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Abstract
This study explores the relationship between consumer behaviour and marketing effectiveness and preferences for Unilever products in Jordan. The study employed an online survey to collect data from a sample of 384 Jordanian customers of Unilever products. The study uses PLS-SEM to analyse the relationships between the variables and test the proposed hypotheses. To evaluate the success of marketing campaigns, three metrics—customer acquisition cost, return on investment, and customer lifetime value—are employed. Consumer behaviour is evaluated using social, personal factors, and psychological, the study helps local producers improve their marketing strategies to compete with global companies by providing perspectives into the factors influencing Jordanian customers' preferences for Unilever Products. The study's findings contribute to our understanding of Jordanian consumers' preferences for Unilever products, consumer behaviour, and marketing efficiency. The study's conclusions have implications for Jordanian marketing executives and politicians on a practical level, particularly in terms of developing strategies to boost domestic producers' competitiveness and promote the growth of the regional economy. These results emphasize the value of customer behavior analysis and effective marketing tactics for businesses in the Jordanian market.
Keywords: Consumer Purchase Preference, Marketing Effectiveness, PLS-SEM, Unilever Products

Introduction
International trade has expanded significantly over the past few decades, resulting in more commodities and services being traded between nations. As a result of this shift, manufacturers have begun selling their wares in emerging markets like Jordan's. Especially with the growth of global marketing and digital commerce, Unilever products can be found in a wider variety of local marketplaces than ever before (Bettencourt, 2022). As a result of this trend, Jordanian customers increasingly favor imported Unilever products over locally produced ones (Kurdi, et al., 2022). Marketing success is a contributor to Unilever product preference among consumers. Majali, et al (2022) research on the influence of marketing on Jordanian consumers' propensity to buy Unilever products reveals a strong correlation

between the two. Effective marketing strategies and the promotion of domestic products require an awareness of the effect of marketing effectiveness on customer preferences for Unilever Products in Jordan (Al Adwan, 2019; Alkhawaldeh, et al., 2020). As a result, Unilever is a global conglomerate that sells its products in a wide range of markets, including Jordan. In Jordan, consumers can choose from a variety of Unilever products, including those for personal care, house care, and nutrition. Dove, Lipton, Knorr, Axe, and Surf are just a few of the many successful Unilever products sold in Jordan. All around Jordan, you may find supermarkets, hypermarkets, and other stores selling Unilever items. Recent research from Euromonitor International (Euromonitor, 2021) indicates that Unilever is a major participant in Jordan's packaged food and home care categories. The corporation has been able to keep its dominant market position because to its extensive portfolio of well-known brands, constant innovation, and aggressive marketing. Sustainability and corporate responsibility have also been priorities for Unilever in Jordan. The corporation has taken several steps to lessen its influence on the environment, such as cutting down on waste, enhancing water efficiency, and using more renewable energy (Unilever, 2021). In addition, Unilever has sponsored a number of community development initiatives in Jordan that aim to improve the lives of locals by addressing issues including poverty and lack of access to healthcare (Unilever, 2021). Additionally, the success of Unilever's marketing campaigns is crucial to changing consumers' attitudes and actions about the company's wares. Competition in the worldwide market has heated up in recent years, putting a premium on advertising campaigns that raise products' profiles. The term "marketing effectiveness" refers to the overall success of a business's promotional efforts, which may include any number of tactics. Effective marketing relies on these tactics because of their power to alter buyer behavior (Ali, & Anwar, 2021). Unilever's marketing efficacy and its effect on Jordanian consumers' product preferences is an underexplored area. But it's important to grasp why more Jordanians are opting to buy Unilever products than ever before. Several reasons, including globalization, enhanced technology, and increased access to information, have contributed to the ever-increasing demand for Unilever products in recent years (Alkhawaldeh et al., 2023; Fithry, et al., 2021).. The introduction of Unilever products to local markets everywhere, including Jordan, has had a profound effect on consumer habits and tastes. Because of the rise of international trade and worldwide marketing, Unilever products have become increasingly accessible in Jordan's market in recent years. The ramifications of this trend for domestic producers in the country are substantial, since they may face increased rivalry from overseas firms with superior marketing methods. In spite of Unilever's growing relevance in the Jordanian market, not enough studies have examined how successful advertising affects consumers' propensity to buy. According to research by Alshare, et al (2020), aggressive marketing strategies employed by multinational corporations like Unilever have contributed to the rise in demand for these goods in Jordan. The study indicated that consumers' perceptions of the quality and prestige of Unilever's products influenced their decisions to purchase those brands. Al Saed, et al (2020) conducted their own research and concluded that product packaging and labeling are highly valued by Jordanian customers. This study aims to fill a substantial void in the literature by investigating how consumers' perceptions of Unilever's marketing strategies influence their decisions to buy the company's products in Jordan. The purpose of this study is to help domestic producers better compete against foreign competitors by shedding light on the effect of marketing efficacy on consumers' buying preferences for Unilever Products in Jordan. This research is important because it might be used to guide decisions on how to best encourage domestic manufacturing and

lessen dependency on Unilever goods. The purpose of this research is to assist local producers in Jordan in tailoring their marketing strategies to the tastes and preferences of local customers by determining the most important factors influencing consumer purchasing preference for Unilever Products in Jordan. To further help domestic firms enhance their marketing effectiveness and compete in the market, the study can shed light on the specific marketing strategies utilized by foreign companies that resonate with Jordanian customers.

Literature Review
Unilever Products in Jordan
Unilever, a multinational manufacturer and marketer of consumer goods, has a sizable operation in Jordan, where it sells a comprehensive selection of goods across many categories. Quality, affordability, and sustainability are at the forefront of Unilever's product development efforts in Jordan. The influence of some well-known Unilever brands in the Jordanian market is the subject of this article. Lipton tea, made by Unilever, is extremely well-liked in Jordan. Black tea, green tea, and herbal tea are just few of the varieties offered by Lipton, a popular tea brand. Lipton tea is widely consumed in Jordan because of its high quality, delicious flavor, and reasonable price. Increased brand knowledge and loyalty among Jordanian tea drinkers can also be attributed in large part to Unilever's marketing efforts. Knorr is another successful Unilever brand in Jordan. Soups, sauces, and seasonings are just few of the many offerings from the Knorr brand. Knorr is well-liked in Jordan because of the ease with which its products may be prepared and the new dimension of taste they bring to classic cuisine. Knorr's popularity in Jordan has increased thanks to Unilever's advertising campaigns, which have highlighted the product's high quality and adaptability (Unilever, 2021). Dove, another product line from Unilever, is also well-liked in Jordan. Dove sells a variety of toiletries, such as soap, deodorant, and body wash. Dove's products are well-liked by those who have hypersensitive skin because of their reliability, mildness, and efficacy. Dove's emphasis on natural ingredients and sustainable methods has been highlighted in Unilever's marketing efforts, and this has resonated with Jordanian consumers who are becoming more aware of the environmental impact of the products they buy. Unilever also sells a number of other well-known brands in Jordan, such as Axe, Signal, and Clear, in addition to these goods. These products compete with other international and local brands in the Jordanian market thanks to Unilever's dedication to quality, price, and sustainability. Beyond the direct benefits to consumers, the influence of Unilever's products in Jordan is far-reaching. The economic and social climate of Jordan have benefited from Unilever's dedication to sustainability and social responsibility. For instance, Unilever's CSR programs in Jordan have targeted improving the health and well-being of local populations, and the company's sustainable sourcing policies have helped to support local farmers and producers (Unilever, 2021). Overall, the high quality and low prices of Unilever's products across a wide range of categories have made a considerable impact on the Jordanian market. Jordan's economy and society have benefited from Unilever's commitment to sustainability and social responsibility, as well as from its effective marketing initiatives. For the foreseeable future, Unilever's brands are expected to remain well-known and relevant in Jordan as consumers there look for high-quality and environmentally friendly goods (Ismaeel, & Alzubi, 2020).

Marketing Effectiveness
Marketing efficacy is crucial since it determines how successfully a marketing plan's operations can achieve its objectives. A few of the many factors that affect marketing's overall

effectiveness include branding, customer acquisition, and income generation. It is the rate at which marketing initiatives pique consumers' interest, enthusiasm, and desire to act. "Marketing effectiveness" is, to paraphrase Kotler and Armstrong (2012), "the extent to which marketing activities succeed in achieving the desired objectives." The effectiveness of a company's marketing has a direct impact on its development and success. Brand recognition, customer acquisition, and revenue generation can all benefit from strategic marketing. Therefore, it is crucial to measure marketing effectiveness in order to assess how well marketing initiatives are doing and where they might be enhanced (Ismaeel, et al., 2022). Return on investment (ROI), customer acquisition cost (CAC), and customer lifetime value (CLV) are just a few of the measures that may be used to evaluate marketing success (Kumar & Reinartz, 2016). One of the most important aspects of marketing success is the ability to get people to pay attention to and remember a brand's advertisements. Reach, frequency, and impact are all indicators that can be used to evaluate an advertisement's performance. However, boosting sales through better sales procedures, better sales abilities, and the utilization of sales tools is the primary focus of sales effectiveness. As more companies move their advertising online, measuring the success of digital campaigns has become increasingly vital. The success of a company's digital marketing efforts depends on how well such efforts generate interest, leads, and sales. In order to help firms, improve the efficiency of their marketing efforts, numerous theoretical frameworks and models relating to marketing effectiveness have been established. The marketing mix (Kotler & Keller, 2016) is one such framework. The four Ps of marketing are included in it: product, pricing, place, and promotion. The marketing mix helps businesses figure out which kinds of advertising are most likely to bring them a profit. A new framework called the customer value proposition (CVP) shows how a business can give its customers more for their money than its competitors can (Kumar & Reinartz, 2016). Knowing how customers act is critical in marketing. Understanding consumer behaviour is essential for establishing successful marketing tactics. When making a purchase, "behaviour, attitudes, and decisions" (Kotler & Armstrong, 2018) are all part of a consumer's "consumer behaviour." A complex combination of psychological, social, and cultural factors shapes customers' interests and habits. Only a few of the psychological aspects that influence consumer behaviour are learning, motivation, and perception. Friends, family, and social standing all impact a person's proclivity to make specific purchases. Consumer behaviour may be influenced by cultural conventions and normative ideas. Consumer decision-making models have been developed to help organisations better understand the aspects that influence customers' final decisions. Consumer decision-making is one such paradigm (Kotler & Keller, 2016). It entails the following five steps: problem identification, information search, alternative evaluation, purchase decision, and post-purchase assessment. Consumers' attitudes, subjective norms, and perceived behavioral control are all thought to have a role in their intentions to purchase a product or service, according to the theory of planned behavior (Ajzen & Fishbein, 1980). Research into consumer preferences for Unilever products is very important, especially in emerging markets like Jordan. Consumers have a preference for Unilever products due to their perceived superior quality, greater innovation, and higher status, according to studies. Product features like quality, price, and brand image, as well as psychological aspects like perception and attitude, all play a role in determining which Unilever products consumers prefer to buy. The country of origin effect, which proposes that customers' perceptions of a product's place of origin influence their purchasing decisions (Carlini, & Robertson, 2023), is one such theoretical framework or model relating to consumer purchase preferences.

Consumer Behaviour

Researchers and experts have delved deeply into the complexities of consumer behavior. Businesses can't hope to successfully market to their target demographic without first understanding the many aspects that go into shaping consumers' decisions and actions. Several new studies have looked at how consumers' personalities, social circles, and state of mind all play a role in their purchasing decisions. Individual differences are a major impact in consumer behavior. Consumers' choices are heavily influenced by demographic characteristics such as age, income, education level, and lifestyle (Kotler & Keller, 2016). Younger consumers, for example, are more likely to be tech-savvy and open to trying new things, while elderly consumers may be more likely to hold traditional beliefs and be brand loyal (Sheth, 2021). It has been found that consumers with greater earnings are more likely to purchase and be satisfied with premium items and services (Solomon, White, & Dahl, 2019). Consumers' actions might also be heavily influenced by social forces. Consumers' perspectives and actions are heavily influenced by their families, social networks, and cultural norms. Parents, for instance, have been shown to have a significant impact on their children's consumption patterns (Rokka, 2021) due to their authority over the household budget. Social norms and expectations on acceptable behavior are often conveyed to consumers by their reference groups, which might include friends and co-workers (Musayeva, et al., 2021). individuals from different origins have different sets of values, beliefs, and standards, which has a significant impact on how individuals perceive and respond to advertising (Hofstede, 2010). Finally, psychological factors including motivation, perception, learning, and attitudes have a big impact on customer behaviour. Numerous factors, such as needs, emotions, and values, have an impact on people's levels of motivation (Kotler & Keller, 2016). Perception, which refers to how consumers receive and comprehend marketing communications, is influenced by factors such as prior exposure, expectations, and the environment (Rosário, & Raimundo, 2021). A change in perspective or attitude brought about by the learning process may have an impact on consumers' behaviour (Sheth, 2021). A person's attitude about a product, service, or brand can have a significant impact on their purchasing decisions (Ajzen & Fishbein, 1980). In conclusion, consumer behavior is a complex topic because it is impacted by individuals' unique histories, social contexts, and psychological make-ups. Businesses can't create marketing strategies that connect with their customers without first understanding these characteristics. Recent research has illuminated the many determinants of consumer behavior, giving invaluable insights for businesses and academics.

Consumer purchase preference for Unilever Products

Preference for Unilever products among consumers has grown rapidly in recent years, especially in emerging markets like Jordan. The widespread acceptance of Unilever products has far-reaching consequences for competitors, both local and international. If you want your company to succeed in the global market, you need to learn why this preference exists. There are a number of reasons that affect why consumers choose to buy imported goods. Product quality is a major consideration. Consumers have a bias toward thinking that imported goods are better in quality, design, and innovation (Hoang, et al., 2022). Dong, et al (2022) conducted a survey among Chinese customers and found that they viewed imported goods as being of greater quality than those made in China. Similarly, Indian customers were shown to prefer buying imported goods over indigenous ones (Gupta, et al., 2022) due to their belief that they were of superior quality. A consumer's propensity to buy an imported product might also be influenced by the brand's standing in the market. Well-known foreign companies have

a better reputation for quality and dependability in the eyes of consumers (Ghodsi, 2023). According to research conducted by Tan and Teck (2012) on Malaysian consumers, non-Malaysian brands were viewed as being of greater quality than local brands. In a similar vein, Nguyen, et al (2023) discovered that Vietnamese consumers prefer to buy overseas brands over local ones because they perceive the latter to be of superior quality. Consumers' willingness to pay for imported goods is a major role in the market. The higher cost of imported goods compared to those produced in the place of origin may deter price-conscious consumers (Gantulga & Ganbold, 2022). However, some consumers will pay extra for imported goods if they are persuaded of their superior quality or other benefits (Calvin et al., 2022). Finally, the nations from where imported items are made may influence consumer preferences for such products. Consumers may perceive goods from some nations as being of higher quality or desirability than those from other nations (Yu, et al., 2022). Brazilian consumers, for example, believed that goods from the United States and Japan, two examples of developed nations, were of greater quality than those from other nations in a study by (Kocánová, 2022). In conclusion, a variety of factors, including perceived value of the product, brand recognition, price, and country of origin, influence consumers' choices to purchase goods from other nations. Businesses need to understand these dynamics if they are to succeed in the global economy. Designing marketing plans that consider these factors can boost a company's chances of success in global marketplaces (Alzubi, et al., 2021).

Hypotheses Development
International trade has grown significantly over the past few decades, increasing both the volume and value of goods and services exchanged between countries. Jordan, a developing country, has not escaped this tendency, which has led to the presence of imported goods in the country's retail establishments. Therefore, it is becoming more and more important to look into why consumers are choosing international goods over domestically produced ones. The impact of marketing effectiveness on Jordanian consumers' preference for purchasing items created elsewhere is not well understood. There have been numerous publications highlighting Jordan's rising need for imported items. For instance, Alawamleh and Giacaman's research (2020) discovered that the trend was brought on by the intrusive advertising of multinational firms. The findings of their study indicate that consumers base their decisions on the idea that products from other countries are of higher quality and reputation. Al-azzam and Al-Mizeed (2021) also found that Jordanian consumers place a high value on product packaging and labelling. These results highlight the significance of effective marketing in shaping consumer preferences for imported items. The degree to which a company's marketing initiatives are successful in achieving its objectives is referred to as "marketing effectiveness" (Kotler & Keller, 2016). According to Chen and Popovich (2021), marketing professionals can evaluate their performance through channels like advertising, sales, and digital marketing. These metrics allow us to evaluate the success of our marketing initiatives. An important area of research is how different marketing tactics affect Jordanian customers' tendency to purchase foreign items. Customers' behaviour has a significant impact on how likely they are to purchase multinational brands. Numerous factors, both internal and external to the consumer, might have an impact on their behaviour (Kotler & Keller, 2016). Consumer behaviour is influenced by a variety of personal traits, including age, income, and way of life, as well as by societal factors including family, peer groups, and culture. Psychological components include things like motivation, perception, learning, and attitude (Khalayleh & Al-Hawary, 2022). It is critical to comprehend how these elements affect

Jordanian customers' tendency to purchase foreign items. Product quality, brand reputation, price, and place of origin are only some of the elements that Yu, et al (2022) noted as influencing consumer purchasing preference for foreign items. Foreign goods may be seen as superior by consumers in terms of quality, design, innovation, or even social status or prestige (Casado-Aranda, et al., 2020). Consumer choices for imported goods in Jordan are heavily influenced by these factors. In conclusion, there is a considerable knowledge vacuum concerning the influence of marketing efficiency on customer preference for imported items in Jordan. Research has shown that Jordanian customers are becoming increasingly interested in purchasing things from outside. This trend can be ascribed to the aggressive marketing strategies employed by multinational corporations. The success of marketing campaigns has a significant impact on how consumers feel about and react to products made in other countries. In addition, consumer behavior and other factors affect the things that people prefer to buy from abroad. As a result, it is crucial to learn how these aspects affect Jordanian consumers' preferences when shopping for imported goods. Based on the above evidences, this study developed the following hypotheses

H1: Marketing effectiveness (return on investment, customer acquisition cost, and customer lifetime value) significantly and positively influence the consumer purchase preference for foreign products in Jordan

H2: Consumer behaviour (Personal, Social, and Psychological Factors) significantly and positively influence the consumer purchase preference for foreign products in Jordan

Research hypotheses enabled the development of the conceptual research model depicted in Fig. 1. This study aims to provide a more comprehensive understanding of the effect of marketing effectiveness on consumer purchase preference for foreign products in Jordan.
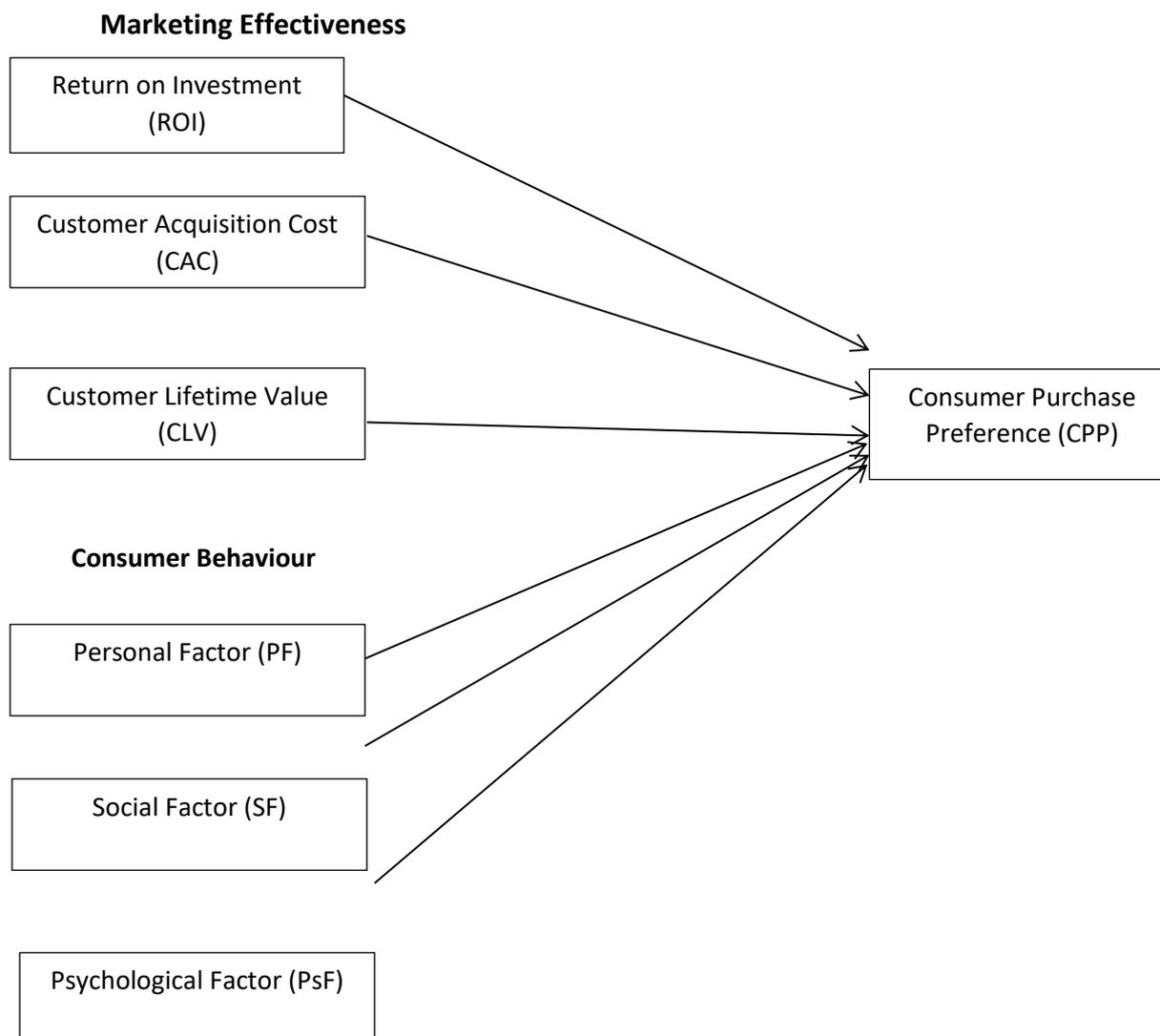
Fig 1 Research Model

Research Methodology

Research Design

The researcher in this study used a questionnaire to conduct a quantitative analysis of the purchasing preferences of Jordanian consumers. Since a large sample size was collected through a survey approach, the results are more representative of the population as a whole (Rubin & Babbie, 2016). Respondents are recruited from all throughout Jordan using a convenience sample method. Convenience sampling is a non-probability sampling method in which participants are selected because of their availability and receptiveness to taking part in the study (Creswell, 2014; Mahmood et al., 2020; Alkhawaldeh & Mahmood, 2021; Alkhawaldeh, et al., 2022). Sample size was established using a sample size calculator, and 384 respondents are needed for adequate statistical power (a 95% confidence level and a 5% margin of error).

Data Collection Method

A self-administered online survey was used to compile the data. Survey questions were developed to measure the constructs of marketing effectiveness, consumer behavior, and

consumer purchase preference for foreign products. Existing scales and validated measures in the literature (such as Kumar & Reinartz, 2016; Schiffman, & Kanuk, 2008; Yu, et al., 2022) were used to develop the survey questions. The survey pretested on a small sample of consumers to ensure clarity and understanding of the questions.

Data Analysis
PLS-SEM was utilized in the analysis of the data collected. PLS-SEM is a statistical method for investigating intricate connections between latent and overt factors. There were two phases of the analysis. The initial step was an evaluation of the measuring model to guarantee the constructs' validity and reliability. To verify the assumptions and find the solutions to the study's issues, the second phase involved an evaluation of the structural model.

Ethical Considerations
Research ethics have been strictly followed throughout this work. All participants will provide informed permission and have been made aware of their ability to discontinue participation at any time. The information provided by the participants will remain private and will be used exclusively for the research.

Findings
Measurement Model
Internal consistency, convergent validity, and discriminant validity are all tested in this process. Cronbach's alpha is used to measure internal consistency, and the average variance extracted (AVE) and composite reliability (CR) coefficients are used to measure convergent validity. The Fornell-Larcker criterion are used to evaluate discriminant validity. Cronbach's alpha coefficient was used to determine the reliability of each item, and all variables scored over 0.75 (Table 1), indicating very strong reliability. Also assessed was composite reliability, which for all variables was determined to be greater than 0.80. (Table 1). Dijkstra-rho Hensele's values, which were above 0.70 and all AVE values were greater than 0.50, were used to ensure convergent validity (Table 1). The use of variance inflation factors (VIFs) to assess for multicollinearity revealed no significant issues because all VIF values were less than 3.3. (Table 3). A variety of techniques were used to verify discriminant validity to make sure the study's components are distinct from one another. The loading values were higher than 0.5 (Table 2), which shows that each component is distinct from the others and has a distinct definition. The Heterotrait-Monotrait ratio (HTMT) method was used to calculate the discriminant validity of the construct, and the Fornell and Lacker criterion was used to evaluate the discriminant validity of each component by comparing the square root of AVE from each component to the correlation between constructs (Table 4). Each value is lower than 0.9. (Table 5) Strong connections between the components were discovered using both approaches, further demonstrating the study's components' discriminant validity. Participants were provided guarantees of anonymity and that there were no right or wrong answers in order to minimize the possible problem of common method variance (CMV). This study used the Harman's one-factor test, which involves taking a single component from all constructs and evaluating whether it explains for less than 50% of the variance, to determine whether CMV was present (Table 5). The results, shown in Table 6, show that CMV accounted for 16.735% of the variance, falling short of the 50% mark. In addition, Kock (1987) argued that a model is thought to be free of common method bias if all variance inflation factors

(VIFs) from a collinearity test are less than or equal to 5. In this investigation, the absence of CMV was indicated by all structural model components having VIFs lower than 3."

Table 1
Validity and Reliability

Variables	CA	CR (rho_a)	CR (rho_c)	AVE
CAC	0.829	0.839	0.886	0.661
CLV	0.872	0.848	0.802	0.507
CPP	0.887	0.908	0.917	0.654
PF	0.733	0.846	0.827	0.615
PsF	0.723	0.731	0.843	0.643
ROI	0.871	0.888	0.92	0.793
SF	0.793	0.801	0.865	0.616

Table 2
Factor Loading

	CAC	CLV	CPP	PF	PsF	ROI	SF
CAC1	0.826						
CAC2	0.865						
CAC3	0.782						
CAC4	0.776						
CLV1		0.745					
CLV2		0.754					
CLV3		0.786					
CLV4		0.738					
CPP1			0.867				
CPP2			0.907				
CPP3			0.872				
CPP4			0.820				
CPP5			0.819				
CPP6			0.798				
PF1				0.738			
PF2				0.766			
PF3				0.844			
PsF1					0.843		
PsF2					0.758		
PsF3					0.802		
ROI1						0.883	
ROI2						0.908	
ROI3						0.879	
SF1							0.816
SF2							0.772
SF3							0.783
SF4							0.768

Table 3
Variance Inflation Factor (VIF)

Variables	VIF
CAC1	2.22
CAC2	2.477
CAC3	2.065
CAC4	2.026
CLV1	1.041
CLV2	1.493
CLV3	1.860
CLV4	1.968
CPP1	2.947
CPP2	2.416
CPP3	1.848
CPP4	2.533
CPP5	2.551
CPP6	1.225
PF1	2.501
PF2	2.583
PF3	1.146
PsF1	1.611
PsF2	1.427
PsF3	1.349
ROI1	1.915
ROI2	2.904
ROI3	2.674
SF1	2.026
SF2	1.891
SF3	1.748
SF4	1.835

Table 4
The Fornell and Lacker Discriminant Validity

Variables	CAC	CLV	CPP	PF	PsF	ROI	SF
CAC	**0.813**						
CLV	0.528	**0.712**					
CPP	0.625	0.641	**0.809**				
PF	0.580	0.653	0.507	**0.784**			
PsF	0.392	0.514	0.569	0.563	**0.802**		
ROI	0.271	0.609	0.489	0.557	0.682	**0.890**	
SF	0.361	0.672	0.483	0.666	0.511	0.614	**0.785**

Table 5
Heterotrait-Monotrait ratio Discriminant Validity

Variables	CAC	CLV	CPP	PF	PsF	ROI	SF
CAC	Nil						
CLV	0.646						
CPP	0.524	0.522					
PF	0.615	0.418	0.673				
PsF	0.488	0.432	0.742	0.417			
ROI	0.305	0.569	0.594	0.652	0.545		
SF	0.418	0.603	0.600	0.552	0.663	0.678	Nil

Table 5
Common Method Bias

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.244	46.222	46.222	9.244	46.222	46.222	3.347	16.735	16.735

The Results of the Structural Model Analysis
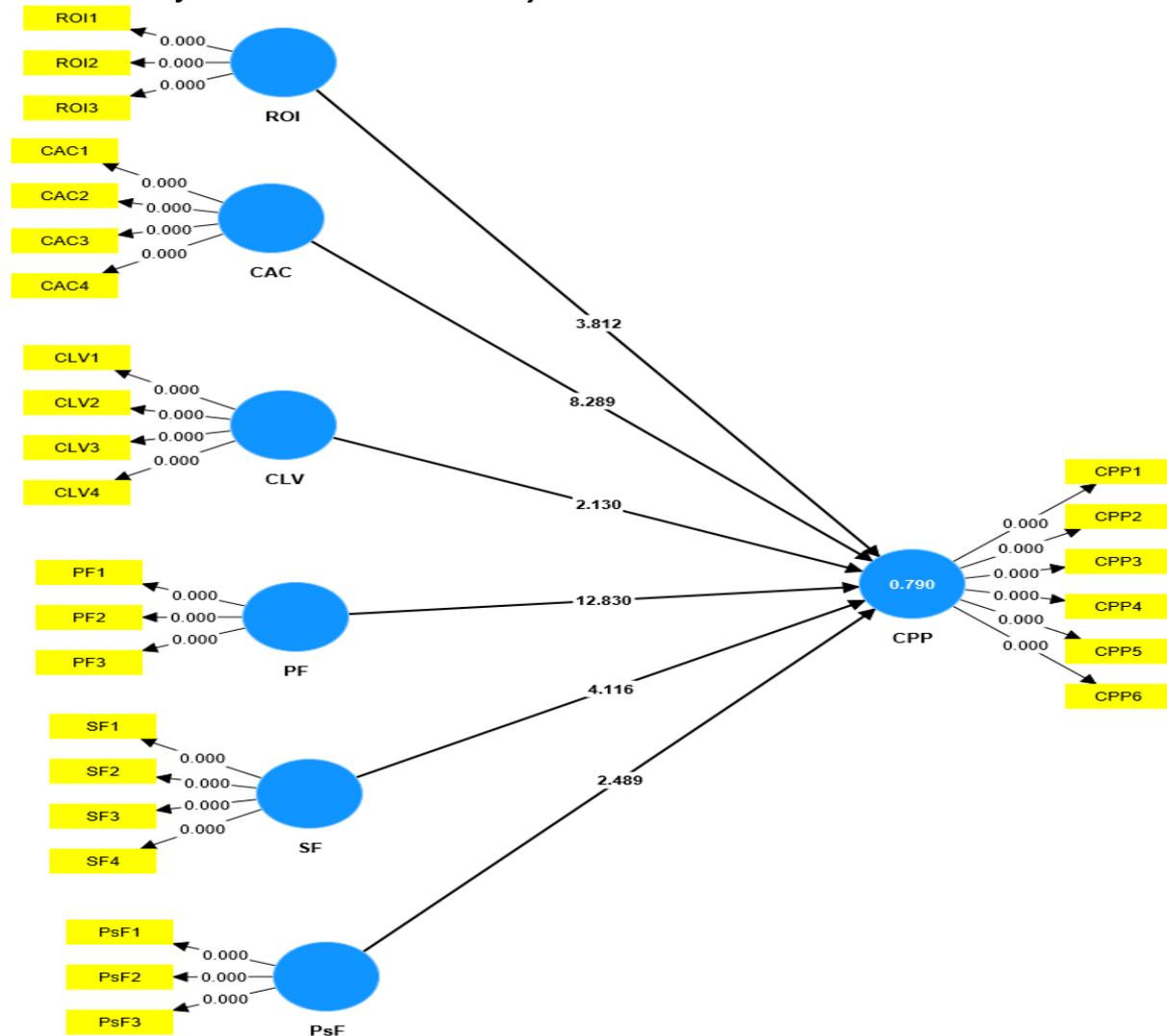
Fig 2 Path Analysis Result

Table 7
Path Analysis Result

Path	Beta	STDEV	T	P
ROI -> CPP	0.265	0.07	3.812	0.000
CAC -> CPP	0.358	0.043	8.289	0.000
CLV -> CPP	0.125	0.059	2.130	0.033
PF -> CPP	0.676	0.053	12.83	0.000
SF -> CPP	0.284	0.069	4.116	0.000
PsF -> CPP	0.154	0.062	2.489	0.013
Goodness of Fit				
R^2	0.790			
Adj R^2	0.787			
Q^2	0.500			

The results in Table 7 and Fig 2 show that ROI have significant and positive effect on CPP (Beta=0.265, T=3.812, P<0.05). Also, the results reveal that CAC have significant and positive effect on CPP (Beta=0.358, T=8.289, P<0.05). Moreover, the result indicates that CLV have significant and positive effect on CPP (Beta=0.125, T=2.130, P<0.05). Similarly, the result discover that PF have significant and positive effect on CPP (Beta=0.676, T=12.83, P<0.05). Furthermore, the result discover that SF have significant and positive effect on CPP (Beta=0.284, T=4.116, P<0.05). Finally, the result discover that PsF have significant and positive effect on CPP (Beta=0.154, T=2.489, P<0.05).

Discussion
The study found that among Jordanian consumers, choice for Unilever products was significantly influenced by marketing effectiveness (ROI, CAC, and CLV). This data hints that increasing consumer preference for Unilever products in Jordan is possible through efficient marketing techniques that yield a greater ROI, lower CAC, and higher CLV. This result accords with prior research showing that successful marketing has a favorable effect on consumer behavior. Customer lifetime value is one metric that has been shown to have a significant impact on customer retention and loyalty, as shown in a study by (Kumar and Reinartz, 2016). According to Kurdi, et al (2022), successful advertising has a beneficial effect on consumers' attitudes and intentions to make a purchase. Consumers' preferences for Unilever products in Jordan can be influenced by a number of variables beyond the company's marketing efforts. The quality of the product, the popularity of the brand, the cost, and the country of origin are all crucial elements. For instance, Souiden, et al (2020) research on consumer purchase intentions for foreign items indicated that product quality and brand reputation were significant predictors. The findings of this research shed light on the value of efficient marketing in shaping consumer preferences for Unilever products in Jordan. Organizations like Unilever may improve their marketing tactics and win over more customers by learning how the performance of their campaigns affects consumers' preferences. This, in turn, increases the company's return on investment (ROI), customer lifetime value (CLV), and customer loyalty.
Consumers' preferences for Unilever products in Jordan were found to be positively and significantly affected by respondents' personal, social, and psychological characteristics. Because of their potential impact on consumers' buying decisions, these considerations are crucial when crafting marketing strategies for Unilever goods. Several recent studies have

looked at how different personal, social, and psychological factors affect how people in Jordan think about and buy Unilever goods. Vongurai (2020) looked at how these things affected people's decisions to buy foreign goods. It was found that social factors like age, gender, income, and level of education had a big effect on how people felt and what they did about Unilever products. Social factors, like the people in their social group, had a big impact on what people bought. It was also found that how customers thought and felt about what Unilever had to offer had a big impact on their buying decisions. Macagno did study in 2022 to find out how social, psychological, and personal factors affect the way Jordanian customers of Unilever products think and what they buy. There was a lot of variation in how people responded to Unilever products based on things like age and family income. Before making an investment, many people ask their friends and family for help. Customers' opinions of Unilever goods and their loyalty to the brand were also found to be important predictors of their actions.

Conclusion and Limitation of the Study

This research looked into the Effect of marketing effectiveness, and consumer behaviour on consumer purchase preference for Unilever Products in Jordan. Based on the results of the study, it was determined that return on investment and customer lifetime value had the biggest effects on consumers' behaviour to purchase Unilever products. Customers' behaviour, particularly their distinctive personalities and mental states, had a big impact on how likely they were to purchase Unilever products. These findings highlight the importance of consumer behaviour analysis and successful marketing strategies for companies operating in the Jordanian market. There are several limitations to this study, though. The study's first drawback is that it was limited to Jordan and might not be applicable to other countries or places. To compare results and extract wider implications for future research, this study can be replicated in different countries. Second, because the study relied on self-reported data, social desirability bias may have affected the results. Thirdly, the analysis of probable factors that could affect customer behaviour and marketing success lacked depth. Future studies can incorporate more variables to better understand how marketing effectiveness and consumer behaviour affect customers' likelihood to purchase Unilever products.

Contribution Implications of the Study

Numerous managerial, practical, and theoretical implications stem from the study on the influence of marketing effectiveness and customer behaviour on consumer purchase preference for Unilever Products in Jordan. The study adds to the body of knowledge on consumer behaviour and marketing effectiveness by examining how these factors relate to customers' decisions to buy Unilever products. The likelihood that people would buy Unilever products may be significantly impacted by the marketing strategy's efficacy, as measured by variables like return on investment, client acquisition cost, and customer lifetime value. The selection of Unilever products by customers was also found to be influenced by personal, social, and psychological aspects. This study's findings can direct future investigations into this topic, expanding our knowledge of consumer behaviour and the impact of advertising. Many lessons for management and advertising may be drawn from this research. The results of the study suggest that firms can increase consumer preference for Unilever products by using marketing performance indicators such as return on investment, customer acquisition cost, and customer lifetime value. Marketers should make a concerted effort to develop ads that emphasise the items' distinctive features. In order to attract customers who, place a

premium on these characteristics, businesses may wish to highlight the items' links to higher social standing and distinction. Second, the study's findings suggest that individuals' unique traits and the social and psychological contexts in which they are embedded considerably impact their perceptions of Unilever products. These factors need to be considered while designing advertising campaigns and releasing new items. For instance, marketers should take into account demographic factors like age, income, and lifestyle while developing advertising. Marketers must take into account how social and cultural norms affect consumers while creating their products. Third, the study's findings recommend that businesses consider the countries where their goods are produced. Customers frequently think Unilever items are better than those made by rival companies. To improve consumer preference for Unilever Products, business owners could want to consider highlighting the nation of origin of their products. The paper provides some very important business lessons for Jordan. To influence consumers' desire for Unilever products, businesses must first establish their image as trustworthy brands. Marketers should think about spending money on marketing that showcase the unique qualities of their products. Businesses can collaborate with well-known individuals of their local communities to raise awareness among consumers. Second, businesses need to think about the cost of their goods. The results of the study show that consumers think carefully about how much Unilever products cost. Companies might think about offering competitive prices to entice clients that are price conscious. Labelling and packaging should be a company's third priority. According to the survey, consumers in Jordan give packaging and labelling a lot of consideration. Businesses may boost marketing effectiveness and customer preference for Unilever products by investing in better packaging and labelling.

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