of administrating the survey instrument, the five point Likert scale was considered as the most appropriate for the current study (Zikmund, 2003). Likert scale was used in dimensions 2 and 3 (very agree) to (do not agree strongly), (always happened), to (never happened) consequently (Alsamydai, 2014).

Analysis Method

Several statistical techniques were used. These techniques include Cronbach's Alpha, frequency analysis, descriptive analysis, Pearson correlation matrix and one sample t-test. The t-test was used to accept/reject the hypotheses, through testing the average means of single sample based in the value of the scale midpoint. A midpoint equal to three was chosen by adding the lower coded of the Likert scale (1) and the upper code (5) of the Likert scale.

Validity and Measurement of the Tool

The researchers submitted the questionnaire to (20) referees of the university faculty members to verify its validity. Cronbach's Alpha coefficient has been used with a value of Cronbach's Alpha ($\alpha = 0.79$) for all variables of the study, which is a good and suitable value for the purposes of the study being higher than the accepted percentage of 60%.

Table 1: Reliability Coefficient

No. of cases	Cronbach's Alpha	No. of items
312	0.79	25

The Results

General Results

By using descriptive analysis it was determined that the mean of all questions are over the midpoint (3) except for the questions (4, 5, 19, and 21) these results are shown in table (2):

Table (2) General Results

Questions	Mean	Std. Dev	T Value	Sig.(2-tailed)
First dimension: Ostensible Demarketing Strategy				
1- Does the use of Ostensible Demarketing Strategy affect the decrease in product demand?	3.76	1.81	7.46	.000
2- Does the use of Ostensible Demarketing Strategy affect the decrease in product display?	3.63	1.20	9.34	.000
3- Does the use of Ostensible Demarketing Strategy affect the increase In product price?	3.67	1.09	10.88	.000
4- Does the use of Ostensible Demarketing Strategy affect the use of limited distribution strategy	2.90	1.43	-1.22	.222
5- Does the use of Ostensible Demarketing Strategy affect the use of narrow advertisement strategy?	2.85	1.56	-1.59	.113
6- Does the use of Ostensible Demarketing Strategy affect the perception of consumers regarding product quality	4.57	.71	38.86	.000
7- Does the use of Ostensible Demarketing Strategy improve consumer perception of product image?	4.30	.87	26.18	.000
Second dimension : decrease demand for product				
8- Does the decrease in demand affect product display?	3.83	.95	15.42	.000

9-Does the decrease in demand affect product price?	3.43	1.19	6.43	.000
10-Does the decrease in demand affect the use of limited distribution?	3.45	1.81	6.85	.000
11-Does the decrease in demand affect the use of narrow advertisement?	3.77	1.36	10.03	.000
12-Does the decrease in demand improve consumer perception of product image?	4.60	.73	38.66	.000
13-Does the decrease in demand affect the perception of consumers regarding product quality?	4.35	.90	26.37	.000
Third dimension decrease product display				
14-Does the decrease in product display affect the perception of consumers regarding product quality?	4.36	.81	29.80	.000
15-Does the decrease in product display improve consumer perception of product image?	4.11	.96	20.33	.000
Fourth dimension : increase product price				
16-Does the increase in product price affect consumer perception regarding product quality?	4.25	.91	24.48	.000
17-Does the increase in product price improve consumer perception of product image?	4.10	.99	19.48	.000
Fifth dimension : limited distribution				
18-Does limited distribution affect consumer perception regarding product quality?	3.73	1.10	11.77	.000
19-Does limited distribution improve consumer perception of product image?	2.72	1.48	-3.24	.001
Sixth dimension : narrow advertisement				
20- Does narrow advertisement affect consumer perception regarding product quality?	3.71	1.24	10.21	.000
21- Does narrow advertisement improve consumer perception of product image?	2.89	1.36	-1.32	.187
Seventh dimension: consumer perception of product quality				
22- Does consumer perception of product quality get affected by Ostensible Demarketing Strategy and its means?	4.06	1.02	18.28	.000
23- Does consumer perception of product quality improve consumer perception of product image?	4.05	.93	19.98	.000
Eighth dimension: improving consumer perception of product image				
24- Is product image in consumer perception affected by Ostensible Demarketing Strategy and its means?	4.25	.98	22.57	.000
25- Is product image in consumer perception affected by consumer perception of product quality?	4.15	.83	24.50	.000

Testing Hypothesis

The first category: Test results of the first set of hypotheses of the study are shown in table (3). Statistical analysis of this illustrates in overall mean score of respondent which measures the dimensions (D1, D2, D3, D4, D5, D6, D7, and D8) that corresponds to the first category hypotheses. The mean values of these are (H1 = 3.67, H2 = 3.96, H3 = 4.24, H4 = 3.93, H5 = 3.23, H6 = 3.30, H7 = 3.99 and h8 = 3.66). There values are above the scale midpoint (3), expect the H4 and H5 with the standard deviation showing small dispersion this man moreover.

These results were further validated by the one sample t-test which revealed that the overall mean different for these dimensions as a whole was statically significant (N = 0.000) at (Ns = 0.05) with a higher T-Value (H1 = 20.94, H2 = 27.04, H3 = 30.92, H4 = 21.45, H5 = 4.23, H6 = 5.23, H7 = 12.35 and H8 = 14.31) these scores are higher than tabular t (tabular = 1.96), as a result of the eight hypothesis are accepted, these results are shown in table (3)

The second category: It tests constructs of the study model. In order to test the relationship between the components of the study model, Pearson correlation coefficient was adopted and hypothesis (H9) was developed. There is a significant positive relationship between the constructs of the study model.

Table (3) Testing hypothesis first category

Hypothesis	Test value = 3			
	Mean	Std. Dev	T Value	Sig. (2-tailed)
H1: The use of Ostensible Demarketing Strategy affects the decrease in demand and affects consumer perception of product quality	3.67	.56	20.94	.000
H2: Decrease in demand affects product demand, increase in product price, limited distribution, and narrow advertising	3.96	.62	27.04	.000
H3: Decrease in product demand affects consumer perception of product quality	4.24	.70	30.92	.000
H4: Increase product price affects consumer perception of product quality	3.93	.77	21.45	.000
H5: Limited product distribution affects consumer perception of product quality	3.23	.96	4.23	.000
H6: Narrow advertisement affects consumer perception of product quality	3.30	1.03	5.23	.000
H7: Consumer perception of product quality affects the consumers view of the product	3.99	1.41	12.35	.000
H8: Consumers view of the product is affected by Ostensible Demarketing Strategy and its means	3.66	.82	14.31	.000

The second category: It tests constructs of the study model. In order to test the relationship between the components of the study model, Pearson correlation coefficient was adopted and hypothesis (H9) was developed. There is a significant positive relationship between the constructs of the study model.

Table (4): Pearson Correlation Coefficient

Dimensions	D1	D2	D3	D4	D5	D6	D7	D8
D1	1 .000							
D2	.393- .000	1 .000						
D3	.280 .000	.350- .000	1 .000					
D4	.259 .000	.353 .000	.433 .000	1 .000				
D5	.086 .000	.101 .000	.138 .000	.224 .000	1 .000			
D6	.134 .000	.119 .000	.131 .000	.271 .000	.474 .000	1 .000		
D7	.185 .000	.190 .000	.261 .000	.264 .000	0.22 .000	.161 .000	1 .000	
D8	.174 .000	.102 .000	.138 .000	.237 .000	.033 .000	.171 .000	.273 .000	1 .000

Discussion and Conclusion

Discussion

The objective of the current was to evaluate the impact of Ostensible Demarketing Strategy on improving product reputation in customer's minds. For this purpose, a study model was developed which included several factors that were divided into eight dimensions including: Ostensible Demarketing Strategy, reduce demands, reduce offer, high price, limited distribution, limited advertising, customer perception of product quality and improving product reputation in customer's minds.

Two categories of the hypotheses study: the first category includes eight hypotheses in which each one covers a dimension included in the study's model where it represents the factors that affect the improvement of product reputation in customer's minds, according to the survey of the sample under study.

The analysis of the data was mainly based on conducting "descriptive statistics" to extract the means and the standard deviation. This was followed by using a one sample T-test analysis to examine the first categories of hypotheses. As for the second category of research hypotheses (eighth hypothesis) that was mainly developed to examine the relationship between the different components (constructs) of the study's model, Pearson's correlation coefficient was used to test this hypothesis.

The responses of the studied sample to the questionnaire questions (25 questions) were all positive, except for four questions (which were 4, 5, 19, and 21), as the means for these questions were less than three (midpoint = 3).

The analysis of the first dimension (Ostensible Demarketing Strategy) indicates affect on the customers' perception of product quality with a mean value of (4.57) and a T value equivalent to (38.86), which is considered high, then the second dimension improving product reputation in customers' minds with a mean value of (4.30) and a T value equivalent to (26.18) which is considered a high value. At the same time, the Ostensible Demarketing Strategy has an effect on reducing demand with a mean value of (3.76) and the T value equivalent to (7.46).

As for the second dimension, decreasing order affects product offer with a mean value of (3.83) and a T value equivalent to (15.42), decrease offer greatly affects customer perception of product quality with a mean value of (4.60) and a T value equivalent to (38.66), which is considered a very high value. Meanwhile, decrease offer affects the improving of product reputation in customers' minds with a mean value of (4.35) and a T value equivalent to (26.37), which is considered a very high value, and indicates the major effect of decreasing order on customer's perception of product quality and improving product reputation in customers' minds.

Regarding the third dimension which is decreased demand, its effect on customer's perception of product quality had the mean value of (4.36) and T value of (29.80) also its effect on improving product image in the customer's mind had the mean value of (4.11) and the T value of (20.33), these values were very high which indicate the effect the decrease of demand had on these two factors.

Regarding the fourth dimension of increased price, it is obvious that it has a great effect on customer perception of product quality as it had a mean value of (4.25) and a t value of (24.48), also it had an effect on improving product image in customer's mind with a mean value of (4.10) and a T value of (19.48), these values were high which indicate the effect this factor has on both customer perception of product quality and improving product image in customer's mind.

Regarding the fifth dimension of limited distribution, the analysis indicates that this factor has an effect on customer perception of product quality with a mean value of (3.73) and a T value of (11.77), while this factor had no effect on improving product image in the mind of the customer as the mean value was equal to (2.72) which is a value less than midpoint (3) and T value of (-3.24) which is a negative value which indicates the lack of effect this factor has in this area.

Regarding the sixth dimension of limited advertising, results indicate that this factor has an effect on customer perception of product quality with a mean value of (3.71) and a T value of (10.21), these values are considered to be high, meanwhile, this factor had no effect on the improving of product image in the customer perception with a mean value of (2.89) which is lower than midpoint (3) and a T value of (-1.32) which is a negative value that indicates the lack of effect the factor has in that area.

Regarding the seventh dimension, customer's perception of product quality is affected by Ostensible Demarketing Strategy with a mean value of (4.06) and a T value equivalent to (18.28), which are very high values. At the same time, this factor affects improving product image in customers' perception with a mean value of (4.05) and a T value equivalent to (19.98), which is a high value affecting the effect of customers' perception of product quality and improving the product reputation in the customers' minds.

Regarding the eighth dimension which is improving product reputation in customers' minds, this factor is affected by Ostensible Demarketing Strategy and its means with a mean value of (4.25) and a T value equivalent to (22.57), which are considered high values, at the same time, this factor is affected by customer's perception of product quality with a mean value of (4.15) and a T value equivalent to (24.50), which are also considered high values.

Regarding the hypotheses of the first category, all hypotheses were accepted according to analysis of Descriptive statistics and one- sample T-test but with different values. Regarding hypotheses of the second category, of these hypotheses the g hypothesis related to the correlation coefficient between the study's models' components. As Pearson's correlation coefficient was used, and results indicate the existence of a relationship between the eight components of the study.

Finally, this study is an attempt to find the effect Ostensible Demarketing Strategy has on such a dynamic subject as improving product reputation in customers' minds. Prospective studies should be expanded in this area especially in Demarketing and its strategies.

Conclusion

Demarketing and its strategies is one of the ways of marketing concept and marketing theory that focused on the customer, meeting his needs and wants and satisfying them in a satisfactory way, thus improve his attachment to the organization and its products. Though Demarketing presented by (Kotler & Levy, 1971) has not been applied widely despite its importance and its reflection to the whole societies economically, on our daily lives, public health, personal health, among others through rationalization or decreasing demand for some products which have a great impact like water, electricity, smoking, energy, unjustifiable use of resources..) as well as using this concept in improving product quality in the mind of customers.

This study is an early attempt to discover and understand the impact of Ostensible Demarketing Strategy on improving product reputation in customers' minds and as a trial to understand that side of Demarketing. This study has shown a positive correlation between study variables which are included in the study model but this relationship has variable value in the correlation coefficient used, in addition to that, these variables were chosen by distributing them based on their influence and role in customer's perception of product value and then improving product reputation in customers' minds.

This effect in itself is variable and different, for example, the dimension related to the decreased demand of the product variable has a great impact on customer's perception of product quality and then improving product value in customers' minds as the mean value was (4.24) which is the highest value amongst all study dimensions, while the dimension related to limited advertising had the lowest mean value of (3.23).

These results are very important and have a great impact regarding business organizations and marketers if they required a broader use of Demarketing and its strategies through the use of the study model deployed in this research as it is considered a comprehensive model with a lot of variables depicting the tools of Demarketing and its strategies, also this model helps in understanding the manner in which Ostensible Demarketing Strategy can be used. If marketers in different business organizations wanted to improve their product reputation in their customers' minds then they have to follow the same method this study used or develop it in the way they find best for their products.

Marketers are showing willingness in following the scientific methodology to apply the Demarketing concept, this cannot be achieved unless it's used with complete conviction, realization, and experience especially relating to temporarily decreasing demand (for a specific period of time) which means decreasing sales temporarily thus reflecting the desire to acquire it, but eventually it will achieve the purpose of opening new windows of opportunity for other products and improve customers perception of these products too.

This study was based on data collection through a designed preliminary questionnaire and eventually optimizing it to collect the needed information in the final questionnaire which included 25 questions with a total of eight dimensions which are included in the study model. Although this methodology is useful in acquiring results but it is still limited especially in its ability in generalization. This indicates that studies in the future can be based on this study, taking into consideration expanding the studies sample size and including certain geographically limited areas, on the other side, future studies have to concentrate on this study with expanding to other ranges of Demarketing and its strategies.

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