



# TRANSLATION INTO ENGLISH

Marketing / Chapter Three

# THE SOURCE TEXT

من المهم دراسة العوامل التي تؤثر في سلوك الأفراد وتشكل أنماطهم الشرائية، الأمر الذي يجب أن يوليه كل من المنتجين والمُسوّقين أهمية خاصة، نظرًا لما لهذه العوامل من دور كبير في تحليل العملية الشرائية التي يقوم بها المستهلك. إنّ هدف البحث هو إيجاد تفسيرات للسلوك الذي يتّبعه المستهلك في عملية الشراء بناءً على جملة العوامل المؤثرة في اتخاذ القرار الشرائي ، لأن ذلك سيساعدهم في تصريف سلعهم بصورة مناسبة ومُرضية للمستهلك.

وقد خرج البحث بجملة نتائج ومقترحات، من أهمها ضرورة تركيز الشركات المُصنّعة للسلع على الإعلان بوصفه عنصرًا هامًا في المزيج التسويقي، فضلاً عن التركيز على العوامل الجغرافية والسكانية والطبقات الاجتماعية لما لها من أثر في الأنماط الشرائية للأفراد، وبالتالي في سلوكهم الشرائي.

# TECHNICAL EXPRESSIONS OF MARKETING

Purchasing manners أنماط الشراء

producers المنتجون

Marketer المسوقون

Purchasing process العملية الشرائية

Purchasing decision القرار الشرائي

Marketing mix المزيج التسويقي

purchasing behavior سلوك الشراء

# GOOGLE TRANSLATION

It is important to study the factors that affect the behavior of individuals and shape their buying patterns, which must be given special importance by both producers and marketers, given that these factors play a major role in analyzing the purchasing process that the consumer performs. The aim of the research is to find explanations for the behavior that the consumer follows in the buying process based on all the factors that affect his purchasing decision, because that will help them in disposing of their goods in an appropriate and satisfactory manner to the consumer. The research came out with a set of results and proposals, the most important of which is the necessity for companies that manufacture goods to focus on advertising as an important element in the marketing mix, in addition to focusing on geographic factors, demographics and social classes because of their impact on the purchasing patterns of individuals, and thus on their purchasing behavior.

# PROBLEMS IN THE ABOVE TRANSLATION

- 1- using (the) many times even if it is not necessary
- 2- literal translation like (pattern) and (shape) and so on
- 3- given that/ incorrect use/ better to say (accordingly)
- 4- and thus / no need for using
- 5- very long sentences

You can figure out other problems in translation above

# SUGGESTED TRANSLATION

It is important to study the factors effecting people attitudes and forming purchasing manners. Producers and marketers must pay special attention to this point due to its role in analyzing consumers purchasing process. The study aims at justifying consumers behavior of buying process which is based on certain impressive factors can decide purchasing . They will benefit from this through buying their goods satisfactorily

The study resulted many recommendations, the most important, it is very necessary to consider advertisement by producers as it is and an important factor in marketing mix. In addition, the importance of considering geographical and demographic factors and social classes is of influential effect on individual buying pattens and decision