

ABSTRACT

In conducting **this** study, the researcher has used four chapters plus the introduction. These chapters can be summarized as follows:

Introduction

This includes the research plan, which contains the following:

- Research hypotheses
- Importance of research
- Research problems
- Research goals
- Research procedures
- Research limitations
- Suitable statistical analysis
- Previous studies

Chapter I

The first chapter is the review of the literature which consists of Arabic and English references, periodicals, and scientific researches dealing with the same field. This literature is reflected in the marketing concept, which developed the new marketing concept. The literature is concerned with the concept of marketing and developing the concept to reach the new concept of marketing. In addition, it covers the objectives of marketing process and the criticism pointing to marketing as a task in the organization. The literature also clarifies the marketing and its most important components such as: product, pricing, distributing and promoting. It also clarifies the marketing distribution systems, the components of this system, the difference between the marketing distribution system and marketing researches. The literature also discusses the significance of the marketing information systems, the concept of consumer behavior, the difference between individual consumer and organizational consumer and the reasons behind the consumer behavior study. The literature also viewed objective marketing, subdividing the markets and their various bases, planning of marketing strategy and substitution marketing. Finally the literature reviews the balance between marketing planning and the conditions taken in to consideration while preparing the marketing plan.

Chapter 2

The second chapter includes the following: The significance of postal selling viewed as a tool for direct marketing and the nature of the market for direct selling in Saudi Arabia. It also gives a brief explanation of direct postal selling, the concept of direct marketing and direct post, the basic elements of direct post and the required elements for efficiency of direct postal selling. It also covers the new trends in direct selling and the postal services in Saudi Arabia. This chapter also discusses the factors that led to more concern about the postal services and the different types of services, as well as the bulk of postal coverage in the main cities of Saudi Arabia. It also discusses the role of the private sector in providing the postal services, the market in the

main cities, which are postal covered, and the special conditions concerning the weight and the address of postal items. This chapter also discusses the behavior of the Saudi consumer in the market towards direct postal selling as well as the development phase of the marketing activities in the kingdom. Furthermore, it covers the properties of the consumer goods sold directly by post in Saudi Arabia, the relation between the consumers and the consumer goods, and the types of consumer goods and services. It also discusses the conditions provided for the consumer goods sold by direct postal selling in the kingdom.

Chapter 3

The third chapter includes statistical analysis and the hypothesis test using the proper statistical procedure such as [SPSS] and T test to measure the differences, mathematical averages, standard deviation and other proper methods. The study was conducted by testing the hypotheses through analyzing the statistical tests of the statements of the study stated in the list of the questionnaire to give it to consumers in main cities of the kingdom: Riyadh – Jeddah – J.

Chapter 4

The fourth chapter is the results of the analysis of the tables and hypotheses tests. Finally, the student viewed the findings concerning the study, which could be used in ensuring the efficiency of direct postal marketing.

The study reached the following conclusions:

1. Marketing has passed through phases, which led to the emergence of the collectives and habits of the market as “as criticism towards marketing and much consideration towards marketing information system.
2. Internal and external environmental changes led to increased consideration and consumer behavior.
3. Market divisions led to the development of mixed marketing and consideration towards a balanced market plan.
4. There are general conclusions about the advantages and disadvantages of marketing and direct postal selling.
5. There are developmental phases of marketing activities and consumer behavior in Saudi Arabia.
6. Verification of hypotheses.

The study reached the following recommendations:

1. General recommendations
2. Special recommendations
3. Recommendations for further research

