

The effect Demarketing strategy on repurchase intentions An analytical study of the opinions of a sample of nutritional supplement users who frequent bodybuilding centers in Al- Qadisiyah Governorate

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ABSTRACT: The study sought to search for the effect of the reverse marketing strategy with its dimensions (price increase, counter-advertising, distribution, reducing product quality), on repurchase intentions with its dimensions (perceived benefit, perceived ease of use, trend towards use), in bodybuilding centers in Al-Qadisiyah Governorate, The problem of the study was represented in the main question (what is the effect of the reverse marketing strategy on the intentions of repurchase), and the study sample included the users of nutritional supplements in the centers, and the questionnaire was used to collect data, as (386) responses were obtained from users of nutritional supplements in the centers. Bodybuilding in Qadisiyah Governorate, using the random sampling method in Qadisiyah Governorate, and the descriptive analytical approach was adopted in the study, and then the data was analyzed by adopting some statistical methods such as (arithmetic mean, standard deviation, linear correlation coefficient, simple and multiple regression coefficient) and to test the scale was employed (Alpha Cronbach, factor analysis), and the results were reached using the statistical program such as (SPSS.V.27) and the program (Amos.V.26), as the results of the study confirmed There is an effect of the reverse marketing strategy on repurchase intentions..

Keywords - Demarketing strategy , repurchase intentions

المستخلص

تهدف هذه الدراسة الى البحث عن تأثير استراتيجيات التسويق العكسي بأبعادها (رفع السعر , الاعلانات المضادة , التوزيع تخفيض جودة المنتج), في نوايا اعادة الشراء بأبعادها (المنفعة المدركة, سهولة الاستخدام المدركة, الاتجاه نحو الاستخدام), في مراكز كمال الاجسام في محافظة القادسية, وتمثلت مشكلة الدراسة في تساؤل رئيس مفاده (ما هو تأثير استراتيجيات التسويق العكسي في نوايا اعادة الشراء), وشملت عينة الدراسة مستخدمي المكملات الغذائية في المراكز. وتم استخدام الاستبانة في جمع البيانات, إذ تم الحصول على (386) استجابة من مستخدمي المكملات الغذائية في مراكز كمال الاجسام في محافظة القادسية, وباستخدام اسلوب العينة العشوائية في محافظة القادسية, وتم اعتماد المنهج الوصفي التحليلي في الدراسة ومن ثم تحليل البيانات باعتماد بعض الاساليب الاحصائية مثل (الوسط الحسابي, والانحراف المعياري, ومعامل الارتباط الخطي, ومعامل الانحدار البسيط والمتعدد) واختبار المقياس تم توظيف (الفكرونيباخ, التحليل العاملي), وتم التوصل الى النتائج باستخدام البرنامج الاحصائي مثل (SPSS.V.27) وبرنامج (Amos.V.26), إذ اكدت النتائج التي توصلت اليها الدراسة أن هناك تأثير لاستراتيجية التسويق العكسي في نوايا اعادة الشراء.

الكلمات الدلالية: استراتيجية التسويق العكسي, نوايا اعادة الشراء

I. INTRODUCTION

Marketing in the current era seeks to satisfy the needs and desires of consumers, urging them to repeat purchase and increase it and motivate them to do so. Or that the organization does not have enough of the product, which leads it to reduce the amount of sales, and prompt consumers not to buy this product, but the concept of the reverse marketing strategy and its elements took a completely different approach in the recent period, as it became employed to reduce the consumption of goods and services that harm the environment and society And the individual, such as smoking and nutritional supplements, as well as focusing on how to reduce individuals' consumption of products that harm the national economy, such as electricity and water, on the other hand, building a brand's reputation is one of the desired goals of successful organizations through the creation of advertising campaigns aimed at building a positive image supported by During which the formation of consumer

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attitudes towards the special performance of the brand's products in the presence of a highly competitive market environment and strengthening the loyalty of this opinion of society and the Winning its confidence in the contents of advertising messages to the masses also for its brand, and the intentions of repurchasing means that the customer will buy the product again in the future and it reflects his loyalty to the product, and stated (Adamis & Lekovec, 2007), that the reverse marketing strategy has an impact on the purchasing decision of customers, so The current study attempts to achieve a basic goal, which is to explain the factors affecting the relationship between the reverse marketing strategy and the intentions of repurchase, and this is what this study attempts to address by answering the following question (the effect of the reverse marketing strategy on repurchase intentions), and accordingly the study sought to answer this The main question and its implicit ramifications, by presenting assumptions based on the intellectual and applied controversy in previous studies, in the light of which it came to building a conceptual and hypothetical model that frames the relationship between the variables of the study in a way that gives importance and an intellectual contribution to be added to the marketing studies..

II. RESEARCH METHODOLOGY

1) THE RESEARCH PROBLEM

The concept of reverse marketing is one of the concepts that organizations did not seriously adopt to reduce the demand for products, whether in the Arab world or in Iraq, and most of those interested in this vital aspect were presented in the form of foreign studies, and as a result of the invitation of a number of researchers to conduct a number of studies regarding reverse To reduce the consumption of nutritional supplement products for bodybuilding, which may cause an increase in the rate of work of the kidneys, as its excessive work may cause an increase in the rate of excretion of body fluids, which may lead to dehydration, and the rate of excretion of dissolved salts and minerals in body fluids, including calcium, may also increase. May lead to a decrease in the level of calcium in the blood (Katarina, 2016); Also, understanding the pattern of food products (nutritional supplements) on the repurchase intent of the brand and the consumer group requires comparing the perceived value of the brand, and this is what this research attempts to address by answering the following question: (What is the effect of the reverse marketing strategy on repurchase intentions), and it emerges It includes the following sub-questions:-

- 1-What is the impact of reverse marketing on the repurchase intentions of frequent nutritional supplement users on the bodybuilding centers of the study population?
- 2-Is there a clear perception of reverse marketing among the users of nutritional supplements who frequent the bodybuilding centers of the study population?
- 3- How can reverse marketing contribute to influencing repurchase intentions through the mediating role of brand reputation among the study sample?

2)THE RESEARCH IMPORTANCE

- 1- The importance of this study is reflected in the importance of the topic that deals with the impact of reverse marketing on repurchase intentions, as this study, to the knowledge of the researcher, is the first that deals with the studied variables in the service sector.
- 2- The importance of the researched variables at the intellectual and applied level in the field of business administration, as the study contributes to enriching the knowledge side of topics that the local and Arabic library lacks, including the issue of reverse marketing, which is one of the modern variables that attract great interest from researchers, and this enrichment is not limited to presentation and narration Rather, it includes exposure to the nature of the potential relationships between them, whether through discussion based on the logical and mental framework, or at the level of practical testing of a set of hypotheses by linking these variables.

3) RESEARCH OBJECTIVES

- 1- Detecting the level of availability of the dimensions of the reverse marketing strategy (price raising, counter-advertising, distribution, reducing product quality) among the users of nutritional supplements who frequent the bodybuilding centers of the study sample.
- 2- Identifying the level of dimensions of repurchase intentions (perceived benefit, perceived ease of use, tendency towards use) of the study sample.

4) TH E RESEARCH MODEL AND ITS HYPOTHESES

The Research dealt with two variables

A- The first main hypothesis: There is a positive, significant correlation between the reverse marketing strategy and repurchase intentions.

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B - The second main hypothesis: There is a significant effect relationship between the reverse marketing strategy and the intention of repurchase.

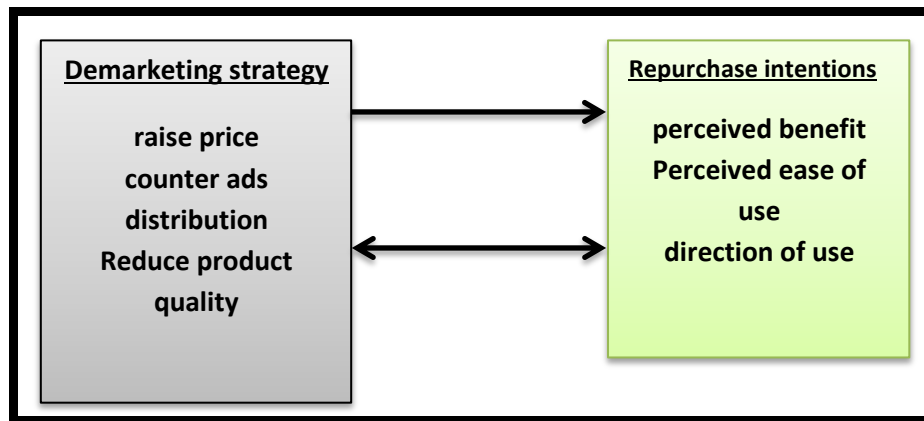


Figure (1)

The hypothetical model of the Research

Source : Prepared by The Researcher

III. study population and sample

The study was applied to a sample of 386 users of nutritional supplements who frequent bodybuilding centers. The random sample method was adopted in order to collect the necessary data, and the sample size was determined. According to (Rejcie & Morgan, 1970), it requires (377) responses to represent This community, the researcher distributed (400) questionnaires to the sample members, and (386) questionnaires were retrieved and assembled for the purpose of preparing them for the analysis process..

First: Demarketing strategy

The marketing function is within the well-known concept that it seeks to increase demand and expand the supply of markets in an unlimited way of products, but it occurs in certain periods that the shopping management in organizations may not be able to meet the protests and desires, or that there is a certain category of customers that these organizations do not want In dealing with them or wanting to dispense with them temporarily or permanently, hence a modern concept of marketing called reverse marketing (Demarketing) in the seventies of the last century as a result of the increase in demand for certain products at a time when organizations cannot meet that increase in demand (Armstrong, 2011:22). (Chaudhry, 2019:664) pointed out that reverse marketing is an integral component of general marketing that must be clarified in a broader way rather than from a limited viewpoint, and also that the marketing department must be more familiar with the areas of the marketing mix consisting of product, price, promotion, distribution, etc. It is related to changes in the internal and external marketing environment, whether from excessive supply of demand or to excess demand. It is an important tool used to reduce demand or consumption, or to rationalize its use of a particular good or service, permanently or temporarily due to the scarcity and importance of these resources. Demand permanently or temporarily, and educate customers about resource depletion or excessive consumption of harmful products (Aboud et al., 2019:717). He defined it as a philosophy or approach to be followed by the management of organizations through the practice of marketing methods and techniques for the purpose of reducing demand, and limiting consumption on a particular product to achieve better health benefits for society (Hall & Wood, 2021:3). As for (Salem et al., 2021:2), he sees that it is the efforts made by the organization aimed at reducing the demand for the product, due to the lack of a sufficient quantity of the product equal to the demand for the product or leads to health problems or may have a great harm to the economy.

Second: The importance of the reverse marketing strategy

Reverse marketing is often seen as a response to saturated demand and marketers' concerns about the inability or unwillingness to provide a service for reasons of sustainability, and is therefore a reactive strategy to reduce demand rather than a preventive tool (Lindberg&Seeler, 2021:3).

The importance of the reverse marketing strategy is important to the organization for several reasons, including (AL-Samydai, 2018: 210); (Weiler et al., 2019: 123)

1-The ability of the organization or producer is not sufficient to provide large quantities of the product or service in order to meet the perpetual demands.

2-The organization or producer does not want to provide a specific product or service for the following reasons:-

A- A relative increase in the cost of distribution in a way that does not explain its presentation.

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b- A decrease in marginal profit.

C - increase the cost of marketing.

3-Rationalizing the consumption of some expensive products that are a burden on the economy, scarce products, products that harm public and personal health, or even the irrational consumption of some household products or nutrients.

4-This trend helps in reducing the producer's use of endangered products.

5-Enhancing product quality, as some organizations work to reduce the supply of goods.

6-Increasing the value of the product by reducing its supply and increasing the price within the concept that says that customers need products and services that they feel difficult to obtain, and then feel happy to buy them.

Reverse marketing can be used to create awareness in the general community about the need to economize on irrational consumption, such as wasting water and electricity, and therefore it is a social and cultural change to show the transfer of values, social habits and consumption patterns away from excessive consumption and towards limited consumption (Seeletse, 2016: 231).

Third: - Dimensions of the Demarketing strategy

1-raise the price

In some cases, the government raises prices for a specific good or service by imposing taxes on it, which leads to raising the final prices of the good or service, and then the demand for it decreases by customers, and humiliation leads to discouraging buying with a larger quantity of the good or service (Wieser, 2020: 51). (Aboud et al., 2019:717), and organizations wishing to raise the prices of their products to meet the excessive demand may face some restrictions accompanying this increase (AL-Samydai, 2018:210.)

This can be done through the following strategies: introducing or increasing prices/user fees, discouraging/stopping product discounting practices, introducing differentiated pricing where the price rises disproportionately with the increase in the invoice price with increased consumption (Salem et al.,2021:2).

2- Counter ads

Counter advertising is defined as the advertisement that is used to limit the consumption or use of a product and is described as harmful to the environment and to humans alike. Not to excessively consume medical products or to consume tobacco, drugs or alcohol that have serious health damages, and this is done through printed and published advertisements or warning leaflets (Aboud et al., 2019:717).

And both (AL-Samydai, 2018: 210); (2020: Wieser, 51) indicated that this can be done through the following strategies: stopping or reducing the promotion of product consumption in certain markets, not promoting certain services, and promoting or emphasizing restrictions related to By consuming the product, and warning customers of environmental conditions under which activities may be curtailed. (Kirchner, 2016:17) explained that this dimension can be applied by emphasizing appropriate/minimum impactful behavior in promotional materials, and highlighting the environmental degradation that can occur in the event of product consumption.

3-Distribution

For products in general, their distribution will be in limited quantities, and specific distribution outlets, whether for medical products that include health warnings related to the lives of customers or other products related to this regard (Salem et al., 2021:2). This can be done through the following strategies: limiting distribution to make the product less available, reducing the ease of access to certain services, limiting the total quantity of goods/services, limiting the quantity per customer, introducing reservation systems using a first-come-first-served customer allocation system First, it limits overall capacity, limits total number of customers, and strategizes to encourage the use of other sources (Aboud et al., 2019:717)

4-Reducing the quality of the product

Reducing the quality of the product's content usually leads to a gradual decrease in the demand for that product, and despite the use of this method in reverse marketing, some researchers had a different and opposite opinion on the use and application of this method in reverse marketing, as quality is an essential factor that cannot be compromised or bypassed (Aboud et al., 2019:717). (Kirchner, 2016:17) stated that highlighting the negative aspects of a product / service intentionally to reduce demand, or divert attention from a particular product / service (this approach may actually raise the image of the organization and its products / services and increase demand (unintentional marketing) For unexpected reasons, if potential customers perceive these negative aspects as positive.

Fourth: The concept of repurchase intention

Intent can be described as a person's state before taking an action (overt action), which can be used as a basis for predicting a behavior or action. . Intention also appears to measure a person's will, and it is linked to ongoing behavior (Van Vaerenbergh, 2021:263).

Although the traditional marketing activities (product, price, distribution, advertising) can be employed in real life, they are unlikely to have a significant impact on the purchase and repurchase intention of customers given the changing nature of consumers, because the logical assumption is That sellers have the ability to greatly influence consumers' decisions by offering features such as: a mix of different functions, information, emotions,

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tips, motivators, and products, i.e. if consumers are keen to interact with and possibly deal with sellers, it depends on their experience in dealing with The store, and thus this assumption is consistent with the case of the traditional market (Sophonsiri et al., 2010:3). The process of repurchasing intent is a desire that arises among customers to purchase goods or services that they like and have previously purchased based on the results of the evaluation of the suitability of the performance of the good or service with their expectations. In its present condition and possible circumstances (Giovanis & Athanasopoulou, 2015:13)

In a competitive business environment, it is necessary to maintain the repurchase intent and avoid shift behavior to maintain the continuity of the organizations operations and gain a competitive advantage. Therefore, organizations seek to maintain the relationship with existing customers, and hope to increase their intent to repurchase and repurchase, and the repurchase intention represents the third type of procurement Experimental purchases, recurring purchases, and long-term commitment purchases (Mohamed, 2015:4). The intent to buy back means the customer's intentions to purchase a certain brand in the future, whether it is the first purchase or a repeat of a certain purchase (Bing, 2020:15).

(Nyowono, 2018:3) stated that the repurchase intent occurs when customers carry out repurchase activities for the second or more time, and the reason for the repurchase is mainly through customer experience. It is the decision-making process that customers undertake after purchasing the products they need (Trivedi, 2018:11). The repurchase intent process arises due to customers' positive impression of the brand, and their satisfaction with the purchase (Mou, 2019:7). As (Trivedi, 2020:3) defined it as a subjective or personal judgment related to how we act in the future, and the intention to buy represents what we think about buying goods and services, while the intention to buy back is what we expect to buy from the same services or goods again.

As for (Cunningham et al., 2021:13), he sees that the intent to repurchase is the customer's acknowledgment of repurchasing certain goods or services from the same business or product, using their own information based on current conditions and possibilities that can be considered in addition to the intention to repurchase, improving the behavior of Consumer to continue to buy in the future. (Trivedi et al., 2021:23) stated that after the customers receive the service and feel the benefits or value of the product, they already have loyal behavior, satisfaction and commitment towards the product, which in turn can lead to the goal of repurchasing the product in the future. (Ratasuk, 2021:2) indicated that the intention to repurchase can fall under the more general concept (behavioral intention), which includes intentions other than those related to repurchase, the intention of buying a product for the first time offered by the same brand based on good past experiences, or it may be The opposite is represented by the structure of the complaint.

Fifth: The importance of repurchase intention

Improving repurchase intent to existing customers is more economically beneficial than constantly seeking new customers, so researchers are constantly trying to find more new and/or industry-specific justifications for repurchase intent (Lee et al., 2011:2). (Wibisono, 2018: 16) indicated that customers who buy a brand frequently and feel a strong commitment to the brand are the customers with high brand loyalty, and therefore customers who are committed to the brand become loyal customers of that brand and show the behavior of repeated purchases.

Repurchase intentions are usually determined by brand commitment, whereby brand commitment means a relationship similar to the friendship that the customer develops for the brand, while repeat purchase is interpreted as buying the brand because it is cheaper or there is no other brand (Unjaya, 2015: 292). And (Trivedi, 2018:11) indicated that there is a difference between the actual purchase and the intention to repurchase. This includes brand preference, perceived value, perceived quality, and perceived price.

And (Prastyaningsih, 2014:36) touched on that the value of repurchasing a good or service will appear when the customer feels that the service he receives is satisfactory, and therefore if the customer is satisfied with the first purchase, then the next purchase is made repeatedly on one brand, so that There is no need to make a decision because the customer knows a lot about the brand. Between (Mou, 2019:7), the intent to repurchase is primarily a reflection of customer behavior, as customers respond positively to what the organization has provided and are interested in making frequent visits or consuming the organization's products.

And (Akaraboonlertyt, 2020:3) indicated that the importance of the intention to repurchase is represented in the following:-

1-Satisfied customers will buy again and tell others about their experience of using the product, and this is what drives organizations to offer more than they say.

2-Repurchase is the post-purchase behavior of a product, and when the products consumed by customers provide satisfaction, customers tend to repurchase these products in the future.

3- The intent to repurchase is a positive response to previous actions, and therefore there will be reinforcement with positive thoughts about what the customer obtained as a result of using the product, allowing him to make repeated purchases.

Sixth: The dimensions of repurchase intention

1-perceived benefit

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Perceived utility refers to the extent to which the individual believes that the use of the product will enhance the performance of his task (Tao et al., 2020:1348). (Marangunic, 2015: 83) indicated that it is the percentage of employees' belief in the extent of the benefit that he will obtain in his job performance when he follows a certain system. Perceived utility is defined as the degree to which the individual believes that the use of a particular technological system will enhance his job performance (Holden & Karsh, 2010: 161). They are (Ha& Stoel, 2009:565)

A- A direct impact on the individual's intention to use technology.

B - Indirect influence through the individual's tendency towards use.

Perceived utility means the ability of a product to meet user expectations in enhancing its performance for a specific task when used (Murillo et al., 2020:2)

2-Perceived ease of use

Perceived usability refers to the extent to which the individual believes that the use of the product will be effortless, in addition, the perceived usability affects the situation indirectly through the perceived utility (Tao et al., 2020:1348). Consumer acceptance may be different from that of professionals, as customers are likely to encounter difficulties in using the correct product due to their lack of self-efficacy and usability (Hegner, 2018:83 Beldad).(&Yang & Wang, 2019: 117) adds that it is the percentage of customers' belief that using certain systems will be free of trouble and effort, because if the product is easy to use, all obstacles fall, and if they are not, it will be difficult to deal with them and the product will not leave a positive impression. . Also, external variables such as social influence are an important determinant of behaviour. When a technology acceptance scheme is reviewed on a group of users, they will act decisively to use the product, but the ability to understand the product may vary based on a person's age and gender (58Byun et al., 2018.(:

3-Direction to use

The user's attitude is a key factor in accepting or rejecting the product, and many studies indicate that the user's attitude towards using the product has a positive effect on the intention to use the product (Holden & Karsh, 2010: 161). The individual's intention to use a specific product is affected by his general attitude towards using the product, while behavioral intention refers to the individual's expected or planned future behavior to use a particular product, and represents the expectation that the individual may adopt a certain behavior in a specific situation (Murillo et al., 2020: 2. (

Based on what the model suggests, a higher level of perceived usefulness and ease of use predicts a positive trend towards technology, and this in turn predicts intentions to use it. An individual's actual use of any product is directly or indirectly affected by his behavioral intentions, attitude, perceived usefulness, and perceived usability (Manis & Choi). ,2019:503).

IV. The third topic: the practical aspect of research

First: - the independent variable: the Demarketing strategy

It is noticed from the answers of the study sample shown in the table () that the studied sample realized the importance of paying attention to the dimension of raising the price, which means that the studied sample tended to increase the price of the product to reduce demand and at the same time practice an increase in promotions and privileges on the product that contains low content of materials or dimensions The smallest, and this obtained an arithmetic mean of (3.34) and a standard deviation of (0.59), indicating the consistency and consistency of the answers of the studied sample as a result of the availability of (67%) from the price-raising dimension, as it became clear through the sample answers that all dimensions of the reverse marketing strategy variable got a mean My arithmetic ranged between (3.11-3.34) and relative interest (62%-67%) to indicate the awareness of the studied sample of the importance of placing conditions on the purchase process.

Based on the foregoing, it is clear from the answers of the studied sample that the general arithmetic mean of the reverse marketing strategy variable was (3.19) and with a standard deviation of (0.538), which means that the studied sample realized the importance of rationalizing the consumption of some expensive products that are a burden on the economy or rare products or products that Harmful to public and personal health or even irrational consumption of certain household products or nutrients, and this has received a relative interest equal to (64%).

Table () Descriptive statistics for the reverse marketing strategy variable

importance	Availability level	Relative importance	standard deviation	mean	dimension	ت
1	Available	67%	0.59	3.34	raise the price	1
3	Available	63%	0.643	3.14	counter ads	2
4	Available	62%	0.697	3.11	distribution	3
2	Available	63%	0.741	3.16	Reduce product quality	4
Demarketing strategy variant						
64%	Relative importance		0.538	standard deviation	3.19	mean

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Second: Summary of the repurchase intentions variable

It is clear from the answers of the study sample shown in the table () that the studied sample realizes the importance of interest in the perceived ease of use dimension, which means that the studied sample is directed to low operating costs, improved profitability, competitive advantage and business growth in the long term. Maintaining the positive repurchase intention among existing customers requires that Organizations invest in strategies that increase consumer satisfaction, and this achieved an arithmetic mean of (3.27) and a standard deviation of (0.768), indicating the consistency and consistency of the answers of the studied sample as a result of the availability (65%) from the dimension of perceived ease of use, as it became clear through the sample answers that all The dimensions of the repurchase intentions variable got an arithmetic mean that ranged between (3.19-3.27) and a relative interest (64%-65%) to indicate the sample's awareness of the importance of maintaining the image and success of the organization.

Based on the foregoing, it is clear from the answers of the studied sample that the general arithmetic mean of the repurchase intentions variable was (3.23) and with a standard deviation of (0.616), which means that the studied sample realized the importance of the possibility of customers trying to repurchase a product and their behavioral tendencies that developed after receiving an advertising message such as promotion And reviews in addition to product knowledge, and this has a relative interest equal to (65%).

importance	Availability level	Relative importance	standard deviation	mean	dimension	ت
1	Available	67%	0.59	3.34	perceived benefit	1
3	Available	63%	0.643	3.14	Perceived ease of use	2
4	Available	62%	0.697	3.11	direction of use	3
Repurchase intentions						
64%	Relative importance		0.538	standard deviation	3.19	mean

Third: Hypothesis testing

The first main hypothesis

There is a significant statistically significant correlation between the reverse marketing strategy and repurchase intentions

The results presented in the table () showed that there was a statistically significant correlation between the reverse marketing strategy and the intentions of repurchase, which is a strong direct relationship and its amount is (0.619) and at the level of significance (0.01), which means that the calculated (T) value of (15.444) is higher From the tabular (T) value, as well as the existence of a correlation between the reverse marketing strategy and the dimensions of repurchase intentions, and it ranged from (0.490) for the dimension of perceived ease of use to (0.581) for the dimension of trend towards use.

Based on the foregoing, the validity of the second main hypothesis can be accepted, which states (there is a statistically significant correlation between the reverse marketing strategy and repurchase intentions), which means that the sample focuses on creating relationships with the right customers based on the value and satisfaction of customers, which contributes to meeting the rapid needs and desires. Its target markets are always doing the right thing for its customers in the long run.

Table () Correlation Matrix The relationship between Demarketing strategy and repurchase intentions

Demarketing strategy	Reduce product quality	distribution	counter ads	raise price	Standard
perceived benefit					
.524**	.428**	.513**	.381**	.351**	R
12.056	9.280	11.711	8.075	7.346	T
Perceived ease of use					
.490**	.397**	.520**	.369**	.271**	R
11.015	8.476	11.930	7.780	5.517	T
direction of use					
.581**	.517**	.602**	.479**	.235**	R
13.988	11.836	14.774	10.693	4.738	T
repurchase intentions					
.619**	.521**	.636**	.478**	.332**	R
15.444	11.961	16.150	10.664	6.897	T

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** . Correlation is significant at the 0.01 level (2-tailed).	Sig. (2-tailed)=0.000	
	N=386	T= 2.364

The second main hypothesis

There is a significant statistically significant effect of the Demarketing strategy on repurchase intentions. The table shows the effect of the reverse marketing strategy on repurchase intentions. As for the one-way stocks from the independent variables to the dependent variable, they represent the standard regression coefficients, and the value shown above the repurchase intentions variable represents the interpretation coefficient (the coefficient of determination) called the standard coefficients (used to test hypotheses (R^2), which shows that the reverse marketing strategy variable is able to explain (38.3%) of the changes that occur to the repurchase intentions variable of the sample concerned, and the remaining percentage (61.8%) is attributed to the contributions of other variables not included in the study model. .

It is also noted from the table () that the value of the marginal slope coefficient (β) of (0.722), which means that increasing the levels of availability of the reverse marketing strategy by one unit of standard deviation will lead to an increase in the levels of repurchase intentions by (72.2%) of the unit deviation. One standard, with a standard error of (0.046), and based on the outputs of the structural model of the influence relationship between the independent variable and the dependent variable, the fifth main hypothesis of the impact hypotheses is accepted.

Table () Results of analyzing the effect of reverse marketing strategy on repurchase intentions

(P)	R^2	critical value	standard error	standard weights	path		
0.001	0.383	15.696	0.046	0.722	repurchase intentions	<---	Demarketing strategy

VIII. Conclusions and Recommendations

Conclusions

1-The results showed that there is a significant correlation between the reverse marketing strategy and repurchase intentions, which means that the studied sample realizes the importance of improving the customer's perception of the product.

2-The presence of a direct and significant effect of the reverse marketing strategy on the intentions of repurchase, which means that the attention of the studied sample is directed towards providing value to customers in a way that preserves or improves the well-being of both the customer and the community, which contributed to the company's awareness and education campaigns about excessive consumption of the product.

3-The results showed an indirect effect of the reverse marketing strategy on the intentions of repurchase, which means the interest of the studied sample in making more efforts aimed at reducing the demand for the product, due to the lack of a sufficient quantity of the product equal to the demand for the product or leading to health problems or may It has a great effect on the economy.

4-The results showed the company's tendency to increase prices in order to reduce the purchase of nutritional supplements, in addition to this, this increase affects the consumer's view of the quality of the product.

5- The interest of the studied sample in advising customers not to use a specific commodity or service, such as not consuming excessively medical products or consuming tobacco, drugs or alcohol with serious health damage, and this is done through printed and published advertisements or warning leaflets.

6-The studied sample's awareness of the importance of limiting distribution to make the product less available, reducing the ease of access to certain services, limiting the total quantity of goods/services, limiting the quantity per customer, introducing reservation systems using a first-come-first-served customer allocation system, This limits the total capacity, limits the total number of customers, and develops a strategy to encourage the use of other sources.

7-The interest of the studied sample to reduce the quality of the product by searching for alternative ways to use it so that it can be reused several times and increase the value attributed to that product, or create new dimensions that contain a smaller amount of the product or reduce or replace the amount of harmful substances in the product.

8-The studied sample is directed to increase the price of the product to reduce the demand and at the same time to exercise an increase in promotions and privileges on the product that has a low content of materials or with smaller dimensions.

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9-Awareness of the studied sample of the importance of rationalizing the consumption of some expensive products that are a burden on the economy, scarce products, products that harm public and personal health, or even the irrational consumption of some household products or nutrients.

10-The interest of the studied sample is a collection of the opinions, perceptions and attitudes of the organization's stakeholders, employees, customers, suppliers, investors, community members, activists, media and other stakeholders

Recommendations

1-The need for the studied sample to realize the importance of the brand's ability to attract great approval from customers, which requires the studied sample's attention to the customer's orientation to address the problems of the brand by responding to them cautiously.

2-The studied sample should pay attention to improving the social status of the organization and improving its profits, which requires it to urge customers to promote social self-realization through association with a brand that has a high reputation.

3-The need for the studied sample to realize the importance of improving the customer's desire to repeat purchases in the future, which requires the studied sample to realize the importance of providing the necessary information and knowledge regarding the importance of nutritional supplements and the way to use them without harming the body.

4-The necessity of the studied sample's interest in repurchasing a good or service based on what was obtained from the same company, and its willingness to pay a higher price to obtain these goods and services, and tends to do it regularly.

5-The studied sample should study the attitude of customers towards achieving a certain behavior by engaging in repeated purchases with the retailer.

6- The need for the study sample to pay attention to improving the repurchase intentions of existing customers is more economically beneficial than constantly searching for new customers, which requires conducting continuous studies in order to find more new and/or industry-specific justifications for the repurchase intentions.

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