The purpose of this study was to investigate the impact of the exercise of promotional activities in the food industry to contribute to the Jordanian decision to buy consumer products of these companies. The researcher in this study, used two types of data: The first was the data from books, studies and prior research, and the second was the field study which used previous included: designing and distributing a questionnaire to collect data for the study from a sample of (63) managers and staff of these companies was selected to deliberately, and included: managers, marketing departments and the personnel of those departments, in each of the companies referred to in the subject of the study. Included-resolution data on the subject of study: a measure of the impact of the exercise of promotional activities in the food industry to contribute to the Jordanian decision to buy consumer products of these companies. The test performed was reliability Cronbach's Alpha to determine the reliability of the questionnaire survey as a tool to collect the necessary data. The study population represents 12 companies in the food industry in the Amman Financial Market's (12) company. we have been using the comprehensive survey of the community of the study. The study found a range of results which can be mainly summarized as follows: There is a significant effect of each variable of advertising, publicity, personal selling to make a consumer decision to purchase products of these companies. The study did not prove the existence of impact to stimulate sales, for the variable of public relations to influence the consumer decision to purchase the products of these companies.