



**KEY FACTORS INFLUENCING
INTERNATIONAL MARKETING STRATEGIES
OF DEAD SEA PRODUCTS SECTOR IN JORDAN**

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**DOCTOR OF PHILOSOPHY IN BUSINESS
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CERTIFICATION OF DISSERTATION WORK PAGE

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ABSTRACT

This study aims to investigate the key success factors that influence Marketing Strategies in the International markets for Dead Sea products. The study attempts to examine the success factors that can help in setting up a good marketing strategy, which in its turn can achieve the intended goals of the companies. In order to achieve the research objectives, the study designed and developed a questionnaire according to objectives and study hypotheses. The study population consisted of all Dead Sea products companies totaling of 65 companies. The questionnaire was distributed to the companies; three questionnaires were distributed as follows: one for the general Manager, one for the Marketing Manager and the third for the Production Manager that is 195 questionnaires. 160 questionnaires were collected, so the response rate is 82.05%. The collected questionnaires were coded for the purposes of the analysis. The statistical method were employed using the Statistical Package for the Social Sciences (SPSS). Moreover, a structured Interview was carried out with the Marketing Managers of 20 companies. The researcher in person conducted the interviews. The findings have indicated that there is statistically significant impact of the success factors of Marketing Strategies. Moreover, there is a statistically significant impact of (Information, Employees-Experience, Regulations, and Technology) on Marketing Strategies. In addition, the findings indicated that there are differences of success factors in Marketing Strategies due to the Company-Type with Export-Experience. As well, there are differences in categories such as Information, Employees-Experience, Regulation and Technology on Marketing Strategies due to Company-Type with its Export-Experience. It is recommended that Dead Sea products companies should focus on Information because it is an important factor in the current time for all the business-Marketing Strategies and it helps to keep up with Technology development because it facilitates Managerial processes and communication with customers. In addition, do extensive market studies in the global markets to identify the supply and demand of the Dead Sea products.

KEYWORDS: Marketing Strategy, International Market, Dead Sea product, Jordan, Competition.

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May the Peace, Mercy and Blessing of Allah be Upon You All, Amen!

DEDICATION

This thesis is dedicated to:

Almighty Allah, my Creator and my Master, my great teacher and messenger, Mohammed (May Allah bless and grant him), who taught us the purpose of life. My great parents, who never stop giving in countless ways, my dearest wife, who leads me through the valley of darkness with light of hope and support. My beloved kids: Dana, Faisal, Shahd and Mohammed, whom I cannot force myself to stop loving. My beloved brother and sisters. To all my family, the symbol of love and giving. My friends who encourage and support me. All the people in my life who touch my heart, I dedicate this research.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

The environment contains natural resources that nurture people and organisms, despite having little to do with maintaining their existence. Because of the vital nature of these resources, all are affected. These natural resources considered an economic asset for the countries retaining it, through exporting these natural resources as they are, or manufacturing and then exporting to the countries that miss and need it. In terms of elevation, the Dead Sea has a mean sea level lower than in any part of the world. It was being measured to be about 422.15 meters lower than the average sea level around November 2009. The name of the sea originated from the extreme saline nature of its water body. Its salt content reaching about thirty percent equivalent to 277 grams per kilogram. To understand this more properly, the Dead Sea salt water surpasses ten times any known salt-water world over. For times immemorial people around the Dead Sea and beyond obtaining their salt and potash from this water.

Being the least elevated parts of the earth, the Dead Sea is about four hundred and twenty meters that are nearly one thousand three hundred feet, lower than the average sea level. The healing effects of the water have been recognized as far back as some one thousand five hundred years ago, while in recent times its beneficial effects was discovered around the turn of 1959. For nearly six decades, the therapeutic bathing has been identified with the Dead Sea and has been well entrenched for its Bagno-Therapy.

This is also has been utilized for climate therapy for the treatment of skin diseases as well as rheumatic disorders. Particularly, the Dead Sea climatic therapy has been discovered as highly effective for the curing of psoriasis and perhaps the core of atopic dermatitis and Vitiligo. The climate treatment is non-tradable commodity. Furthermore, treatment of all dermatological problems has merely cured through the exceptional solar radiant energy at the Dead Sea but not through the means of any ointment or relevant treatment. Nonetheless, those by-products of the Dead Sea minerals have been practically useful for decades and until recently has been used for the treatment of quite a number of skin problems. There are several companies'

products that have made up of minerals from the Dead Sea. These include products that are used as body cream, eye cream, bath salts, body butter, mineral mud soaps, body exfoliate, cleansing mud masks, mineral peeling soaps and collagen creams for consisting of Sun Protection Factor, spot creams, shining emulsion for skin, ant wrinkle emulsions for a night, anti-dandruff besides multiple of new hair wash, sunscreens and masks for the head.

The Dead Sea considered the most important natural resource in Jordan, because it contains consequential minerals of salts and mud, with the high properties for the skin, body and hair care, and treats many dermal problems. Many international companies have used it as active ingredients for their cosmetics and skin care products.

It is significant to mention that the Dead Sea Salt helps the body to relax and get rid of the stress, in addition to the prevention of skin problems, because it contains many natural minerals. The Dead Sea Mud renews skin cells, adding vitality and freshness to the skin, and helps to treat rheumatism and cracked foot.

Export of the industrial sectors is an important role within the economy of Jordan and to its development and growth, it contributes to foreign exchange to finance imports and domestic market expansion, which in turn increase the employment and production, and increase the GDP. Export helps in achieving the goals of increasing profits and sales volume, and the disposal of surplus product. Therefore, it is important to carry out this study to determine factors that affect the Dead Sea products, marketing strategies in the International markets, to increase the export of the Dead Sea products from Jordan.

It has been noticed that there are weaknesses in the marketing strategies of the companies' manufacturing and exporting Dead Sea products, which gradually bring the researcher to undertake the study to examine those effects that affects successful marketing strategies, taking into account that there is one competitor in the world. In Jordan, there are 65 producing and exporting companies of Dead Sea products, because of poor and weak marketing. Many companies have been closed, prompting the need for a study to determine the reasons that led to the closure of such companies, as well as avoiding the closure of other companies. This is necessary so as find a lasting solution to these recurring problems.

The study relied on information and initial data from the targeted companies that are producing and exporting Dead Sea products, through designing and identifying all the variables that affects the successful marketing strategies. So the variables was

distinguished according to the researcher experiences, initial data from the targeted in the field of study. Companies and with the help of academic professor in the The questionnaire are one of the most important sources of gathering information, especially in developing countries, due to its confidentiality.

This study is expected to achieve the desired objectives and identifying the factors affecting successful Marketing Strategies global of the Dead Sea Products and detecting the solutions to the problems faced by the companies involved in marketing these products. If these companies follow the recommendations in this study, the researcher believes that they will succeed in building good marketing strategies to penetrate the global markets. In addition, the theories that supported the thesis details is Porter, the 4 P's of Marketing- Marketing mix strategies and the firm behavior model.

1.2 PROBLEM STATEMENT

The Dead Sea contains one of the important natural resources in Jordan. It contains a high concentration of minerals, which are very important for the production of cosmetics, highly demanded by consumers all over the world. In addition, these are unique properties not found in other cosmetics. This has become the most important promising sectors in Jordan.

The Israelis also produce similar products, but in bigger volumes intended for the global markets. The Jordanians, on the other hand, still produce in smaller volume for exports, but without the technical know-how. They do not also give more attention to systematic marketing strategy and without the necessary government support.

In addition, export by Jordan is only USD 30 million per annum and accounts for only 0.5% of Jordan's yearly external trades of about USD 6 billion. During the past years from 2010 to 2015, only seven companies out of the remaining 65 were in operations. This leads to the fact that many companies failed to continue operating in the market. This was attributed to the absence of good marketing strategy.

The gap identified in the absence of good marketing strategy; therefore, the study attempts to fill in this gap by examining the success factors that can help in setting up a good marketing strategy, which in turn, can achieve the intended goals of the companies.

1.3 RESEARCH OBJECTIVES

The study seeks to investigate the success factors that govern marketing Strategy, and to find how these factors influence marketing strategy and how they contribute to building a successful marketing strategy for the Jordanian Dead Sea products companies. In addition, the research seeks to achieve the following, objectives:

1. To identify the key factors that affect marketing strategy.
2. To measure the effectiveness of key factors such as Information, Employees-Experience, Regulation and Technology on the success of Marketing Strategies for the Jordanian Dead Sea products companies in the International Markets.
3. To find out if there are any differences in the factors (Information, Employees-Experience, Regulation and Technology) influencing the success of Marketing Strategies due to the Company-Type with its Export-Experience?

1.4 THE RESEARCH QUESTIONS

The questions appointed by this study as follows; these questions connected with the underlying research objectives.

1. What are the factors that affect Marketing Strategy of the Jordanian companies?
2. Are there any impact or lack in terms of Information, Employees-Experience, Regulation and Technology on success Marketing Strategies of the Jordanian Dead Sea products companies?
3. Are there any differences in the success factors (Information, Employees-Experience, Regulations, and Technology) on the Marketing Strategies of the Jordanian Dead Sea products company due to Company Type with its Export Experience?

1.5 SIGNIFICANCE OF THE STUDY

The Jordanian companies operate under unsteady conditions in the global markets, because they are facing two main reasons: one of them is the strong competition from the Israeli companies, while the other is the unrecognition from most of the buyers that there are good Dead Sea products manufactured by the Jordanian companies. These companies require new challenges because they would overcome

these obstacles very quickly and efficiently. This requires a high ability to discover the right solutions and find out new concepts to allow these companies to sustain, develop and compete. They should implement the Marketing Strategies to increase their sales and their global market shares by outperforming over their competitors.

This study would contribute to clarify the factors that affect the marketing strategies of the Jordanian Dead Sea products companies in the International Markets and determine its importance through the following points:

1. The theoretical importance of this study:
 - Lack of studies on this topic, according to the researcher's best knowledge.
 - Future studies may benefit from the study findings, that there are almost in existence studies of Dead Sea products from the Marketing side, most of the studies concentrate on the science part; this is going to expand in Chapter 2 of this work under the Review of Literature.
2. The practical importance of the research is the companies surveyed in the following:
 - Clarify the role of Marketing Strategies and the possibility of using them by the manufacturers and exporters of Dead Sea products to enhance the aggressive position of their products in the International markets.
 - Provide information that helps the companies surveyed and others in reinforcing the strength and address the weaknesses described in the findings.
 - Working on the development of the Marketing Strategies in the companies surveyed in order to enhance their contentious position in the international markets.

This study will contribute to new knowledge by identifying how to improve the factors of a successful marketing strategy.

1.6 THE STUDY SCOPE

The Jordanian Dead Sea Cosmetic products companies are the scope of this study, the success factors that influence their marketing strategy. They should understand and work on strengthening these factors; consequently, it will develop their Marketing Strategies in the global markets. Which will lead to the improvement and increase of their exports in the International markets and will raise their market shares. These factors could utilize in formatting, marketing strategies of other industries too.

1.7 THESIS ORGANIZATON

The First chapter of this dissertation is the introductory part; it consists of the research background, the problem statement, gap analysis and assessment, and then the research questions follows. The next section is the objectives of the research, and then followed by the contributions of this study and the scope of it.

The chapter Two consists of the review of related literature; it includes the introduction, then a brief history of the Middle East Economy and Jordan Back ground. After that, the chapter shows some previous studies about the Dead Sea. The chapter further discusses some key aspects of the research variables, which are the Information, Employees Experience, Regulation and Technology, Marketing Strategy, Competition, Key success factors influencing Marketing Strategies and then the company types and export experience effect.

The Third chapter titled with “The Research Methodology” consists of Methodology of the study, the research framework and hypotheses development.

Then it will review the difference between the moderators versus the mediator. The development of the research design operational definitions and instrumentation. The data collection, sampling and procedures explained, followed of the limitations of the research.

The Fourth chapter covers the Data Analysis and Results. The first section is the Introduction, then the Demographic Analysis, after that the data analysis is followed by Reliability Test and Hypothesis Testing.

Chapter 5, which is the last chapter, consists of the Conclusion and Recommendations.

1.8 OPERATIONAL DEFINITION AND INSTRUMENTATION

All gathered data were analyzed using the SPSS 22 for defining the sample's characteristics, sample responses through calculating the mean and standard deviations. Moreover, other statistical tests are used for testing the effect of the independent variables (Factors) and the dependent variable (Marketing strategies).

Aimed at the purpose of this research, the Marketing Strategy definitions are an establishment's policy that syndicates all marketing objectives into one full plot.

A moral marketing strategy must draw, starting from the marketplace research, then focused on the exact product-mix in of the reason to possibly maximize the

revenue and have a sustainable business. The marketing strategy considered as the basis of a marketing-plan.

For the determining of this research, according to the subsequent definition of Information: the data that are perfect, timely and specifically prepared aimed at a reason and obtained through a framework, which will give it sense besides significance, then could grow the comprehending plus reduce hesitation.

For the determining of this research, the next description of Employees experience: the acquaintance with a skill or field of knowledge learned over months or years of actual practice, which apparently leads to superior understanding or mastery.

For the determining of this research, the definition of regulation is that: the overall principles otherwise rules (considering or not the forcible influence by law) engaged in regulating, guiding, or handling the event, association, or scheme. In addition, in the law: a rule founded on the meaning of what to hold out for the exact part of the regulation (ex. Defense of the environment). The regulations frequently impose with a regulative organization molded or authorized to hold out this very determination or the legislation-provisions, which, can equally be called regulative requirement.

For the determining of this research, as follows the meaning of Technology: resolute information application on designs, productions, plus utilizations of products in addition to services, which equally include the association of human actions. Moreover, it is commonly separated into five groups, namely: (1) perceptible: operating manuals, blueprints, prototypes, and models. (2) Imperceptible: training methods, consulting, and problem solving. (3) Extraordinary: completely otherwise nearly totally automated and smart technology that always operates better way and gradually leads to influential powers. (4) Intermediary: Partly automatic moderately smart technology, which operates, sophisticated substance and intermediate level powers. (5) Short: employment exhaustive technology, which operates solitary rough or gross matters besides delicate powers.

In this chapter it was discussed the problem statement, research objectives, research questions, significance of the study, the study scope, thesis organization and the operational definition and instrumentation.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

Wonder of the nature lies deep in the Jordanian valley called the Dead Sea. It is the renowned treasure-trove of health and beauty precise from the earlier time, Dead Sea perceived as the natural treasure. Frumkin and Elitzur (2002) stated that: “The Dead Sea is found at the border between Jordan and the occupied territories situated at 1300 ft. (400 m) below sea level- the lowest point on earth. It is 50 km long and with a maximum width of 17 km. It was geologically formed three million years ago when a small fracture happened in the Jordan rift valley. Seawater rushed in and collected in this fracture. The dry weather and high rate of evaporation gradually increased the concentration of minerals to the water. Salt, chalk and gypsum precipitated along the length of this fracture resulting in a lake-like creation. This lake sometimes ended its relationship with the sea to become an Inland Lake. Nowadays, it continues to be fed by the Jordan River and numerous Mineral Springs that dispense into it from the adjoining mountains. This lake has been named the Dead Sea, called so because no form of life has been able to exist in its extremely salty water”.

Therefore, Frumkin and Elitzur (2002) also stated that the Dead Sea, is not actually a dead one as its name implies, rather it is greatly active, through over Twenty One minerals salute provider discovered in the Dead Sea water and Dead Sea mud. It is also known as the saltiest water amongst all oceans in the domain and has around forty five billion metric tons of mineral melted in it. The raw materials of the Dead Sea are invaluable for body and facial treatment besides other exceptional therapy and enhancing power has been acknowledged for ages. King Solomon presented to Cleopatra the most gorgeous woman world over, with the Dead Sea salts as she visited the holy land. She later made, more efforts towards obtaining limited privileges on the Dead Sea landscape through persuading “Marc Antony” toward usurping the Dead Sea region during the Judean promotion era. Complying with her demand, drugs and cosmetic industries were constructed close to the Dead Sea area.

2.2 BACKGROUND OF JORDAN

The Middle East position that occupies in the history is an exclusive one, for one million years, it was there, indicating that a man has completely existed on the wild vegetable and animal foods; he was able to get through hunting and gathering. It equally indicated that man has enormously tried for about 8,000 years ago, in order to grow food-crops and tame some useful animals, and became susceptible to advancing to a higher civilization for the first time (Kirk, 2016).

Since the modern times until mid-nineteenth century, the Middle East economically, has the tendency of an existing economic, production, which was regulated mainly by the home demand, there were parties' exceptions. Bonne (2007), also illustrated that: "Production for the home market in some cases being switched over without any change from a developed domestic market directly to foreign markets. This changeover could be affected by a mercantilist policy on the part to the state in relation to the fellahin producers. The period from 1918 forward reveals in some countries, particularly in the field of industrial goods production, the entrance of a new principle of organization, that of State or quasi-state initiative and control. The State turned into production-minded, and it founds manufacturing enterprises. Two reasons lie behind this strategy. On the one hand, there is the need to diversify home production in order to minimize the hazard of depression and to lessen dependence on imports from abroad. Instead, the need is felt to raise the production for export in order to be advantageously placed on the exchange of goods. Although through the second half of the nineteenth century, the population than most Middle East countries showed a stable rise, with a rise in purchasing power of certain strata, the period up to the start of the First World War saw no revolutionary transformation in the structure of industrial goods manufacturing".

Furthermore, Bonne (2007), stated also that the huge sums of capital, which flowed into the Middle East countries were directed to the considerable amount into goods manufacturing, where they carried unknown forms of production without affecting any fundamental change in the predominance of the agrarian economy of the time.

Consequently, Among the changes in the oriental world which touch the existing structure of the economy and society in the most fundamental fusion, the Middle East countries have opened up fresh aspects of political and public life and the Institute unused period in the community history of the Middle East, the distinctive

feature of which is a decrease of distances. With these properties, the significance of the introduction of modern means of communication is by no means exhausted. In addition to the instant economic results, these brand-new facilities have entirely regrouped the Middle East both politically and physically, giving its current centers of gravity and all the benefits deriving from easy access. The territories under regional or local rule exist side by side, with loose contacts or even none at all, becomes joined together by the construction of modern roads and railway systems. Regions hostile in the ancient to all ideas of progress have become a portion of the modern world, mainly those backward areas were, owing to their isolation from the outside world. Obsolete political, social and economic procedures and conditions that had survived up to far recent times (Bonne, 2007).

In addition, in 2006, Harris's study of Jordan has stated that it is an independent political entity, after the World War I and II, the country obtains its current boundaries, population, and full independence four hundred years earlier, the Jordanian land was an administrated province of the Ottoman Empire. It was a vaguely defined southern region of Syria under several rulers like Greek, Roman, and Arab. Jordan shares in a common scheme of social life, which constitutes a degree of cultural unity in the Arab Middle East. Apparent among the unifying factors that make it possible to speak of an "Arab World" are the Muslim religion and the Arabic language. During the twenties, all the international boundaries of trans-Jordan had established, it was limited at the North thru Syria and Jabal al Durz, in the West by Palestine and Northeast with Iraq and, from the South and East with Hijaz and Najd. The desert frontier is about 900 kilometers stretching from North if um al Jamal to Aqaba in the South. It had an area of some 90,000 square kilometers, of which 4,600 Square Kilometers were arable (Abu Nawar, 2003).

Additionally, Abu Nawar (2003) continued to state that the arable land is found in a strip of territory running wild in the North and gradually narrowing towards the South as it includes three main arable areas and a desert area:

1. Ghor al Urdon: The deep valley wherein the River Jordan and the Dead Sea are Located. The area comprises of 550 square kilometers of which only 300,000 denims were arable.
2. The Hilly area and the great hill which rises sharply from the line of the Jordan Valley, the Dead Sea, Ghor al Safi and Wadi Arabah, running the distance into the country from North to South. More than 14 Streams inflow westward from

the hill to Jordan Valley and Wadi Arabah. This area consists of 6,700 square kilometers of which only 2,000,000 denims were arable.

3. The area that spreads between the hilly area and the Hijaz Railway. This area comprises 5,250 square kilometers of which 2,300,000 denims were arable.
4. The desert area consists of some 72,000 square kilometers in which two aces are found; one in Azraq 80 Kilometers east of the railway line and the other, al Jafar some kilometer is nearby Ma'an in the South.



FIGURE 2.1: Jordan Map

(Source: www.hashweh.com)

Therefore, the country of Jordan contains three natural regions, in the south the port of Aqaba, the only Jordan outlet into the sea. Primarily, the Aqaba seaside strip was limited to about eight kilometers. It was outspread to about twenty six by special agreement between Jordan and Saudi Arabia, which readjusted the frontiers between the two countries in 1965 (Salibi, 2000). The whole area of Jordan is variously predestined to cover from 36, 715 to 39, 500 square miles, situated in the east of the

Jordanian river, the country of Jordan and the Dead Sea established within the area of Transjordan up to the annexation of the West Bank territory 2,165 square miles next to the Palestine conflict of 1948 (Patai, 2016)..

In addition, and as obtained in the OECD/World Bank documents, the statistical population of Jordan increases from 1990 to 2008 with about two million seven hundred thousand (2.7 million), with 86% growth as against 39% growth rate in Lebanon. The growth rate equally reached 56% around the occupied territory, and 67% growth rate in Syria. The original inhabitants of Jordan were mainly villagers and Bedouin hailed from the Peninsula of the Arabia (Lowi, 2016).

Therefore, Jordan has a tiny economy, with a relatively limited GDP, not surpassing \$6 billion; the country's population is also comparatively less, about 4.3 million people living within an area of 89,000 square kilometers. The Government plays a conclusive role in the Jordanian economy, its employees, approximately 50 % of the labor force and owns companies and corporations that are mostly run on a commercial basis. Jordan's financial policy under the economic adjustment program aims at keeping monetary stability by maintaining the exchange rate of the Jordanian Dinar and with the overall price level (Neal, 2003).

Based on that the fundamental problems in recent times in Jordan are issues of lack of employment high profile debt and general poverty. The labor force in Jordan constitutes nearly one million one hundred and ninety thousand (1, 190,000), almost twenty five point eight percent of the entire population. Adequate efforts have been made to solve the Jordanian's unemployment problem, even though that the rate was still high against the officially estimated fifteen point seven percent (15.7%) in 2002, fourteen point five percent (14.5%) by 2003 and twelve point five percent (12.5%) by the year 2004; however, the unauthorized statistics is still more than this. The growth for Jordan has not similarly profited from all populations, especially in a situation where the power of growth rest further in a small public. The contributions regular of women to the workforce were only eleven point two percent (11.2%) as at 2003, which is the only normal workforce with skill, while those populations that speak English has the a higher figure of the labor force (Turner, 2014).

However, Jordan's actual GDP growth rate in 2004 is seven point five percent (7.5%), the rate of unemployment and the rate of inflation escalated to twelve point five (12.5%) and three point four (3.4%) respectively. Moreover, there are deficits in the balance of trade of four point eighteen billion dollars (\$4.18 billion), and the

change in import is rated high compared to the modification in entire exportations. The country of Jordan undergoes insufficient supply of the water sources in addition to other environmental resource like coal and petroleum. In between 1970 and primary 1980s, Jordan profited from the Arab assistance at the period of the oil boom, after the yearly actual GNP is rising nearly further by 10%. The crisis in the Arab Gulf in the year of 1990 reduced the present economic growing about 2% annually. Economy of Jordan is chiefly seen as made up of services, which always targets to subsidizing seventy one percent (71%) of GDP to employ a two out of three of its labor force. The rest of the 29% are generated from agricultural and industrial sectors (JMOIT, 2005).

Consequently, towards the end of 1980s, the value of the Jordanian Dinar diminished lesser than fifty percent (50%) of its share. The rate of Inflation was double folded which amounted to more than 20% at a period when foreign- reserves, and unemployment was on the increase, this made the Jordan's Central Bank to tighten the financial policy in 1990s. Thus,

Moreover, Turner (2014) stated that:

“Inflation discouraged growth, and it was positive in curbing inflation and preventing the Dinar from losing more of its value. In 2001, the Inflation was brought down to 1.8%. To control the inflation, in 2002 the Central Bank's monetary policy had to be free and have to cut the rediscount rate from 8% in 1999 to 4.7%. Meanwhile, earlier in 1990s, liberalizing the economy was the most important and that after a number of developments had brought it to the brink of collapse. The government priority is making Jordan part of the international economy through taking benefit of various free trade opportunities to develop its economy, improvement of exports and diversify its partners. In 2001, 40% of Jordan's goods were focused to the countries in the Arab world. The US has become Jordan's major trading partner, with exports increasing from USD 12,000,000 during 1999 to US Dollars 231,000,000 during the year 2001. Iraq considered second with USD 181.3 million in exports. Europe is also an increasingly important region for Jordanian products” (p.728).

As mentioned by Turner (2014), Jordan commenced dealings in international market under the figure of functional settlements. Most of them are:

1. Agreement of the (WTO) World Trade Organization of 2000.
2. Jordanian and USA Free Trade Bilateral Agreement in 2000
3. Jordanian and EU agreement on Free, 2002.
4. The 1953 Arab Agreement on Free Trade.
5. The 1998 Bilateral Economic Cooperation between Jordan and Egypt.

6. The 1998 Qualifying Industrial Zones, This era guarantees accessing the USA Markets duty-free for all kinds of goods manufactured within the zone in Jordan.

Therefore, the Jordan's E-government was initiated and negotiated at a time when there were contradictory and conflicting policies projected towards rearing all scales from the local to the international level. The Jordan strategies balanced all the desires of its ordinary nationals with the current macro pressures from global order. At that time, the telecommunication infrastructures were still unreachable to every corner of the Kingdom of Jordan.

According to JMOP (2003), the Law on Promotion Investment was recognized in the year 1997 then subsequently amended. Though it is solitary included factories and trading corporations, where a non-national is not permitted to hold a substantial share, huge tax exemption (starting from 25% to 75% over ten years, this depends on the nature of the project and where it is located) are meant for new investor, notwithstanding their country of origin. Importation of equipment and machines were exempted from custom. Discounts on personal and corporate tax rate were offered with only two income tax laws, one was also legislated in the year, 1995 and the other, was effected in first January, 2002. The business income tax rate than for a number of sectors was 15%, whereas the insurance firms, trading and services companies together were twenty-five percent, while the banks was thirty-five percent. Tax of the personal income rate was collectively done. They began with 5% and raised to 25%, a little decrease from the earlier rate of 45%. The rate of literacy stood higher in the region, over 90% of the entire population aged, 15 years and above can write and read them. The male literers rates increased to Ninety-four percent, while the female literers rate decreased to 79.5%. Jordan's system of education has really greatly improved right from the 1920s, when the government actually commenced institutionalizing comprehensive, higher institutions and university systems. In the year, 2004, the total figures of schools were about two thousand, nine hundred and sixty three public schools, the private schools were 2179, the United Nations Relief was 192, and Works Agency (UNRWA) institutions and 21 private colleges. In addition to these figures, the Higher Education councils oversee 21 universities of which eight were public and thirteen of them were private universities. The university learners of female's percentage reached almost the half. The didacticism was free of charge and

compulsory to everyone from primary up to and the secondary school levels, for everyone the kids aged 15 years in Jordan. Besides this, Jordan has established also 17 universities that offer 33 numerous Information Technology oriented curriculum.

Besides, there were only limited numbers of organizations and programs that support the Small and Medium Enterprises (SME) in Jordan.

According to CIA (2002) the following information was mentioned:

“The (EJADA) EU Jordan Association Agreement is mainly devoted to support the SMEs in Jordan. It is a European project, established in July 2001, remained in Jordan for four and a half year that is worth 41.6 million Euros. It is a combined program mainly for the SMEs in Jordan through four components: Technical support, financial support, vocational training, and policy support. In light of the EJADA's vision to ensure sustainability of industrial policy, procedure, it works together with Ministry of Industry and Trade and Ministry of Planning toward developing legal and institutional improvements and to promote the adoption of international standards” (p. 36).

However, CIA (2002) equally clarified that the Jordan-Upgrading-and-Modernizing- Programs (JUMP) was combined event among government besides the private divisions, whose combined efforts provided technical expertise, training and fractional allowances for business in order toward supporting the decision-making abilities and hi-tech capabilities of the SMEs established in Jordan. In place of a nationwide program for improving besides developing of Jordanian SMEs, the Jordanian Cabinet suggested JUMP in October 2003. It is being supervised by a twelve member directing commission, which encompass representatives to both public and private sectors, then managed by the “Minister of Industry and Trade”, then supported by “the chairman of Jordan Chamber of Industry”. JUMP’s core goals are:

1. To increase efficient production, enhancing the product quality and reduction of cost per unit.
2. To permit entrepreneurs to stand and compete with local rivalries both at the regional and international market.
3. To enlarge market shares and innovative modern exportable markets.
4. To embrace best business practices and use them as benchmarks.
5. To improve strategic directions that can be driven off by the market needs.
6. To increase the abilities of human resources.

In the year, 1997, a different company’s law was initiated and adequately fully reviewed in 2002. We're one of the new modifications introduced were merging of a

new kind of limited liability company, incorporating private shareholder companies. That kind was permitted to take various types of shares and diverse rights (CIA, 2002).

2.3 THE DEAD SEA

The Jordanian Hashemy Kingdom positioned among the extent 29.0° and 33.5° from the North, then extent 35.0° and 39.5° from the East. With an entire landmass of nearly 97,999 kilometer square besides six million residents, Jordan is considered as one of the driest countries all over the world (DOS, 2008). This is primarily due to its fast growing population, particularly from the aftermath of the dual Gulf-wars; a yearly per capita accessibility of renewed water resources was solitary around 159 m³/year (Wardam, 2006). The Jordanian Kingdom, separated into three areas, which made up of “Jordan Rift Valley”, the moorlands, and the wilderness (Mallon and Kingswood, 2001).

Therefore, the Jordanian Kingdom demarcated by fifteen rivers and 12 ground water wash basins, both got its “hydrological features”, some communally joint by further neighboring nations like the country of Syria, the occupied country of Palestine, and the Saudi Arabia kingdom. According to the report of FAO of the year 2008, the resources of water in Jordan contain the following:

1. Three rivers: Al Yarmouk, the Zarqa River, and the Jordan River.
2. The Canal of King Abdullah.
3. Eleven seasonal wadis.
4. Nine superficial water basins, which include Arab Dam, Al Tanour Dam, Unity Dam, KTD, Karamah Dam, Shurabil Dam, Al Mujeb Dam, Shueib Dam, and Kafrein Dam.

Furthermore, the ground water resources in the Jordanian Kingdom are dispersed among twelve basins. Located in Amman Zarqa, Yarmouk, and the Dead Sea. The renewable resources of groundwater predicted to be Five hundred MCM per year. The salinity of water, dissolvable salt grow, is an obstacle in the ground water due to its great pumping rates. The Ground water is quickly becoming salty, the salinity is after 3,000 p.m., That source it unconducive for implanting some yields of bananas. The Kingdom of Jordan also surrounded by hot, long and dry summer season; rain falls mostly in the winter-season; the yearly regular differs among forty and Five hundred millimeter that is insufficient to agriculture projects in addition does irrigation essential to all the types of yields (FAO, 2008).

However, Cultivable terrestrial zone remained valued at 252,237 ha in the year of 2006, thirty four percent of that conducive for planting implanted trees of fruit (DOS, 2008).

Consequently, the renewable freshwater resources of the Jordanian Kingdom create in the rain on their lands and of the worldwide watercourses flows to the riparian party that is the Jordanian Kingdom; those global channels are the “Jordan River” and its major river, which is Yarmouk River.

Haddadin (2006) also stated that:

“The Jordan River’s terminus is the Dead Sea. It starts at the confluence of three upper tributaries:

1. Hasbani, which drains territories in Lebanon and Syria.
2. Dan, which begins inside the occupied territories and drains territories at the foothills of Mount Hermon.
3. Banyas, which drains territories to the northwest of Syria’s Golan Heigh.

The Jordan flows southward, entering and existing Lake Tiberius before its major tributary, the Yarmouk, which drains territories in Syria and Jordan and forms the borders between Jordan and the Occupied Territories shortly before its confluence with the Jordan, joins it. Several other sides Wadis discharge into the Jordan from the east and west before it reaches its terminus the Dead Sea. As such, the Jordan Basin is an international water basin. South of the Jordan Basin, but within the Dead Sea Basin, are steamed discharging directly into the Dead Sea. The primary ones are Mujib and Hasa. The annual flow of all the Wadis combined averages about 180 cm. A modest additional contribution is made from the Wadi Araba north, which drains about 5.5 cm into the Dead Sea” (p.41).

Based on that Abdel-Fattah (2014) equally proposed that the Dead Sea is 35 km far from Amman-west and Thirty kilometer of Jerusalem-east. It is situated between middle of the Jordan rift valley region, and extends to south and north sideways the Wadi Araba’ and the River of Jordan. The Dead Sea is the oldest sea in the history between Palestine and Jordan. The Dead Sea is about 28,000,000 years old and demarcated by two ponds:

1. The pond in the north, which is made up of Seventy six percent of the entire sea and the depth of 360m.
2. The southern one encompasses 24% of the whole Sea, and 10 m in deepness.

Nevertheless, the Lisan Island demarcates the two lakes. The whole distance of the Sea is 67 kilometers, the width arrays between twelve to seventeen kilometer. The entire surface area is One thousand kilometer square.

Goetz (2008) stated that:

“The Dead Sea is about 377 meters, which is equal 1,237 feet in deepness and also considered the deepest sea hyper-saline Lake in the world. With a thirty three point seven percent salinity, it is also remarked as one of the world's brackish water; however, Lake Assal (Djibouti), Garabogazkol and some hyper saline lakes of the McMurdo Dry Valleys in Antarctica (such as Don Juan Pond) have been confirmed to be higher in saltiness but the Dead Sea was attested to be 8.6 times brackish than the ocean. From 70,000 to 12,000 years backward, the lake level was said to be 100 m 330 feet to 250 m 820 feet greater than the recent level. This lake, called "Lake Lisan", vividly oscillated and got deeper about 26,000 years earlier, this indicated a relatively wet weather towards the East. The Dead Sea's climate provides year-round sunny skies and dry air. It equally has less than 50 millimeters of mine in yearly rainfall and an average temperature between 32 and (39) °C 90 and 102 °F in summer time. The winter season typical temperatures vary between twenty and Twenty-three centigrade, Sixty-eight and Seventy-three Fahrenheit. This region said to have the weakest ultraviolet radiation, mostly the Erythrogonic rays (UVB), with an atmosphere that can be described by a lofty oxygen content because of the higher barometric pressure” (p.117).

Based on that the Dead Sea atmosphere is regarded as being rich with the oxygen and 10% beyond other seas, which might be because of lower altitude. Water evaporation is also low because the dissolved salts seem to have lower vapor pressure over the sea surface. The Rift Valley, which is the extension of the East African Rift valley, measures the geology of the examined area and the Red Sea and it started during the Eocene-Oligocene age. The Dead Sea is remarked to be a standout amongst the most well-known places of climate-therapy. In addition, the least sea on globe at about 422 m lower than the Sea level. Al-Nawayseh (2011), stated that:

“The Dead Sea is among the saltiest water bodies to the earth. Its salinity reaches 340 g/kg compared with oceans 35 gkg-1. The Dead Sea, lowest sea among the globe and it is considered one among all the hyper saline lakes of the world. The chemical compositions of the Dead Sea brains are Potassium Chloride, which consists of 1.2 % weight/weight or w/w of the brine salt, Sodium Chloride 7.5%, Magnesium Chloride 14.5%, Magnesium Bromide 0.5% and Calcium Chloride 3.8%. These chemicals offers raw 18 materials for cosmetics. They studied the poisonous element contents in the natural Dead Sea mud that is used in cosmetic production. It then found no dangerous enrichment of elements either in the raw mud or its derivative products” (p.50).

Thus, the climate in the area of the Dead Sea is considered by it is hot, dry summer-season, with a mean temperature about 33 °C. In winter, the temperature is pleasant, with average temperature 16.8 °C. The maximum temperature is 40.6 °C usually in July, which was referred as the hottest month, while the minimum temperature is 10.8 °C usually in January as the coldest month. An average relative humidity arrays from 40.6% to 44.3% in summer and from 59% to 63.3% in winter

season. The rainy season was very low with a yearly rainfall of 70 mm (Al-Nawayseh, 2011).

In addition, it is known that the Dead Sea is a hyper-saline water body. It has main cation of Magnesium (Mg) 40.7 gm / liter and Sodium (Na) 39.2 gm / liter, Calcium (Ca) 17 gm / liter and Potassium (K) 7 gm / liter. Main anion is Chlorine (Cl) 212 GM / liter and has Bromine (Br) 5 GM / liter; SO₄ and HCO₃, which barely at its minimum. This lake encloses inadequate varieties of microorganisms and has no higher organisms. Quite a lot of the Dead Sea organisms have no usual properties. The Halo bacterium sp has a great inter-cellular Potassium (K⁺) focus capable of 4.8M besides astonishing specifically aimed at Potassium (K⁺) above Sodium (Na). Where the microorganisms exert noticeably influence some biochemical process, which occurs in the sea, like the regulator of sulfur sequence besides development and diagnosis of the organic substance in residues (Nissenbaum, 2017).

Hence, in the Dead Sea the minerals are different from the other seawater. Thorough Dead Sea water composition changes according to the many facts such as the season deepness plus heat.

However, Dead Sea salt is well recognized by its healing with cosmetics abilities. Dead Sea Salt exists in various kinds, due to that, they are affecting the consistency and the flow characteristics of a completed production. The research done by Abu-Jdayil, Ghzawi, Al-Malah and Zaitoun (2008), efforts have been made towards finding the best Dead Sea salt ingredients in the cosmetics mixture sample of the cream for body used for theology with constancy dimensions together. It was verified that the theological possession through four months storing period at three various storing heat of 8°C, at the room heat then 4 5°C.I. Additionally, theological dimensions and forsake experiments and accessibility of combinatorial models was equally discovered. The forsake examinations indicated that the lotion model has more than quarter weight percentage from the salt of the Dead Sea, which illustrated the separation-stage of additional salt of the Dead Sea to cosmetics mixture, which eventually lead to high in the mixture viscidness at the salt substances of 0.069 weight % and 0.149 weight%. Nevertheless, the mixture sample, which has 0.149% of Dead Sea salt has been regarded as an optimum sample, as it comprises the best sum of the Dead Sea salt besides exhibits the best thickness in an every experimented moment. It has been established that the thickness of the mixture has been enhanced by both storing period and storing heat. The performance is complemented with a reduction in accessibility.

The performance is also described with the aqua vaporization of the mixture. Nevertheless, it was equally made known the occurrence of Dead Sea salts in the cosmetics mixture meaningfully decreases the degree of the aqua vaporization.

From another perspective, Mg salt prevails the Dead Sea water, minerals, were identified toward exhibiting satisfactory effect in provocative infections. The effectiveness of bath topics in the Dead Sea salts, very prosperous in MgCl from profound stratum of the Dead Sea was also assessed.

Therefore, Proksch, Nissen, Bremgartner and Urquhart (2005) illustrated that:

“The volunteers with atopic dry skin cover one forearm for 15 minutes in a bath solution comprising 5% Dead Sea salt. The second arm was immersed in tap water as a controller. Earlier in this study and at weeks 1–6, Trans- epidermal water loss (TEWL), skin hydration, skin roughness, and skin redness were estimated. They discovered one subgroup with a standard form and one subgroup with an overhead TEWL before the study was conducted. Bathing with the Dead Sea salt solution intensely reduces skin barrier issues, when equated with the tap treated-water control forearm found in the subgroup that has upraised basal TEWL” (p.151).

Based on that Momani, El-Hasan, Auaydeh and Al-Nawayseh (2009) postulated from the investigation made to trace mineral (Iron, Nitrogen, Nickle, Zinc, Cobalt, Chromium, Copper and lead) inside the mud of the Dead Sea and stream residues in the Dead Sea north sink area of the Jordanian Kingdom. The Dead Sea mud pH was a little above eight, though that of the seawater was about 6. All engaged in the analysis of the heavy metal ingredients within the Dead Sea mud, excluding the Lead, which is the smaller of the ingredients of other kinds of sea mud. The serial harvesting consequences indicated that Nickle and Cobalt when moved to the carbonate portion, Manganese is generally regarded as Mn iron oxide while the remaining phase contained Chromium, Copper, Iron and Lead. The research demonstrated that the Dead Sea mud has low and heavy metal ingredients. The findings of the successive extraction and the breakdown of relationships of various chemical parameters exhibited that none of the heavy metals desired the organic phase of the mud. Lastly, there was no influence on mixing the fresh water that enters the Dead Sea from nearby streams with salt water on the constituents of the Black mud.

In context of that Khlaifata, Al-Khashmanb and Qutoba (2010) laboratory analysis conducted to establish the chemical and physical characteristics, of twenty-four Dead Sea mud models gathered over different sites from the Dead Sea in the east coast. In the analysis, a number of critical methods applied to decide the biochemical

and mineral structures of these models, together with X-ray diffraction and atomic absorption spectrometry. The focal point of the job is to text the mud specifications, then to learn the interrelatedness between the chemical and physical possessions. As follows, the conclusions have been made from the study:

1. The sample of the Dead Sea mud, was classified by constant minerals configurations: mud, gypsum, dolomite, quartz, pyrite, kaolinite, feldspar and carbonate.
2. The weedy acid from Dead Sea clay properties illustrated increase in what is called the solvability of “heavy metals” than letting it to be engaged. It has been evident to minor focus of “heavy metals”, which limited metals, cannot be identified never.
3. What is called the difference in the clay of the Dead Sea structure because of diverse phenomenon that occurred in the three models topics?
4. The evaluated samples indicated low exchange volume and a lower entire surface region. Those poor figures were connected with the proportion of the Dead Sea mud portion in the entire model.

Consequently, the Dead Sea clay was used for face and body mask for a long time. The therapeutic powers are related to the name of Cleopatra and Queen of Sheba, the Nile Queen. The great King Herod some time ago surfaced at the Dead Sea while looking for a release to his body that rested the emotion further than two thousand years ago. The Dead Sea mud, dark color engrosses the light of the sun, therefore reacting to the body, wherein it is useful (Ouimesh, 2013).

2.4 LIST OF JORDANIAN DEAD SEA COSMETIC PRODUCT COMPANIES

According to Jordan Enterprise Development Corporation website (www.jedco.gov.jo) there are 65 Jordanian Dead Sea Private companies registered in Jordan since 2016, are listed as the following:

1. Abdeen Foundation for Dead Sea Products
2. Abdoun Dead Sea Minerals & Products
3. Arab Physician for Medical Supplier Co.
4. Afnan for Dead Sea Products
5. Al-Anwar for Dead Sea products
6. Al-Mawared Natural beauty Products Co.

7. Al-Medan Dead Sea Products EST.
8. Al- Naja Co. For Cosmetic
9. Al-Raya EST. For Herbal and Natural products
10. Al-Zara Body Care products
11. Allied For Special Dead Sea Products
12. Almaarej for trading and marketing
13. Ammon for Dead Sea and Soap Products
14. Arab International Co. For Dead Sea Salts
15. Ayoubyan Beauty
16. Beauty Secrets for Dead Sea Products
17. Black iris, hand crafts Company.
18. Bloom Dead Sea Gift Enterprise
19. Crystal Dead Sea Products
20. Dead Sea Treasures EST. For Mineral Salts
21. Define Care Dead Sea Products
22. Dolmen Dead Sea products
23. Desert Secrets for Dead Sea products
24. El-Medan Co. Oil Field Supply
25. Fortune for Dead Sea Products
26. Future Natural Products Manufacturing Co.
27. Haifa Factory for Natural Makeup
28. Head TO Toe Company
29. Infinity for Dead Sea Products
30. Jordan Co. For Dead Sea Products
31. Jordan, Egypt, Company for Dead Sea Products
32. Jordan Gate Company for Manufacturing, Cosmetic Products
33. Jordan Integrated For Manufacturing, Mineral Dead Sea Products
34. Jordan Sun Projects Co.
35. Kamal and Jawhari - Alfayasel Laboratories
36. Ladonna Dead Sea Products
37. Le-Sel International
38. Linda Natural Material EST.
39. Madaen Investment and Development Company
40. Mega Natural Dead Sea Products Company

41. Muhtaseb Cosmetic
42. Miracles for Dead Sea Products
43. N.H and Partners Co.
44. Natural Care
45. Natural From the Dead Sea
46. Natural Mineral Dead Sea Salts Corporation
47. Natural Secrets Establishment
48. New Chemicals Co.
49. Numeira Mixed Salt and Mud Co.
50. Orient for Dead Sea Products
51. Ozones Cosmetics
52. Pella Natural Dead Sea products
53. Radwan Abd-Al Majeed Abu Omar Company
54. Samarah for Dead Sea Products
55. Sawsan Labs for Dead Sea Products
56. Sea of Minerals Factory, Natural Dead Sea Product
57. Sinmar for Dead Sea products
58. Spa care for Dead Sea products
59. Tourmaline Marketing and Inv. Company
60. Trinity for Dead Sea products
61. United for Manufacturing Natural Dead Sea Salts
62. Universal Labs Ltd. Co.
63. Zara Natural Dead Sea Products
64. Zoar Natural Dead Sea Products
65. Vivacity Dead Sea Products

2.5 INFORMATION

Knowledge with information involvement were acknowledged such as paramount issues in the community segment (Gorry, 2008) and (Fowler and Pryke, 2003). The knowledge, awareness administration in the community segment was classically determined through the objectives at the core from community-organized, like these that have to do with improving provision-value, effectiveness, plus resources management. The motivation of the previous study in this part was offering an improved client-provision and a commercial proficiency (McAdam and Reid, 2000).

Therefore, Hayes, (2004), said that the information significance could not be underrated as of all viewpoints. High-level managers saw its values in their decisions and functional direction. In addition, Griffiths and King, (2014), said that few academics highlighted on the financial significance of the information and maintained that the price of an expert operator's period besides the work to get the information somewhere else worth more than the price of giving a collection or information scheme.

Based on that, the utmost significance of information lies in the usage to provide a competitiveness business approach. An attitude of obtaining, influencing, construing and practicing information is essential to the companies, not solitary to endure, nevertheless, to be fast and complete with their competitors (McGee and Prusak, 2017).

In addition, it agreed that one of the uttermost responsibilities of proficient marketing study is to get the right information, which assists organization's directors to make the greatest sound decision. For analyzing a specific marketing problem, the investigator should ascertain at the beginning if valuable information previously on the ground, in which way is the information essential, and in which way it can acquire. Current information source can be widely spread than it is expected (Griffiths and King, 2014).

Therefore, information is an influential asset, which must be keenly sought, secured and conserved.

Consequently, Cashmore and Lyall (2014) stated that:

“From an organization's point of view, information is just as much as is buildings and equipment. The resources of organization have traditionally been recognized to be land and buildings, staff, money, materials and machines. These are all visible assets, which are difficult to overlook. In contrast, it is easy to disregard the invisible asset, information. Today, it is known to be just as important as any other business asset. Information bestows powder and advantages upon its possessor, but these are realized only if the owner uses the information. It is not enough just to possess it. As with all assets, ownership is not consequential, it is the use of which the asset is put, which is significant. This is true regardless if the asset is a piece of manufacturing equipment or information about customer's needs and desires concerning the products ” (p.9).

Based on that, Greasley, Bocij, Chaffey and Hickie (2014), stated that the most valuable part of a manager's work, encompasses using information to make and take decisions and make sure that information flow in an organization is effective and

accurate. Subsequently, this kind of information can only be captured in the digital form from BIS and be circulated across the organizations and beyond. Many organizations have been tirelessly working on how best they can utilize the information in order to maximize their profits. With the concepts of data, many definitions of information are commonly used:

1. Data that has been processed and as a result, they are meaningful.
2. Data that has been processed for the purpose.
3. Data that have been interrupted and understood by the recipient.

In addition, the processing of data is indispensable for preserving them in a meaningful context, so that they can be easily be read and understood by the searcher. Quite a number of varied data processes can be stored and used for data information. Data processing can be as a transformation process (Greasley, Bocij, Chaffey and Hickie, 2014).

That information is a required factor needed for promoting the developments of society. It is very important for the people, after getting the air, aqua, nutrition, and accommodation. Information is seen as the lifeblood use for planning, directing, and controlling organizations.

Furthermore, Madhusudhan (2008) puts that:

“The information makes the satisfaction of the demands of the population possible in an efficient way. The present age is rightly characterized as the age of information, where its success in any activity is based on the amount and accuracy of information that are available. Information termed as the important source of the progresses besides the developments of a country, which are predominantly used for issues related to socioeconomic, social, and governmental growth of its community. It's also regarded as a product or service deemed as universal important in contributing to the growth of national economy. Information can also be associated with a commodity that people often buy. The amount and the value of information capitals of the nation are two yardsticks intended for assessing the expansion. Nations that are in possession of satisfactory the information substructure besides the technology of information could make synthetic request for surplus goods with capitalizing on it as a missile in contradiction of economies of further nations. The information considered as an essential effort for industrial and economic developments. That equally seen as reachable product that can move about from one international market to the other” (p. 1)

Therefore, and according to one analyst of business behavior, all companies are in the business of advertising for knowledge. Knowledge is seen as prerequisite in business, just as customers are essential before business will be transacted. Tangible

products or services are the only transportation for the interchange of client buying force beside professional awareness (Drucker, 2012).

Based on that, the tangible value of information can be quantified with finances. Although it can be argued that the worth information can only be estimated by the possessor of such information, because it seems challenging - or even impossible - to measure its value. In such case, the information is said to be regarded as intangible value. There is indubitable that the ability to make better decisions can be the uttermost value to any organization. However, one cannot completely quantify some improvements made in decision making, as outcomes cannot only be attributed to information, since a large number of other factors will also be taken into consideration. Information transmitted by formal communications tends to be presented in a consisted manner. Informal communications are always presented to an organization, regardless of its size or nature. Information can be concluded to have a number of the various characteristics that can be used to define its quality. The differences between “good” and “bad” information can be recognized by weighing whether or not it has some or all the attributes of information quality (Greasley et. Al., 2014).

Recently, marketing knowledge has also been known as a company asset. It is surprising that the absolute necessity of good information in order to function successfully has not been recognized long before this. After all, no matter how much money or how many staff may be available, and how large the premises, no organization will survive without accurate, timely information. In fact, information is very much -if not the- core of commodity. Obviously, such an important part of the company should not be ignored. It makes sense to include it as a function, which should be audited- i.e. Inspected, corrected and verified (Lawes, 2016).

In addition, Hair, et. Al (2006), pointed the following as kinds of the information that are to be used by managers:

1. Practical procedures of information:
 - Subjective information: these are the ones created on the decision-maker's previous involvements, proficiency, expectations, spirits or decisions are void of different methodical collecting of truths.
 - Subordinate information: these are ones, which can be gathered and understood for, only once fin any given precise situation, other than the present one.

- Primary information: are the ones gotten via a formal research process for a precise identified problem situation.
2. Scientific form of information:
- Facts: these information parts are noticeable besides can prove over a number of exterior provenances.
 - Estimates: these are the ones that can be grouped after one-step from the ones above; they are facts, since they can be collected as widespread request of details from the partial provenance, for the purpose of expanding them for larger source.
 - Predictions: they are estimations that can be carried out in the future.
 - Relationships: They are extended reason and result or interface among two variables or further that examined by the investigator.

Based on that the dominant inputs to the process of developing such business knowledge are gathering, editing, analyzing and interpretation of information. And the basically needs of information, is located in the correct zone at the correct period, then illustrates its advantages very well whose marketing and other executives can gain from the analysis of their tasks and behavior within a systems framework. The concept of the management information system (MIS) is central for understanding the conversion of information into business knowledge of marketing oriented managers (Foxalo, 2016).

In addition, Abu Naba and Abdul Aziz. (2013) equally postulated that the motives of marketing information, system requirements could concisely in the subsequent facts:

1. The competitive pressure: It gives to establishments the capability of competing, manufacture, and advertises the developed products faster than they were before.
2. The stable enhancement in consumer expectations of products, in terms of its capability in satisfying their needs, and the costs of less serious or incorrect decisions, taking as a result of inadequate or imprecision of information onto that decision could be made, with the effect on establishment's achievement besides maintenance.
3. Occurrence from huge marketplaces: this is extensive productions besides distributions forwarded towards the appearance of the big marketplaces, with

the necessities of big amount from mediators among manufacturers and customers. The arbitrators seen as barriers against the flows of information, which could guide for expanding the marketing choices, especially to which connected to the customers' wants besides their requirements; further to this, the wide break among manufacturers with the concluding customers strengthens marketing information scheme's prominence towards connecting such breaks.

4. Information reversal: in this aspect, every company expected to have additional information provenance. However, the obstacle facing it, the way utilizes and cope with the information, with the emergency of pics and further functioning facts, tools, was turning out to be fast and cheap for the directors hold besides investigate massive quantities of marketing information then offer information indispensable to better conclusions.

Based on that Marketing information scheme jostle a significant role in improving efficacy of commercial performances of corporations engaging an extremely market competition by offering an essential data desired at different managerial standards.

Consequently, Kolter (2014) insisted that:

“The achievement of the marketing process relies to a big degree on the marketing information system and the success in each element of this system. Marketing management for identifying, measuring, and forecasting opportunities have needed marketing Information systems, besides, analyzing of market segments. Marketing Information systems comprise people, facilities, and combined processes that utilized while offering the management with correct and controlled information regarding issues that are related to environmental marketing, which assist the decision-makers in searching prospects and forming strategies and marketing policies. Marketing information system is viewed as complex networks, composing of interrelated-relations among people, machines, and processes needed for providing of organized information, rely on the external and internal sources of the institutions that are directly meant for piloting formation of marketing decision biases. Notwithstanding the fact, that there are huge and various numbers of marketing information system definitions, however, all of them are centered on one sense, which is information-marketing scheme. It is a company consisting of personnel besides equipment used for confirming both the flow of internal and external information, which offers an opportunity of spreading and controlling of the organization's environment, and the justification of marketing decisions” (p. 105).

In this contest, the information scheme pure material considered facts. The system of information must frequently feed by the required figures. Figures comprises

evidences and statistics that collected from diverse provinces, both from within the company and outside. They were not considered an informative until they have been arranged in an appropriate way for particular individuals to realize and extract the meaning. Information, therefore, is the data that have been collected as a convenience procedure to provide an individual with knowledge on a subject in a special way, so that the individual must take a decision. Information does not contribute for the purpose to the business that is a costly irrelevance. Consequently, data should be carefully examined for signs before it is collected. If the company wants to have a successful long-standing future, its principal aims must come across the needs of its customers in a more acceptable and profitable method than its competitors. Any expenditure or activity within the organization can only be justified in terms of this main aim. It follows. Consequently, that any expenditure on information systems must generate some benefit that is perceived as such by the customer, or must decrease the charge of rendering the services or products to the customers (Cashmore and Lyall, 2014).

In addition, when dealing with huge, multi-dimensional data sets, a visual analysis system's data management has to consider some special needs in terms of availability and flexibility. The way how dimensional data were stored and accessed is different from the conservative way, which is used in relational database systems. While databases use a row major order in which all data fields are stored per record, information visualization systems often store data on per column basis. This solution makes the grouping of records (in row direction) more difficult, but has the advantage of a unique data type per column, enabling a compact storage in arrays (Heer and Agrawala, 2006).

Therefore, the decision makers in the companies should be able to get these data in a timely manner for the purpose of making better decisions. Analysts are stated to be capable of mining the data in order to acquire information about the various segments disregarding the customers as whole, including the new ones, and other valuable information. The new technology is said to have made it at ease for the companies to sustain the pathway of millions of both customers and millions of transactions for easy and more competently managed (Heer and Agrawala, 2006).

According to that, Database marketing will largely improve the economics of the marketing procedure through specifying accurate information to the right channel.

Keipper and Romans (2011) illustrated four primary purposes why implementation of database marketing should be adopted:

1. Improvement in profitability: Database marketing should be channeled towards targeting the marketing efforts and proper allocations of resources, which may assist in enhancing the skills towards improving the profit sideline.
2. Increment in sales: Database marketing aim is to profit from new marketing prospects, and decrease excess and unbeneficial sectors.
3. Improvement in communications: they should endeavor to preserve records of all communications that have taken place between them and customers; this is to enable them to often have access to the required information and for improved developments.
4. Improvement in product developments: with the availability of customers' database, the companies should be able to talk to these customers in order analyze critical the purposes why they may object to buy a particular product.

Based on that, the information and communication technology (ICT) gives prospect to all companies to engage in innovation, enhance productivity and equally gives them admittance to an innovative marketplace in homebased and in overseas. Governments ought to enable to inspire an appropriate business setting ICT use in order to target programs that will help in overcoming a market setback. Regulations, which effecting the implementation with the use of ICT, comprise intended one aims to enhance the qualities of network infrastructure, authorized and regulatory environments, inspire technological flows and able to provide a favorable business environments. However, there is no one-size that can accommodate all methods and policies, but it all depends on the nationwide conditions. The Minor besides the Intermediate companies (SMEs) at the emerging nations should be capable to work out where, how and when to utilize the ICT methods for maximizing its profits. There are numerous obstacles hindering the use the ICT in emerging nations. Approximately, most of the difficulties involve exorbitant expenses to maintain the Internet, the linguistic issue, besides inadequate understanding of the electronic commerce methods and what is called technology required in utilizing it. However, small and medium enterprises in the rising nations are working on to make a profit out of electronic commerce than similar activities in advanced nations. The challenges correlated with the infrastructure, rules and the principles, and the partial logistic-schemes (Egon, 2014).

As well, Liljesson and Haglund (2007) have postulated that the communities of practice seen as notions for explaining what social aspects of organizational entities are. Artifacts and practices achieve connections over the limitations of these. The union of information artifacts and the community are required for the courses of negotiating adjustment for both of them. Shared information system is a sideline object that can offer huge opportunities for the actual boundary spanning. The research conducted on the developments, implementations and evaluations of projected ideologies for allowing the divergence of practices. The results maintained that implementations of the principles of transparency and segmentation facilitate the convergences of practices. Its aim is, to provide ways to support convergence between practices by design and shared information systems. The study intensely shows that, transparency and segmentation of information environments most need for convergence of practices.

Therefore, Applegate, McFarlan and Austin (2007), indicated that:

“Information technology has always been seen as a wild card in business, a foundation of opportunity and uncertainty, advantage and risk. Business executives have often viewed the IT function with apprehension, seeing it as the province of technocrats primarily interested in new features that may have little relevance to real-world business problems. Technology executives have sometimes considered business managers shortsighted, lacking the vision to exploit all that technology has to offer. Since the inception of business computing, tightened our embrace of IT, and for a good reason. Despite the exasperating moments, technology has become embedded in the way they define and execute strategy, the way they organize and lead business, and they define unique value proposition. The pace of Information Technology evolution has been both dramatic and disconcerting, the revolution of technology, work, and the workforce over the last 40 years, dramatically influenced the concept of organizations and the industries within which they compete. No longer simply a tool to support “back-office” transaction, IT becomes a strategic part of most businesses, enabling the redefinition of markets and industries and the strategies and designs of firms competing within them. The global communication networks are able to dispatch information across the world within seconds. Distance and time are no longer much significant for determining of marketplace besides managerial organizations and procedures. Additionally, data regarded as the most valuable economic good, often exchange in equivalent with tangible goods and services” (p.438).

Based on that the global improvements in businesses are mostly a result of information technology, which has assisted various companies in re-examining what may positively yield and withstand the universal economic benefit. They have equally acknowledged the importance of pool of individual knowledge, talents and competences of the companies’ staff, which also assists in providing promising

progresses. This will additionally help them in redefining one another as knowledge-based establishments. Furthermore, the organizations also recognized that applying knowledge and abilities towards their business would be helpful if they earnestly desire to attain efficiency in global markets. The likely development will only be beneficial if the firm is an opened organization, where learning and practices are embraced by its members, and may equally manifest in other widely activities they engage on (Doole and Lowe, 2008).

Based on that, marketing information system is an outline for the routine administration and directing of information collected frequently from both within and outside the association's structure. As a matter of that, MIS helps in offering an incessant stream of information, which includes pricing, advertisement costs, sales, competition, and distribution expenses (Pride and Ferrel, 2012).

Furthermore, the Information schemes (IS) and Information Technology (IT) valued as a significant segment for effective industries and trades. As a meanings of (IS) and (IT) together, are nearly interrelated to each other; nonetheless, both differ in roles. (IT) focuses more on goods, approaches, creations, plus values, use because of generating data. Equally defined as preparations, collections, transportations, retrievals, storages, accesses, presentations, and transformations of information in various forms, which comprises (picture, writing, movies, graphics, and sounds). Dispatching of data may happen among persons and machineries, with or without machineries. The information directing makes it certain that the accurate choices, arrangements, administrations, operations, maintenances, and evolutions of the IT effects, are in line with managerial aims and intentions (O'Brien, 2004).

While, IS involves, information technology infrastructures, application system, and the personnel, who hire information technology for the purpose of delivering information and communication facilities for transaction processes/operations and administrations/managements of organizations (Boar, 2001). Similarly, IS, is a set of components, use for interactions channeled towards producing information, which includes hardware's, software, data, procedures, and people, however the component can equally be located in information system (Baskerville, Stage, and De Gross, 2013).

Besides this, there are various functions performing by information systems for organizations, these include enhancements in operation's efficiencies, processing business transactions, providing decision supports, monitoring and evaluating of

workers' performances, and for sustaining documentations and communication channels (Gurbaxani and Whang, 2009).

Therefore, Kroenke, (2016), said that the key features of IS, are made up of the hardware's, the software, information, actions, and peoples. The hardware's denotes PCs, storing CDs; keyboard, besides the devices of communication, though the software related to the word (DOC) processing database. Information and data incorporate words, texts, clauses plus sections of an article. Moreover, processes entail systems of utilizing programs besides the actions engaged in. Central functions of the five constituents, are indicating that, (IS) is not just PCs, program, and connections tools, nonetheless equally focused on the gathering of hardware's, software, information, processes, and persons; in different way round, the system of information, is method of connections between persons.

In addition, Buchanan (2001) equally observed in the last two decades, that emotion has surfaced as a vital subject in designing issues. Nonetheless, there have not been any confirmed frameworks that may incorporate both emotion and information designing as single theory. The study was inspired because of the inadequate essential theory that can permit both design researchers and educators to prototypical study the relationships among information artifacts, audience, and designers in particular areas. This need, calls for studies in this specific area. It equally requests for a reexamination of the present erudition of information plan, through elongating its emphasis from object to people, from technical prudence to human communications, from effectiveness to complete experiences and usefulness. By analysis of prevailing opinions on information designs and its nature, the study expands the ideas that information would be effectively intellectualized as a platform in which designers have the capability influencing identified, and human activities, and as a venue by designers will easily be swayed by employing human actions. The thought of information as double way interfere between designers and audiences, gives room for reviewing information design as a significant social activity, which designers are an indispensable part. The following are the outcomes from the study: it offered a theoretical framework that prototyped the relationships among information artifacts, audiences, and designers in precise situations. Precisely, Methods of Wonder give the design researchers and educators room to explore the relationships between information artifacts and audiences. In summary, this Point of View framework offered a method for molding design schemes that are regularly indirectly applied by

designers in order to generate information artifacts targeted at providing a specific expressive influence on the audience.

This study made the design procedure for fixed information to be perfectly assimilated, the reports and discourses via it are equally comprehensible. However, the methods may fumble if actionable information is redirected. There are also chances of highly multifaceted systems through which these can be apprehended, due to limited methods, available for conceptualization of data, whose structures and subjects are regularly varying from time to time (Jotham, 2000).

2.6 EMPLOYEES EXPERIENCE

The term experience has been defined in multiple ways. Extensively speaking, these definitions may be categorized generally as falling into two distinct. The first usage of the term refers to the ongoing perceptions, feelings, and straight observations. Webster's third modern International Dictionary defines experience in that vein as thorough investigation or partaking in occasions: a meeting, experiencing, or existing via things in common, as they may happen at particular periods. The second definition refers to the past, to knowledge and amassed experiences over time – or, as the Webster's third modern International Dictionary states, to acquire knowledge, skill, or practice through forthright observations or partaking in the event: applied wisdom ensuing from what one has come across before, experienced, or lived upon. The business and marketing vocabulary reflects these two distinct meanings. Some of the experience terms in business and advertising, involve experience through the reasoning of straight observation (e.g., Experiences on goods); others refer to knowledge (e.g., "Experience curve"). Moreover, while in English and other Romanic languages like (French, Spanish, and Italian) the same word, refers to the meaning, other languages are known to have two distinct lexicalized items – for example, Erfahrung and Erlebnis in German; kicking and taking in Japanese language. It is also instructive to look at the different meanings that experience has in various disciplines and scientific field (Caru and Cova, 2003).

Based on that, experience is seen as individually -oriented and are subject to practices and procedures from time to time. This is as a result of experiences, being culture-guided; therefore, scholars should endeavor to infer the experience by attaching meaning to them based on their informants' cultural backgrounds. These disciplinary perspectives have influenced the way in which marketers conceptualize

experiences. Some parts of the research focus on experiences from a direct interpretations and the partaking point of view (examples are, experiences from products and services or buying environment) including identifying moods and perceptions in the here-and-now. Other research focuses on the past – memories of past-experiences and the knowledge and learning from them. Various scholars believed that experiences can be directly interpreted and may equally be accurately examined through investigations, while a group of scholars viewed it as personal and as such, needs personal interpretations to avoid sounding biased to individual consumers, communities, societies, or cultures (Thompson, Locander and Pollio, 2010).

Thus, the ability to understand customers and their consumptions capabilities for products, services, brands, both retailers and within online ambience considered as the important goals for marketers. Schmitt (2011) stated that:

“Experience, as a concept and empirical phenomenon, is not as well-established as other constructs and phenomena in the areas of consumer behavior and marketing such as consumer choice, attitudes, satisfaction, or brand equity. Understanding consumer experiences is not only of interest to academics. Marketing practitioners, too, have come to realize that insight into how consumers experience products and their brands and in turn, how marketers can provide appealing it for their customers, is critical for positioning and differentiating their offerings in the competitive environment. This thought has led to the creation of a new marketing management area, which is commonly referred to as ‘experiential marketing’ (p.60).

Therefore, in the philosophy of science and in the logic of science itself, experiences are seen as independent and nearly related with conducting tests. Experiments are built on unbiased realities and records that can be generalized. In reality, knowledge differentiates idea via testing with the collective practice with the separate folk psychology. In viewpoint, an experience is seen as biased. Because experience is individual, it is singular knowledge of a given individual and not universal knowledge outside the individual. In sociology and psychology, an experience is an intellectual in addition to affecting procedure besides action. It is a way to build realism and epitomize it. Sociology and some European communal psychologists view this process of construction and representation as a collective and societal one that is as social representations (Moscovici, 2017).

In addition, the important philosophies of experimental marketing that is value can not only be seen in the objects of products and services purchased, but also through

their utilitarian and functional profits. Value also can only be seen in the hedonic with experimental fundamentals close to production while service, then likewise with the through the process of exhaustion exactly. Thus, researchers and practitioners have equally differentiated between the utilitarian or functional and hedonistic or experiential worths (Gentile, Spiller and Noci, 2007).

Therefore, Williamson's study (2012) explored the social acceptability of multimodal discussion in an opened forum in reverence to reception, embracing and assumption. This study postulated a unique attitude towards user knowledge, can ideally appear inspired by phenomenology, accomplished by a mixed - method, and evaluated according to the specific dramaturgical metaphor. The exploration of multimodal conversation is undertaken via two studies, comprising an in situ user study of performances line and a focus group study, done through the use of knowledge samples. This study examines the assumption by establishing the thorough design method of a multimodal edge applying the presentation style to user experience offered during this study. The results of the first survey postulated that location and audience as factors influencing how human beings act in open forum. Partakers of street study demonstrated need visual features of the motions like full of fun, calm, or uncomfortable features of interactions and how motions could be concealed on daily activities. The second appraisal validated that the company of acquainting observers may make discussions to be more meaningfully conservative. The finding showed that performance interactions could be made more accurate by lines that can sustain cooperative or shared interaction. The study's finding illustrated the way users viewed interaction surrounding utilization situation and the way it may influence shared acceptabilities. The urge to make use of technology at ease and in a fulfilling way, implied strange things within these typical instances. These techniques presented can be extended and refined for future evaluations of user experience for performance interactions. Although the focus has been on mobile interactions, these same methods would be profitable for evaluating how new interaction techniques would be accepted in larger installations. This methodology would also be rewarding for evaluating different aspects of installations that could affect usage. The evaluations offered in this study made a major impact to the appreciative of the way; others take decisions about performativity interactions in real world settings. This study also explores how some of the factors of social acceptability such as location, audience, age, and culture affect the way that users take decisions about the public acceptability of multimodal

interactions. As technology changes and advances create unused ways of interacting, the evaluation of user experience from a performance perspective will help to incorporate these fresh interactions successfully into everyday life. This study explores the user experience of multimodal interaction techniques by completing evaluations at increasing levels of depth and complexity.

Furthermore, the concept of experience in “anthropology and ethnology” belongs to the method where is the persons animate the survive of themselves portion of an ethos (Turner and Bruner, 2004).

Consequently, in one development study by Vernon (2011), the researcher identified and described the influence of customers’ experiences on the acceptance of information and technology products. The research observations apply to the business cases, especially through the global technology firm, which enters into the cloud computing space. In the research, he chose a customer-centric lens in order to understand how information technology is turned into value to the customer. He complemented some well-defined, industry-level models of technology adoption by building an original system dynamics model of the relationships of the technology firm to its enterprise customers. Important dynamics were derived from the review and analysis of selected leading edge managerial frameworks that were best suited for the studied business. The market analysis includes interviews with potential enterprise and small business cloud customers, market analysts, and executives at several companies selling to cloud computing services. At the firm level, they modeled the effect of different product launch and development strategies and the impact of organizational learning on new business development. The system dynamics model is a management flight simulator that overcomes the limitations of classical management frameworks. The model was calibrated against historical product adoption data that was provided by a leading global information service provider. By running different scenarios, managers simulated the impact of investments in research and development and marketing. Managers also tested the implications of successfully designing a positive customer experience and of adopting a culture of continuous improvement and business experimentation. The results from this study showed that to persist and contend in the digital economy, information technology companies need to shed a comfortable yet myopic focus on technological advantage and acquire the capability to develop and execute business strategies focused on excellence and inimitable customer experience. The willingness to experiment and the ability to learn are

considered as critical success factors. Sustainable competitive advantage also hinges on having the ability to run business experiments, learn from failures and effectively spread that knowledge through the organization.

Based on that, estimating the significance of target-explicit the prices of foreign trading in addition to examines the character of companies' earlier experiences in global business for the choice of exporting to a marketplace. Meinen (2013) also stated that:

“The importance cost is inferred from the state dependence of firms’ export activities in a market. The applied econometric model addresses a variety of potential biases of the state depended parameter and accounts for other explanations than sunk costs that could induce persistency in firms’ export decisions. Even after controlling for such aspects, destination-specific sunk costs are found to matter. Firms’ experiences in international trade can, however, help firms to overcome these costs more easily. In particular, import experience from a market is found to facilitate exporting to the country. Furthermore, from other markets, export experience can increase the probability to a country. This latter effect turns out to be conditional on the characteristics and number of markets served by a firm” (p.1).

Moreover, Hoch (2002) said, that:

“Product experience refers to the interaction between the consumer and the product, either before or after purchase. Product experiences can be forthright or indirect. Straight experiences result from a physical interaction between the consumer and the product. Indirect experiences, on the other hand, result from a mediated interaction between the two subjects, for example, when consumers are exposed to products via advertising” (p.450).

Additionally, experience goes far beyond knowledge. It starts with being and having a thing, the things themselves teach us whether they are subjective or objective. Thought and reflection are released only in a small class of existences. Haldane (2008), stated that:

“Experience cannot be distinguished into knowing and being, into mind and its objects. Experience may be faint and undeveloped, but if it is really experienced at all, its resemblance is rather to a system of intelligence than to the externality that is characteristic of the mechanism and in some degree of life. Their experience is prior to and extends knowledge. Things exist. Moreover, they put them in ways other than that of knowing them, and their existence is the precondition of reflection and knowledge themselves. There are only two dimensions of experienced things, one that of having them and the other that of knowing about them, so that they can again have them in more meaningful and secure ways” (p.24).

In context of that, there are certain vital features of user experience that can be more comprehensively rely on. User experience is unsolidified and self-motivated since its personal dispositions, social settings, and past experiences of users are

constantly changing. These obviously have a significant influence on the existing experience (Vermeeren, et. Al, 2010).

Therefore, in any given experience, individual users have very different insights that are swayed by an extensive diversity of factors, both internal, like mood, and external, such as communal context. The dynamic changes in user experiences vary from very short-term changes, such as a change in a physical context, with long-term changes brought about and developed by repeated experiences within a changing public group or context. User experience is integrally a distinctive and personal understanding, although sometimes, it is greatly swayed by spectators and shared groups. This is as a result of distinctive features possessed by the user, who may be a key factor in developing the views and responses, that the user experience may be concerned with, at this junction, experience is highly required (Law, art. Al, 2009).

Thus, the majority of the community concentrations on a user centered approach. This is not surprising as the user experience should necessarily involve the user, but there are those who emphasis on interaction or products as the key facet of user experience research. It can be argued that a thorough approach to user experience should incorporate all three of these factors. Although, this an approach primarily a center on users and their particular experiences, interactions and products are also combined. Interactions play a part in how users improve perceptions through feedback from and interactions with others. Products play a significant role in user experience because a device or interface is often the focus of interaction. The product is also a main visible aspect of the users' presentation of self and influences how they use the product while in public and how they understand the reactions of spectators. Therefore, users, interactions, and products each have an important part in user experience (Obrist, et. Al, 2011).

According to ISO 9241-210:2010 (2010), the experience's user is an individual's perception as well as feedbacks, which came off using otherwise expected using products, systems, or services. However, successfully assessing user experience needs a much better understanding of such perceptions and responses than this a simply definition might suggest. For example, how should a researcher go about collecting a person's perception and responses? How do users create such perceptions and responses, and which of these perceptions are significant and interesting for researchers? These are the questions that divide the user experience community most

clearly, where different communities have very diverse ideas about how to respond to these questions.

Therefore, the life-world is simply the world where everyday life is occupied as objective and the authenticity of that experience is taken for granted. In the life world, individuals take on the ordinary attitude, where one can undertake that the world exists outside of our awareness and assumes that the world is impartial. In phenomenological studies, the unbiased study of subjective experience relies heavily on epochs, or the ability to remove one's self from the common attitude and into the reflective and analytic stance that strips away, as much as possible, one's own cultural, temporal, and social bias (Lewis and Staehler, 2011).

From a phenomenological perspective, social life takes place from the personal involvement of individuals, whereas 'objective' world or experiences are less vital or noticed and doubtfully, may not stand as an entity that can or should be examined.

Therefore, and according to the Wikipedia website, it is stated that the history in the global knowledge diligently supports it with the conception of experiments. The idea of experience normally describes proficiency or applied information, instead of basing knowledge on assumption. Philosophers illustrate knowledge based on understanding realistic knowledge or a subsequent knowledge. The examinations of experiences have a lasting belief in central philosophy. An individual that possesses a usual knowledge in a specific field can achieve a status as skilled. Various types of types of experiences are:

1. Physical experience: This ensues as a result of changes in object or environment.
2. The experience of the mental senses: entails the features of intellect, and insight gotten as blends of perception, thought, emotion, memory, will and imagination and all the unconscious intellectual processes.
3. Social experiences: They involve developments within societies, which can easily adopt the progresses and observations of shared experience. Social experience offers individuals the abilities and lifestyles, essential for partaking in their various societies, as an entity, it is shaped via a variety of collective experiences such as norm, custom, value, tradition, social role, symbol and language.
4. Subjective experiences: They are circumstances demanding unique subjectivities, views on which one forms one's individual bases of reality,

which centered on one's relations within one's settings. The predisposed experiences, which rely more on one's distinctive ability to procure data, pile and make references to it in a due time.

In recent times, both academics and experts have been reasoning in the same perspective, regarding the rising interest in the evaluation of market investigation. Deliberations on the correlation amongst marketplace researches as well as commercial performances highlighted a rational association among valuable info as well as decent decision-making. Though several marketing specialists concurred by the mentioned sense, besides reasoning in market study and trade performances are completely interrelated, this single realistic study carried out away, is not in line with it.

As well, Raguragavan (2001) stated that:

“A possible reason behind the lack of confirmation is that different types of market research have unusual effects on business performance. Two substantive issues arise from these assessments: the classification of projects, and of companies, into types, and the evaluation, by type, of usefulness and business performance. Market research projects conducted by the surveyed companies were classified as decision research or background research, based on the purpose for which each project was undertaken and how it was used. The companies were then classified on the basis of the type of research they predominantly commissioned. The assessment of usefulness indicated that background research is carried out much more often than decision research, yet is regarded as less useful by managers. The assessment of company performance suggested that companies carrying out more decision research better than those that place more emphasis on background research. This evidence, if replicated, would justify a re-orientation of background research to decision research” (p.12).

Therefore, attitude regarding a brand is one of the predictors that assist consumers in making decisions on a particular brand to purchase. Attitude is made from both previous and current experiences. The variations in attitude come from difference in geographic, demographic, lifestyle or psychographics. For instance, attitude emanates entirely from gathering information devoid of experiences. Consumers may have a progressive attitude toward buying some luxury car brands like Aston Martin, Bentley and Ferrari, even though that, they have not driven them before and could not be able to acquire them. For customers who are affluent enough, have the purchasing power, they may not perceive Ferrari, Ferrari and B.M.W. In addition, Volvo as an amenity car and neglect the brands (Anurit et al., 2015).

In addition a brand stays longer than the firms' specific products and abilities, besides are an influential strength, which should be prudently improved as well as

achievement. The brands are vital for companies as a province of supportable aggressive advantages. However, the band usually the company's greatest appreciated advantage, consequently directing and developing the brand is considered a central sign of longstanding success to the firm. Solid brand exists in the customers thoughts that got the influence to divert consumers' favorites besides faithfulness (Kotler and Armstrong (2016).

Besides that, one of the major tasks in researching a market is to estimate its current and future size. Many Companies decisions hang on these estimates. Whether a company should enter a particular market depends upon the market, whether is large, quiet and /or will grow fast sufficiently in the future to justify market entry. Once a company enters a market, it has to approximate the marketing possibility of various environmental zones, including market segments in order to allocate its resources effectively. Company marketers then have to watch the sales results and see if they measure up to the rated market potentials. Thus, they can see the demand estimates are essential in carrying out three important efforts, and the control of marketing performance (Kolter, 2017).

Based on that the experience of brand hypothesized as feelings, approaches, thoughts, and interactive reactions proposed through brand-correlated spurs, which is the portion of a brand's project and character, packing, communications, and locations.

Brakus, Zarantonello and Schmitt (2017), stated that:

"Brand experiences affects' consumer satisfaction and loyalty directly and indirectly through brand personality associations. In general, brand experience and brand personality showed high levels of discriminant validity. The direct effect of experience on loyalty is higher than the effect of experience on satisfaction. Nevertheless, the straight effect of brand personality on loyalty is lower than the effect of brand personality on satisfaction. Therefore, brand experience appears to be a stronger forecaster of substantial buying behavior than brand personality, which in turn is a better predictor of satisfaction"(p.66).

2.7 REGULATION

Every government performs a number of responsibilities in managing the system of certification programs and services. The governments could do a practical law to promote the specific kind of accreditation also giving authorization facilities. Otherwise, the government has the choice to select an additional responsive stand, only to confirm the documentation system's surface with its utilization by marketing

specialist in promoting communal welfares. Approximately few governmental believe that documentation procedures reserved issues.

Therefore, Church (2001) stated that:

“The choice of policies with respect to certification reflects a balance between the government concern for economic benefits and the role it seeks to play in promoting certain social and environmental causes. The prevailing ideology with respect for the role within the state and the role of markets influences the degree of its intervention in the certification game. Governments are swayed by public opinion and response to lobbying impacts thru various concern sets. Numerous NGOs are influencing governments through organizing public opinions, by impelling the media via advertising. The common marketing specialist could see their selves as further guarded via lawful interest besides sharing rules to try gaining mass media courtesy. The governments consequently emphasize on effective strategies, which centered on support and company picture promotion, learning the causes as the straight maneuvering of government. In order attaining communal rewards of the accreditation, the government frequently strives in guarding customers of deceptive assumptions; swaying the values that the certifier hire; make certain that the certifier is competent plus accountant; authenticate info and study utilized through the certifier then avert misperception through the community as a result of challenging entitlements and certifiers”(p. 249).

Built on that, the Canadian legislative structure of the central governments, takes care of unclear publicity as illegal crime, therefore, it deserves proof above a rational uncertainty of the commissions from a crime besides employing the illegitimate-impartiality scheme such prosecution body (Cohen, 2011).

Contrarily, when investigation USA, division five of the “Federal Trade Commission Act (FTCA)” offers the “Federal Trade Commission (FTC)” authority above promotion. The (FTCA) bans biased or false exercises upsetting trade. The (FTC) understands dishonesty of the stand for depiction, lapse or practices that are probably meant to misinform the customer performing rationally settings to their disadvantage (Church, 2001).

In addition to one of the studies of government involvement Mann (2017), stated that:

“In addition to regulating private certifiers, governments may provide certification services directly to ensure total control. Alternatively, governments may facilitate the establishment of certification programs and then privatize all or parts of these government programs. Where governments opt for private certification schemes, they may seek to regulate certifiers and certification processes to ensure that processes are transparent; criteria and standards of certification are fair and do not involve discrimination or the exercise of market power by certifiers; certification procedures are applied in a uniform way; certifiers are

qualified; and certification procedures are consistent with the legal system in place. The government might use existing legislation to control certifiers in the absence of desire towards growing particular rules. Hence, rules such as rivalry laws implemented in the UK for minimizing the effect of buyers' clubs that can enhance one sort of conservation certification. On the other hand, governments may stand unbiased in reverence to authorize and use overall legislation in place to avert deceitful conduct. The government may partake in making different types of "non-regulatory" duties, which are affecting product growth track certifications. These duties comprise establishing of data besides authentications of study outcomes that authorization principles, founded; the precaution of data facilities, easing selection of the certifier to consumers with clients; besides that providing consultant facility that enable understanding of authorization procedures. The government could present procedures that will inspire certifications of the organizational procedures as well as decrease community misperception of substances for other documentation communications. The governments are equally accountable for ensuring that certification outlines, and the regulatory arrangement is formed in order to assist them in complying with global law" (p. 26).

Moreover, Fioretos (2010) also illustrated that the industry's development can be situated within the administrations of two likely hazards by the focus of universal controlling discussions. Primary, the actual effect of verge funds on the constancy of the nationwide monetary scheme and through expanding the international monetary scheme employed in the matter of macro prudential otherwise systemic threat guideline by the middle of dialogue. Additionally, there have been rising concerns about the benefits of investors, which are being ignored, due to inadequate availability of information about the reliability on accurate funds. Three distinct options have differentiated global discussions over how they can control hedge funds:

1. The conservation of exclusive general regulative discretions and thus no formal global regulative regime.
2. The universal self-regulation rule, which the privet fund business itself develops and supervises mutual standards.
3. Global regulatory system, wherein oversight and registration purposes, encompasses (execution and monitoring of obedience) rest with worldwide authorities.

Based on that in one study by Tselekounis (2013), he discussed the role of sector-specific regulators in the rapidly changing telecommunications industry. In specific, he studied the admittance pricing policy, which provides the best balance between unchanged and forceful efficiency that better reflects the changing regulatory objectives in a highly variable economic and technological environment. Fixed

efficiency concerns the expansion of social welfare by intensifying the competition for providing differentiated services service-based competition, whereas forcefulness efficiency concerns the expansion of social welfare by incentive investments in competitive infrastructure facilities-based competition. It is, therefore, obvious that the role of regulators is to facilitate the gradual transition from static to dynamic efficiency by influencing the investment and competition outcomes through the regulation of the access price.

Furthermore, the legal setting shoots from the political approach and cultural attitude for business. International law is about the rules and values, helps countries in uniting them. International law seems to be intensifying on a daily basis as genuine institutions. Political and legal thoughts seemed apparent and stimulating. This was not restricted just on based on the set ‘The rules of engagement’ however, are equally relevant in organizing and employing the market combination. The level, to what a particular corporation, could maximize its profits; also influence its prices, and laws on advertisings, categorizing, packing, and marketing-intelligence. Copyrights, logos and business steer rules upset production developments and marketing strategies (Lee and Carter, 2005).

Consequently, Tselekounis (2013), also stated that:

“There is interplay between regulative policy and technological development, which leads to rapidly changing market structures and industry performance. The first significant regulative interference concerns the migration from a state monopoly market to a competitive telecommunications industry, which typically took place in 1990s. Clearly, the goal of regulators was to facilitate entry by alternative operators in order to achieve static efficiency. The second considerable transition towards forcefulness efficiency is related to the present regulatory goal of promoting the migration from service-based competition over the legacy copper access networks to the so-called fiber-based Next-Generation Access NGA networks” (p. 11).

As well, rules passed by individual lawmakers in one’s country, ought to be recognized and observed rather than the ones enacted by outsiders (IOSCO Technical Committee, 2000).

Based on that, self-regulation is the main functional while self-regulatory organizations have the authority to establish model principles of behavior or other footings of allocating for all individuals elaborate in a specific stripe of business. In the absence of conforming to the rules and regulations may lead to obstructions, revocations, or other confines accurate to apply one’s business. Numerous benefits are

there of self-regulation. One of them, relating it to the government. Self-regulation organizations got further views with greater knowledge of the synchronized industry. If one can comprehend better and ascertained what are termed deceitful and illegal behaviors, it should be the industry itself. Additionally, recognizing the benefit of “self-regulation” it may depend on the manufacturers’ assets besides being consequently well and improved proficiently better than a governmental agency (Coffee and Joel, 2009).

Furthermore, self-regulatory establishments are a non-governmental organizations, assigned through half -governmental authority, to carry out, then implement the federal securities laws (Carvajal and Elliott, 2007).

Besides that, self-regulation is equally used mostly in etymological standard, it offers processes by which persons, organizations, otherwise group of individuals initiates and enact rules toward direct its, otherwise their specific behavior devoid of a need for stability from external interferences (Dombalagian, 2007). This was as an outcome of historical misfortune and political expediencies (Dombalagian, 2009).

As well, the government intervenes by giving, or least intimidating, unbiased regulation. Describing the essentiality for monetary guideline, the objective of monetary control is to affect the conduct of arbitrators so that the policy aims will be realized (Sheng, 2005).

Built on that, capitalizing on just on self-regulation has its few risks, as a result of self-regulators being not unbiased, rather partial by their industrial attachment. Inappropriately, in reality, the design of self-regulation mail thru calamity plus indignities. An instance eruption by the Bubble from the south sea that of initial the Eighteenth instigated through the complete downfall economical marketing system in the United Kingdom (Melville, 2012).

Therefore, in United States of America, the inability of securities' shop increased additional wreckage to the economic despair in the 1930s. In a nutshell, most nations, comprising the U.S. and UK, have recently established that full dependence of “self-regulation” will not ever proper the monetary business; nevertheless, few were persisted in recognizing that can be helpful toward permit extents of self-regulations inside the scheme (McNeil, 2012).

In addition, the controlling and market organization displays, did fairly well in implicitly enhancing the suitability of the relapses. The extent of market rivalry (easing by the share of new entrants or the number of competitors) and the period to slacken

off, which can be understood as the result of the impending struggle, appeared as the two main descriptions for the cross-country and time changeability in assembling of prices, projected rivalry was the only substantial clarification for alterations in value unresolved after modifying for other country-precise factors. Concurrently, the effect of state tenure, time to privatizations and the internationalizations of local markets is less definite (Boylaud and Nicoletti, 2001).

Besides that, a company that aims to ship its products overseas will normally have to bring together some forms of depiction in the nation targeted. Though leading processes of homebased foundation considered as chance, understanding absence and regional markets besides trade beliefs effectiveness; might cause root issues. Perhaps it is better to engage somebody that got localized information besides relationships approaches as well as equally discerns with the knowledge to pilot via perseverance that may be applicable.

Also, Nayler (2006) stated that:

“There are a number of choices available in a business wishing to establish a presence in a foreign country, each having advantages and disadvantages from a legitimate perspective. Among the range of possibilities are the following:

1. Appointing an agent to introduce and depending upon the circumstances, conclude contracts on behalf of the exporter.
2. Appointing a distributor for the territory concerned.
3. Opening a branch office or forming a subsidiary in the exporting territory.
4. Starting a combined venture with a local partner.
5. There is a need to have exporter who has an intellectual property rights like a trademark or patent that gives one license to exploit these in the export market.
6. Concluding a franchise agreement with a local company.

However, a company is generally permitted to adjust publicity and marketing approaches most suitable for both personal trade as well as the marketplace that works for, Rules cannot interfere in directing and modifying certain kinds of action thought to be vicious to the overall communal concern. Which country's law that is engaged will influence this system of such interference and the situations when it occurs? In the quest for revenue, the firm is going to employ the possessions at the best effective likely manner. Physical properties such as building and machineries, going to take a good part, and not definitely the single once. Other types of properties may equally influence a business; such as patents, trademarks, registered projects, intellectual project besides patent of achievement. This is identified as rational property, which will take the form of insubstantial property resulting in human inspiration. It can be highly appreciated and susceptible to unlawful misuse by persons, except its originator” (p. 91).

Moreover, significant Financial Institutions (SIFIs) have been for a longer controlling the financial market without the need to undergo thorough inspection of directors and management. The duty of these associations in the financial structure is seen as significant not just as a result of its complication and influence of the economy, rather due to its challenges from the authority of the commercial market. On the edge of the financial disaster, international financial markets have reacted in various means from the state relief to state interference or rather bail-out a spontaneous reaction in order to elude main financial recession in the economy. Presently, the processes of revamping the directors and management of SIFIs are not just a national matter but also a global concern. The financial crisis has triggered the procedure of institutional changing aspects of the European Union. The disaster of several SIFIs at the time of the crisis has become a tool that began the modifications on the control of the financial market worldwide. The feeble controlling devices on the financial market have also showed the gaps in funding directive in each of the Member States of the EU. Lastly, the experiential valuation tackles the strong point and inadequacy of today's supremacy of the financial market guideline in EU (Remer, 2014).

Beside that in some industries, average costs are minimized when production is concentrated within a single company. When there is a possibility for rapid innovation, such a market will usually be dominated by the same company only for a short period, until a new company makes a great innovation. Though the leading company might receive impermanent domination payments through valuing at peripheral price, these payments could be suitable for the public to offer appropriate to inspire invention.

Therefore, a technical regulation is a law or regulation affecting a product's features, like performing, designing, construction, chemical composting, resources, packages, or labels, that ought to be done earlier before an item can be supplied in a country. An item quality is said to be an unpaid recommendation for a particular item features formed via recognizing the personal or managerial group. Practical guidelines are obligatory and enforced by governing principles, while criteria frequently remains as optional, in addition to allotting either through individual industrial group or management workers. Even though an average might be "voluntary", an item could not be appreciated by customers in the market except if it conforms by the norms (Schaffer, Agusti, Dhooge, and Earle, 2012).

Tirole (2014), stated that:

“There is little possibility of competitive challenges by new and innovative entrants. If a monopoly is allowed to price freely, it will normally be high and output too low. If the company is instead forced to price over marginal cost, it may not break even, and national funds must be used to cover its losses. The current theory of regulation characterizes optimal regulation under realistic expectations about information asymmetries, the distributional concerns of the government, and the social cost to state funds”(p.4).

Moreover, it is certain that the world’s safety marketing is gradually going global and constantly more united.

Also Li (2008) identified that:

“The internationalization of the world’s securities market is one of the most important developments affecting the securities markets of many nations. As long as there are regulations, there will be abuses and room for improvements. A national financial regulator has five main tasks:

1. Authorization of market participants
2. Provision of information to enhance market transparency.
3. Surveillance to ensure that the regulatory code is obeyed.
4. Enforcement of the code and disciplining of transgressors.
5. Development of policy that keeps the regulatory code up to date” (p.2).

Hence, many advanced items can be influenced by on definite raw material contributions that may be very difficult to replace. Availability of these raw materials has been given a prevalent alarm to different emerging markets, along with the EU. EU businesses profit significantly when the Chinese shipment duties are detached. Innovation and technology are the main components of modern European economies. To produce high-tech, a wide range of raw materials is desired (Kamps, 2013).

2.8 TECHNOLOGY

Technology is seen as something new that can rapidly bring in transformations at a given moment. It is often likened to being new and can easily embrace a solution that in future always greater of the earlier.

Therefore, Plato (2006), stated that:

“The increase speed on the rate of change in technology has made the existence of technology ever more noticeable. Technology now pervades every aspect of modern society. However, what is sometimes forgotten is that the relationship between humankind and technology has existed since humans first walked the earth. The term technology, it originates from the Greek word, techno, meaning every art, making perfect what seems imperfect in nature. This, in its original context, not only encompassed the knowledge of how to create shelters, the ability to understand the working throughout the universe, but also the power to

use numbers to calculate and create language in order to combine letters so that all things can be stored in memory. This capability was nature's gift to humankind for survival” (p.56).

Moreover, technology allowed individuals to fly with no wings, besides that confront nature by elongating the temporal being. It has never attained via a natural course of hereditary transformation of biological progression, nonetheless via innovations (Drucker, 2010).

In addition, modern technology faces us in all parts of daily activities these days. The processors are seen as a major technical revolution that works towards providing for most people. People use it various purposes such as for communication. Students use them for studying, while companies use them for piling and assessing figures. The expertise has been improved within many years and still in the processes of transformations. Information technology is a terminology that generally that revolves on connecting electrical device with the data, necessities of a trade on all stages (Adetayo, Sanni, and Ilori, 2011).

Besides that, the electrons remain new discovery, even though that their physical precursors can be traced back to past centuries ago. The principal group of electronic computer was developed in the 1940s. The subsequent groups of computers were manufactured in the 1960s via firm transistor. Other groups of computers were the minicomputer sets, and the fourth part computers are the microchip groups. There are other devices that directors do utilize for adapting with the transformation, that the Information and technology are instances of them (Haag and Cummings, 2012).

Moreover, Eloranta (2010) identified that the clasp speed of globalization is presently declining the significance of nationwide limitations and enhancing global business in scale and prominence together. Consequently, companies encounter earlier variations in customer discriminations, plus making competition tightened at domestic and universal levels together. On similar period, making use of information and technology inexpensive at both traveling besides logistics expenses and enlarged source for universally skillful executives have been intensely decreased the obstacles. Within new conditions, numerous of minor companies ended either by being pressed or dragged to globalization. With the resources, the little corporations aspect the challenges of globalization severer. Which has got shipping by domestic reseller collaborates a significant with gradually exploited approach for little companies to globalize. The research deliberated on what way hypothetical directions for the market penetration processes manifested on practices, of the processes of minor high-

technology companies of the medical device sector. Fully, the research revolves about the subsequent three aims:

1. Produce a global business prose by starting a procedure map of a vendor partner enabling a market penetration method with the descriptions of the foremost contents in the course of the process.
2. Compare then contrast the theoretic technique and its symbol in practices, and examine the reasons and the influence they got.
3. Academic-literature through expanding the hypothetical figure of knowledge.
4. Provide references of growth for the company cease to expand its market penetration procedure.

In context of that the tangible results from this research are categorized into a five phase procedures model at the controlling course of the market penetration procedure, with the decision-making approvals to the company. That has equally been agreed a more study is required to comprehend the interdependence between market penetration approach, and partnership managing methods. Then to assess the consequence of the industry on the market penetration procedure, similar study procedure should be done by different industries. This would let the expansion and testing of more comprehensive market penetration procedure model.

In another study of Varukolu (2007), it indicated that technology acceptance has developed as a significant factor of rivalries in current widely business. Attaining attractiveness in the quota-free trade turns out to be a motivating force, needed for the garment firms to embrace technology. The study purpose that observing the state, then the administrative aftermath causes at the stage of innovation acceptance surrounding the circumstance of the Indian garment industries. Multiple regression analysis (MRA) was applied for testing the hypotheses. The findings disclosed that industry size is certainly influenced, whereas exports locations, adversely affect the technology acceptance height of a firm. The result of rivalry improvement was reasonably essential. The adverse influence of shipping coordination was unanticipated, and a near investigation indicated that the outcome was consistent with other structural factors. However, the outcomes showed that the highest controlling committee, charge of resources, and practical abilities never had momentous sound effects on the technological acceptance stage. The adoption of Internet related technologies usually aids in lessening charges and period of interaction. It equally offers influential devices for clothes producers to advertise their commodities by providing their company side

view on a universal scale. The Internet is also making a chance for a producer to divert to retailing of personal items by openly getting projected customers. Additional, ICT consistently advance as a vital tool in carrying out of accessible answers and to admit collective marketing info any moment irrespective places. The study equally identified the comparative impact of the planned factors in envisaging the stage of a company's technology acceptance and maintained that various structural issues meaningfully foretell company's technological acceptance events. The technological acceptance stage of industry has been established to be absolutely interrelated to the company's scope and adversely correlated to exporting coordination. The result of rivalry benefit was said to be temperately noteworthy. The outcomes specified that bigger industries stand more probable to embrace innovative equipment than minor industries. Technology embracing appears more essential for the companies indulge in little exportations are more dedicated and grow bigger than others grow. The important effect of companies' scope specifies that a substantial change occurs at the stage of technological acceptance amid minor and big clothing producing industries. The temperate importance of the serious benefit sways specified that the benefit gained via technological acceptance might be a factor in technological embarrassment. Rivalry and natural modifications and the burden from them may strength companies to search for innovative appliances. Technologies are not limited to a single application field, product, or process. The marketability of their technological possessions exceeds above the transaction of their individual goods, procedures and facilities. They similarly include renovation approaches such as authorizing and offshoot of expertise projects. In the study of Escher (2005), it aims at closing this gap by making major contributions in the areas of theory and practice. The leading research questions are: "How can the process organization of External Technology Deployment and its corresponding organizational structure be tailored?" And "How a technology-based enterprise can proceeds to design and implement such an External Technology Deployment Organization?" In order to give a holistic view of external technology deployment, an integrated, technology-marketing concept is compiled from theory. The findings allow three levels of technology deployment to be identified. For each of these three levels, proprietary characteristics during the process and structural organization are presented. The concept describes how an organization can be designed in order to meet specific enterprise requirements.

Likewise, computer science is an extensive field that computer scientists frequently differ on what it contained, procedure, and performance in a particular field. The procedures via which processor experts generate, preserve, and transform information gotten through processor discipline procedures, that appear sometimes to be diversified and revolutionary, along with inspection, however, there have been no agreement on if analyses of likely procedures have its place within the arena of processor learning or out of it. The study of Tedre (2006), the sociocultural development of processor discipline and computing tools is studied. It is inquired whether there is a necessity to encompass computer discipline with meta-knowledge outcomes after the viewpoints from other field of studies like sociology, history, anthropology, and philosophy. Because of this choice of sciences and technological trainings and situational study from the account of calculating, a disagreement arose which implies that thoughtful of the communal procedures that form and sustain computer discipline is a vital sector of appreciating computer knowledge. A position on public learning of computer science is offered, and it is recommended that it ought to be accepted and incorporated in the ACM Computing Classifications Schemes as course K.9.

Therefore, the technology comprises internets, computing powers, which function quicker and when there are adequate, accessible bandwidths, portable plans, high persistence displays and camera, more refined hardware and software, descriptions, app for portable strategies, sound acknowledgment, GPS, and others that offer more abilities than ever earlier to assist people make sales, and for the prospect to decide.

Also London and Lucas (2015) stated that:

“Technological advancements also allow companies to enlarge their markets or sell in plentiful ways they have never been able to do before. Keeping up with and knowing what technology to use where, how, and when is a challenge for business of all types in all industries. Because information and analytical tools are so extensively available, more logical and purchasing decisions can be made. More forecasts are using data, metrics, and measurements as part of the decision-making process than ever in the past. One of the changes' today's sales environments is the need in a sales person to become a trusted advisor or subject matter expert. Since people can gather information on their own, salespeople need to know more than the details about their product. They need to know all about the industry they are selling into and the application and value of their offering in it. They need to be able to quickly and efficiently apply their offering and give insights that can't be discovered otherwise” (p. 291).

Besides that, an essential component of managing technology is identifying the role that machinery contributes to the intensifying achievement of an industry in a common market frugality, and certifying that technological decision and strategies add to the industry's economic benefit (Gaynor, 2010).

In addition, that the time of information-creation, innovative technology was realized as the main tool to generate besides sustain an economical gain. Nevertheless, how does an emerging nation like Suriname encourage industrial revolution? The research study aimed at a path that Suriname should follow to increase the technological innovation level to gain competitive advantage. This is either by the innovative and entrepreneurial culture of the companies (nature path), or by government policies and infrastructure inputs (nurture path), or the best of both (hybrid paths) (Jansze, 2006).

Also in the study of Gaynor (2010), currently the longer 'nature' path is being pursued to achieve technological advance, while the shorter 'hybrid' path is advised in the future. The mixture track can only be embraced if, on the one hand, management modifies hers political affairs, machining strategy, and emphasis; however, the inventive nature of businesses is enhanced. Under this study, machinery is described through information personified in items, procedure and exercise, whereas invention is referred as, a fresh and significant, upgraded item made known to the indigenous marketers, or within enterprise of a particular brand- fresh and meaningfully developed course. Founded on recognizing literature models, the conceptual AEC-innovation model was developed in which nature and nurture is identified, and from which nature and nurture paths were derived. However, assessing the private sector as a whole, it is concluded that nature exists in Suriname, but still it is weak and needs to be enhanced. The government of Suriname does not have a technology policy.

Therefore, an assessment on fourteen IDB pre-conditions for an innovative and competitive economy was done by studying published documents of government and international organizations. It was concluded that the financial sector is not solid, containing outdated investment legislation. Further, the terrible international image of Suriname, with bad corporate credibility and a lack of entrepreneurship in a developing infrastructure, where, for example, utility prices are not real, are negative factors for Suriname. Consequently, it is concluded that government hardly nurtures, that also explains the developing technology level in general. Finally, it is recommended that

via the hybrid path enhancing of the innovative capacity of the firms, there is a priority to achieve technological advance.

Therefore, Cugelman (2011) identified internet as a treasured medium for common marketing, in the sense that practitioners ought to reconsider how they involve with direct to the basic audiences on networking. Nevertheless, there is a slight indication illustrating that, on-line public advertising involvements can expressively impact behaviors, while there are few evidence-based strategies headed for aiding on-line interference strategy. This study evaluated the effectiveness of on-line interventions appropriate for social marketing application, and equally provides a model to incorporate behavioral change research. It also assessed the “psychological principles” which could assist the project in internet interferences. The main study mission was using the “meta-analyses” methods for evaluating the impact the interferences on pointing behaviors; it also tested the “psychological design” and “adherence correlations”. This research observed at various interferences in the internet that established an ability in assisting persons towards achieving volunteer routine variations. Comparison into wait-list control situations, innovations proved returns. Similarly, in comparison with printing resources, equally showed same influences, nonetheless through this advantage by cheaper prices besides wider spread. Another study development evaluated operator’s crosswise global community deployment process as well as using operational equivalence modeling for examining these relations among webpage reliability, functioning belief, with behavioral influences. The research established a webpage reliability besides effective faith was the aspects influencing, whereas the vigorous faith facilitated the webpage effectiveness reliability for behavior. Dual researches confirmed that internet interferences have an effect on persons of disconnected internet behaviors. Actual intervention is seen as mostly goal-oriented: because, they create awareness for persons almost their behavior results, stimulated preforming their goals, obtainable “skills-building” sustenance, as well as followed the progresses of them. Persons, which acquired extra exposures of interferences, usually attained better behavioral consequences. Greater number interferences can integrate inside communal market promotions, besides separately provide personalized providential proficient ascending the huge community viewers. The “Communication Theory” used to synchronize influences on classifications besides methods; that has shown to get active manner of organizing diversified persuasions, therapy, and behavioral change research.

Furthermore, website trustworthiness and active user's faith might propose a manner to relieve an adverse influence from the internet dangers as well as rivalries.

Another study by Linh and Tung (2008), illustrated that:

"Internet marketing is fetching most attention in every business sector, and progressively plays a truly significant role in any company's multi-channel marketing strategies. The study mostly focused on gaining procedures of internet marketing after touching upon the rudimentary knowledge of internet marketing, how the Internet gets used to the marketing mix, as well as companies and consumers' standpoints in tracking internet marketing. The information in the theoretical segment is attained through various textbooks, articles and websites by using qualitative research methods. Meanwhile quantitative method collects all-important data supporting the case study analysis. The Internet, is not only restricted to various imageries to all the types of the advertising combination, but has also conveyed a fresh way of approaching the prospective clientele in an actual motivating, inventive and price-effective manner too. Online definitely was presenting modern chances to familiarize the marketing-mix. As an alternative of offering actual goods, businesses utilize photos of goods and complete explanations to inspire buyers to trust and buy. Moreover, firms can beside decrease the items costs through moving, storage sides and operator's expenses offer consumers modern approaches of paying. Besides this, utilizing online makes innovative technique for supplying goods. Talking about element advertising into the marketing-mix differentiated in several features of online programs. These days, many firms use online promotions as a new communication technique to appeal to consumers. Many aspects may drive companies of distinctive sizes. Mainly, utilizing online promotion gives many of the environmental-protection. In addition, it has been studied in which ways to be how to succeed the time using the online promotion and examining the rewards and difficulties of online promotion for the reason to select the marketing networks among old and online promotion ways. Actually, the "digital marketing" forces corporations take into consideration the way to keep their client secrecy and to form sureness to their clientele, to keep purchasing with confidence. Firms should understand same as old marketing, knowing the gender needs as an issue of buying performance makes a significant part of online promotion success. To consumers, the secrecy, considered one of the most important matters, which affect doing an internet buying, or not" (p. 13).

Moreover, market research reports can be issued or displayed right on the website. Generally, the stories are not positioned openly in available parts, nonetheless in places, which are safe through password or on business intranets. Different (Doc) word processing, excel spreadsheet, and presentation programs have the ability to produce material into a format that can be posted straight to packages have the capability to produce material into a format that could be displayed directly on the website, consequently simplifying the procedure. Specialized software is also

available. Issuing marketing study reports to the website offer a number of advantages. Reports posted on-line could collaborate all types of multimedia, containing graphs, animation, sounds, pictures, and complete gesture video. The broadcasting is instant and a legal individual wherever in the world can entree the information on-line. The information could be searched automatically to recognize material or precise awareness (Malhotra, 2012).

Furthermore, Lucas (2015) said that:

“Technology has permeated almost every aspect of life in more developed countries would be an understatement. With the number of Internet users continuing to climb throughout the world, it is no wonder that online sales of products and services continue to rise. Technology is advancing at such rapid rate that the typical organization and its employees are unable to cope with the changes. The customer service representative has a vast amount of technology at their disposal and the industry and regulations governing it are continuing to evolve. There are numerous ways to incorporate technology into an organization’s marketing, sales and customer service initiatives. By creating opportunities to maintain regular contact with customers, you can help build a stronger relationship, reassure them and show continuing support. All this leads to more customer loyalty and potentially higher levels of revenue generation from existing customers and those they refer”(p. 222).

2.9 MARKETING STRATEGY

Marketing considered a cooperative procedure that various people or individuals transact merchandise and service depend on the individual necessities as well as their needs. In normal sales, the wants and necessities of customers are actually explored and gratified it through acceptable channels of communication like personal communications, journals, series, and etcetera. This goal of producing goods as well as services that can meet up with what customers’ wants and needs. Marketing stands for the course of designing besides applying ideas, evaluating, advertising and supply of new thoughts, products besides services for making interactions those favorably content unique and organization's goals. Marketing considered the method of forecasting besides accomplishing notion, set a price, advertising as well as delivery of thoughts, products besides services for forming optimistic interactions (Kolter, 2012).

Therefore, marketing must be known not in previous feeling for doing a trade nevertheless rather in innovative feeling to comply the client wants.

As well, Kolter and Armstrong (2016) said that:

“If the marketer does a good job of understanding consumer needs, develops products that provide superior value, and prices, distributes, and promotes them effectively, these products will sell very easily. Therefore, selling and advertising are only part of a larger -Marketing Mix- a set of marketing tools that work together to satisfy customer needs and build customer relationships. Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with others. Marketing involves building profitable, value-laden exchange relationships with customers. Hereafter, marketing is defined as the process which companies create value for customers and build strong customer relationship in order to get value from customers in return” (p. 43).

Moreover, Neil Borden as new concept presented the content of the marketing mix in 1953, signifying the combination of suitable basis for advertising. The marketing mix philosophy was examined besides rephrased of various types of writers by period. One writer, which has talked about the philosophy, then clarified the idea of marketing features, is “Philip Kotler”, which marketing-mix discussed in his study. Cutler believes that marketing-mix, is combined from several apparatus or tools to follow a marketing -plan (Walter and Christophe, 2006).

Recently, shareholder values have come to be the main aim of companies. Shareholder value comprises two main components: the First component is the current value of money movements in the course of expectable planning periods; secondly, longstanding goal considered the lasting worth of business at the conclusion of the value development time, and we could say in another word, the outstanding business cash flow afterward the conclusion of the designing prospect.

Therefore, Doyle (2009) stated that:

“The residual value of business has not yet been realized in monetary terms, but marketing has been argued to affect the residual value in the form of intangible assets. The importance of cash flow is emphasized by the fact that it is one of the few measures that is consistent across markets, products, customers and activities. The popularity of shareholder value as a business value yardstick is due to restrictions of conventional accounting. Accounting has been criticized to represent the short-term view of business, and it is argued to fail to include two important concepts. First, conventional accounting neglects the importance of slight assets, which do not appear on the balance sheet. Second, it focuses only on tangible assets, although imponderable assets form an essential part of company value, which can be seen as higher, market-to-book ratios for companies that possess significant in substantial assets. Through shareholder value based, performance evaluation companies can achieve several advantages:

1. Measurement is tied to a strategic plan.
2. Measurement is free from “accounting gamesmanship” because it is strictly tied to cash flow, and

3. Managers have an incentive to maximize shareholder value, not short-term profits” (p. 189).

In addition, Consumers generate their own ideas, news and entertainment, as well as consuming the idea. The technology permits persons growing from customers to clientele, then join clients to criminalization. This explains how much-toward-much communication besides cooperation. This cooperation could infer customer participation in item design procedures plus managing strategy (Kolter, 2012).

Moreover, a study by Chang (2009) discloses as follows, worth of personality-designing items and consumer involvement in a firm’s processes might remain credited to functional and emotional credits same as conveying independence linked by finishing products. However, to sustain and improve consumer gratification besides participation stage, the design-contribution procedure should be easily available and logical to consumers.

Therefore, the additional distinctive feature of Marketing is context of brand-managers nevertheless in building a brand-name, but to form an appeal of it. Customers could closely evaluate that a brand would be a sham or actual. Therefore, corporations must offer proficiencies, which live-up with the demand – the corporation’s plan in total must line up with brand managements and marketing pains (Kolter, 2012).

Besides that, brands emphasize on standards, therefore, the intermediary between customers and products, merging business and inspiration, could measure branding. Brands come to be cultural processes and modification, brands showed clients’ routine and increase practically complete influence. Where it implies the investors not ever take attention about the essence or fulfillment through using a product or service, however searches for ways to portray themselves by brand values and be diverse – such, revered as continuing self-regeneration (Kornberger, 2010).

Thus, marketing mix is an invaluable idea and it is very essential for the marketing policies in each establishment. The marketers should endeavor to welcome and incorporate all marketing combination factors into their marketing system. It is very vital if all marketing mix is considered in order to notice when there are needs adapting products, price, promotions and so on (Kotler and Keller, 2016).

Moreover, the progress of a company, is influenced by well-proportioned and unified marketing mixture, thus, (Kaijansinkko, 2001) argued that the various components such as product, price, supply networks, besides the marketing-communications should be compatible together. If the marketing mix is inappropriate,

it will definitely affect communications, because it may not get to the correct audience at the proper time. In addition to this, customers may not have access to the products they may wish want to purchase, this may be as a result of the product being out of stock or its price out of affordable prices or customers' expectations.

Therefore, Marketing mix will be easy to manage if it is allowed to be separated from other activities or be the delegated to specialists; and who know the numerous marketing mix and can effectively apply them in order to survive competitions from their rivalries (Gronroos, 2017).

Additionally, Oparilova (2009) ascertained that if the company will be able to adopt an effective marketing mix, such company will unavoidably embrace success in the future.

However, short units, are lacking in applying effective marketing mix strategies in a situation that warrants competitiveness. The small manufacturers ought to discern on the type of product positioning approaches to apply for various products, in order to attain cherished outcomes. Therefore, it calls for carefulness while making pricing decisions. The small entrepreneurs also ought to focus on the issues related to advertisements for them to survive in the market and its competitiveness (Gautam and Singh, 2011).

In addition, it is vital to put into considerations, the particular items that will be given adequate attention. This certainly includes the items itself, and brands of the items. A brand indicates the label, design, symbol, sign, or conditions, or a mixture of all, (Keller, 2012) that are specifically meant for identifying products and services of a single vender or set of venders then to distinguish these products or services as those rivals. The brand name considered as a crucial cue for customer's discernment on product quality (Grewal, R. Krishnan et al., 2006).

Therefore, in a situation of universal rivalry and reducing of profits (Richard Wise and Baumgartner, 2017), from items sales, after sales facilities and activities. (i.e. Those taking place after the purchase of the product and keen to sustain customers in the use and discarding of goods) launch a significant profit source as well as a key discrepancy peak for emerging companies and resellers.

In certain businesses, income of trades from services portion besides the economy of after trades services (for repair, maintenance and upgrades), remote surpasses the profit from the trade of the actual goods (Cohen and Whang, 2000).

Besides that, Bundschuh and Theodore (2003) pointed that the service market may be four or five times larger than the marketing the products.

And, where Cohen and Whang (2000) discussed in their study that of a “benchmarking” research of fourteen firms of an electron, computer companies and communications businesses. They found after-sales service revenues to constitute 30% of product sales revenues. The notion of after sale support is becoming an important feature of any product sale.

In addition, Guarantee (and stretched warranty) is a component of after deal sustenance and producing business that needs to interpret it as a segment of after sale service approach (Murthy, 2002). After that Pecht (2006), stated that a guarantee is an inscribed affirmation that the producer of a commodity will assure the value and consistency of an item in terms of correcting any genuine problems in the products at no other cost, for some articulated or inferred era of while or consumption. A guarantee bond should cover slightest three characteristics: the reporting period (fixed or random), the system of reparations, and the circumstances beneath which such damages would be provided (Pham, 2006).

Therefore, as consumers, demand guarantees that the item will provide a suitable stage through the beneficial life span of the commodity. Producers don't merely want to offer this guarantee, but more significantly, they ought to confirm consumer fulfillment as well. In the absence of this, existence in a sternly economical universal market situation would be difficult (Ullah, 2011).

Additionally, from the buyer's perspective, (Murthy, 2002) the guarantee in businesses remains safe, and it offers compensation if the commodities did not achieve as planned by the seller. Furthermore, it is more trustworthy for purchasers if the products with extended guarantee epoch than one with a limited guarantee duration. From the producer's opinion, the guarantee may, and regularly does, require the use and circumstances of use for which the products are projected and offer for inadequate analysis or no reporting at all in the event of misappropriation of the product.

Also positioning has its own part in item wrapping (this notion is named “product positioning”). It is essentially indicated that a shape of a product, size of packages besides the prices, appraise to the related manufactured goods from a different basis (Ampuero and Vila, 2006).

Based on that, when the setting idea is decided, and the business will then array by what method it needs to array itself to the marketplace in admiration to advertising

effectiveness). The business starts a plan of action via the application of a proper marketing mixture, so if attention is being given on "communication" events, the imperative should be as follows: a placing decision that identifies the product features should be emphasized in the marketing mix, especially, in its communication campaign (Books bank, 2016).

Furthermore, where is the packaging has progressively started to be noticed as a vital feature for various aims. Administrators are constantly given the unique attention that packaging can make difference and uniqueness, above all in moderately identical delicate consumer goods. On the other hand, generally, the way an item is packaged, is directly related to the product itself, which grasps, guards, conserves and classifies the product as well as aiding the dealing and marketability (Giovannetti, 2003).

In addition, from the administrative perspective, for packaging to be successfully ready and nice-looking, Iva and Gimeno (2000) specified that the organizational and striking strategy of the packaging and even the perfect size of the pack would be beneath the market research get on by the company and the positioning the company needs the product to take in the market.

Therefore, packaging is precisely interrelated to the planned decisions of the advertising mixture (Underwood, 2003). McNeal, J.U. et. Al. (2003) demonstrated totally that the packaging features, compress text, color, structures, image and persons / qualities ought to be merged along in order to provide the customer with detailed sales collaboration when obtaining and using the specific item. Packaging gives a key role in collaborating brand behavior by several structural and graphic elements (Ampuero and Vila, 2006).

Besides that, distinctive goods are usually very inventive and trademark new in the market. The goods encounter clienteles who require preferable product of other companies in the same field. The innovative product could carry beside price discounts, the overall long lasting, consistent and of greater value than their prototypes (Cooper and Klein Schmidt, 2017).

And through improving an exclusive worth intention to produce a good differential of rivals, (Pomona, 2011) companies target to attract additional customers as well as attaining a good position in the rival markets. This assessment offered must competently incorporate the potential leads growing value and the market-share besides the development of functional effectiveness for appealing the customers to get

involved in a relation to the company. Thus, companies rise the sense worth of the merchandise plus services comparable to the sense worth of merchandise plus services from the participants, attaining economic benefit.

As well, manufacturing merchants are perceived as greatest talented in handling minor financial records and to achieve physical distribution functions, and less talented to deal with big accounts, trades, and practical dual roles.

Also Frederick and Webster (2013) stated that:

“The distributor's key function is to provide the right product to the customer when and where it is needed. The distributor stocks the products that he sells, has at least one outside salesperson as well as an inside telephone and/or counter salesperson, and performs a broad variety of marketing channel functions, including customer contact, credit, stocking, delivery, and providing a full product assortment. The manufacturer views the industrial distributor as a member of its sales and physical distribution organization. Simultaneously, the manufacturer is frustrated by the distributor's relatively low level of management competence and lack of management depth, as well as by inadequate financial management and the frequent lack of provision for management succession” (p. 10).

Therefore, distribution mediums are prepared to attain the vital economic roles in the society, connecting the gap between manufacturing and consumption (Stern and Reve, 2017).

In addition, the channel relationship can be perceived as a reference group that uses the dictatorial influence (Siguaw, Simpson et al., 2017) while, for instance, a supplier senses constrained to follow to norms recognized by the supplier in direction to carry on the network partnership. This prescriptive function seems commonplace in a channel in which a large or well well known trader's goals as well as behavior norms for distributors. Distributors after that would be eager to move in the manner dictated through venders for earning rewards of more profits. It is vital to identify through sharing producers could offer the types besides service standards to form greater consumer significance then drive to actual content clients.

That's when, globalization advanced expressively at a previous period, eased through new interaction, transport with developed permitted substructure and the governmental select for opening marketplaces for global business and investment. This quick globalization has occurred as a result of several circumstances: quick technical modifications in interactions and transportation in general; a developing tendency to deregulations of overseas exchange, distant asset and fiscal markets and the making of bigger inducements and prospects for companies (Mohanty and Nandi, 2010).

Therefore, suppliers take the main concern to promote a brand, it should be a brand that gives a big share of his total sales (Frederick and Webster, 2013).

In addition, the companies drive worldwide of different reasons; nevertheless, objectives are classically the business development or growth. As well, corporations go global to widen their workforce and get new ideas. (Acevedo, 2012) Workforce encompassed of diversity and cultural could carry new thoughts and ideas to support the growth of the company. Certain companies go globally to differentiate. Marketing products and services in many nations to reduce the exposure of the company to probable financial and political uncertainty in a sole nation. Furthermore, many enterprises stare in global marketplaces intended to progress. Presenting innovative productions globally would enlarge an industry's consumer base, sales and revenues. They find another source of work in international markets. Various establishments look to global nations for better price development, the technologies aid plus further services for the reason to sustain economic gain. Moreover, they trace purses, which are hard to get from their country local market, or would be at best prices offered globally.

Likewise, the customer's opinion of the value of an item is combinations of diversities of informational contributions into a set of criteria he or she has already recognized towards a specific invention.

In context of that, Tull and Boring (2015) stated that:

“The uncertainties associated with assessing the quality of a particular product stem from (1) uncertainty about the criteria that should be used, (2) uncertainty as to the degrees of completeness and reliability of the information held on each criterion, and (3) uncertainty about the predictive value to each criterion. When the customers do not have much of the information in the above areas, they always tend to judge by the level of the price and brand to judge product quality. The price reflects the product's competitive positioning and indicates the product quality, innovativeness, and benefits for consumers. The consumer is knowledgeable about the configuration of attributes that comprise a product or service” (p. 186).

Moreover, Tull and Boring (2015) insisted state that consumer who has greater awareness of the alternative item's price accessible to him, has soundly described sensitivities and likings, and can decide his peripheral rate of exchange for every item for the added potential substitute items engaged in a specific buying decision.

However, company's fees essentially certify it is lucrative, or is capable of covering its charges. Charge established pricing centered more on this particular issue.

Certain consumers must not like to embrace the act of backing the cost of giving facilities to new consumers.

In line with this, Courcoubetis and Weber (2003) stated that:

“If prices do not reflect actual costs, or they hide the costs of inefficient production, then they invite competition from other firms. Since customers will choose the provider from whom they believe they get the best deal, a game takes place between providers, as they seek to offer better deals to customers by deploying distinct cost functions and operating on production levels. Prizes must be subsidy-free and sustainable if they are to be stable prices, that is, if they are to survive the competition in this game” (p. 163).

Beside that behavioral researchers recommended that the product price, signifies one of a collections of intrinsic togetherness with extrinsic, which are essential with the merchandise besides such delivers foundation for emerging impersonations of the merchandise (Olson, 2015). Subsequently maximum numbers of industries, these days do vend assorted of functional interchangeable items, the decision that customers face regarding a particular product's assessment or buying usually comprises set of choices performing vender's productions. In certain trades, especially those where there exist low competing companies with a large number of small businesses, the top level firms are holding the price leadership but they are considered the primary firms in changing the prices frequently. Smaller companies should act the same of large companies in changing the prices and this comes after they offer less prices to compete. Using a competitive pricing tool can give retailers a significant advantage over competitors. From their retailers can determine how the best results. To compete with the other business's prices, a simple technique to value goods in the same level competitors' value the goods. Utmost companies sell different products; therefore, they require a range of different marketing-plans. Generally, the company got several ranges of goods, which are related either of the reasons that they are used with each other, satisfy the same general needs, or are marketed together. Generally, within a product line, some products are functionally substitutes for each other, and some products are complementary to each other. As of the demand and cost, interrelationships intrinsic in a product line, since there are numerous price-market objectives, the product-line pricing issue is one of the main risk opposite the marketing managers (Petroshius and Monroe, 2011)..

In addition, Petroshius and Monroe (2011) also declared that:

“The traditional approach to pricing a line of products, founded on economic theory, but rather it focuses on obtaining the optimal price solution for a multi-product firm when the

firm is interested in maximizing the contribution to profit. Cost and demand information that is needed before this approach is not readily available to the decision maker, in addition, while optimization techniques can prescribe a price for individual product models under the objective of profit maximization, in reality, the multifaceted organization may have multiple objectives that may not be solely profit oriented. Due to these difficulties, costs have often provided the basis for product line pricing” (p. 511).

In context of that, the spread of advertising actions in numerous production clusters could encourage customers to purchase in advertising. This is because; customer prospects only as significant as considering customer need performance and customer prospects of value (Lattin and Bucklin, 2007). With the general remarks on promotion joined by reasonable reductions, extensively investigated in marketing previous studies (Dodson, A. Et al., 2014).

Furthermore, an advertising usually gets too intense growth on trades aimed at a known brand (Inman and McAlister, 2005). Some industry experts (Lattin and Bucklin, 2007) contend that frequent price discounting blurs the distinction between the deal price and the baseline price of a product. In 1980s, retail promotion has had an increasingly important effect on consumer choice behavior. However, a study has acknowledged the achievement of pricing and promotion in motivating immediate sales response, but there is a concern about the long-run implications of such activity (Guadagni and Little, 2008). .

Therefore, the selling and non-selling dimensions of trade show participation were examined. It was found that better performing firms exhibited a greater number of products, had more customers, finer sales volume, specified show objectives and used fewer horizontal shows (broad-based end user audience) and more vertical shows (narrow end user audience) (Gopalakrishna and Lilien, 2014).

In addition, personal selling is usually the largest single item in the business marketing mix (Lilien, 2012).

Moreover, Kumar and Leone (2006), said that:

“Manufacturers of consumer-packaged goods could convince the retailer to conduct in-store promotional activities for two reasons. First, a manufacturer's sales force the provided evidence from syndicated sales auditing services supporting the effectiveness of promotion in cultivating new customers for a particular brand. The implication was that the retailer would benefit directly from the increased sales of the promoted brand. Second, trade deals were offered to increase the retailer's margin for the manufacturer's brand. Retail promotion enables both retailer and manufacturer to meet objectives when brand substitution occurs within the store and customers from the other stores switch, or cross-shop, to take advantage of the

promotion. Both the retailer and the manufacturer of a promoted brand also could benefit when that brand yields a higher margin for the retailer and consumers switch to this brand, producing greater sales from the manufacturer” (p. 89).

Therefore, Trade shows, like advertising, are typically viewed as complementary to the direct selling activity. For example, trade shows uncovered previously unknown or inaccessible buying influences, can project a favorable corporate image, can provide product information, generate qualified leads for salespeople, handle customer complaints, etc. (Hutt and Speh, 2007).

Therefore, when calculating the measurement of fully grown people that are outlawing about 200 USD and further annually products directly from the markets by direct marketing rose between sixteen to twenty percent in the year of 1992. Actually, additional cash currently consumed on straight marketing promotions besides allurements than publication or TV promotion. Through adroit event selection and product planning, a firm can use trade shows to communicate its message to the correct people about the exact products at the right time during the buying cycle (Bellizzi and Lipps, 2013).

In addition, a study of Dunn (2001) stated that direct marketing allows companies to generate a response from targeted customers. As a result, small businesses can focus their limited marketing resources where they are most likely to get results. In addition, a direct-marketing campaign with a clear call to action can help companies boost their sales to existing customers, increase customer loyalty, recapture old customers and generate new business. Whether the companies are targeting business (B2B) customers or consumers, direct marketing can deliver results. Choosing the right communication method is vital. Advertising, promotion is different from direct marketing promotion. Advertising and promotion refer to activities undertaken to increase sales or enhance the image as a product or business. It is primarily used in creating awareness to the customers about the new products, influence and inspires customers to switch over to another brand and also to keep buyers informed on where the products can be located. Promotional events are essential to maintain the consumer's visits during marketplace period applied primarily in the period for drawing consumers in trade besides through the period to sustain consumer visits stages throughout low turn up on sales.

Therefore, Traditional marketing strategy, specifically explained how to use the marketing-mix for the purpose of attracting or reaching company's goals.

Best (2013), stated that:

“Strategies can be repulsive and defensive. Disagreeable strategies are more attentive on growth and are usually organized in attractive markets. Strategies that can be used for the growth of the company’s market share, to improve the company’s market or to enter a new market. Companies who find themselves in fewer attractive markets, with fewer resources, and when a company is forced to reduce its costs use indifference, defensive strategy. Moreover, the following are the two steps utilized to build up a company’s marketing strategy:

1. Developing a strategic plan and defining the ultimate goal of the current market share. When working without a strategic marketing plan, a marketing-mix strategy should be developed through the utilization of a strategic planning portfolio. This portfolio divides strategies into kinds of offensive strategy and defensive strategy.
2. Building a marketing-mix strategy with regard to, among others, product, price, and advertising” (p. 515).

Beside that Marketing in B2C world is a one-way communication method used to connect passive buyers whereas in a B2B context, the buyer is seen as active and interactions can take place.

In addition, Ford et al (2002) stated that:

“Pricing the B2B marketers need to prove the difference between the company, product, and the competitor’s product to the buyer based on hard facts. Marketers in B2C can often rely solely on the brand, advertising and consumers’ emotions and the consumer buying decisions are dominated by the initial purchase price. B2B marketing relies deeply on direct sales and marketers and sales people need to work closely together. A good advertisement can single-handedly create a buyer in B2C, whereas advertisement in B2B has a different role and due to the tiniest amount of customers in B2B, word-of-mouth has a greater effect than what it has in B2C” (p. 40).

Therefore, Business to Business, (B2B) refers to the process of buying and selling goods or services used for producing other goods and services meant for consumption either for the buying organization, and/or for resale to wholesaler and retailers.

In reference to this, Grewal and Levy (2008) have stated that:

“B2B involves manufacturers, wholesalers, and service firms that market goods and services to other businesses but not to final consumers. The distinction between a B2B and B2C transaction is not the product or services itself; rather it is the final user of the product or service. Just like organizations that sell directly to final consumers in B2C transactions, B2B firms focus their efforts on serving specific target markets to create value for those customers. Some firms find it more productive to focus their efforts and resources on key business customers rather than on the ultimate consumers” (p. 177).

Hence Marketing metric, is the set of measurements, which assists in quantifying, comparing, and interpreting the marketing performances.

Thus, Kotler et. Al (2012) stated that:

“Marketing metrics can be used by brand managers to justify and design marketing programs and by senior management to decide on financial allocations. Firms must give priority to measuring and reporting, marketing performance through marketing metrics. Evaluation can be split into two parts: short period results and changes in brand equity. Short period results often reflect a profit-and-loss concerns as shown by sales turnover, shareholder value, or some combination of the two. Brand-equity measures could include customer awareness, attitudes and behaviors, market share, relative price premium, number of complaints, distribution and availability, total number of customers, perceived quality, loyalty and retention. Companies can also monitor an extensive set of metrics internal to the company, such as innovation” (p. 274).

In addition, the objective of the marketing planning is for analyzing how to effectively sell its products on the target market. In one development study by Rogers (2003), the findings illustrated that a good marketing plan emphasizes on market segmentation, market preparation, targeting, positioning and executing. The earlier part, investigated on the entry mode decision and direct exporting is part of entry mode that has been found as the most suitable. The company introduces a new product by using a modern technology into the target country. Because of this, adaptation of innovation is as an essential aspect in selling one's product. The study-expanded adaptation model and defined the invention-dissemination processes as an indecision decrease process. Therefore, the scholar illustrated that, attributes of innovations are categorized in these five characteristics:

1. Relative advantages.
2. Compatibility
3. Complexity
4. Trial-ability
5. Observability

Furthermore, the innovations are, therefore, able to offer more relevant advantages, compatibility, simplicity; trial ability and observability, which tend be adopted quicker than other innovations.

Therefore, It is statistical segmentation that generally divides customers according to their demographic factors like the prong, sort, family-extent, family

lifetime sequence, revenue, profession, precept, beliefs, perspiration, age group, community category besides nationalisms (Armstrong and Kotler, 2015).

Moreover, Gunter and Furnham (2002) stated that:

“The market segmentation is said to be one of the key elements of modern marketing and it is the process of segmenting the market into groups and/or segment(s) based on concepts such as demographic, geographic, psychological and behavioral factors. By so doing, it will enable the marketers have a better understanding of their target audience and equally make their marketing more effective. This is because, by using the analytical process that considers customers first, the marketers will be more satisfied with customers and will consequently gain a great advantage over their competitors” (p. 3).

That Market segments can be categorized in various ways in a way that preferences are given to the targeted consumers based on the target clients' similar favorites, which aims at mentioning clienteles that unevenly have the same favorites. Additionally, there are gentle favorites that mean the customers are varied in their favorites, and then lastly feathered favorites, which imply the natural market segment surface use of clusters of customers with communal favorites (Kotler and Keller, 2016).

Therefore, Marketing communications refer to ideas and actions, which companies use to inform, convince and remind the customers about their company or products. This means all the efforts put into brand communication and advertising are considered as marketing communications, these include, direct advertisements, social responsibility initiatives or some other forms of advertisements, that emphasized on the positive light of the company.

Subsequently, Kotler and Keller (2016) stated that:

“The idea of marketing communication has changed over time just as marketing in general. Marketing communication does not limit itself to advertisements. It can be considered any action meant to persuade the customer that a specific brand has a certain image. Marketing communication includes many different forms of advertising such as sales promotion, events and experiences, public relations and publicity, word-of mouth marketing, personal selling and direct marketing. All of these forms are important when thinking about a marketing communication program, not only because they will possibly allow the company to influence and interact with the customers, but also because it is necessary to the company know their customers before a plan is created. This is becoming even more common due to the increased use of the Internet and other forms of media that are mainly customer driven. When considering which form would be most effective for a company with a whole to use, or to use for a specific product, the customers must first be considered. This is the initial process in any form of advertising or marketing communication campaign, because if it is unknown who the

customers are there is no way of analyzing which forms of marketing communication would be best and what information should be conveyed over these media” (p. 474).

In addition, the green marketing incorporates all marketing activities, which are involved in protecting the environment. There are complications regarding the term green marketing, as people merely associate it with various phenomena in the contemporary era. Some attribute it as being responsive to climate change and global warming, while others believe being in conformity with environmental standards as green marketing. Another group of people perceives recycling as inherent in green marketing while the majority of consumers and marketers alike, just identifies green marketing as something that involves promoting products emphasizing their contribution towards the environment (Baker and Frank, 2011).

Since marketing is viewed as a process whereby the marketing mix (Product price, promotions and place) is used in responding to the needs and wants of customers while achieving business objectives, many marketers have seen green marketing as merely another way of gratifying consumer needs within the same marketing mix. However, a closer look into the concept of green marketing, shows a distinct variation that has transformed the traditional marketing thinking (Kotler, 2000).

So today the concept of green marketing entails certain fundamental elements, illustrating that marketing products are environmentally safe. Developing and marketing products are used for minimizing environmental hazards through producing, promoting and packaging them in such a way that can safe guide the environments. These are the characteristics of Green marketing, as the term is understood in the present business world context.

In an effort to elucidate more on this, Bhatia and Jain (2013), also said that:

“Green marketing involves establishing a link between the business and customer and this process entails a holistic approach since the business will naturally have to integrate all its activities in line with environmental concerns. As a strategy, green marketing involves options such as Green products, Green packaging, Green prices and Green communication. Green products are recognized as ecologically friendly products. Green packaging has to do with suitable packaging that reduces damage. Green prices show the reflection of environmental concerns in monetary terms, which are intrinsic and transferable to the customer. Green communication fosters a positive image and coveys a business firm’s concern for the environment and the public” (p. 145).

Moreover, green marketing term was experiencing various variations through diverse terminologies (Grane, 2000) for instance, ecological-marketing and environmental-marketing, which was applied imprecisely. Green marketing phrase

surfaced in the 1980s, since there was growing awareness of the global community regarding the environmental hazards and imminent holocausts. It was based on this that environmentalists began to exert pressure business firms to minimize the environmental pollution in the production of goods and services. Firms have to respond in the equal measure by emphasizing and integrating these environmental concerns in their business activities.

Consequently, the behaviors of consumer groups and their environment are constantly metamorphosing; therefore, marketers frequently conduct consumer research and analyses in order to meet their targets.

Thus, Peter and Olson (2005) stated that:

“Marketers can gain understandings of how consumer behavior is affected by thoughts, feelings, actions and the environment, in order to comprehend the consumers' meaning of products and brands. This is also helpful in understanding consumer behavior in relation to consumer shopping, purchase and consumption habits. By comprehending the interactions' effect on individual consumers, similar target markets and society, marketers can better satisfy the needs and want, subsequently creating value for consumers. Another aspect of consumer behavior involves exchanges between people when something of value is sacrificed and replaced, such as money and products. In summary, understanding of consumer behavior contributes to companies' success in developing marketing strategies that in turn increase profitability” (p. 2).

Moreover, Hoyer and MacInnis (2012) stated that the consumer behavior is referred as the totality of consumers' decisions in respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by decision-making units. This comprises consumers' actions, and their feelings and thoughts experienced during the consumption processes. Additionally, other aspects of the environment, which may help in influencing actions, feelings, or thoughts, are equally counted as consumer behaviors. There are alternative ways to gratify the needs of target customers.

For example, Perreault and McCarthy (2005) believed in the following:

“A product might have many different features. Customer service levels before or after the sale can be adjusted. The package, brand name, and warranty can be changed. Various advertising media—newspapers, magazines, the Internet—may be used. A company's own sales force or other sales specialists can be used. The price can be changed. Discounts can be given, and so on. It is useful to reduce all the variables in the marketing mix to four basic ones (Product – Place – Promotion – Price) It helps to think of the four major parts of a marketing mix as the “four Ps.” A customer is not part of the marketing mix. The customer should be the target of all marketing efforts. The Product area is concerned with developing the correct

product for the target market. Place is concerned with all the decisions involved in getting the accurate product to the target market place. Promotion is concerned with telling the target market or others in the channel of distribution about the right product. The Price's setting must consider the kind of competition in the target market and the cost of the whole marketing mix” (p. 48).

Similarly, Rust et al. (2004) postulated that the impact of marketing events on customer mindsets could be measured in the following five key dimensions:

1. Customers awareness – This is the extent and easiness with, which customers recall and distinguish the firm and/or the brand and identify the products and services associated with it.
2. Customers associations – It deals with the strength, favorability, and uniqueness of perceived attributes and benefits for the firm and/or the brand.
3. Customers' attitudes – It is the overall evaluations of the firm and/or the brand in terms of qualities and satisfactions.
4. Customers attachment –It is how loyal the customer is towards the firm and/or the brand.
5. Customers activities or experiences – This is the extent to which customers utilize the brand, persuade to others about the firm / the brand, and equally seek out firm/brand information, promotions, events, etc.

Thou, Kibera, K'Obonyo and Wainaina (2011), demonstrated that Customer Relationship Management (CRM) is referred as Relationship Marketing; some marketing academics and practitioners believe it as a new paradigm of marketing. Notwithstanding the immerse growth through the adoption of CRM practices of organizations all over the world and the widely accepted theoretical underpinnings of CRM strategy, incompatible opinions and increased pessimism about the effectiveness of CRM strategy abound the marketing literature. Based on this effect, scholars have called for more demanding studies in order to ascertain the usefulness of CRM as a strategic orientation.

Consequently, Crosby and Stephens (2017) equally acknowledged that customer's satisfaction has been extensively researched, regarding relationship marketing; hence, the scholars classified them in different ways. One definition commonly used by recent researchers, concentrates on cumulative satisfaction or overall rather than the transaction-specific satisfactions. Nevertheless, the nature and measurement of customer satisfaction have been debated, with satisfaction

hypothesized to be related to and difficulty in discriminating it from other positive emotions (e.g., Happiness, joy, and enjoyment).

In addition, Kibera, K'Obonyo and Wainaina (2011) equally insisted that their general objective in their study was to enrich a comprehensive conceptual framework on the influence of CRM practices on competitiveness and conduct an empirical assessment within the framework for the commercial banks in Kenya. Similarly, the relationships between organizational factors and competitiveness were found not statistically noteworthy. The overall conclusion from the study was that competitiveness is not expressively influenced by the simple existence of a range of the factors within the firm such as age, size, and ownership structure, type of customers served, corporate reputation, and duration of CRM implementation or even technology level. Rather, competitiveness is attained via suitable CRM practices and marketing productivity. Nonetheless, organizational factors are found to be positively enhanced the relationship between CRM practices and marketing productivities, thus, indirectly influencing competitiveness. The outcomes from the study have crucial managerial and theoretical implications.

Moreover, in marketing, mixed methods research has limited coverage, notwithstanding the apparent movement in many of the social sciences toward such research designs. While national research foundations such as the National Institute of Health, the National Science Foundation, the National Research Council, and others have offered workshops promoting the use of mixed method research techniques (Creswell et al., 2003). The American Marketing Association as explained marketing research: “the meaning which connects the consumer, customer and public to the marketer through information”. This information is used for recognizing and defining marketing opportunities and problems, generate, refine and evaluate marketing actions, monitor marketing performance and equally improve the understanding of marketing as a process. Marketing research stated that the information required to address these issues, designs the method for collecting information, manages and implements the data-collection process, examines the results, and communicates the findings and their implications (Proctor, 2005).

Based on that discussion on marketing regarding this methodological process have predominantly focused on the philosophical assumptions that guide qualitative, quantitative, and mixed method research methods. The post-positivist and interpretive paradigms have been discussed in terms of their ontological, axiological and epistemic

assumptions on the nature, values, and epistemological assumptions that guide research (Bahl and Milne, 2007). An important assumption guiding post-positivist research (Hudson and Ozanne, 2011) mandated an objective view of reality, in which research is designed to measure or explain; creating knowledge that is generalizable across different people, time, and place.

Therefore, the interpretive ontology assumes the existence of multiple realities that are socially built and is focused on understanding behavior rather than predicting it. Mixed method research with its pragmatic approach does not align itself with a single system or philosophy (Creswell et al., 2003). Johnson and Onwuegbuzie (2004) have stated that instead is most often driven by the research question, rather than being regulated by paradigmatic assumptions. Mixed method research makes use of pragmatism as a system of philosophy. The logic of pragmatic inquiry includes the use of induction, deduction and abduction (uncovering and relying on the best among a set of explanations for understanding one's results).

In context of that in 2007, Johnson et al. The study demonstrated that mixing methods in social research has been given many names including mixed research, integrative, multi-method, multiple methods, triangulated studies, ethnographic residual analysis, and mixed research.

Furthermore, Johnson et al. (2007) mentioned the following:

“In marketing, multi-method and mixed method, researches are the most commonly used labels. In the Handbook of Mixed Methods Research, distinctions have been made between these two terms:

1. Multi-method, which involves multiple types of qualitative inquiry (e.g. Case study and ethnography) or types of quantitative inquiry (surveys and experiments).
2. Mixed methods, which involve the mixing of the two types of data (Morse, 2003). Mixed methods' research has become the most popular term for mixing qualitative and quantitative data in a single study. The definition of mixed methods' research used throughout this study is one based on an analysis of definitions used by leaders in the field of mixed methods' research. Mixed methods' research is the type of research in which a researcher or team of researchers combines elements' research approaches (e.g. Use of qualitative and quantitative viewpoints, data collection, analysis, inference techniques) for the broad purpose of breadth and depth of understanding and corroboration)” (p. 112).

Additionally, Greene et al. (2017) believed that the development of the mixed method research approach began in the 1980s; when scholars began, explore concerns about on mixing of quantitative and qualitative data without articulating defensible reasons for doing so. Subsequently, scholars have identified a number of rationales for

combining data-collection methods and research questions particular about different mixed method research designs.

Hence, the marketing discipline inspires mixed methods' research due to emphasis on rigorous research (Woodruff, 2003). Research using qualitative methods could usefully complement quantitative analyses (Hunt, 2011).

As well, many studies stated that limited researches have been done on advertising decisions or strategies in the Middle Eastern region. However, they have been since 1990s with a sharp rise in investments from global companies to take advantage of the growing opportunities in this region. Melewar, Turnbull and Balabanis (2000), conducted a survey among 110 companies who claimed to be actively advertising in the Middle East (where 94 of them were usable responses). The basic businesses of these companies were in consumer tough, non-consumer study and service industries, and their headquarters was located in Europe, the United States, Japan, or the Middle Eastern region. 44% of the respondents made use of the joint processes in making advertising objectives. Furthermore, decisions such as positioning and the theme of the advertising were made by the headquarters. However, 40% of the respondents stated that the local companies made decisions such as target segment, creative execution and media strategy. Furthermore, the results pointed toward a standardized approach by the global companies since this will make the companies to have better control over quality and facilitated cost reduction. They believe that standardization will become further intensified in the future since companies perceive the advantages of standardization additionally than the disadvantages.

Consequently, in the same study of Melewar, Turnbull and Balabanis (2000), a majority of these companies pointed that they face difficulties at the level of government regulations and other constraints. This is interesting since the respondents have noted the difficulties in cultural differences after the government regulations. Since this thesis focuses on the cultural difference aspect, the other issues will not be further explained. Companies view the Middle East as a single region that shares similar cultures and beliefs and does not see the differences between the various countries. Hence, this could mean that for new entrants, the cultural differences might be perceived as a higher disadvantage, whereas more experienced companies in this region do no longer see such differences as barriers.

Furthermore, Companies today sell products and services by a diversity of direct and indirect networks of the Arab countries. Customers will inform companies

what types of product or services they want and when, where, and how they want to buy them. In response, companies have shifted gears from managing product portfolios to managing customer portfolios, compiling databases on individual customers, so they can understand them better and concept individualized offerings and messages. They are doing fewer products, service standardization, and more niching and customization. They are replacing monologues with customer dialogues. They are developing their methods of measuring customer lucrativeness and customer lifetime value. They are intent on measuring the ROI on marketing. These companies occupied by moral besides community consequences of the marketing conclusions. In the Arab countries, the character of Marketing is altering as main multinationals today function within the area or reflect that area as a growing marketplace. To mention altogether these various changes, decent marketers are working full marketing. Which are the growth, project, besides implementations related to marketing plans, procedures, as well as actions, which identify extent besides mutuality from these days marketing-environment. Kolter et. Al (2012) stated that the four key dimensions of holistic marketing area:

1. Internal marketing, ensuring everyone in the organization appreciates suitable marketing principles, especially senior management.
2. Integrated marketing, ensuring that multiple means of creating, delivering, and communicating value are employed and combined in the best way.
3. Relationship marketing-having rich, complex relationships with customers, channel members, and other marketing partners.
4. Performances marketing-understanding returns for the business from marketing activities and programs, as well as addressing broader concerns and their legal, ethical, social, and environmental effects.

Thus, Global markets are performances of the business events, which control the smoothness of the company's products and services to the customers or users in greater than one country intended for a benefit. Only one variation in the definition of local marketing and global marketing that marketing events operate in further than one nation but the domestic on the same local country. This apparent minor difference accounts for the difficulty and diversities found in international marketing processes. Marketing concepts, principles are to a greater extent entirely applicable, and the marketer's task is the same whether doing business in Amsterdam, Rome or Moscow. The aim of business is to increase turnovers by promoting, pricing and distributing

products for the market. To know the variance among local besides global marketing, it is non-with thoughts on the markets, nevertheless by the environment in which marketing-plans should be utilized. Foreign marketing exclusivity derives of unacquainted range difficulties as well as from the strategies, diversity essential for managing by diverse stages from indecision facing inside many marketplaces. Contest, lawful repressions, governmental regulations, climate, indecisive customers as well as other irrepressible factors that would cause an effect on the profits consequence of products, seems marketing-plans (Ghauri and Cateora, 2011).

By that, Ghauri and Cateora (2011) insisted that marketing professionals would not be able to affect these irrepressible factors; nevertheless, they should have to be corrected or adapted in a way that will be reliable for successful effect. What could make marketing, motivating are the encounters of making the manageable basics of marketing 4P's (product, price, promotion besides place) in the irrepressible elements outline of the market (competition, policies, rules, customer performance, technology level, etc.)? Using that method the marketing goals would be accomplished. Nevertheless, that marketing, standards and thoughts could be considered generally relevant; the ambience, in that marketing professional should set marketing-strategies into practice, could alter the intensities from nation to nation. The obstacles created by numerous environments and cultures stand for the global marketer's main anxiety.

As a result, International marketing engages a firm in making one or more marketing mix decisions across national boundaries. This involves the firm's establishing manufacturing/processing facility and coordinating marketing strategies across the universe. At one extreme, there are firms that opt for 'global marketing' simply by signing a distribution agreement with a foreign agent who then takes over the responsibility for pricing, promotion, distribution and market development. Worldwide marketing becomes a process of managing on a global scale (Doole and Lowe, 2008).

Additionally, Global business subjects commonly posture three kinds of questions for the economists. The primary question base upon clarifications of business movements among minimum of two countries. The next question turn on the kind besides the gaining degree or economy damages. The last question relates to the impact of business rules on the prudence.

Consequently, Ricardo (1821), continued to declare that:

“Most theories of international trade are dedicated to the first question, and attention will now turn to theoretical responses to such an issue in the form of: Classical trade theory, factor proportion theory and product life cycle theory. Classical trade theory dictates that the extent to which a country exports, and imports relate to its trading pattern with other nations. That is, countries are able to gain if each devotes resources to the generation of goods and services in which they have an economic advantage. Therefore, the classical trade theory effectively describes the scenario where a country generates goods and services in which it has an advantage, for consumption indigenously, and subsequently exports the surplus. Consequently, it is sensible for countries to import those goods and services in which they have an economic disadvantage. Economic advantages' or disadvantages may arise from country differences in factors such as resource endowments, labor, capital, technology or entrepreneurship. Thus, the classical trade theory contends that the basis for international trade can be sourced to differences in production characteristics and resource endowments, which are founded on domestic differences in natural and acquired economic advantages. However, apart from such a general insight into international trade, classical trade theory is unable to offer any explanation as to what causes differences in relative advantages” (p. 85).

Then, both differences and similarities characterize the world's cultures, meaning that the task of the international marketer is twofold. First, marketers must study and understand the country cultures in which they will do business. Second, they must incorporate this understanding in the marketing planning process. In some instances, strategies and marketing programs will have to be adapted; however, marketers should also take advantage of shared cultural characteristics and avoid unneeded and costly adoption of the marketing mix (Keegan and Green, 2015).

Based on that the international marketing manager has double responsibilities; foreign marketing and global marketing thus, how international marketing is explained and understood depends on the level of involvements of the company in the global marketplaces. Sarathy et al. (2006) summarized that International marketing could therefore be:

1. Exported, in this case, the firms' market its goods and/or services across national/political borders.
2. International marketing, it is a situation where the marketing activity within an organization include activities, interests or processes in more than one country and where there are some kinds of influences or control of marketing activities from outside the country in which the goods or services will actually be vended. Sometimes markets are typically clear to be independent and a

profit centered in their own right, in which case the term multinational or multidimensional marketing is always applied.

3. Global marketing, where the whole organization emphasizes on the selection and taking advantages of international marketing opportunity and marshal resources across the globe with the aims of achieving a global competitive advantage.

In addition, Fensore (2013), suggested that the objectives of these, to create a sample wherever international business permits the buyers' distributions of revenue, to determine a wide margin in the global trade. Indivisibility in consumption permits to everyone revenue part, as well as the supply impacts move a function on companies' motivations to present innovative items. The revenue distributions touches the values, which a monopolist would price, however, the production variant obtainable to providence. It examined the way of how the global business outlines alternate when nations per distinctive revenue supplies involve in business besides difference level, assist clarifying the business type turn up, in addition to that which did not. He observed in what way profit of business from distinctive customers react as soon as nations permit similar business.

Consequently, Trades are globally increasing in scope; there are many reasons behind that. One of them is an important reason to technological carry them out, because of the availability of improved transportations and communication prospects where trades are more practical. Consumers and business now have access to the best products from different countries. Fast technology and life cycles also enhance the competition among the international markets regarding who produce is the newest in technology.

Built on that Sharma (2013) said that:

“Planning is the establishment of objective, and the formulation, evaluation and selection of the policies, strategies, tactics and action required to achieve. Planning comprises long-term/ strategic planning, and short-term operation planning. An international marketing plan should feature the following:

1. Mission consonant with the overall mission of the organization.
2. The Mission statement satisfies the stakeholders.
3. Position/ situation audit, based upon past performance.
4. Basic assumption about key environmental factors in long-term and short term.
5. SWOT Analysis of external opportunities, threats and an analysis of the company's strengths and weakness

6. A statement for Long-term objectives and strategy for achieving them.
7. A statement of objectives and strategies for short-term by-product, country, financial and growth.
8. Detailed programmers to coordinate the sequence of marketing activities with budgeted costs.
9. Fewer detailed statements of objectives for subsequent years” (p. 125).

Therefore, the international products in the global market, depreciate due to the absence of product adaptations (Kotler, 2014).

Congruently, Kotler (2003) research data on consumer behavior, established, that tourism organizations have influenced their marketing mix or 4'Ps', to reflect the nature of their targeted markets which including:

1. Products: tangible aspects, service elements, brandings.
2. Prices: discounting, values-for-money.
3. Places: the roles of intermediaries, direct sells.
4. Promotions: advertisings, brochures, sales promotion

Hence, the marketing mix is the set of variables that the organization can change in both the short and the long terms, in order to fulfill their customers' requirements. The marketing mix comprises the products, the prices, the places and the promotions. These four factors of the marketing mix can remain separately amended or of combination with the other components. The marketing mix is, therefore, like a set of levers, which the organization can regulate towards meeting their aims.

Subsequently, Kotler and Armstrong, (2016) hypothesized the concepts of adapting marketing mix “a global marketing strategy for adjusting the marketing mix elements to each international target market, bearing more cost but hoping for larger market share and return”. The following are the motives for the adaptations of marketing strategies: (1) To fulfill the customers' needs and want, (2) Leads to product differentiations, (3) It helps towards achieving competitive advantages, (4) Legal and political conditions of the different counties, etc., (5) Observing to the marketing concept.

Furthermore, “Standardization and adaptation”: both strategies have their own benefits and weaknesses. Some of the elements of the marketing mix can be more standardized when equated to others. As in the view of one of the researcher products should be in order to achieve economies of scale, brand name and brand messages should also be the same while these elements of the marketing mix can be accepted

such as packaging, prices of the products, sales promotions and distribution channels. Firms in order to get success in the global market place created the balance between the standardizations and adaptations (Kotler and Armstrong, 2016).

That is a strategy is seen as a technique used by the companies or firms to start a company to gain the benefit of market place competitive advantages. The sole aim of any strategy is to achieve effectiveness in the organizational setting through the conduct of the right thing at the right time. The overall goal of the strategy is the achievement of correct fitness using the external environment. Following this idea market strategy enable companies to come up with a plan that strengthen the firms to provide better products to the correct market with the aim of benefiting from competitive advantages. Put in another way, it is through the strategy that a company achieves its vision by repositioning its products in a market could be adjusted and also taking account of both internal and external restraints (Teece et al, 2007).

Where strategies are ideas, somehow deliberately designed to chart a course, and guiding principles to handle a given condition. Going by the following meanings, strategy has two elemental factors; first, they are future oriented course of action and they are made deliberately with a purpose. Strategy as a plan has to be taken care of genuinely into documents of a company. Many of the documents are made confidential and only accessible by top management of the company. Strategy as a plan, serves as a scheme of determining precise “maneuver” planned to outwit a contender or opponents. Organizations improve preparation for their future, and they develop patterns out of their earlier scheme. They are arrangements, precisely an outline of a stream of actions. Strategy is constancy in behavior, with or without intention. The definitions of strategy as a plan of action and regularity is said to be mutually exclusive to one another. Plans can continue unnoticed, while patterns may appear without presumption. It can however be seen as a vantage point, its content comprising not just of a chosen position, but also of an ingrained way of perceiving the world (Mintzberg, 2017).

Consequently, the strategy is a company tool that is used to spread the general goals of every firm: to develop and to maintain competing advantage (Alexander and Campbell, 2015). Strategies are meant to locate plots in the market while maintaining the lowest level of competition, whether with a less cost advantages or a diversified advantage, It is the orders and preferences of an establishment over the long term, which attains while taking the advantages of a dynamic setting over its combination of

resources and capabilities with the purpose of satisfying shareholder visions (Hawawini, Subramanian and Verdin, 2004).

Thus the term, strategy existed over a long time immemorial. Executives employ its usage more commonly primarily to improving the day-to-day activities of their companies. Therefore, a number of researchers fully engaged in the study of strategy for more than twenty years (Henry, Bruce, and Joseph, 2005).

Based on that research in marketing strategy have mainly been dedicated to any of the two avenues: formulation of marketing strategy or implementation of our marketing strategy. The formulation of marketing strategy research analyzes the influence of particular factors on the growth of marketing strategy itself. However, this strand of studies inclines to dealing with what could be done in actual senses or looking at the functions of marketing strategy in reality. Conversely, the marketing strategy enactment study considers strategy as an outcome and scrutinizes the outcomes in relation with the effective strategy implementation. The emphasis of this study inclined toward formation of the marketing strategy realm and emphasizes on the capacities of the group to articulate the marketing strategy proficiently on novel technology. These studies do not appreciate the applications of marketing strategies as a result of the stage at which these crops of the teams are. Mintzberg (2011) similarly suggested that efficiency in the formulation of marketing strategy comprises of three components:

1. Performance of marketing strategy
2. Creativities of marketing strategy.
3. Improvisation of marketing strategy.

Additionally, Karakaya, Badur and Aytakin (2012), mentioned that among the main concern of scholars and professionals in strategic marketing policy is the issue of decision making amongst consumers, which has been drawing, market competitive advantage. The orthodox market models usually centered on particular individual instead of considering social relations. Although, individuals are connected with one another with imperceptible linkages and inspirations, a single person accepts from others, influences their decision to purchase, through what is referred to as the WOM (word of mouth) effect. This way, other people significantly influence other customers' decision to buy thus, referred to as opinion leaders. The study focuses on building simulation based on an agent model in a speculative non –natural market for technology products. Specifically, this tried to assess the effectiveness and lucrative nature of the discrete marketing strategy comprising of unique price, advertising,

quality levels and diverse category of direct opinion leaders where customers are subjected to the effects of WOM.

Established on that Marketing strategy entails logic in marketing whereby commercial out-pit seeking to realize their marketing objectives. It is an attempt by a company or other forms of organizations to differentiate itself absolutely away from its contenders, through the use of its comparative company's high points, by helping to fulfill consumers' desire in a particular business atmosphere. (Kotler and Keller, 2016). Target consumers are the center of the marketing strategies. The company distinguishes the total market it wants to serve and divides it into smaller segments. It then selects the most capable segments and emphasizes on serving them. It designs a marketing mix using mechanisms under its control: product, price, place and promotion. It also engages in marketing analysis, planning, implementation and control in order to find the best marketing mix and to take action. The company uses these activities to allow it to watch and adapt to the marketing environment.

Therefore, Cravens and Piercy (2009) claimed that Marketing strategy comprises of the analyses, developments of strategy and application of activities in: evolving a vision for the market the organization has an interest, market selection target strategies, objective settings, and developments, implementation and management of the "marketing program positioning strategies" planned to satisfy the value necessities from the consumers in every single market target. Strategic Marketing is a process driven by market in strategy development, bearing in mind a continually evolving business atmosphere and the desire to provide consumer values. The main crux of strategic marketing is about the performance of the organization instead of the prime consideration of improving sales. Marketing strategy explores the delivery of consumer importance by assimilating the customer-influence strategy of the business into a harmonized set of actions driven by the market. Strategic marketing links the establishments with the environment and competes marketing as entire business responsibility instead of specialized functions.

Based on the chief executive perspectives, proposing strategy has been the main organization's plans to maintain the results that are in line with the mission and vision of the business. (Wright, 2005). The metrics obtained from strategy should evaluate the state of ecological adaptation. With the presumptions that, it is being factored in strategy formulation, however, with the supposition that added to efficiency

methods, adaptive technique are present when coming with metrics through the strategies of marketing (Chakravarthy, 2013).

Contrarily, Jaakkola (2006) assumed that the idea of marketing strategy is relatively at an infant stage and the need to be reinvented. Similarly, the effects of strategic marketing on the conduct of business is vividly distorted in businesses. The effects nevertheless are inarticulate, as much of this has not widely been reported, principally in different marketing situations. Hence, this study intends to achieve the seeming gap in knowledge about studying effectively and to elucidate better approaches to marketing strategy for companies in Finland. This study provided one conceivable setting for strategic marketing related somehow to more established concepts. This research intends to provide answers these posers: What form of marketing strategy more realistically and effectively is associated with the companies' fiscal performance in dissimilar business settings? Additionally, three questions are further posed – (1) How do marketing resources and business orientation, relates to fiscal achievements of a company? (2) Is the outcome of Country-specific and business environmental changes so sensitive? (3) How is efficiency in marketing be evaluated as acurrentlyand its potentials in the future? – Create a different, although another lucid study direction. Marketing and performances data of 5627 firms in 13 countries were used in this experiential study. Aside from the adequate sampled analyzed, different countries were examined and dual comparative survey – “low-cost” vs. "High-cost" countries and 'engineering controls” versus each one another were carried. The statistical measure of the study founded mainly on hypotheses resulting from a review of literature. The study employed the application of structural equation modeling (SEM).

Therefore, the inability to obtain an MPM system from marketing strategy consequently gave rise to two issues: applying erroneous measurement and inability to do the right measurement, as such the system produces wrong signals, and incapable of measuring the efficiency of the execution strategy (Morgan, Clark and Gooner, 2002). Based on the effectiveness approaches, isolates that the marketing strategy, then within the overall strategy of entire businesses, should be the major cause associated with the processes of choosing the metrics. The business strategies will determine the metrics and should be seen as indicators of adjudging the success of achieving the company's goal. However, the aim of the strategy is to adjust the business firm into the dynamic business atmosphere (Ambler, 2003).

Besides, a work by Servadei (2011), the author indicated that the major goal of his research is to detect a strategy, skillful for Low-Cost Carrier (LCC) to cope with transnational reputable airlines and to achieve a superior place in the market. The idea also discourses questions concerning which is the appropriate national contender in the LCC Italian market is and its present rank among the best-practice contenders. Conclusively, the documentation of the strength and weakness points to the strategic and as well as approximations on its application are defined clearly. The work commences by centering on the Low-Cost Airlines (LCAs) market, and progresses from a broader impression to provincial specificities. In particular, the condition of the European and Italian areas is vital as a basis to form further strategies. Regarding the Italian position, Wind Jet PLC, a newly boosted airline, which is graded as third nationwide Low-Cost Carrier, handles an important function. The view of the corporation on the contenders is shown through the benchmark analysis, reinforced by the visiting of three important web sites. Thus, Airlinequality.com¹, Qviaggi.it², and [Ciao! It](http://Ciao!It). A precise table argues out the structures of Wind Jet compared to best-practice models. Consequently, Wind Jet acquires a firm leadership among the domestic LCCs companies, but is still far from opposing with the major international Low-Cost Airlines. The benchmarking table presents a SWOT analysis, which interprets the strategies' strengths, weaknesses, opportunities and threats of the Wind Jet PLC. In reference to SWOT, a particular strategy has been determined for a further development of the airline: the establishing of intercontinental low cost routes. This opportunity is broken down in order to individualize the positive (strengths) and negative (weaknesses) implications and group them in a SW analysis. At the same time, key choices and options in the company will be explained with a thorough description of the decision steps for the realizations of the strategy. The effectiveness of the innovation Intercontinental strategy has been appraised through flights' portals at Expedia.com⁴ and Kayak.com⁵, and singled out in a three-day schedule plan from the Pisa, San Giusto and Turin Caselle airports to New York – Newark and Toronto Person.

Consequently, Marketing strategy is the marketing plan through which business unit expects to achieve its marketing purposes (Kotler, 2003). The term “strategic marketing” proposes that it has something in common with both strategy and marketing. Additionally, it clearly necessitates further explanation and development since the concept is still relatively new and yet fully established. This

section first discusses various dimensions and concepts of strategic marketing that, have greatest relevance regarding to this study. Subsequently, basing on the discussion, strategic marketing is then positioned somewhere in the middle ground between more established concepts, such as universal competitive strategies and marketing framework (Porter, 2008).

Based on that Subhash (2010), defined the Marketing strategy as; “an effort of a corporation to differentiate itself positively from its competitors, using its relative corporate strengths to satisfy their customer needs in a given environmental setting for an organization”. Targeted consumers are always at the center of marketing strategies. This is because the company knows the total market it wants to serve before dividing it into smaller sectors. It then selects the most likely segments and concentrates on serving them. Additionally, planning a marketing mix requires using mechanisms under its control like product, price, place and promotion. It equally involves marketing analyses, planning, implementations and controls in order explore the best marketing mix and taking action. The company uses these events to enable it to adapt to the marketing environments, within a given environment, marketing strategy essentially deals with the interplays of three forces known as the strategic three Cs, which are: the customers, the competitions, and the corporations.

Moreover, Subhash (2010), equally stated that:

“If what the customers want did not match with the needs of the company, it is then suggested that the long-term feasibility may be at stake. Positive matching of the needs and objectives of the customer and the corporation is essential for a lasting good relationship. However, such matching is relative, and if the competition can offer a better match, the corporation will be in a difficulty over time. The matching of needs between customer and corporation must not only be positive, but, better or stronger than the match between the customers and the competitive. When the corporation’s approaches to the customers are identical to that of the competition, the customer may not be able to differentiate between them. The result may lead to a price war that may only satisfy the customers, but never the corporation’s needs” (p. 73).

Having established the objectives for the company, at both corporate and the subsidiary levels, the company will then be able to develop some detailed programs of the marketing strategies and activities that will be used in achieving the objectives. Besides this, There is need to make decisions on how the companies can segment and target its global markets. How they will position themselves in various worldwide markets, and how they will increase value to their efforts through its product portfolio,

communications, distribution and pricing strategies. A central consideration in marketing strategy progress of global markets is the dilemma encountered by all international managers as to how far they can normalize marketing strategies in various country markets (Doole and Lowe, 2008).

Once the corporate strategy is selected, management must improve a product mix strategy to classify the role each product is predictable to play in building the value of the business. Guiltinan, Paul and Madden (2003) stated the product mix strategy offers guidelines to middle managers about top management's prospects. Corporate strategies are seen at long range-plans meant for selecting various business companies are planning to settle for. They equally classify the markets where they will be served and the product lines and services to be produced as the bases of valuations of the companies' environment, resources, and objectives. Organizations have two fundamental directions in which continue when choosing a common strategy: growth or consolidation. Traditionally, organizations have pursued growth strategies, even when sales growth was not the main collective objective. Essentially, a growth strategy is one in which sales growth becomes a vehicle for attaining constancy or enhanced profitability.

Furthermore, consolidation strategies, in which firms pursue to achieve the present objectives through no growth mean, accordingly, will become increasingly popular. A firm that locates various prospects and lesser problems in its present markets is probably able to select some forms of available marketing strategies. Even when there are some setbacks such as lack of raw materials, new competitions, or technological challenges are met, when the contemporary markets are striking in sales growth, sales appropriateness, or lucrativeness, corporate approaches may still be focused on the present market.

As well, Guiltinan, Paul and Madden (2003) continued to mention that the three strategies that focus ongoing markets are:

1. Market Penetration: it is an approach used for increasing the sales of existing products in the present markets.
2. Product Development: development of new products into existing markets and modifies their product lines.
3. Vertical Integration: To get the company more efficient in serving existing markets, vertical integration strategies can be selected, and accomplished when the company becomes its own supplier.

4. In entering new markets, three kinds of corporate strategies can be used:
5. Market Development: Bring current products to modern markets.
6. Market Expansion: Moving into a new geographic market area.
7. Diversification: This includes both the new products and additional markets
8. There are these types of consolidation strategies:
 - Retrenchment: The Company decreases its commitment the existing products by withdrawing from markets.
 - Pruning: The Company cuts the number of products offered to a market.
 - Divestment: when the company disposed of their shares to other organizations. It implies that it is isolating itself out of the product line and out of a particular market.

Thus, a marketing strategy needs the decisions of the specific customers, which the company will target and develop a marketing mix that will appeal to that targeted market. Therefore, the final planning on verdicts is represented by the target market bounded by the four Ps. The main marketing goal is to meet the consumer's wants, which the company offers. Perreault and McCarthy (2005) thought that despite that there is much possibility dissimilarity; there are always subgroups (segments) of consumers who are outstanding and could be satisfied with the same marketing mix. The customer is at the core of using market segmentation to narrow down to a specific target market. A marketing mix must fulfill the needs of target customers, but a firm is not likely to get a competitive advantage if it just fulfills the needs in the same way as some other company. So, in assessing possible strategies the marketing manager should think if there is a way to differentiate the marketing mix.

Based on that in the research conducted by Moghaddamand Foroughi (2012), the researchers came up with a result that stated that the corporate performance and economic return of the business could be abridged in the shares of the market. One of the greatest goals of the businesses is to improve share to attain higher scale down its tasks and exploit viability. Thus, the executives constantly desire to raise the shares of the marketplace. Market share reacts to market strategy factors, then a distinguishing factor that influence share of the market is the factor of marketing-mix. The main goal of the work was analyzing marketing-mix that affects the marketplace portion of the Iranian company. This research's outcome confirmed that promotes strategy, product, place and pricing strategies that are very essential countenances for growing the share of the market. Hence, other sub-factors of all the plans such as the qualities, variety,

specification of products, and after sale services which are under product strategy; period of payment, pricing, offer of discounts, which are under the pricing strategy, attendance at the trade fair, involved in direct marketing, hiring, experience and educated sale staff, are placed under promotion strategy; having enough stock, on-time delivery, and placing of the warehouse in place, strategy which are under the place strategy are important sub-factors to be detected and improved on the market share.

Therefore, the outcome of Vassinen (2006) far-reaching biometric research piloted so as to study the concept that have effect greatly on the discourse of strategic marketing, confirmed this to be the consequences of competitive atmosphere, marketing, operation, marketing performance and global growth, the views based on the resource of a company and orientation of the Market and market performance. As the expectations that market orientation, marketing resources, and strategic marketing are jointly together always, the objective is to place strategic marketing in the group of two first ideas as listed above. The idea of competitive atmosphere consequences, are used as a reference in functional marketing, although the terms “strategic marketing” and "marketing strategies" strategy” are exactly connected to each other, they are vividly denoted as altered phenomena; marketing strategies are interested more on how to conduct functional marketing in the long terms. Inevitably, since the notion is not called “operational marketing” rather strategic marketing, it proposed that more significance must be assumed in the direction of exploiting the correct things than on doing things accurate.

Besides that, the planning processes in strategic marketing are arrangements of reasonable steps that one has to apply in order to achieve effective marketing planning. It is a somewhat more than an organized way of acknowledging ranges of options for the company, making them explicit in writing of formulating marketing objectives, which are more reliable with the company’s overall objectives and scheduling and costing out the particular events most likely to carry about the achievement of the objectives (McDonald, 2002).

Consequently, a strategic marketing plan (SMP) is an effort made towards studying the business’s current situations; identifying the needs, problems, and opportunities that are challenging the company from the marketing stand-point, describing the marketing goals and objectiveness, and developing marketing approaches to meet those goals. It is for periods that spread beyond the next fiscal year and frequently covers three to five years. While the strategic marketing plan includes

all levels of marketing management, it mainly deals with the strategic corporate and business unit levels and establishes how the business of marketing will be led to a specific marketing situation. By describing operational policies, practices, and procedures, the strategic marketing plan is equally highly financially focused, concerning companies' products/services and marketing efforts (Parmerlee, 2000).

Therefore, the discourse about the regularization and abridged version of marketing strategy is no longer new, but the investigators are yet to arrive at a common ground on which strategy should be regarded the best for serving the global markets. With reference to this Hussain and Khan (2013) confirmed that standardization strategy is used for reaching the economies of scale, and it is equally used when the target market has the similar needs and wants. While, on the other hand, adaptation strategy is suitable when the consumers have different needs, wants and preferences and when there is a significance in the socioeconomic circumstances of the targeted market. An important factor of success in the global market is using the mix of regularization and adaptive strategy and try to make a balance between the two.

In addition, the Concise Oxford Dictionary describes strategy as: "the imposition upon an enemy of a place and time and conditions for fighting preferred by oneself". Industry strategy may equally be termed as a selection of an overall bearing for the company, along with the business policies, procedural systems and a punch in best management practices for beating the competition in the field. The embracing of excellent plans make the company to provide the excellent goods to the exact market at the precise time with the exact superiority and the right price (Bennett, 2002).

Accordingly, actual exploit of the universal marketing strategy requires that the development of the marketing mix. The choices concerning matters of segmentation in marketing, market entry, universal strategy in marketing as well as other purposes and procedures that the company ought to trail in diverse geographical location, encompasses the basis for the formulations of an accurate global marketing (Katsiolouides and Hadjidakis, 2007).

Additionally, from the governmental map, country boundaries that are very clear always. Nevertheless, on a competitive map, trading, financial, and industrial activities across domestic boundaries have rendered the governmental borders progressively inconsequential. In recent times, people can simply see for themselves what tastes and preferences are related with in other countries. Kotabe and Helsen (2011) stated over ten million Japanese that travels abroad each year are susceptible to

larger-scaled homes and copious lesser customer prices outside the country than at home. Such information access makes demands that would not have been presented before. The readiness and eruption of information technology like telecommunications have continually transformed the character of global competitions. Geographical boundaries and distance have come to be less a restrictive in designing strategies for the International Market. The duty of international strategy is to display the competitive advantages resulting from different locations such as a world-scale economies, or international branding, distribution through building global presence, protecting local domination, and overpowering country-by-country divisions. Because of its inherent difficulties, global strategy development will provide one of the stiffest challenges for managers today. Companies that corporate on the global scale need to join the worldwide strategy, obstinately to what happened in the earlier multinational or multidimensional approaches. This will make the previous strategy to be categorized as truly multidimensional strategies rather than international strategies (Kotabe and Helsen, 2011).

In addition a study of International market penetration by Khader (2002), affirmed that Global or International Marketing (IM) denotes the act of promotion of goods and services in two or more countries. Before getting involved in the international marketing, the company must consider both the strategic and tactical issues. International Marketing as a discipline is a recent origin, as an offshoot goes ever-increasing interdependence of nations and the rise of Multinational Corporations, which consider the globe as their market. It even is developing countries, where the industrialization has not reached to its advance stage; international marketing is coming to the fore to overcome the hurdle of domestic demand.

Then Khader (2002) continued to say that International Marketing refers to exchange of wanting satisfying goods and services across the nation territories' different markets and buyers, and it was mentioned the following information:

1. Elements of International Marketing are across the National Boundaries, Performance of the marketing activities, Flow of goods and services, Environmental difference.
2. Objectives of International Marketing are the optimum use of sources, Technological development, Increase foreign exchange earnings,
3. The relevance of International marketing is:

- Its significance from the perspectives of the Exporting Country: Rapid economic growth, cost effective use of natural resources, Source for meeting the import requirements, Benefit of competition among domestic producers, Greater employment opportunities, Exports as a source of national income, Increase in living standards, Source of serving foreign debt obligations, To meet the obligations of development planning.
 - Significance from the perspectives of exporting company: Equalizing supply and demand, Utilizing installed capacity, cost effective sales, help to develop a managerial skill, Making Technological improvements, Product obsolescence, Increased buying power, Greeted utilization of existing capacity and expansion, Development of the undertaking.
 - Diminishing business risk.
 - Competition.
4. Importance from another point of view: Facilities' international collaboration, Closer culture relations, helps in political peace.

Likewise, Hill and Jones (2001) demonstrated that five force competitiveness has been used in analyzing the competitiveness of the industry, which includes the outcome of an unappealing business. The debate centered determining the entry type that is the most appropriate for Re-max for accessing global marketplace. Ideally, it is existed various prospects; though, some are seen as more convenient over the other depending on market opportunities and Re/max's executive skills. Each of the following provides merits and demerits if contrasted with the rest. Everyone will briefly be presented, then discussion will followed considering, which one is to be the best appropriate given by the prevailing circumstances. Export at the same time has two clear-cut merits. Firstly, there is no need to establish production facility. Secondly, this will assist to attain learning curve rapidly. The cost of international production will also be cut down due to the economies of scale that can be promoted. Moreover, if we are market destination, there is the basis for evaluating that so as to estimate all the costs involved. One of the shortcoming could be taxation and procedures attached to importation of merchandise, this add on to overall costs and bringing profit down. Transnational licensing is an agreement in which companies from foreign purchase the right to manufacture and distribute their commodities to other companies normally on selling arrangement. This greatly contributes to a reduction in the total cost of

production of a particular company and also the danger of market penetration through transfer of production costs over the other manufacturing company.

Consequently, a number of disadvantages identify with the process of the licensing. The factory renounces premeditated prospects to establish a global strategy, loss of control on manufacturing and the economy of scales, license to out play the way the factory will increase its capacity to produce its manufactures by competing side by side with other manufacturers. Licensing, however, can be ecstatic with licensing over an extended period of time. The rules on how to conduct businesses is strict as enfranchised and therefore, restricts the franchised in expanding their goods. In this manner, it decreases the entry costs. Disadvantages could also consider the hindrance of synchronizing international stratagem. Nevertheless, to a lesser extent as in licensing as the guidelines are very stringent. Additional disadvantage would be QC, as the company name besides business brand of firm lost the capacity for controlling its products and services. This has tremendous effects on the international state of affairs. If the value decreases in a given country, the consumers will be deceived in a particular market, this generates a bad marketing image (Hill and Jones, 2001).

In addition, Peter and Donnelly (2012) stated that there are different strategies in global markets and they are as the following:

1. International Market research means that the organizations must collect and analyze pertinent information to support the basic go/no-go decision before getting to the issue addressed by conventional market research. In an effort towards analyzing foreign consumers and markets. At least four organizational issues must be considered which are: (People Features, the aptitude of purchase, willing to purchase plus variances of Study Responsibilities and Procedures).
2. International Product Strategy means that the global investigation, equally aided in defining if there could be pressing need that will necessitate developing the products for to servicing a foreign market or there is an important needs from the field that could be satisfied with the available home product, either as or improved to the taste of the exotic marketplace.
3. International Distribution Strategy implies that the functions within the delivery system that enables the transmission of merchandise and brands and in the demand inspiration, procedure is as significant in external markets as it is at home.

4. International Distribution Strategy seems extremely challenging due to the fact that sellers must influence dual networks: Domestically and one in the overseas.
5. International Pricing Strategy where the task of pricing usually appears highly complex in international markets than in the domestic one, this is due to compounding problems associated with tariffs, antidumping laws, taxes, inflation, and currency conversation. Import duties are probably the major constraint for global marketers and are encountered in many markets. Management must decide whether the firm or the foreign customer will pay import duties, or whether both will pay them. These and similar constraints may force the firm out of a market together.
6. Global Advertising and Sales Promotion Strategy that hen expanding their operations in the world marketplace, most firms are aware of the language barriers that exist and realize the importance of translating their message into the people idiom.

Based on that, the notion of Blue Ocean Strategy (BOS) is relatively new; it only came to be noticed during the years preceding the millennium. Often tangled with clear skies, (Yang, 2012) the Blue Ocean denotes the huge area of pure, ingenuous water in which your merchandise or services could hover deprived of the apprehension of rivalry demanding to outwit you at any moment. As a result of the fact that, in a Blue Ocean Strategy, the contenders are absent. Struggling to direct a stratagem whenever in your sailing, sea, sail is full of the rivalry – denoted as a Red Ocean – could be genuine; however, it beclouds the judgment and precision of the strategic thinking. “Why think what you can while taking into account of the opposition, when you can take them out of the equation altogether?” Releasing the mind to concentrate decently on the desires of customers and a high-class marketplace for your produce can sincerely compete merchandise designers and planners, and permit them to initiate something that, if allowed to compete in the actual situation, possess the fort to prosper".

Consequently, Blue, ocean experts identified three methods to such strategies. The first method is to restructure and realign a business to focusing on non-consumers. This is done by creating opportunities that will be vital to non-consumers; companies may equally entice industry different from customary contenders. The second method is to provide total solutions. Firms do trade merchandises that are capable of solving

difficulties or creating gains. When looking beyond the gains brought to resolve customer hitches, smart marketers will tend to maximize the opportunity by providing some benefits to the customers' need, which their opponent may be incapable of providing to them. This method refers to providing conforming needs of clienteles. The third method differentiates the compromises that manufacturers engaged. Usually, the equilibrium between features, prices, and benefits commands a distinct mix for a precise segment. The balance is said to be based on straight views of customer needs that, may no longer be important but are marred by factors like sunk costs, conventional delivery, and modest activity (Pitta, 2009).

Based on that the word 'performance' is broadly and lightly employed in a wide array of field of studies, including strategies, management operations and origination. There is little agreement among scholars on the real meaning of performance: It can be referred to either as robustness, effectiveness, investment return, or resistance and a host of other definitions that not been specified in detail. From the outcome of the Database literature search on review journals published about on different title with the performance confirmed how the word was used in different contexts (Lebas, 2015).

Consequently, Neely (2002) illustrated several points of departure that can be used in evaluating performances in business. These range of accounting perspectives (financial measures of performance assessments), marketing perspectives (marketing inputs assessment) and operation's perspectives (effectiveness and efficiency assessment).

Besides, the assessments based on accounting, all the evaluation systems are progressively using non-financial indicators that will help them in evaluating them, especially the concept of Balanced Scorecard (BS), which has been currently used (sensitive situation) better than before. An assessment with a standard BS comprises four dimensions: customer, financial, internal business process, and learning and growth (Kaplan and Norton, 2014).

Based on that, systems of performance assessment encompass of methods with principally four steps: locating a desirable performance standards, gathering and relaying information concerned with real performance, relating this material to the performance standard, and applying helpful actions where they are necessary (Morgan, Clark and Gooner, 2002).

Performance in business is not singularly referring to something one witness and process, rather, it is a relative term, can be defined in terms of similar reference, deploying a multifaceted set of time and causality signs bearing on prospective realizations. More than anything, performance is all about the proficiency needed to produce final outcomes (Lebas and Euske, 2002).

Similarly, Otley (2002) pointed that:

“Three rudimentary parts of any performance study are (1) variables, (2) samples and (3) result: variables, or interested aspects, are studied along with population sample to make generalization of the results to the whole population. There are, however, numerous methods to conduct such investigations. Two major methods are acknowledged: sample data may be gotten from the company’s records of account, such as gains and loss statement and balance sheet, or from the experts or people somehow involved in the issues under studying. The final method could be conducted, for example, with an aid of a structured interview or a questionnaire. The former rested relatively more on purely factual information like financial figures and so can be regarded as the objective approach of the two whereas concluding is seen as subjective one. Numerous authors equally stated that accounting measures can be considered so that it will be to present company success in a positive light, for instance, treating them to be less objective in appearance” (p. 3).

Likewise, at the course of selecting the participants of the survey, it will be assured that they belong to the most suitable of respondents related to the object of interest in the research, and this assures that significant explanations of the outcomes can be efficiently completed. The postal survey questionnaire used in gathering the data set used in this work or interview allows investigators to obtain data that is not accessible in terms of the company’s financial statements. The shortcomings of these techniques, data collection are that – unless used longitudinal – they do not capture causation or the dynamic forces of the measurement development, and performance and orientation (Ambler, Kokkinaki and Puntoni, 2004).

In addition, Bennett and Franco (2002) pointed out that:

“Organizational factors that are equally related to the day-to-day situation in which workers in the health sector conduct their assignment and, could have an effect on the level of performance, such as component of the internal structure, plainly conveyed objectives, the Human resource management approach, information with regard to norms and standards, and support for the employee, issues such as designating of authority, autonomy in undertaking tasks, supervision, systems of feedback, and obtainability of resources also influenced by staff motivation. The interconnectivity between the social, individual and organizational factors has been acknowledged as dimensions of motivation that can finally hinder performances. The roles within the organizations are to interconnect its goals, the processes and resources towards

achieving these goals; additional goals are equally established by a system of feedback and developing staffs' knowledge and skills" (p. 9).

Assessments of marketing performances are extremely important; however, managers and stakeholders find them very as difficult tasks. This difficulty is clearly seen since the marketing performances lie external and mostly on uncontrollable factors like customers and competitors, as well as internal measurements of performances (Clark, 2002). Marketing performances measurements include difficulties in taking on certain costs of marketing, ignorance of time lag between marketing input and its effects upon output and impacts of collective effects (Morgan, Clark and Gooner, 2002).

Equally, for the purpose of making success in today's global market, businesses should be able to recognize and maximize opportunities wherever they are seen, whether domestically or internationally. In order to efficiently do this, executives must completely comprehend why, how and where they plan to do occupation, either instantly or over time. This necessitates the managers to have a strong understanding of the company's mission, a vision for how they intend to attain that mission, and an understanding of how they plan to contend against other companies. To meet these challenges, managers should endeavor to understand the company's strengths and weaknesses and will be able to compare them accurately to those of their rivalries. Strategic planning offers valuable tools that assist managers address these global challenges (Ball, Geringer, Minor and McNett, 2012).

Consequently, Sustainable competing advantages are the greatest challenges of every company for them to be able to contend with competitors for attracting new customers and maintaining the presence.

Based on that Javady (2011) believed in the following:

"Several strategies to keep advantages were in object in distinctive segments and distinct marketplace. Companies are trying to work on strategies with proper drivers and resources to keep advantages. One of these drivers are service quality, which was a determining factor for customers and their perception about different firms. With an increased portion of the Internet in business, all these discussions shift into the fake space. In other words, firms are trying to sustain competitive advantage on the Internet through different ways. Delivering E-service to the customers, E-service quality and its dimensions is of importance to customers and decision makers. In this study, it has discussed about terms of strategies which firms can sustain aggressive advantage, especially through the Internet and then discuss about service and e-service quality aspects and dimensions to answer their research question: what is the influence of e-service quality in sustaining combative advantage for firms? It generalized five

hypotheses for this agenda after extracting proper factors for e-service quality in the frame of reference. Then used deductive approach to this survey and applied quantitative data collection to distribute our questionnaire among our samples, which consists of an Iranian IT firm's segment. After collecting data, evaluating the validity and reliability of statistical analysis performed to find the impact of e-service quality in sustaining competitive advantages” (p. 2).

As clarified by Porter (2015), Competitiveness could be distinct on 3 levels: firms, industries besides nations. Measurements of competitiveness of the companies' levels comprise company's lucrativeness, company's exports, and marketplace shares. While, Measurements of the competitiveness at the business level comprise the companies' profitability's, the manufacturing's trade balances, besides balance of outbound and inbound external direct investments. Whereas that of domestic level, competitiveness implies the residents' capability to attain growth and consistent increasing standards of living. Increasing standards of living for all nationals can be maintained by the incessant development of output.

Furthermore, Porter (2015) similarly maintained that competitiveness includes more than just macro-economic matters like shortage, political stabilities and interest rates, though they remain essential, but not adequate, the continuing bases of productivity are embedded in macroeconomic circumstances of economy like human capital, physical infrastructure, study and growth capacity, and invention ability. The factors of the national competitive advantages grouped in four sets. These sorts are factors like conditions, demand conditions, structure and related supporting industries, the firm's strategy and rivalry. Nations do achieve competitive benefits in businesses where the demanding consumers lay pressures on businesses to more innovations to attain competitive advantages. A country's achievement can be mainly measured on the education levels of its people that have selected and their kind of job.

Hence, the recent of local competitiveness means indispensable inducement towards creating and the sustaining of competitive advantages. The connected and assisting industries offers a close working relationship, especially where the providers and operators are situated in closeness to each other that get a benefit of small lines of communications, quicker and continuous flows of information, and continuing exchanges of thoughts and inventions. Nevertheless, the clusters become progressively prevalent as policy tools needed for competitiveness. Additionally, the factors condition refers to the country's situations towards the factors of productions, such as expert worker, land, infrastructure, natural resources, and capital necessary to contend within a given industry. The mentioned factors could be considered into basic factors

and progressive factors, widespread, and particular factors. The duties of the governments in the competitive growths of a business are similarly circuitously essential, but, mostly by influencing the four main bases of the competitive advantages (Porter, 2015).

Therefore, company's Competitiveness is the ability to attain its goals. These goals are probably uttered in diversities of positions, liable on the context. Through a macroeconomic viewpoint, a combative company increases and preserves a level of acts which adds to (GDP) Gross Domestic Product, employ chances, and the affluence of the people. Since an entrepreneurial viewpoint, a competitive firm should continue in the market to attain market shares and success. Achievement of a competitive company could be assessed by objectivity and biased standards. Objective standards comprise return on investment (ROI), market shares, profits along with sales revenues, though biased standards comprise enrich reputation with clienteles, suppliers, competitors, and advances the superiority of delivering service (Barney, 2011).

In reference to IBED (University of Amsterdam) study, the main competition of Jordanian Dead Sea Cosmetics Company is Israeli companies. According to Israel Exports and International Cooperation Institute, total cosmetics revenues were estimated at USD 649M in 2013 out of which approximately 50% were Dead Sea cosmetic.

As well and According to EUROSTAT (European Commission), Jordanian export market sales in 2008 for (skin care cosmetics, salts and soaps) comprised of sales to The Netherlands (USD247, 000), Spain (USD192, 000), France (USD 71, 000), Austria (USD31, 000), Italy (USD19, 200) and UK (USD31, 800). It is apparent to the small export and fragmented amounts that local producers have no clear sustainable export or marketing strategies. Additionally, upon evaluation of existing product lines, it is obvious that the majority of regional Dead Sea cosmetics producers suffer from low quality packaging and poor packaging design. Moreover, labeling does not meet International standards and there is a presence of unsubstantiated and illegal product claims.

According to the Jordanian Dead Sea Manufacturer Association, (Ahava), (a privately owned Israeli company) is a sole registered cosmetic corporation approved through the government of Israel for extract/ harvest the salt and mud from the Dead Sea. The Israeli company Ahava leads a consortium of 60 to 80 Israeli companies. It is through such a consortium that Israeli Dead Sea product producers are able to arrive

at economies of scale, through purchasing, manufacture and marketing as well as developing and controlling the quality of their brand. The consortium provides a tangible strength to all Dead Sea product manufacturers in Israel. The success of Ahava is mainly driven by its use of natural ingredients in cosmetics. Ahava focuses on developing new formulas, which combine Dead Sea salts with various plant extracts. Ahava's market strength stems from its own branded shops in Berlin, London, Singapore and the occupied territories. Ahava also plans to appoint more outlets in the US. Moreover, Ahava has recently acquired 50% ownership in its selective U.S. distributor, the company name is Ahava North America. Unlike, their Jordanian competitors, Ahava has distribution agreements with retail chains such as Lord, Taylor, Nordstrom, Bloomingdales, Beauty-supply chain Ulta and Printemps in France. Israeli companies do face some challenges. The company labeled as "made in Israel" is 41% owned by the Kibbutz Mitzpe Shalem where it manufactures its cosmetics. This claim has raised a number of boycott movements against the brand. Most notably is the "stolen beauty campaign" which is obstructing the company from entering the cosmetic market in The Netherlands and hindering it from acquiring points of sale because of boycotts in the UK and other countries. Israel has other Dead Sea cosmetics companies such as the Natural Sea Beauty Brand. This company is owned by Inter-beauty Cosmetics, L'Oréal subsidiary (L'Oreal owns 65.5% of the company's shares).

Therefore, the Jordanian Dead Sea Manufacturer Association continued to rise that Careline, a company, which manufactures more than 2 million cosmetic units per month and has 700 product varieties emphasize on its logo: "Israeli innovation inside". Dead Sea Premier: with 150 product items and 200 employees, the company exports to 26 countries.

Based on that a Competitive company can be illustrated with varieties of terms, rely on the context. In macroeconomic perspectives, an industrial company improves and maintains levels of performances that add to the Gross Domestic Product (GDP), the treasures of people and employment opportunities. Then an entrepreneurial viewpoint, a competitive firm has always desired to survive in the market, both current and the future days in order to achieve market shares and lucrativeness. For enhancing the competitiveness of the small companies are not only about understanding difficulties challenging businesses, but also for more appreciating of how to overwhelm these difficulties. Companies should also contribute in developing

specified skills, technologies and infrastructure, have access affordable clearinghouses aimed at information, and establish a connection between industries and educational institutions (Sultan, 2007).

In addition, the aims of competitive analysis are, to locate a position in the industry where companies can best define itself against the five faces of porter models, or can influence them in its favor.

In context of that, Hollensen (2013) stated that:

“Knowledge of these underlying pressures highlights the critical strength and weaknesses of the company, shows its position in the industry and clarifies areas where strategy change yields the greatest payoff. In addition, the Five Forces of Porter Model are as the Following:

1. Market competitors: Horizontal collaborations with other enterprises operating in the same sector, producing the identical closely related products.
2. Suppliers: Vertical collaborations with suppliers of components or services to the firm sometimes termed upright quasi-integration arrangements.
3. Buyers: Selective partnering arrangements with specific channels or customers who involve collaboration extending beyond standard, purely transactional relationship.
4. Substitutes: Related diversification alliances with producers of both compliments and substitutes. Producers of substitutes are not natural allies, but such alliances are not inconceivable.
5. New entrants: Diversification alliances with firms based in previously unrelated sectors, but between which a ‘blurring’ of industry borders has potentially occurred, or a process that opens up the prospect of cross-industry fertilization of technologies/business that did not exist before” (p. 672).

Consequently, there are six main barriers to entry. These are Economies of scale, which implies that, either there is a large-scale entrance to the market, which helps in lowering the unit of production costs, or a small-scale entrance, which increases the production costs and therefore, generate a disadvantage. Two other barriers are described as Product differentiation and customer loyalty. Capital requirements for entering a market require a significant capital. Switching costs, deals with how much will it is from one supplier to another. Access to distribution channels, establishing a network of distribution channels in a market where there was earlier proven relationships with distribution channels can be challenging. Cost disadvantages independent of scale, means that companies so far operating within the industry already have product technology in place, favorable sites, access to raw materials, as well as advantages in the form of government subsidies (Porter, 2008).

Furthermore, various techniques for analyzing the resource and capabilities, perhaps offer minor distinct portions only, however, by the benefit of SWOT analysis, portions were integrated again for the purpose of achieving an overall picture of the market.

In addition, Johnson and Scholes (2005) thought that:

“SWOT stands for strengths, weaknesses, opportunities and threats and summarizes the key issues from an analysis of the business environment and the strategic capability of an organization. The strengths and weaknesses, identify the internal situation in the company and the opportunities and threats identify the external situation. This is undertaken together with micro- and macro environmental analyses. The idea is not only to list these terms of manager’s perception; rather a more united analysis should be undertaken. Integrated SWOT-analysis is an important tool for the formulation of the organization’s strategy. It can be used to assess whether there are opportunities to exploit further, for example, the unique resources or core competences of the organization. The goal is to identify the extent to which the current strategy of an organization, and its more specific strengths and weaknesses are relevant to, and capable of, dealing with the changes taking place in the business environment” (p. 119).

Competitive positioning comprises the formulation market offers and not what a firm does to market offerings.

Then Trout and Rivkin (2000) claimed that:

“Positioning is what is done in the minds of prospective consumers through the various components of the market offering. That is, a particular firm offer is competitively positioned relative to all other market offerings in the minds of prospective consumers. The major challenge to successful competitive positioning is that the minds of consumers are limited, dislike confusion, are insecure, are hard to change, and lose focus. Of primary importance in this regard is the leader" existing without the mind of each consumer who relates to each category of market offerings. For most people, only seven items of information, such as seven brands within a market offering category, are typically held in the mind of a particular consumer. The number of eight brands is out of luck. This is what is meant by the point that the minds of consumers are limited and thereby provides the foundation for the other characteristics of the consumer's mind” (p. 32).

Furthermore, Stewart Allen (2016) equally affirmed that positioning in the European marketplace is the act of placing new market offerings in the minds of potential consumers. Competitive positioning is a more sophisticated second step in positioning, which includes distinguishing the firm's market offering from directly competing market offerings in ways that future consumers find meaningful and suitable within their established mindset'. Therefore, there are two steps in the successful positioning process:

1. Establishing the early market offering in the minds of consumers.
2. Able to differentiate the market offering from competitors in the minds of consumers.

Consequently, evaluating its competitive position increases a firm's chance of designing strategies that enhance its environmental prospects. Development of competitor's profiles permits a firm to more accurately forecast both its short-and long-term growth and its profit abilities. Pearce and Robinson, (2009) insisted that the exact criteria used in constructing a competitor's profile are largely influenced by situational factors, the following criteria are often included:

1. Market shares.
2. Breadth of the product lines.
3. Effectiveness of sales distributions.
4. Proprietary and key accounts advantages.
5. Prices' competitiveness.
6. Advertising and promoting of effectiveness.
7. Location and age facilities.
8. Capacities and productivities.
9. Experiences.
10. Cost of Raw materials.
11. Financial positions.
12. Relative product qualities.
13. Rand D advantageous positions.
14. Caliber of personnel
15. Overall images.
16. Customer profiles.
17. Patents or copyrights.
18. Union relation.
19. Technological positions.
20. Community reputations.

Therefore, the competitive edge vision is the integration of all cross-functional managements and technical resources necessary to become an excellent competitor. The competitive edge vision is the integration of continuous improvement tools into a system that ensures implementation in a participative environment. This integrated approach is necessary to achieve excellent competition (Jackson and Frigon, 2017).

Based on that, the executive set of objectives is covered by an overall strategy, nonetheless, competitive pressures can equally sway their strategies and decisions. Most businesses either mainly concentrate on their competitors' events or overlook them when they are unable to control them. Competitiveness is closely associated with customers' focus. Appreciating customers and market developments, influences customers' decisions, which, in turn, offers the most certain most opportunity to profitability (Kurdi, 2010).

Furthermore, in a study by Schiefer (2013), he has stated that competition in the factor market has a wide importance of a company's profitability and overall market strength. A focal company will try to obtain the competitive advantage within purchasing activities. Companies strive for their preferred customer status with their respective suppliers. This status grants favorable treatment in terms of suppliers' resource allocation over other competitors. In order to achieve this preferential action, competitor intelligence, referring to information about the focal company's position in relation to that of others and its individual relationships to its suppliers, in important purchasing decisions is essential and part of the companies' agenda. In this study, it was found that competitive intelligence is imperative for strategic purchasing decisions and positively affects the decision's outcome. Moreover, it showed that competitor intelligence affects the outcome of the purchasing decision and is also perceived to improve a buying company's acquisition of resources as well as competitiveness.

Based on that, ability to identify competitors for the purpose of analysis is not quite as apparent as it might appear.

Additionally, Sammon, Kurland, and Spitalnic (2017), stated the following:

“Two complementary approaches are possible. The first one is demand-side based, comprised of firms satisfying the same set of customer needs. The second approach is supply-side based, identifying firms which resource base, technology, operations, and the like, is similar to that of the focal firm. The firm must pay attention to immediate competitors and for those that are just over the horizon. There are three domains for recognizing the sources and types of forthright and fewer straight competitors to which the firm must also attend as follows:

1. The area of influence is the territory, market, business, or industry in which the firm is directly competing with other firms to serve the identical customer needs using the equivalent resources.
2. Immediately contiguous areas are those in which competition is close, but indirect; comprising those firms that serve the same customer need but with different resources.

3. Areas of interest are composed of firms that do not currently serve the same customer base, but have the same resource base or, in broader terms, have capability equivalence – the ability to satisfy similar customer needs” (p. 12).

Therefore, Porter (2008) described competitive strategies as combinations of the ends (goals) which the firm is striving to meet (policies) and seek to get there. He presents these three generic competitive strategies:

1. Overall leadership cost
2. Variations.
3. Focuses.

In addition, inferring from Porter, it is risky to get stuck in the middle of these strategies; a firm that has an average-priced, but not a significantly unique product, which focus on a specific target group is “almost guaranteed low profitability’s of the ideas of this study, market orientations and outside-in abilities are nearly related to differentiation strategies. This is because in all of these, market needs, and competitor emphases are the essence of activities taken. Additionally, innovation orientations, the eventual aim and ability to satisfy the customer, can be related to differentiation strategies. Inside-out abilities could be credited to either leadership costs or differentiation strategies, probably more, goes to leadership costs.

Additionally, Armstrong (2006) similarly, established that:

“Performance is a continuous and flexible process that involves managers, and those whom they manage to act as partners within a framework that sets out how they can best work together to achieve the required results. Performance is the result of activities that includes the actual outcomes of the strategic management process, growth and profitability” (p. 8).

In context of that once strategic strengths and weaknesses have been interpreted in terms of resources and abilities and the potential for creating competitive advantage can be reached through systematic categorizations. It is vital to explore deeper relationships and determines how and where these factors really added value. This is the critical task of stage three—identifying the primary or support values events that possesses the potential for building or losing competitive advantages (Prahalad, and Hamel, 2014).

Therefore, a competitive advantage is significant if it is interrelated to an attribute, valued by the markets. Customers require distinguishing constant differences in essential qualities between the producer’s products, services and those of its rivals. These dissimilarities must be able to relate with some product/delivery attributes, which are among the key buying benchmarks for the market Product/delivery

attributes are those variables that influence the customers' discernments of the product or service, its usefulness and availability. Some of these attributes are product qualities, prices and after-sale services. Key buying criteria are those variables and criteria that customers consider in making their purchase decisions. They are unique in various industries and market segments (Javidan, 2015).

In addition, Gupta et al. (2009) illustrated that resources alone are not enough to induce competitiveness over other firms. In instigating competitive advantages, a firm needs to make good use of resources – defined as the ability to handle a given matter – and the ability to improve over time in order to utilize the available resources towards creating modern resources, such as skills (through new technology or software application), or to initiate fresh doors to the developments of new products. “A firm is said to have competitive advantages when it is carrying out valuable strategies, but not at the same time with any current or potential player.

Based on that, applying benchmarks are the essential parts of planning and ongoing review processes to confirm emphasis on the exterior environments and reinforce the usage of information in developing strategies. The benchmarks used to increase performances by considering the practices and methods necessary to attain an excellent activity level. The benchmarks' major objectives are to comprehend those performances that would offer a competitive advantages; and the target setting becomes secondary (Camp, 2013).

Benchmarking also observed as getting experiences from others.

In addition, Kozak and Rimmington (2006) pointed to the following:

“There are significant benefits that benchmarking brings and these are shown as follows:

1. Identification of improved ways to meet customer needs.
2. Cost-effective collection of innovative ideas,
3. Identification of organization's strengths and weaknesses.
4. Encouragement of continuous improvement processes.

When it comes to benchmarking types, due to organizations' purposes, the most appropriate type of benchmarking will be implemented” (p. 184).

Regarding the multiple issues of benchmarks developments, which mostly depend on diverse determinations, (Wood, 2009). Each company could scheme its private models, where the processes are as the following:

1. Preparations and setting plans: classify needed ingredients, methodology, stakeholders for benchmarking.

2. Collection of Data: Notifies who you need to measure and in what way it will measured
3. Analysis the data: Validates and normalizes the data
4. Doing Reports.
5. To learn from the best of practices.
6. Seating plans and making implementations towards improving actions.
7. Making learning institutionalized

Then, Firms and organizations who are planning to efficiently contend in world markets, required to have a clear and well-focused global marketing strategies, that will be based on a thorough understanding of the markets, which the company is targeting on. Global markets are dynamic entities that include frequent monitoring and evaluation.

Thus, Doole and Lowe (2008) stated the following:

“Innovation is an important competitive variable, not only in terms of the product or service but throughout the marketing process. Financial innovations, networking and value-based marketing are all becoming increasingly important concepts in the implementation of a successful universal strategy. The three major components of the strategies of firms successfully competing in global markets are:

1. A clear global aggressive focus achieved through a thorough knowledge of the worldwide markets, a strong competitive position and a strategic perspective, which was truly international.
2. An effective relationship strategy achieved through strong customer relations, a commitment to quality products and service and a dedication to customer service throughout international markets.
3. Well-managed organizations with a culture of learning. Firms were innovative and willing to learn, showed high levels of energy and commitment to, worldwide markets and had effective monitoring and control actions for all their global markets” (p. 31).

Rendering to Philip Kotler et al (2003) marketing strategy is the marketing sense by which the business component optimisms attain its marketing purposes. It is an attempt by a business to discriminate itself absolutely from its competitors, utilizing its comparative business fortes to improved content client wants in an assumed ecological location. For a business, target customers are at the focus of the marketing strategy. The business classifies the entire marketplace, it needs to attend and splits it into minor divisions. It then chooses the greatest talented sectors, then emphases on attending them. It schemes a marketing-mix by instruments in its Device: product, price, place and promotion. It likewise involves in marketing examination, planning,

and application and regulate in order to discover the finest marketing-mix and to do accomplishment. The firm utilizes these actions to allow it to adapt to the marketing atmosphere.

2.10 KEY FACTORS THAT INFLUENCE MARKETING STRATEGIES OF DEAD SEA PRODUCTS SECTOR IN JORDAN

Thoumrungroje (2004) stated that creating on global business, marketing literature and strategic management, need thesis advances previous knowledge of globalization with the business through evaluating diverse possessions globalization has on the firms. Two samples of practical studies encompassed in this research examined how these effects are influencing firm's marketing events and performances nationally. The primary study investigated the possessions of globalization on company performances, while, the second one examined the firm's role cooperation to enhance their performances amidst globalization, with precisely concentrating on co-marketing treaties and global marketing performances of various firms. The primary study observed that though company performances are improved through enlarging market, chances educed with globalization, which rising competitive pressures equally hinder it. Furthermore, the next study point out the globalization pushes additional cooperation in global marketing events among companies in co-marketing associations, besides this cooperation allows companies to improve their global marketing efficiency. The study incorporated three studies related to the effects of globalization on the firms. The first study improves previous knowledge of globalization and business by empirically exploring how this phenomenon affects firm performances. The second and third studies explore the role of firms cooperating in alliances in enhancing their performance amid globalization by specifically focusing on co-marketing alliances and international marketing performance of firms. These two research inquiries are:

1. How does globalization touch, firm performances?
2. Is the relationship among international market chances and performance better than relationships among encompassing market pressures and act?

Consequently, Thoumrungroje (2004) affirmed provision for the notion that globalization could be both useful and unfavorable to a particular business. Furthermore, the study established that globalization, which is a common marvel in which companies, irrespective of where they are positioned, are unavoidably

pretentious. The findings from this study indicated that globalization drives more collaboration from firms, by leading them to higher global competitive threats and market uncertainty. Such cooperation in the long run, increases international marketing effectiveness of firms engaging in co-marketing alliances.

In other research by Klumpp, Brorsen and Anderson (2005), stated that:

“The study presented no lack of studies concerning price predicting besides the marketing strategy of manufacturers. Nevertheless, similar to those researches, applied standard method by concentrating on obtaining the best strategies to manufacturers to track upon the data got from manufacturer examinations. In reference to “psychological biases”, manufacturers could not certainly utilize the marketing data, which they claim to do. The research used the real manufacturer exchange information to figure out how manufacturers' marketing choices corresponded to these suggested through the advisory services as well as to these, which utilize futurity extent for determining predictable revenues. Consequences showed that manufacturer's reply to utilizing futurity spreads to signify estimated revenues of storing. Equally, it looks like Oklahoma manufacturers make marketing choices contrary to these suggested through the suggested services. These study resolute if the Oklahoma wheat manufacturers' selling period of choices have interrelated by the essential (predictable revenues) or practical (marketplace suggested service commendations) data. The results of the research, specified that producers are corresponding to important information in the form of futures spreads that deliver expected returns to storage. Producers' decisions were adversely related to marketing advisory service recommendations. Seemingly, producers usually make selling decisions that are contrary to those of trend followers. Producers usually sell when prices escalate, while trend followers hold on when prices increase, with the hope that it will increase more. Since market, consulting services have been found to be trend followers, their recommendations do not match with the marketing decisions made by producers. Therefore, even though that survey results showed that producers say they view market consolatory service recommendations very important in their marketing decisions, Oklahoma wheat producers do not nearly follow the recommendations. It is more possible that producers only use market consultative service recommendations, as background information, comparing it with other information sources in order to initiate marketing decisions” (p. 1).

Thus, Zhu and Xu (2010) indicated that the international theme park industry is developing, but equally faces a sequence of bottleneck problems. Disneyland, one of the most well-known theme parks, is making efforts in expanding its kingdom to China. The aim of this study is to identify the main factors influencing Shanghai Disneyland's marketing planned changes. The data were collected with the help of open-ended interviews from high-level managers to normal employees from other Disneyland. The result of the research questions, “What are the main drivers and

motivations of strategic changes for Shanghai Disneyland?” It was summarized as follows:

1. Political and administrative perspectives: Chinese's government and Chinese policies could be one of the drivers of strategic changes made in Shanghai Disneyland. Therefore, Shanghai Disneyland ought to obey the rule sets made by government, by keeping good relationship with the Chinese government who is identified as the other partner of Shanghai Disneyland.
2. Economic perspective: Chinese weaker economic has made Shanghai Disneyland not to charge the same entrance fee as other Disneyland does.
3. Social perspective: Chinese school vacation and exam regulations have determined Shanghai Disneyland will not have as many kids as the other Disneyland does. Additionally, the consumer behavior in China is equally different from other countries; therefore, Disneyland will not imagine the consumption to be as good as other overseas Disneyland. Thus, strategic changes may occur due to social reasons.
4. Technological perspective: Chinese fast developing technology can take the responsibility of building a high-quality theme park. By so doing, Disneyland may not use US technology, which are imported from the US, but will enable them to comply with local companies. This strategic change saves lots of cost for Shanghai Disneyland and also helps Shanghai Disneyland in getting a good reputation in the industry.
5. Environmental perspective: Environment is seen as the reason of choosing Shanghai and not Beijing. Although by now author has not gotten any prove to show that environment will affect critical changes in Shanghai, Tokyo Disneyland's successes remind that the environment could be one of the drivers of important changes needed. The bad weather may affect revenue to directly go down.
6. Competition within industries: According to strategic conflict views, the actions of other competitors are bound to influence the whole industry. Competition within the industries will equally affect Shanghai Disneyland; therefore, it must have policies in order to comply the changeable industry.

Consequently, the study by Furaiji, Latuszynska and Wawrzyn (2012) equally stated that it subsidizes to a profounder understanding of the influences of diverse factors on consumers' purchases behaviors. It examined the relationship among

numerous independent variables, for example cultural, psychological, personal, social and marketing mix factors, and the customer behavior in the electric powered appliance markets. The purpose of the study is to identify factors touching the consumers' favorites and behaviors in the electric powered appliance marketplace in Iraq. Data applied to examine the factors affecting consumers' acquisition decision-making processes were gotten throughout a questionnaire used in conducting a study in December 2011 in Basra, a city in southern Iraq. The major findings of the study indicated that, overall, the set of independent variables is weakly related to the dependent variable. However, the in-depth analysis illustrated that social factors, physical factors, and marketing mix elements is strongly associated with consumer buying behaviors. These analyses made it possible to determine consumer decision-making procedures. The results may help producers and retailers in understanding consumer behavior and enhancing consumer satisfaction. The study equally contributed to considerate the consumer purchasing behavior in the electric-appliance marketplace. Where the main findings from the study are presented that the overall set of independent variables were weakly linked to the dependent variable. Though, the in-depth analysis originates that physical factors, social factors, and marketing mix elements was powerfully associated with the purchasing behaviors of the Iraqi consumers. The analyses make it probable to determine consumer decision-making guidelines. Furthermore, the analyses assisted in recognizing different promising directions for the future researches. The major goals of the proposed research are to advance methodological bases for the customer behavior analyses expending (MABS) Multi-Agent Based Simulation and simulation tests through the developed methodology. The outcomes of this study assisted in the plans made to develop a computer simulation model that will help in investigating consumer behaviors. The simulation model of the electric appliance market will be expanded with a multi-agent approach.

Furthermore, Moghaddam and Foroughi (2012) equally mentioned that the business performances and economic profit of the firm could be summarized using market shares. One of the most important aims of firms is to enhance market shares in order to achieve greater scale down its operations and enhance profitability. Because of this, managers always need to enlarge their market shares. Market share returns two elements of marketing strategy, and one of the important items that affect market share is elements of the marketing mix. The main purpose of this research is to study the

marketing mix that influences on market shares of polymer sheets manufactures firms in Iran. The result from this study demonstrated that product strategy, promotion strategy, pricing strategy and place strategy are significant elements towards increasing the market shares. Therefore, the sub-elements of each of the strategies such as product variety, product quality, after-sale service and product requirements (referring to color or size) which are under product strategy; pricing, period of payment, offer discounts, which are under the pricing strategy; attendance in trade fair, practicing direct marketing, hiring knowledgeable and educated sale staff, that come under promotion strategy; having safety stock, on-time delivery, and retaining of the storeroom in place, strategy which is under the place strategy is consequential sub-elements to be observed in increasing the share market.

Based on that the study of Nooraie (2012) came up with the idea that:

“Decision-making is one of the greatest important functions of managers in any given organization. Among various managers’ decisions, significant decision-making is a multifaceted procedure that must be thoroughly understood before it can be effectively practiced. Factors that responsible for decision-making face a task of extreme complication and ambiguities. For these reasons, over the past decades, various studies have been carried out for the construction of models towards assisting managers and executives in making healthier decisions in the complex and highly uncertain business environment. The study relies on earlier theoretical and empirical studies in order to establish the level to which related factors influence the crucial procedures. The results displayed that the researches on related factors affecting the procedure are either partial or have shown contradictory consequences, particularly studies relating decision’s familiarity, the scale of impact, the organizational size, the firm’s performance, heterogeneity, perceptive conflict, industry, aware diversity, dynamism, hostility, and managers need for achievement to strategic decision-making processes” (p. 405).

Additionally, Huang, Abu-Salih and Megdadi (2013) also assessed that:

“The impact on the factors affecting the familiarization of operational marketing strategies of Businesses from china functioning in Jordanian Kingdom. Information was composed by a questionnaire dispersed in a model of Ninety directors, and the rate of responses were One hundred percent. The Information was evaluated through the statistical tools SPSS 19 as well as AMOS. The study checked the impact of “Broad Environmental Factors” (BEF), a Mission on Marketing-Mix as well Marketing-Performance. The study recognized that a positive effect of the (BEF) and (TEF) on (MM) exists, then there were not a notable influence of (TEF) on (MP). Furthermore, a negative effect of (MM) on (MP) exposed. Applying the path examination, this study appraised straight, vicarious besides full influence the (BEF) on (TEF) besides (MM) on (MP). The results from their study showed the significance of the toasters of the (BEF), through actual extraordinary prominence on Governmental / Lawful

aspects. It appears rational since safety as well constancy of a nation encourage laws in attracting overseas businesses. Technology features were graded lowermost amongst (BEF). This indicated that trades of china depended on the Chinese technology aspects that never on the Jordanian technology aspects. Concerning this significance (TEF) consequences, which seemed highly rational per the Governmental Organizations plus Managers taking high mean and Business Customers, came the second. The business industry Mediators rated the most importance, as the mediators could accomplish the business without be depending upon mediators. Consequences indicated that (4P's) moderating thru maximum variation of aspects valuating that appears ideal. Generally, this research illustrated short mean react for Performances, which indicated that Trades in China cannot get better results on Performances. It is a result of low economic status of Jordan's population" (p. 156).

2.10.1 INFORMATION INFLUENCE ON THE MARKETING STRATEGY

Moorman, Du and Mela (2005) observed that standardized information disclosure could create asymmetric opportunities for firms, which changes their strategies and survival. It was tested using a longitudinal, quasi-experimental field study, which involves the Nutrition Labeling and Education Act of 1990 (NLEA). It was focused on firms around market shares within categories as key asymmetry. Findings indicated that, in general, the NLEA does not influence dense responses. However, when accounting for firm differences, they detect that the NLEA led to an increase in small-share firm exits and a greater increase as the distribution of large-share firms. No concurrent increases in price by large-share firms following the NLEA were observed.

Consequently, the study by Moorman, Du and Mela (2005) was concluded by discussing the implications of these effects from firm strategy's perspectives, the design of public policy, and theories about the impact of information on markets. Greater variety that occupies specific niches of value to certain segments of customers, or that may have a disciplining influence on the price or quality of food products across time. Second, their findings extended the theory about the impact of information on markets by observing that benefits ensuing to be large, existing category members do not perform to cause problems for consumers—at least in the short term. This might postulate that the classic information against the market power dichotomy is to simply be minding. In their case, information does influence a firm's market power. However, consumers may not intensely affect by the outcomes, which is an assumption of the market power view. It was observed that large-share firms did not increase prices more

than small-share firms. The case where the existing small-share firms are higher priced, the NLEA might exert downward pressure on average prices paid in the category.

Furthermore, the study of Hashem (2006) focused on explaining the role of marketing information systems in improving the marketing performances for the Jordanian public stock companies. These are the most important conclusions are:

1. There is a high level of usage of the subsystems, which constitute the marketing information system in the four economic sectors.
2. The study showed that the banking and insurance sectors headed the others for the growth of the mechanisms used in marketing information systems.
3. It has been shown that there is a high level of usage of databases in the studied companies, which means that there is awareness about the importance of databases in organizations.
4. There's an existing significant relationship between the availability of marketing information systems and designing the marketing strategies in a scientific manner in the Jordanian public stock companies towards the four studied sectors.
5. There is an established significant relationship between the availability of internal records and designing the marketing strategies in a scientific manner in the Jordanian public stock companies for the four studied sectors.
6. There is a significant relationship between the availability of marketing researches, the marketing intelligence system and designing the marketing strategies in a scientific manner in the Jordanian public stock companies for all the studied sectors except the insurance sector.
7. There is a significant relationship between the availability of the marketing information systems and the marketing performances of the Jordanian public stock companies regarding the four studied sectors.
8. There is a significant relationship with statistical functions between designing the marketing strategies in a scientific manner and the dimensions of marketing performances at the Jordanian public stock companies (excepted, after profits in the service sector and the market shares in the insurance sector).

Therefore, the Internet has acknowledged as a crucial instrument of recent commerce. All the companies are utilizing the Internet for many approaches. Marketers Managements that neglect using the Internet in formulating their

companies' marketing strategy will be at disadvantages. Yannopoulos (2011) stated the following:

“There is an impact on the Internet on product and brand strategy, pricing strategy, distribution, and promotion strategy. The Internet is revolutionizing the way companies conduct their business, and it is becoming an increasingly critical tool for marketing achievement. The Internet enables companies to attain several advantages over the competition. Some of the changes brought about by the Internet can be seen on the way they purchase goods and services, discovery information about products and services, and do their banking. The Internet has significantly reduced the cost of producing and distributing digital goods such as software, news, music, stock quotes, and pictures marketing managers must assess the role of the Internet in their marketing strategy. The Internet has changed the way marketing strategy is expressed and executed in a number of ways. All aspects of marketing, including marketing research, consumer behavior, segmentation, relationship marketing, product management, pricing, distribution, and promotion are affected by the Internet. Today, many companies are integrating the Internet with traditional marketing methods into a holistic view of consumers and business. This process implies a fusion of offline and online approaches into a modern business model and value proposition. The exact nature of the fresh entity will rely on the particular business. Every organization must strike the right balance between its offline and online business to meet the needs of its customers” (p. 6).

Built on that the study by resale, Vuksic and Stumberger (2012), adopted the idea that says that knowledge management (KM) is a process that changes individual knowledge into organizational knowledge. The aim of this study is to illustrate that through creating, accumulating, organizing and utilizing knowledge, organizations may enhance performance. The impacts of knowledge management practices on performance were empirically tested through structural equation modeling. The results showed that knowledge management practices examined through. Information technology, organization and knowledge positively affect organizational performances. It is concluded that this study presents three principal components important for knowledge management, namely are information technology, organizational elements and Knowledge. The connections between those components are obtained through main hypotheses, and the conceptual models were validated through the empirical research. The results of this research confirmed all three given hypotheses. Consequently, this research emphasized that most subjects upraised through Information Technology implementations done for the development of (KM). Knowledge methodization of info schemes, records with information sources did not assure effective (KM), rather have possible of influencing this by optimistic manner. It was vital noticing when Information Technology does not influence directly on

information; rather, its influence indirectly of organizational factors same as the ability achieving a good cooperation through persons within companies, persons motivations within organizations besides view procedure for organizations. The findings from the study will be of help by using it to enhance the knowledge management practice of each organization and each knowledge entities. Possible applications included business process restructuring initiatives, human capital developments, knowledge mapping, the introduction of more time, cross-functional workings, enriches the emphasis on collaboration, and the introduction of more formal channels for knowledge sharing. Finally, the KM conceptual model presented in this study is a useful starting point to gain a deeper insight into KM elements and its influences in the organizational performances. Despite the claims for a relation between KM and organizational performances, few researchers have actually confirmed the existence, as well as the nature of this relationship. In this study, a positive influence of KM on organizational performance was explored and demonstrated. This conclusion can be applied as a starting point for managers who are intended to implement KM through their organization.

2.10.2 EMPLOYEES EXPERIENCE INFLUENCE THE MARKETING STRATEGY

The companies that emphasize on experiences alone without considering the effects the experiences will have on participants and without designing the experiences in such a way as to create a desired change will finally see their experiences becoming commodities. However, a generalizable practice is unlikely due to the variety of ‘marketing events’ and the individualistic nature of the consumer experience. Research now needs to move away from a dependence on data collected after the event and move towards research that focuses on developing a clearer understanding of the consumer experience after the events, especially the consumer’s long-term response to that experience. Mixed methods are required to gain this understanding using a combination of the trends and models within Econometrics and stochastic modeling and the in-depth individualized techniques of consumer psychology (Pine and Gilmore, 2014).

Consequently, Addressing the important topics of e-marketing: on how to appeal and win over the customer in extremely competitive internet marketplaces, analyzing the factors influencing the online customer behaviors and testing how e-

marketers can affect the outcomes of the effective interaction and buying process by concentrating the marketing efforts on the elements shaping customer's essential knowledge, the Web site experience. (Constantinides, 2004) equally classified the Website experience components, understanding the role as inputs in on-line customer's decision-making procedure is the primary step in improving, and to deliver an attractive on-line attendance is probably to get the extreme influence on the internet users. Click-and-mortar companies carrying a superior website experience affect their physical clients' insights and attitudes, driving more traffics to standard sales outlets.

This offered contributions on the theoretic debates, round the factors affecting the connected customer behaviors and plans some obvious similarities and differences between the customary and virtual consumers. The main posit of conclusions is: the study on the purchasing behavior and the factors manipulating the decision-making process of hooked up customers has demonstrated parallels as well as changes between them and conventional consumers. The irrepressible factors (external and personal ones) influencing the customer behavior are comparable in both kinds of consumers. The tackles, used with standard and online marketers in order to affect the buying performance of their consumers are not quite similar.

In addition, Santala (2007) in a study conducted to review and integrate findings from separate streams of thought towards developing a conceptual framework that may help researchers and managers in capturing contingencies that are related to customer and firm interactions. It was observed that precise problem at hand is the information asymmetry between managers and customers, which hinder organizational performances as strategies and events are regularly based upon insufficient customer knowledge that may lead to wrong framing of the market information. The study comprises three parts: literature review, case study and development of the conceptual framework. The first part established the theoretical stances of the thesis by reviewing literature on customer value and meaning creation. The second part indicated a case study about the formulation and recognition of customer-oriented strategies from a managerial perspective in order to identify principles and conceptualizations used in practice. Established from literature review and case study, the third party proceeded to develop a conceptual framework devised as customer fit. As a result, the study described the key exigencies of the customer perception process and proposes that customer value is embedded within the context of a customer's life and practices. The deficiencies and proceeding nature of the

perceptual procedures and the tendencies to form relational gestalts from pieces of information are presented as key contingencies. Further, it is recommended that unconscious information processing and emotions sway these contingencies. In conclusion, the contributions to the study and workability of the results are discussed. As a key finding, the study specified the prominence of holistic customer knowledge for all organizational decision-making and action.

In a contest of that a study by Wood and Masterman (2008) postulated a critical assessment of the current methods used to measure the effectiveness of experiential marketing techniques. The study reviewed the literature related to events and existential marketing and assessment techniques. Secondary research is additionally used to highlight specific tools and methods currently being applied in the experiential marketing industry. Interviews were conducted among providers of marketing events, which showed that current methods are not viewed as complete or reliable due to the imperceptibility surrounding the event experience. Although much of the practical research being done is led by the agencies providing the events, the onus should lie with the user (client) not the provider (agency) and with marketing academics. However, they are endangered by relying on research, which is driven by the needs to verify the value of a particular event or of the industry as a whole and being undertaken by those without an insight into the holistic nature of the marketing campaigns. Owing to the variety of types and sizes of experiential marketing events, constant approaches can only be developed through concentrating on consumer experience, objectives and outcomes rather than content and form. The 'value' of the event may not easily be evaluated separately from the overall effect during the campaign. It may be necessary. Therefore, to accept an outcome based upon measures of consumer experience and emotional resonance with the brand before and after the event.

In another study by Verhoef (2009) showed that retailers, such as Starbucks and Victoria secret, are aiming to offer customers a greater experience across channels. In this study, they have given an overview of the prevailing literature on customer experiences and expanded it in order to examine the creation of a customer experience from a holistic perspective. They have projected a conceptual model, in which they discuss the determinants of customer experience. They obviously took a dynamic view, in which they have argued that prior customer experiences will influence future customer experiences. They equally deliberated on the significance of the social environment, self-service technologies and the store brand. Customer experience

management is also extended from a strategic perspective by concentrating on issues such as how and to what extent an experience-based business can create growth. Creating a superior customer experience has been gaining growing attention from retailers. This study has provided a complete portrayal of the customer experience constructs and proposed a conceptual model delineating its determinants.

Consequently, online social media are already commonly used. The market of online communal networks like Facebook and Twitter is progressively increasing, and it is in frequent change. Lebherz (2011) mentioned that social media is creating innovative services for consumers, and it brings up new potentials for businesses to connect to those consumers. The Logic concern of this is evolving research. Businesses want to find out about the usefulness of those new possibilities and their profitability. This work contributes to the investigation into on-line public media as it reveals mechanisms of interaction in on-line community networks. Possible triggers for liking, commenting and retweeting are verified and quantified using the justification capabilities of correlation analysis and linear regression modeling. After evaluating the split data sample of the Spanish and German group, the Spanish one illustrated the same influences as the un-split sample. Previously mentioned studies stated that the most posts on Facebook are publicized Monday through Friday and from 10:00am to 4:00pm. This study realized the same and thus strengthens these statements. The trigger for retweets might be others than the size of the audience, the links, the day of publication, tags, mentions and replies, or at least. They are factors that influence the number of retweets more than the captured ones do.

Moreover, the study of Rossi and Tasca (2012) attempted to examine the marketing strategies companies use in the Duty-Free market and whether consumers consequently perceived them. The theoretical ideas used throughout this research were marketing strategies in the Duty Free market and consumer behavior in order to permit a comparative approach. In addition, three variables have been deliberated and thoroughly used to examine the Offer, the Customer Service and the significance of the Atmosphere in consumers' purchasing behavior. A model was generated to link all the theoretical concepts, which contributed to answer the research question. Perspectives of firms and consumers were investigated through interviews and surveys. The Atmosphere, the Offer and the Customer Service were also examined as marketing strategy's variables. The former is significantly in swaying customers' behavior. The offer of exclusive products meets the needs and anticipations of

customers, but the poor customer service reduces the purchasing experience. The marketing strategies of firms need to be molded according to these conclusions.

Based on that Qader (2012) mentioned that:

“The purpose of the study is to review the concepts of brand experience as related to marketing. Traditional marketing interpreted consumers as logical decision-makers that are more interested with the product’s functional features and benefits, while experiential marketing view consumers as reasonable and emotional human beings, which are piloted towards achieving pleasurable experiences. The theoretical significance of this study was derived through discussing and theorizing the concept of brand experience and brand fairness among the millennium generation, which consists of 2 billion new customers worldwide. Subsequently, by getting to know the millennia high-tech savvy consumer, electronics companies can learn how to meet customers’ prospects by providing favorable brand experiences to the millennial high tech buyers. As a result, Consumers will continue to purchase these electronic devices after they have had a clear brand experience with a certain electronic gadget of this kind. The practical significance of this study originates into view through recognizing the strategic importance of brand experience in contemporary brand management. Accordingly, marketers can gain competitive advantage through successful brands” (p. 331).

Hence, Mulamuhic (2013) suggested that one of the basic reasons for the purpose of internationalizing course of Islenska Gamafelagio is the drenched domestic market, small domestic demands, which increase competitors’ pressure. One of the objectives of this study is to back up Islenska Gamafelagio in its outstanding market entries and endorse the best possible entry strategies in one of the designated Balkan countries. Consequently, Islenska Gamafelagio has no global experiences; therefore, it is seen as encouraging arriving at the conclusion that partnership with domestic companies from the chosen exotic market would minimize the company’s risk in its foreign market entries. The main purpose for choosing the Croatia as a good country to start with, in comparison to other designated Balkan countries, is the fact that Croatia stands for securing environments for Islenska Gamafelagio. The basic essential conclusions based on the conducted interviews are as follows: 1. Instituting possible partnership with regional companies or joining their efforts in projecting with topical Waste Management companies, which represented the best likely entry modes for Islenska Gamafelagio in Croatia. 2. Examining Croatian Waste Management industry signifies the best occasion for foreign investors in the terms of large quantities of waste and financial inducements from government. 3. There are also no legal and administrative obstacles for Islenska Gamafelagio to put in Croatia and establish

possible partnership with local Waste Management companies. 4. There are equal numbers of ongoing infrastructure projects in Croatian Waste Management industries, both local and foreign companies may also take part in these projects. 5. Most local companies are equally opened in partnership with foreign companies. 6. Most public Waste Management companies are open for joint projects with foreign companies and establishing non-equity joint ventures or public-private partnerships. 7. Reassessing all these views, statements and facts, it is possible to settle that Islenska Gamafelagio should not go on the Croatian market by itself, and it should reevaluate establishing possible partnership with local companies towards its market entry in Croatia.

2.10.3 REGULATION INFLUENCE THE MARKETING STRATEGY

Concerning companies in different countries, regulatory strategy progressively forms the organization structure and conduct the industries and sets in gesture outstanding shifts in economic significance. Beardsley, Bugrov and Enriquez (2007), stated that in network industries like airlines, electricity, railways, and telecommunications, as well as in banking, pharmaceuticals, retailing, and many other businesses, regulations are the only great uncertainty influencing capital expenditure decisions, corporate images, and risk managements. In the electric-power industry, it is stated that the minimum price revisions can have a dramatic effect on corporate returns. It applies to the structural transformations, brought on by liberalization that has shaped modern markets for independent power producers and retailers. In pharmaceuticals, fresh US Medicare rules are restraining drug companies to rethink their product and pricing strategies; in the food industry, force to regulate fast-food advertising aimed at children is swaying the marketing strategies of producers, retailers, and restaurant chains. In many respects, regulation reflects an explicit, formal contract between business and society. Even in the absence of laws and regulations, informal agreements may call upon companies to encounter certain social responsibilities. As the food industry is learning, the failure to fulfill these obligations—or new ones created by a modification in society's needs or priorities—can propel a shift from self-regulation toward explicit rules. One societies form regulations through an ongoing exchanging process that seeks to reconcile the often conflicting objectives of governments and stakeholders (such as companies, consumers, unions, and environmental organizations), many of which have significant influence. Regardless of the increasing significance of regulation, many businesses,

even in heavy industries, treated strategy as more art than science. Many companies, concentrated as they are on next quarter's earnings, view regulative issues as a longer-term challenge that will either go away on its own or be dealt with in the future. Most companies tend to make regulatory management the domain of specialists—lawyers, technical experts, and public-relations people—who are indispensable, though they sometimes lack a holistic view of how regulation affects corporate strategy.

Therefore, Frankenberger (2006) made an input to strategic procedure research by clearly incorporating surface, regulatory actors in strategy formation. While actors within the firm have received important attention in previous research, exterior actors have not been adequately considered. The study intended to fill this research gap. Based on an exploratory, longitudinal, retrospective case study on the German energy utility E. ON, the study inspects three associated research questions. First, if strategy formation as represented by combined regulatory actors sway resource allocations. Second, it examines how strategy formation is compressed in terms of internal alignments of common strategies and structures. In addition, the third is expatiate on the corporation's externally directed response strategies in order to affect its environment. Utilizing a neo-institutional perspective on strategy formation, and comparing results across two regulatory initiatives (market opening and emission trading) and two sub-units of analysis (E. ON Energy and E. ON Ruhrgas), first developed context-specific propositions related to the three distinct research questions and for generalizing the findings on a higher theoretical level. A brief study has presented four major contributions: (1) regulative actors are affecting strategy formation, especially, in a situation when regulators change from protecting the firm to promoting change, the consistency between resource allocations and the official concept of corporate strategy decreases when regulatory involvement increases. (2) Internal alignments are depending upon the perceived opportunity structure of regulatory initiatives. When professed as an opportunity, adjustments to the conception of corporate strategy and to portfolio configurations are dominant. When perceived as a threat, internal alignments' emphasis on management systems and organizational design. (3) Externally directed responses to rest on on the same contextual variety: If regulatory initiatives are observed as an opportunity, consensus-oriented strategies of information, negotiation, and collaborating dominate. If they are perceived as a threat, outward responses focus on resistance-oriented strategies of deferment and manipulation. (4) Integrated management unifying internal alignments

(market strategies) and externally directed responses (non-market or political strategies) represents a suitable way of managing regulatory influences. Through non-market strategies, corporations may affect institutional processes that control their scope of operations.

Established in that in one development study by Grimsholm and Poblete (2010), the researchers stated that small and medium-sized enterprises (SMEs) in Thailand are very essential to economic growth and significantly needed to generate employment as in many other developing countries. Therefore, it is a qualitative exterior research besides interior elements hindering the development of small companies among Thailand. Concerning the exterior elements, a good number exists of problems obliging the development, of of them is the admission to the monetary, rival, dishonesty, blockades of business besides macroeconomic elements as among few of the greatest important matters. Referring to the interior elements, a significant constraint obstructing the development, for example, deprived controlling competencies, absence of expert labor, shortages in marketing strategy, slight work on “Rand D”, absence of innovative knowledge plus short consciousness regarding (CSR) recognized as the greatest significant difficulties. The purpose of the study has been to ascertain and evaluates the main issues hampering the growth of SMEs in Thailand. Conclusions are drawn based on the analysis. Several external factors hampering the growth of SMEs in Thailand have been identified during this research. As the literature on SMEs suggests, availability of finance is one of the most noteworthy obstacles. The empirical research also establishes that this is an important issue, though, the firms studied to have all overcome this problem since they started up with internal resources and have been able to receive loans by demonstrating positive past records. Nevertheless, the firms mention that limitations of funding have limited them in certain aspects, for example, not having enough resources to invest in Rand D, CSR or new technology. Competition has also been acknowledged as a very important factor both in the literature reviewed and by the interviewees. Many Thai SMEs emphases on price competition due to lack of knowledge and competition pressure from countries such as China, India, Vietnam and Indonesia produce low-cost and low value-added. This research has demonstrated that governmental policies and regulations are rather supportive for SMEs in Thailand, and the respondents have stated policy is not one of the most significant growths hampering factors. Moreover, the lack of knowledge of foreign languages also decreases the chances for Thai SMEs to trade in an international

context, and it creates mix-up when doing business. For instance, SEA Organic has highlighted the fact that language barriers have affected their business in several opportunities.

Moreover, Asikainen (2012) equally mentioned that:

“Earlier research on barriers to entry has strongly concentrated on the incumbents and elucidated strategies through which the incumbents are able to create or strengthen towards minimizing barriers to entry or deterred from new competition to the industry. The objective is to take the entrant viewpoint and study the consequences of the barriers in a highly structured marketplace. More precisely, the purpose is to present barriers for a new entrant in the contextual background of market regulation and study how the entrant can tackle these barriers to gain success in the market. In addition, implications of high barriers to entry in relation to support for modern company birth and growth are discussed. The study is built after a case study design, focusing to Finnish small companies seeking to enter the highly controlled medical device market with an innovative product offering. The data were collected in interviews with case company key personnel and Finnish innovation support system actors. Based on the case study findings, the earlier research has offered barriers to entry deceptively as fixed obstacles in the market from a small entrant's perspective, and implicating little to no chance for the entrants to tackle the barriers” (p. 1).

Nevertheless, in similar research of Asikainen (2012) there was a notion that challenged barriers to penetrate as unchanged weaknesses and over, the study finding's portraits the market entrant efforts as an active role in which the players can express approaches to get in the same way as the incumbents could express strategies to discourage entrance from fresh competition. The previous research on barriers to entry was unsuccessful to appreciate the socioeconomic implications of towering barriers to entry for new company establishment date and growing. The study findings support the implications that high regulation leads to simple barriers of entry and simply leads to united marketplace structures, and it points toward that, in businesses with wider social and economic welfare implications. Where the government should struggle for lowering the barriers to entry in the businesses in order to share to enhance net welfare.

2.10.4 TECHNOLOGY INFLUENCE THE MARKETING STRATEGY

Information technology has the tendency of influencing marketing in many ways. Some of these save labor and proffer better service. Others create completely modern products and fresh organizational forms. Still others expand marketing operations in ways that can modify their character. The mixture of data and technology are bringing increased marketing effectiveness, organizational change, and shifts in

power within channels of distribution. More commonly, information technology blurs traditional strategic and functional boundaries by allowing an organization to deliver a large number of differentiated products to market. For this to be successful, marketing has to be closely interwoven with operations, Rand D, and sales (Little, 2014).

Therefore, the aim of the study by Rainisto (2003) is to evaluate the most critical success factors in place marketing, and how these factors could be used for a situated accurately developments. The study developed a framework that analyzed place-marketing practice from the viewpoints on the processes, evaluation criteria and success factors. The central research focused on marketing management features in the place market. The original background and ideas in place marketing for this study consists of marketing theory, brandings, assessment criteria, process, place development, local economic developments and non-profit organizations. This study used a theoretical building, qualitative case research agenda, with entrenched longitudinal and multiple case designs. The study applies the theoretical framework of successful place marketing in an empirical research with the case locations of the Helsinki, Stockholm, and Copenhagen and Chicago regions. This study investigates also how Northern European versus U.S. place marketers vary in their practices and come from the conclusion that both regions can take advantage from a study of each other's practices. This study adds to the literature by "translating" the key concepts of corporate marketing theory for places, forms a conceptual framework and makes 35 propositions about general place marketing practices and its specific success factors. The study makes managerial contributions by giving recommendations for place marketing practices, and by offering a new and holistic framework to help places move to a more systematic and actual marketing method.

Additionally, the study by Vincent (2005) emphasized on the impact of internal and external abilities in the formation of marketing policies for new technologies. The nature of innovation is changing. Innovation is now multi-disciplinary and technologically multifaceted. It requires teamwork and communications among scientists, engineers, business and legal experts. Therefore, the suggestions of this research are relevant not only to university spin-offs, but also to any individual involved in trying to commercialize new technology in this dynamic time. The first insight garnered from this research is that it is essential to have both interior and exterior resources in technology marketability. Individuals and teams trying to make a

go of a new technology without the support of a well-established organization (resources, processes, etc.) Must use those interior and exterior information resources to their utmost potential. The research reviews two different types of ties that are necessary in technology commercialization: market and technical. Market ties are those personal relationships in which individuals or teams rely upon to collect information relating to the market. Technical ties differ from market ties in that the content of the information exchanged through these ties relates directly to the technology. By isolating out the ties as distinct, it was possible to consider the distinctive role they play in expressing marketing strategies for high-tech products. This discrimination between the two types of network ties adds and spreads not only to the literature on social networks, but results also clearly established that not all ties behave the same way, and entrepreneurs need to be conscious of this when marketing new technologies. In this research, technical, network ties were found to be vital in predicting market strategy performance. When commercializing a technology, it is imperative to gather information about the technology. Therefore, the more information collected concerning the technology, may not always be interpreted into superior performances. Scientists and engineers cannot merely talk to other scientists and engineers about the technology and assume to succeed in the marketplace. It is also crucial to use market ties to gather information as well. Perhaps one of the most stimulating insights garnered from this research related through the use of market ties. It was postulated that the use of market ties should positively influence the effectiveness of marketing strategy-designed efforts.

Conversely, the development study by Farooq and Jan (2012) implied that online Social networking websites are very common and have already become an essential part of life. These sites have made a significant effect on the individual's life. When evaluating the users' scope of communal networking, it can be illustrated that the modern social communities influence on individual's private life, whereas the traditional networking or social community is more combined for business circle. This change has definitely offered many firms a prospect to target this new medium for marketing. In Pakistan, marketing on communal networks is still lagging behind the study reflects that with the improving growth on Social Networking websites, people determine to share more and more information, and this growth has to open a way for the organization to enter the new domain. The research finding encompasses two phases: user and organization. While conducting studies on survey of users, they

established that most of the people support, marketing on Facebook, and more than 70% people settled that friends have much effect on purchasing. 51% people endorsed organizations to use labeled based-marketing on Facebook and large population has suggested it's beneficial for organizations, provided feedback is very serious and from the stats, it can be shown that the mainstream of the population is already giving feedbacks to organizations, but the majority of them are worried of the disclosing among their personal information to others.

Accordingly, the study of Michelsonasand Abdur (2012) ascertained that the analyses' marketing strategies is suitable for small companies in as much as SaaS ("Software as a Service") proffer solutions. The researchers applied three frameworks as the basis for data analysis. Global SaaS vendors, notwithstanding the type services offered, were encompassed in the study. This study figured out that SaaS vendors stated defensive strategies should be used in the early phases of the solution life cycle, and measure all marketing campaigns, especially with regard to the cost per customer procurement. It is essential for SaaS vendors to address trust issues and to offer technical and security-related information. It is also significant to inform customers about the benefits of using the SaaS solution versus on premise software by providing information on how easy it is to configure the solution, and the available online training and support. Furthermore, free trials or illustrations should be offered. In the marketing of SaaS solutions, social media (together with blogs and forums), Word Of Mouth, and even modified email campaigns should be earlier strategies utilized by the marketers. Both direct (mostly through the Internet) and the SaaS providers to interact with customers use indirect (through representatives and partners) channels. Another finding is that this topic is relatively new. The conclusion from this research is that marketing, among SaaS vendors should be lengthily studied, as the information in this area has economic and scientific worth for the SaaS vendors, as well as the scientific value of the academic world. During the research, it was found that the vendor's size is affecting only the size of the marketing department and marketing budget, and has no effect on marketing strategies. Therefore, this research may be concluded by pointing that SaaS vendors should use defensive strategies by initial solution phases lifetime sequence. It is very noteworthy for SaaS vendors to address trust matters and offer collateral such as technical information about the solutions, legal information, and information about data security and reliability. It is also important to inform customers about the advantages of using the SaaS solution vs. With premise software

by offering information on the ease of conformation of the solution and detailed online training and support. The conclusion of this research is that marketing, among SaaS vendors should be more extensively studied, as the information on this area has economic and scientific value for the SaaS vendors, as well as the scientific world for the academic world.

Hereafter, the study by Dauda and Ismaila (2013) examined the influences of technical, environmental factors on strategic choice of business organizations. It explored the relationship between technical factors and organizational choices of multi-product marketing approaches of quoted manufacturing companies operating in the food and beverage sector in Nigeria. Survey research designs were used in collecting the essential earliest data for this work, and the proper sample size for determining formulae that were used to reach 6 firms and 159 management staff for the exploration. The first data were gathered through a multi-options and Likert scale questionnaire that was administered by the management staff of the six studied companies. The study used simple regression technique to examine the data. The findings indicated that technical, environmental factors encouraged to quote manufacturing companies in the food and beverage industry to embrace multi-product marketing strategies. It endorses that responsible managers in Nigerian food and beverage industry wishing for successful operation in the environment must give detailed attention to technological factor dynamism such as technological inventions, expansions in technology, convenience of the state-of-the-art technology, nature of technological changes and diversity of technology in the manufacturing companies' operating environments. In line with the above findings, the study concluded that technological, environmental variables such as technological inventions, advancement in technologies, availability of the state-of-the-art technology, and nature of technological advancements and diversities of technology in the manufacturing company's operating environment, should encourage them towards adopting multi-product marketing strategies.

2.11 COMPANY TYPE WITH ITS EXPORT EXPERIENCE EFFECT

The firm inclines to the main analysis of global trade models, the opportunities to learn about the theory of the transnational enterprise developments in global business study growth. The managerial resources and abilities that are included this theory, comprises underlay export, initiation has largely been abandoned in the

empirical studies in international trade. Perhaps not because of their inconsequentiality, but because of the challenges they had in not to recognize and measuring them. They exploited Danish employer-employee matched data to overwhelm this barrier and investigate the influences of managers' global experiences together with other managerial characteristics on the probability that the firm starts exporting. They find that productivity and fixed costs are related to exporting and not the only factors of selection of firms in global markets, but "managerial inputs" are as essential. Their data permit us to categorize managers' export experience based on the CEOs' historical career as acknowledged in official registry statistics. This puts their study apart from an earlier survey based studies, which relied on self-assessments (Sala and Yalcin, 2012).

As a result, the study of Emmanuel (2007) was encouraged after observing the sporadic nature of Uganda's fruit exports in the last 8 years. The objectives of this study, therefore, were to: Determine the relationship between firms around characteristics and export marketing strategy, determine the relationship between firms around characteristics and export performances, determine the relationship between exporting marketing strategy and exporting performances, and determine the relationship between management attitudes and export marketing strategies. The study observed that those managers in fruit exporting firms have under looked risks, apparent barriers, motivations, management educations and experiences, which are globally stated to be key determinants of Export marketing strategy.

Likewise, Sadaghiania, Dehghanb and Zand (2011) observed in one developmental study that enhancing levels of globalizations and international competitions, manager's encounter made it ever a more complex strategy decision. Often and notable among these decisions are related to the choice of entry strategy in exporting markets. The choosing of a suitable entry strategy is a critical and crucial influence of the decision a firm has to make when planning to invest overseas. The present study has been applied with the goal of observing the impact of entry strategy on the export performances of Iranian export companies. The study results described that the entry strategy influences the export performances of the exporting companies. Hence, this research is employed with the aim of reviewing the effects of entry strategy of export companies active in the stock markets on their export performance. The results specified that entry strategy is affecting export performances of Persian export companies, and this effect is higher on those companies, which use entry strategies

with foreign direct investments rather than the ones, which use entry strategies with indirect exports, direct export and alliances. As a result, it is recommended that before selecting and using of entry strategy with direct investments, Persian export companies run the courses of International marketing and exporting for their marketing and sales staffs and managers. Furthermore, the results showed that the extra experts the companies use in exporting markets, the further their exporting performances are. Moreover, the results depicted that international experiences of companies influence their export performances, so it is anticipated that Iranian exporting companies should develop future export performances by making a regular presence in global markets and getting more experiences and know-how.

Yet, Kimelberg and Williams (2013) equally studied two important subjects for the appraising of business location factors. First, in reference to many analyses that have been done to find the effect of a sole factor or set of factors in site selection, this study's objective is to measure the relative importance of a wide range of factors. Second, it equally, considered the extent to which the perceived significance of a given location factor differs based on the type of ability in question. While there is a considerable amount of research dedicated to identifying industry-specific location factors, small are known about the influences that capacity type has on the evaluation of location criteria. Drawing on original survey data gathered from real estate professionals in the U.S., they demonstrated significant difference in the mean ratings for more than half of the 39 location factors on the basis of facility type. In specific, "corporate/office" respondents were expressively more likely than "manufacturing" or "retail" respondents to assign higher ratings to "quality-of-life" place factors, such as crime rates, amenities, housing, and schools. They debate the implications of these findings for future research on location theory.

Subsequently, the research of Berthoud and Vicard (2013) showed an indication of the influence that size and experience in exporting have on firms' dynamism, a critical input into models of firm's dynamics. The analysis used a census of French exports by firm-destination-product over the period 1994-2008 with a monthly frequency. They early uncover a large calendar year bias: the progresses of exporters between the preliminary and the second year of export are biased upwards because new exporters may start exporting late during the year. This incomplete calendar year reduces export revenue by 32% on average for the first year of export. They then show that, controlling for size, export experience is adversely correlated to

a net growth of exports for surviving exporters. Controlling for export experiences, the relationship between average size and net growths of exports showed that no systematic pattern. Churning in foreign markets is reducing with exporting experience and (sharply) with size. This study's objective in providing a new set of formalized facts about the development of exporters and the blending of product and destination markets within firms in relation to their experiences and to their size. Their empirical analyses are based on a complete transaction level data set of French exporters. They observed that net growth of surviving firms is adversely related to the experience with the firm in the export market, while the influence of size is non-monotonic. The growth premium of new exporters progressively reduces over a time. The result of firm experience in the exporting market is beyond the effect of size, points in the presence of some form of learning about foreign markets. However, they discover that small and. To a lesser extent, young exporters disproportionately added for exporting volatility through both firm turnovers on the export market and within firm churning (entry and exit) of products and destination markets. Their empirical analyses also pointed to various essential statistical issues when reviewing the dynamics of exporters. Their results showed a distinct role in the experiences and sizes of exporters. First, since the size and experience of individual firms are related, their relationship with growth must be jointly examined. Second, they confirmed that the choice of measurement of exporters' size is vital, because the regression to the mean effect is also noteworthy.

2.12 THEORY SUPPORT THESIS DETAILS:

The theory that supported the thesis details is Porter, the Marketing mix strategies (4P's of Marketing).

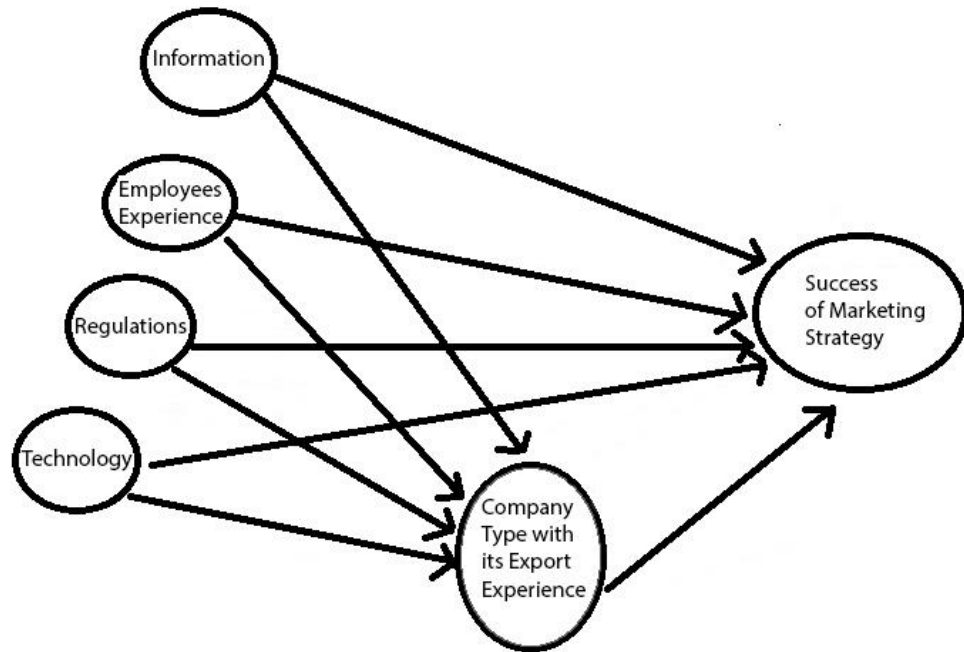


FIGURE 1.2: Path diagram for marketing strategies in the Dead Sea products companies
(Source Adopted from Baron and Kenny (2016))

Main Hypothesis:

Ho1: There is no statistical significance of ($\alpha = 0.05$) Level influence of success factors on Marketing Strategies.

The Following sub-hypothesis are derived:

Ho1-1: information will not affect success-marketing strategy.

Ho1-2: Employees experience will not have an effect on the success of Marketing Strategies.

Ho1-3: Regulations will not affect the success of Marketing Strategies.

Ho1-4: Technology will not have an effect on the success of Marketing Strategies.

The above-mentioned hypothesis will be measured through the relevant statement for each variable in the questions. Multiple regressions have been used to test this particular hypothesis.

Second Hypothesis:

Ho2: There is no difference in success factors influencing success of Marketing Strategies due to Company type with its export experience.

The following sub-hypothesis are derived:

Ho2-1: Information will not have an effect on the success of Marketing Strategies due to Company type with its export experience.

Ho2-2: There are no differences in Employees Experience influence on the success of Marketing Strategies due to Company type with its export experience.

Ho2-3: There are no differences in Regulations influence on the success of Marketing Strategies due to Company type with its export experience.

Ho2-4: There are no differences of Technology's influence on the success of Marketing Strategies due to Company type with its export experience.

The above-mentioned hypothesis will test by using One-Way ANOVA.

In this chapter it was discussed the Literature review, which includes the introduction, background of Jordan, the Dead Sea, List of Jordanian Dead Sea Cosmetic product companies, information factor, employees experience factor, regulation factor, technology factor, marketing strategy.

Moreover, it was discussed the key factors that influence marketing strategies of the Dead Sea products sector in Jordan, information influence on the marketing strategy, employees experience influence the marketing strategies, regulation influence the marketing strategy, technology influence the marketing strategy.

Finally, discussed in this chapter the company type with its export experience effect and the theory that supports the thesis details.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

The research is commonly referred as an examination for information. The research is scientific investigation talent. The precedent Expert's Glossary of Recent English stipulated definitions as "a careful investigation or inquiry, especially through the search for new facts". Redman and Mory (2009) equally acquainted the research as a "systematized effort to gain new knowledge". Saw as a real discovery journey. All of us possessed spirited the curious nature, once the indefinite challenges us, then we wondered that the keenness activate us inquire, then get complete as well as the complete recognize the indefinite. The curiosity considered the source of every information besides the process that the man occupied to obtain information from the indefinite, could be able to designate as a study.

The research is a theoretical action same as the expression need to be utilized in a practical logic. Rendering to "Clifford Woody", the research encompasses determining and predetermining (difficulties, expressing hypothesis or recommend explanations, gathering, organizing besides appraising information, creating inferences, then finding choices, also at latest wisely analyzing the decisions for establishing if it is suitable in the formulated hypothesis). "D. Slesinger and M. Stephenson" in the Encyclopedia of Community Disciplines defined the research that it is the influencing of tools, perceptions or characters of the reason to specify an extension, edit or confirm data, if this awareness helped to construct the philosophy or art performing.

The Research means a unique impact of a present standard from the awareness of developments. The research track the fact through the support of (learning, comparison, control and test). To summarize it, the investigating for data via phenomenal beside methodical technique, offer solutions to the research problems. Regular method regarding generalizing and the formulation of a theory is also researched.

Consequently, the research indicates of efficient technique, which consisted of problematic stating, expressing a hypothesis, gathering the evidences or information,

studying the evidences and getting to convince assumptions whichever in forms of resolutions in direction to the problem or in positive overviews for some theoretic formulations.

Research methodology, which is the way of methodically solving study problematic. It might be accepted as a discipline of reviewing how research is scientifically completed. It studies, numerous of steps, which are commonly accepted through academic- researcher by reviewing particular research problems, together by the rationality.

The essential issue for the researcher is to identify the research methods and the methodology. The researcher require to understand the way of developing particular guides or examinations, the calculation of mean, mode, median and standard deviation or chi square, the way applying specific research methods, and they require to understand which types approaches or methods would be applicable and that are not applicable, and the suggestions, indications and reasons.

The researchers are ought to comprehend the expectations subordinating different methods plus the need to understand the standards to solve the methods and processes that are appropriate for special difficulties.

It is essential for the researchers to organize their methodology of the problems because it could vary between one to another. As an example, the architecture that layout constructions, should thoroughly appraise his conclusions bases, because he should appraise the exact reason to choose specific dimensions, figure and sets of gates, windows as well as fans, utilize specific supplies, but not other things, and so on. Equally, in the research a researcher should explore the study conclusions before evaluating and implementing them. Furthermore, researchers have to stipulate very clearly and precisely what decisions the study is selected for and why it is selected them so that others can evaluate them also.

The elementary categories of researches as the following:

1. Descriptive versus Analytical: Descriptive-researches entail questionnaires and information-gathering investigations of various kinds. These approaches of research use descriptive research, such as survey methods of all types, with comparative and correlational methods. In analytical research, the researcher has to practice the facts or information available, and to analyze these toward make a critical assessment of the material.

2. **Applied versus Fundamental:** These are done either by applying a study or essential research. Applied research purposes, of discovering a resolution of instant problematic fronting an association or a business sector, whereas fundamental research is mainly concerned with generalizations and through the formulation of a theory. Collecting knowledge for knowledge's sake is termed 'pure' or 'basic' research. (Pauline, 2011) Research regards some natural phenomenon or connecting to pure mathematics are examples of fundamental research. Thus, the central aim of applied research is to discover a solution for some pressing practical problem, whereas basic research is directed towards finding information that has a broad base of applications and thus, adds to the already existing organized body of scientific knowledge.
3. **Quantitative versus Qualitative:** the quantitative-research is grounded by the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e. Phenomena relating to or involving quality or kind. This type of research aims at discovering the underlying motives and desires, using in depth interviews for the purpose. It may be stated, however, that to apply qualitative research in practice is relatively a difficult job and therefore, while doing such research, one should seek guidance from experimental psychologists.
4. **Conceptual versus Empirical:** the conceptual-research is the type, which relate to certain abstract idea(s) or theory. It is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones. This research is therefore considered by the experimenter's control over the variables under a study and his deliberate operation of one of them to study its effects. Empirical research is appropriate when proof is required that certain variables touch additional variables in another way. Proofs gathered through experiments or empirical studies is considered the most powerful support possible for a given hypothesis.
5. **The further kinds of Researches:** Other types of research are varied from the ones already stated above, depending on either the purpose of research, or the time required to accomplish research, on the environment in which research is done, or on the basis of some other similar factor. Such research follows case-study methods or in depth approaches to reach the basic causal relations. Such

studies usually go deep into the causes of things or events that interest us, using very small samples and very deep probing data gathering devices. The research may be exploratory or it may be formalized. The objective of exploratory research is the development of hypotheses somewhat than their analyzing, while formal researches are theirs through extensive structures and by certain hypotheses to be verified.

There are two strategies for this research, the qualitative and the quantitative strategies. The researcher have chosen these two types of researches for figuring out the way that people feel and think of a certain topic and to ascertain the fundamental purposes of personal behavior. By this research, he has evaluated different elements that inspire persons to act in a specific way and that make these persons to accept or not accept specific object. Concerning qualitative strategy, a structured interview with selective companies of the study sample with a five questions asked directly to them and wrote there notices. And the study has adopted some of the previous studies of the construction of the theoretical framework. Moreover, for its objectives and hypotheses of the study also adopted quantitative study for achieving the objectives of the study through a self-administered questionnaire.

3.2 RESEARCH FRAMEWORK

The conceptual framework of the study comprises the scheme of conceptions, expectations, beliefs, prospects, and concepts, which support besides from the study; these are considered as the key parts of the design (Robson, 2011). Either a theoretical outline is a pictorial or printed production, it could be either realistically explained or narrative in shape, the fundamental issues are studying the important elements, perceptions, or variables and the reputed relations between the previously mentioned.

The chapter three provides what is called research designs. These variables were equally studied, and the hypotheses were eventually tested in the research. Descriptive statistics, which including, frequency, percentage distributions, mean, and standard deviations were explained, along with the Pearson correlation coefficient. The objective here is to locate the key factors that influence Marketing Strategies of Dead Sea products Sector in Jordan and to study the effectiveness of the company's type, with its export-experiences as a mediator. Furthermore, appropriate method of sampling used to choose the elements from this study, and the clarification of the sampling techniques has engaged in selecting the respondents. The development and

operation of the instruments that were used to support the research are included, together with the validity and reliability of the data used for the research.

3.3 HYPOTHESES DEVELOPMENT

3.3.1 RESEARCH HYPOTHESES

The hypothesis measured the major aspect of the study. The core purpose to propose innovative tests besides notifications. Actually, different experimentations were approved by thoughtful, objective hypothesis tests. The management usually encounter circumstances where it is needed for hypothesis tests on the foundation, on obtaining data then to conclude based on this test.

During the communal science, data of people parameter(s) where absorbed rarely, hypothesis tests considered the main strategy that should be applied to decide if a sample figures propose any provision for a hypothesis, which generalization could be done. Therefore, hypothesis tests allow researchers to do prospect declarations on people factor. This hypothesis could be incorrectly approved, nevertheless in pursuit, it may be fair on one condition that got to endure a precarious test. Previously it explained in what way the hypotheses were verified over various testing destined for the objective, this would be suitable to clearly clarify the significance of hypothesis besides the associated perceptions of good perceptions of the hypothesis test methods.

To attain the purposes of the research, the main hypotheses have to be identified and the tensing sub-hypotheses should be consistent with the model study. This is because the reason of the previous hypothesis test requires constituting dual rival declarations or hypotheses stated to as the null-hypothesis, besides other hypothesis, the mentioned hypotheses commonly limited and comprehensive.

Examples of the hypotheses:

Ho: The Findings Occurred By Chance

H1: The findings did Not Occur By Chance

The null hypothesis are then assumed to be true, unless we find evidence to the contradict it. In case that we have discovered that the indication unconvincing due to the null-hypothesis, then we presume the alternative-hypothesis is expected to be right. The "traditional statistics" a probability of thing that is happening in less of 0.05 (= 5% = 1 casual in 20) is usually deemed "unconvincing".

The hypothesis of this research are as the following:

First Main Hypothesis:

Ho1: There is no statistical significance of ($\alpha = 0.05$) Level influence of success factors on Marketing Strategies.

The Following sub-hypothesis are derived:

Ho1-1: Information will not affect the Marketing Strategy.

Ho1-2: Employees experience will not have an effect on the Marketing Strategies.

Ho1-3: Regulations will not affect the Marketing Strategies.

Ho1-4: Technology will not have an effect on the Marketing Strategies.

The above-mentioned hypothesis have been measured through the relevant statement for each variable in the questions. Multiple regressions are used for testing the hypothesis.

Second Hypothesis:

Ho2: There is no difference in success factors influences on the Marketing Strategies due to Company type with its export experience.

The following sub-hypothesis are derived:

Ho2-1: Information will not have an effect on the Marketing Strategies due to Company type with its export experience.

Ho2-2: There are no differences in Employees Experience influence in the Marketing Strategies due to Company type with its export experience.

Ho2-3: There are no differences in Regulations influence in the Marketing Strategies due to Company type with its export experience.

Ho2-4: There are no differences of Technology's influence on the Marketing Strategies due to Company type with its export experience.

The above-mentioned hypothesis have been tested by using Regression-Linear.

3.3.2 PATH ANALYSIS FRAMEWORK OF THE STUDY

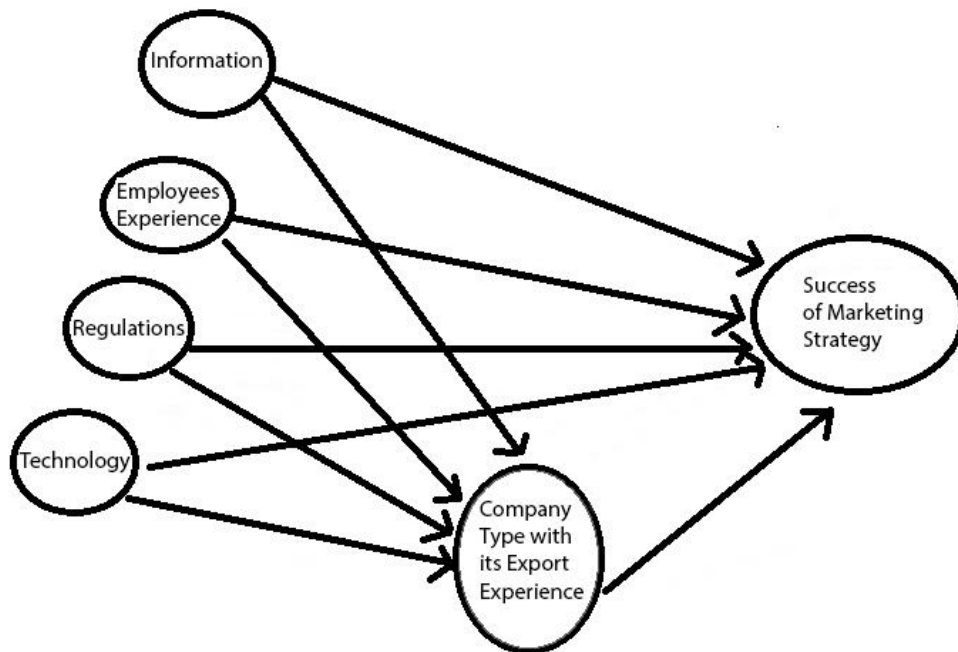


FIGURE 3.1: Path diagram for marketing strategies in the Dead Sea products companies
(Source Adopted from Baron and Kenny (2016))

It is mentioned in the last three objectives and it is mediator.

3.4 MODERATOR VERSUS MEDIATOR

The overall tests for mediation are, for inspecting the relationship among the predictor with the principle variables, this relation among the predictor besides the mediating variables, plus the relationship between the mediators with criterion variables. All those correlations are important. This relation among predictor with criterion have to be decreased (to 0 for total mediation) when directing the relationship amongst the mediator with criterion variables. An additional method to consider over the subject that a moderator variable, which effects a forte of a relation among two additional variables while a mediator variable, is to clarifies the relationship among the additional dual variables. The difference amongst Moderator Variables with Mediator Variable as follows:

1. Moderator Variables: can be referred as a moderator in a qualitative case (e.g., Gender, type, kind) or quantitative (e.g., Stage of prize) variable, which influence the way and / or forte on the relationship among an independent or predictor variables besides a dependent or standard variable. Precisely, in a

correctional examination framework, a moderator is considered, as a third variable that influence the zero-order correlation amid additional dual variables. In more conversant study on variance conditions, a rudimentary moderating consequence can signify an interface among a principal independent variable besides an element that stipulates the suitable terms for this process.

2. Mediator Variable: is a specified variable to be functioning as a mediator, in the degree added to the relationship among the predictor with the criterion. Mediators clarify how exterior physical actions proceed on interior psychological significances. While moderator variables stipulate once special wares grip, mediators, express on how and why such a thing happens.

3.5 DEVELOPMENT

1. The relationship between Success Factor and Marketing Strategy.
2. The relationship between Information and Marketing Strategy.
3. The relationship between Employees experience and Marketing Strategy.
4. The relationship between Regulation and Marketing Strategy.
5. The relationship between Technology and Marketing Strategy.
6. The relationship between Company type with its export experience and Marketing Strategy.
7. The relationship between Information, company type with its export experience and Marketing Strategy.
8. The relationship between Employees experience, company type with its export experience and Marketing Strategy.
9. The relationship between regulation, company type with its export experience and Marketing Strategy.
10. The relationship between Technology, company type with its export experience and Marketing Strategy.

3.6 RESEARCH DESIGN

The research design is desirable, for the reason it eases the even navigate of many research operations, by doing researches effectively as it could, by producing best data thru less disbursement in terms of potential, period and monetary.

Only for the best, economical besides the gorgeous building of a construction, a plan is needed and the chart of the construction, good thinking and set through a skilled architecture, equally, research design are needed or a prior strategy of facts gathering with an examination of the research projects. The research design is the improved preparation of approaches to be accepted for gathering the applicable facts as well as the processes to be utilized in the analyses, taking care of the goals of the study plus the accessibility of operators, period and monetary.

The groundwork of the research design has to be with good attention due to the multiple mistakes in it that could trouble the whole scheme. The research design, actually, got a good manner of the consequences reached reliability, and establishes the company substance of the whole organization of research work. Many, at times, do not understand the need for a well thought out research design. The significance that the problematic merits has not adhered to it. Consequently, various studies have not fulfill the aim to which are assumed. Actually, it could also lead to confusing results.

Indifference in scheming the study mission could outcome in execution the study workout pointless. Consequently, vital, the effectual and suitable design should be ready earlier than the time of working on study issue. The design aids the investigator to prepare his thoughts on composing that possible to check for faults and insufficiencies. This design will even be given for others to get their commentaries besides serious assessments. At the absenteeism of this sequence of actions, it is going to be hard for the pundit to offer a complete appraisal of anticipated research.

The researcher used the Closed-Form of Structured Questionnaire and according to Funnel Method, it was planned in three shares, the primary share is the cover letter that explains the study objectives, the second part includes the demographic data of sample subjects, and finally the third part includes the statement that measured the independent and dependent variables. Questions were arranged that they make the most sense to the respondents. The sequence of the questions determined by the 'Funnel Method'. Funnel method is an approach of asking the most general, broad and unrestricted firsts and following it with successively narrow or restricted questions (Hasounah, 2003).

3.6.1 VALIDITY

Validity is the degree of testing or assessing what the researcher aims to assess. It could be distinct as the finest obtainable estimate of the fact, which assumed proposal, implication, or decision. The validity governs the degree that the researcher measures what is aimed to be measured.

The questionnaire was subject to proofreading by a panel of university instructors, their comments and amendments was taken in consideration. The comment of such academics led to a number of changes in the instrument items. Therefore, some items were eliminated or added to form the final form of the questionnaire.

Traditional standards of validity, finds its root in a positive practice, besides to this degree, positivism described through a methodical philosophy of validity during the positivist jargon. The validity exists because of conclusion of other experiential thoughts: worldwide rules, indication, impartiality, fact, certainty, inference, motive, circumstance and scientific figures.

Joppe (2000) offers explanations of what validity considered quantitative study as follows:

“Validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are. In other words, does the research instrument allow you to hit the bull’s eye on your research object? Researchers generally determine the validity by asking a series of questions and will often look for the answers in the research of others” (p. 599).

Wainer and Braun (2013) described the validity as the following:

“In quantitative research as construct validity. The construct is the origin of the concept, notion, question or hypothesis that determine which data is to be collected and how it is to be collected. They also asserted that quantitative researchers actively cause or affect the interchange between constructs and data in order to authenticate their investigation, typically by the application of a test or other processes. In this sense, the involvement of the researchers in the research processes would greatly decrease the validity of a test. In so far as, the definitions of reliability and validity in quantitative research pointed two strands: Firstly, concerning reliability is whether the result is applicable. Secondly, concerning validity is: whether the processes of measurements are correct and whether they are really measuring what they are proposing to measure” (p. 34).

However, qualitative researchers, who strongly consider these concepts as defined in quantitative terms inadequate, inversely view the concepts of reliability and validity. In other words, those definitions that were distinct in quantitative terms could not be applied to the qualitative study paradigm. The question of reliability in the

results, do not have anything to do with them (Glesne and Peshkin, 2016), but the precision (Winter, 2000), credibility, and transferability (Hoepfl, 2011).

In this study, the questionnaire was designed to perfect reading by a panel of different university professors who specialize in the research topic. Their recommendations, comments, add or eliminations of statements have been made to issue questionnaire validity. The researcher uses face validity. Moreover, Factor Analysis loadings used to determine the Construct, Concept and Discriminant validities.

3.6.2 RELIABILITY

Reliability is a procedure used in assessing the degree of errors, a test can contain. This degree of error is diverse reliant on the measurements. Rendering to Hussey and Collis, (2003) reliability, states “the degree that a particular dimension is free from accidental errors and can offer constant data, and is equally expressed as a coefficient”. The coefficient ranges from (0,00 – 1.00), so if the coefficient is high, this means that the reliability is also high and vice versa.

This study used Cronbach alpha in testing the consistency of the results as produced by the scale. According to this test, the overall reliability level was equal to .70, which is considered as an acceptable level of reliability (Saharan, 2004)

Joppe (2000) equally, defined reliability as:

“The extent to which particular results are reliable over time and a precise representation of the total population under the study, this is what is referred as reliability and if the results of a study can be reproduced under a matching methodology, then the research instrument will be considered to be reliable too” (p. 599).

Kirk and Miller (2015) “identified three types of reliability used in quantitative research, as: (1) the degree to which a measurement, if it repeatedly tested, remains the same (2) the constancy of a measurement over time; and (3) the correspondence of measurements within a given time period”.

Charles (2010) “equally, obeys the notions that consistency with which, questionnaire items are responded or individual’s scores comparatively remain the same, can be formed through the test-retest method at two separate times”.

Therefore, it is the obligation of the researcher to ensure there are great constancy and accurateness of the examinations and results. Accordingly, Crocker and Algina (2008) pointed that, "Test developers have a responsibility of demonstrating the reliability of scores from their tests".

In this research, Cronbach's alpha coefficient used in order to calculate questionnaire reliability.

3.7 DATA COLLECTION, SAMPLING AND PROCEDURE

The mission of data collection immediately starts afterward a study problem has been identified besides study plan mapped out. Though determining the technique of figures gathering to be applied in this study, then the researcher should always remember, the two kinds of facts, which comprises primary and secondary.

Primary data are those that are "those collected afresh and for the first time, thus hoping to be original in character". Secondary data, are "those which have already been collected by someone, which have already passed through the statistical process and are getting from the literature review".

The researcher has decided that kind of data to use (by gathering) for the research and consequently selected several methods of data-collection.

The approaches of gathering primary and secondary data vary, as the primary data would be originally collected, whereas the secondary data is simply compilations.

This study used two collection methods as follows:

1. Secondary Sources: The books and periodicals, reference, previous studies in English related to the subject are the most important sources used by the researcher to build the theoretical side, but due to the modernity of the topic, it has relied on the Internet dramatically and only from the reliable scientific sites.
2. Primary Sources: A self-administered questionnaire is used to gather the original data from the study sample, which are designed and developed according to research objectives and hypotheses.

Study publication consists of all General Managers, Marketing Managers and Production Managers (Top-level Management) in the Dead Sea products companies in Jordan (65 companies), and due to the small size of the public, the samples for this study is comprehensive 100%. The researcher has contacted the (65 companies), and distributed three questionnaires for each company, in total 195 questionnaires were distributed. Where 160 cleaned questionnaires were answered and 35 were not. So the response rate is $160/195 = 82.05\%$.

3.8 LIMITATIONS

Limitations according to Wiersma (2008) are:

“The issues and occurrences that may arise in a study, limitations are referred as out of the researchers’ control. They limited the length, which a study can go, and sometimes mar the end result and conclusions that can be drawn. Every study, no matter how proper it is conducted and constructed, has limitations, this is one of the reasons why such words like to prove and disapprove are not used, in respect to research findings, and it is usually likely that future research may cast doubt on the validity of any hypothesis or conclusion from a study” (p. 128).

The limitations of this study are as follows:

1. The small size during the study due to fewer operating companies manufacturing and exporting the Jordanian Dead Sea products, one of the most important determinants is the possibility of generalizing the results.
2. The refusal of some members from the study sample to answer the questionnaires distributed, because they do not want to let anyone know any information about their company. In addition, this led to a decrease in the number of members of the study sample.
3. The postponing of the meeting and the lack of speed in responding to emails so the researcher had to visit the companies several times, where there were long distances between each company and from the researcher location.

3.9 OVERVIEW AND STRUCTURE OF THE QUESTIONNAIRE

A survey design is an operative technique for gathering information from a huge number of respondents through a questionnaire. It is commonly approved that it is designed to produce data in a cost-effective way, for a specific project’s research objective. Furthermore, the questionnaire is capable to propose individual activities, approaches and observations.

The questionnaire questions are associated with the variables that have been utilized in developing the hypotheses of the research. The questionnaire questions may be modified or adapted to calculate the variables meant for analyzing the hypotheses specific to this research. Nevertheless, some questions were similarly used in gathering demographic data such as age, level of education, experience, and type of company and the company year of education. In order to gain adequate data, the research has modified some of the measurement scales in terms of the language used.

The researcher commenced by merging literature associated with this research and expressing questions, which might be served as references for each variable. In addition, the researcher adopted current measurement scales and merged them over an evaluation of previous research for the subsequent concepts: Marketing strategy, information, experience, regulation and technology. The research questionnaire is organized as follows.

The research questionnaire begins by presenting some basic background data for the respondents: these include general data on the writer, the purposes of the study from Al-Madina International University, and the substantive area, which is Business Management – Market research.

In addition, contributions in the questionnaire is on an optional base. In respect of the intervals utilized in this questionnaire, the researcher defined, as well as clarified the significance of every variable utilized in the questionnaire and sent two same questionnaires for each respondent one in English language and other in Arabic language and left the choice for the respondent to choose which one to answer.

The major part (B) of the quantitative survey contains five sections, the first section lists 9 questions in the dependent variable marketing strategy, and each question is structured in the form of 5-point Likert scales, ranging from strong disagreement to strong agreement and descriptive to extremely descriptive. Sections 2,3,4 and 5 are measurement scales of each independent variable (information, experience, regulations and technology), containing of 40 measures in the form of 5-point Likert scales ranging from strong disagreement to strong agreement and describes to extremely descriptive. The Part (A) relates to demographic data such as age, level of education, method of receiving the questionnaire, company time in business, type of the company and the company years of exportations, both Part (A) and Part (B) are important. Part (A) was placed at the beginning of the questionnaire for two reasons: most of the reciprocal questionnaire in our area has the demographic part in the first, and the second, that the respondent may find it ease from the beginning towards mobilizing the questionnaire

1.9.1 MEASUREMENT SCALES

In this study, dependent and independent variables are used in measuring the company behaviors, attitudes and perceptions regarding the marketing strategies. The

Marketing Strategy variable served as a dependent variable, where information, experiences, regulations and technology variables served as the independent variables.

Additionally, other variables such as company type and company years of exportation were comprised. In the research, six current scales were accepted, which range from Marketing Strategy scale, information scale, experience scale, regulations scale, technology scale and “company type with its export experience” as one scale.

All of those improved scales were tested earlier by several competent professors from various universities in Jordan, who is specialized in Marketing.

A self-administered pilot study done by means of 10 samples backgrounded from the study and incorporated into the questionnaire, and they were the General Managers of the following companies:

1. Abdoun Dead Sea Minerals & Products
2. Al- Naja Co. For Cosmetic
3. Dead Sea Treasures EST. For Mineral Salts
4. Define Care Dead Sea Products
5. Fortune for Dead Sea Products
6. Head TO Toe Company
7. Jordan, Egypt, Company for Dead Sea Products
8. Numeira Mixed Salt and Mud Co. (ODALISQUE)
9. Sawsan Labs for Dead Sea Products
10. Tourmaline Marketing and Inv. Company

Pre-testing (pilot study) was done to review the questionnaire directive, linguistic and period meant for completing the questionnaire. Afterward, the reliability besides the validity of the questionnaire tool were ascertained. This was applied in collecting data for the key study from the Dead Sea products companies in Jordan.

The participants were instructed to rate (from a 5-point Likert scale) their experiences on Marketing Strategy, as described in each of 9 statements.

3.9.2 MEASUREMENT OF MARKETING STRATEGY:

Marketing Strategy was assessed using scales from Brakus et al.'s (2017); Chang and Chieng (2006), "in order to access the extent of what Marketing Strategy experience dimensions are, when they are applied to Dead Sea product experience in Jordan, the participants were instructed to rate their agreement with the following statements:

Items used in measuring the sensory experience:

1. The company market is affected by business cycles.
2. The objective is to have the greatest visibility of your brand in the targeted markets.

Items measuring the affective experience:

1. Keep improvement of offers to better meet customer's needs.
2. Reviewing audit performance on a regular basis.

3. Items used in measuring the behavioral experience:

4. Utilize trade show marketing to increase sales.

5. Currently perform branding and brand portfolio analysis.

6. Items used in measuring the intellectual experience:

7. Offers deliver real value to the prospect.

8. Items used in measuring the social-related experience:

9. A website created for the needs and interests of visitors.

10. Tailoring messages meant for specific market segments when having the opportunity to do so.

Independent (Predictor) Variables:

The independent variables comprise information, experience, regulations and technology. All of these scales were taken from existing research and examined with a 5-point Likert scale.

3.9.3 ITEMS USED IN MEASURING OF INFORMATION:

Information was measured with the 'Dimension adopted from Brand Personality Scale' (Aaker, 2014)

Items measure sincerity:

1. Have a growth stage of information management.
2. Department-based information systems connect/interface effectively with each other to present an integrated company-wide picture.

Items measuring excitement:

1. Keep surveying customers to help the attitude, motivation and preferences of them.
2. Item used for measuring competence:
3. Information related to the targeted market was collected.
4. Email addresses compiled for an ongoing sales dialogue.

5. Customer and prospect information were captured for building a marketing database.
6. Provide knowledge-based resources to support the marketing strategies.
7. Items measuring sophistication:
 - Tracking and recording responses and transaction data were created for full profiles of customers and their behavior to target future promotions.
 - Setting up networks for transferring information between employees.
 - Contribute and provides data from external databases for comparing the performance with outside market.

3.9.4 MEASUREMENT OF EXPERIENCE:

The scale for experience, trust was adapted from Delgado-Ballester et al. (2003) literature on development and validated them for brand trust scales. It was measured with two main components (reliability and intentionality).

Items used in measuring reliability:

1. The company actively creates and supports “Communities of Practice”.
2. The company engages employees to collaborate cross-organizationally to resolve and prevent customers’ issues, for company-wide customer experience excellence.
3. The overall experience with the markets for the customers is substantial.
4. The brand is every aspect experience of the business, internally and externally.
5. Item measures intentionality:
6. The experience inspires employees to take the customer perspective.
7. Know how to differentiate the experience for unique customer segments to maximize value.
8. The experience helped the marketing department to develop a range of communication skills.
9. Refers to past experiences, when solving problems.
10. The company has extensive experience on market opportunities, revenue generation, and performance improvement.
11. Has a customer database to provide good experiences to customers.

3.9.5 MEASUREMENT OF REGULATIONS:

The regulations scale measured the outcome of the subjective evaluation in the chosen government regulations, in order meet or exceed the expectations. The following scale was adapted from a version of Brakus et al. (2017):

1. The government provides latest information on the regulations of the global markets.
2. The government tests competed with brands of products and made the results of these tests to be available to consumers.
3. The government should set maximum standards for the quality of all the products they should sell to the consumers.
4. The government should exercise responsibility by regulating the advertisements, sales and marketing activities of manufacturers.
5. The government regulations/restrictions are major obstacles for exporting.
6. The documentation required by the government is complicated and excessive.
7. Foreign government regulations and restrictions on imports (i.e., Tariffs and non-tariffs barriers) are very important.
8. The global government regulations are the most challenges to the exporter.
9. The free trade agreement (related to reducing tariff and non-tariff barriers) led to the increase in exports.
10. Standardizing the packaging and containers of the imported countries are considered as an exportation barrier.

3.9.6 MEASUREMENT OF TECHNOLOGY:

The following technology scale was adapted from Brakus et al. (2017): What is measured, does it affect the company?' Technology aimed at measuring the communications towards customers and the company:

1. The internet well implemented in the company.
2. The current marketing information system is based primarily from the computer.
3. Use programs facilitated the communication processes with the customers.
4. The technology enables to reduce operational cost.
5. Technology provides useful information used to effectively achieve marketing objectives

6. The level of technological sophistication is essential for long-term relationships with the customers.
7. Technology resources (e.g. Web Site and Email) permit to connect more efficiently with consumers.
8. The adoption of technology improves the sales and develops more effective Marketing activities.
9. Technology resources (e.g. Data warehousing/data mining) permit to recognize consumers' features and their buying behavior.
10. Training programs for the use of technology improve the efficiency of the marketing performances.

3.9.7 TRANSLATION FOR THE RESEARCH INSTRUMENT

This research was directed at Jordan but the research tool was written in English; clearly, some language problems exist. Although in Jordan the English language is considered a second language, but not all the population speaks English. Besides the questionnaire targeted the Top-level Managers, because it was assumed that they are bilingual, but most of them studied in different countries, like in Europe, and not able to English-speaking very well, although some expressions used in the study are probably connected to the marketing field. Although the original language interpreted in the targeted language, the procedure of translation shaped its own difficulties. Brislin (2017) assumed that, there are numerous difficulties with language translation such as:

1. Some technical words being simply understood in English, but could not have the same meaning in another language.
2. The translator may not have had knowledge of the research field.

To minimize such translation problems, Brislin (2017) proposed some key translation approaches, namely one-way translations, back-translations, bilingual techniques, the committee approach and pre-testing, because of limits time and cost, this study used only two translation approaches –one-way translations and back-translations.

The phases of the translation measures are shown below.

First, the research tool (questionnaire) English questions were translated into Arabic by professional translation services.

Second, the researcher used the back-translation method by giving the questionnaire (Arabic version) to two independent translators, in order to interpret back from Arabic into English, for the purpose of checking the content and meaning of the research tool, as postulated by Brislin (2017) that back-translation technique required at least of two independent translators.

Third, the semi-final translated type was given to a Jordanian (Arabic) editor to improve in terms of words used, and then translated back into English to confirm that the translation was precise.

3.10 INTERVIEW ANALYSIS

A structured Interview was carried out by companies' officials amounting 20 subjects, and they are the General Managers of the following companies:

1. Abdoun Dead Sea Minerals & Products
2. Arab Physician for Medical Supplier Co.
3. Al- Naja Co. For Cosmetic
4. Allied For Special Dead Sea Products
5. Crystal Dead Sea Products
6. Dead Sea Treasures EST. For Mineral Salts
7. Define Care Dead Sea Products
8. Fortune for Dead Sea Products
9. Head TO Toe Company
10. Jordan Co. For Dead Sea Products.
11. Jordan, Egypt, Company for Dead Sea Products
12. Linda Natural Material EST.
13. Madaen Investment and Development Company
14. Muhtaseb Cosmetic
15. Natural Care
16. Numeira Mixed Salt and Mud Co.
17. Ozones Cosmetics
18. Samarah for Dead Sea Products
19. Sawsan Labs for Dead Sea Products
20. Tourmaline Marketing and Inv. Company

The researcher in person conducted the interviews. The respondents were requested to specify their views regarding the interview questions, prepared by the

researcher. The structured interview questions included some personal information mainly their work positions.

Q 1- Does having a good marketing strategy will affect positively exportation and increase your market share in the global market.

All interviewees (100%) agreed that they need to have a good marketing strategy for enhancing their efforts in penetrating new markets and enhancing their market share.

Q2 - How far does the information collected by your company will value, recognizing your market, which will allow you to establish a good marketing strategy to penetrate the new market targeted?

More than (50%) of the interviewees argued that they do not have enough information regarding new markets. They are in bad need for market information that can assist them to build new strategies, which can enhance their marketing share.

Q 3 - Do you think that the company experience in exportation and in the new markets will raise your exportation and penetrate these new markets?

All interviewees (100%) indicated that company experience has a great positive impact on their success factors. They argued that company experience could assist the company in penetrating new markets and enhancing company's efforts in promoting its products.

Q4- Does the new regulations of the global markets' countries will affect your exportation and entering new markets?

Ninety percent (90%) of the interviewees indicated that new regulations in the global markets affect their marketing strategies since they have to abide with the regulation in terms of specifications required or the fees (if any) which it will increase production prices.

Q 5- Do you use the new technology in your company because you think that it will facilitate communications with the recent and new customers, which will raise your exportation?

All interviewees (100%) indicated that they are using new technology in their daily activity for many purposes since they deal with global markets, which need quick response.

From the interviewers answers to the questions it shows that most of them agreed that their success factors are important and should be improved to get a good Marketing Strategy that would lead for a success in penetrating the global markets.

In this chapter, it was discussed the following:

1. Research Methodology
2. Research Framework
3. Hypothesis development that includes the Research Hypothesis and Path analytic framework of the study
4. Moderator versus mediator
5. Development
6. Research design includes the validity and reliability
7. Data collection, sampling and procedure
8. Limitations
9. Overview and structure of the questionnaire that includes:
 - Measurement scales
 - Measurement of marketing strategies
 - Item used in measuring of information
 - Item used in measuring of experience
 - Item used in measurement of regulation
 - Item used in measuring technology
 - Translation of the research instrument
10. The interview analysis

CHAPTER FOUR

DATA ANALYSIS AND RESULTS

4.1 INTRODUCTION

The chapter comprises the data analysis and discussions. The interpretations of the result were discussed in accordance with the data analysis techniques.

4.2 RESPONDENT BACKGROUND

This study was carried out at the Dead Sea products sector, in Jordan. In the area of quantitative data collection, a convenience sampling method was used on the Jordanian Dead Sea products companies.

All the 195 questionnaires were self-administered among the respondents, which comprised the 65 Dead Sea products companies in Jordan. A number of 160 questionnaires were identified as valid. So the response rate (82.05 %) was considered excellent because it was self-administered data collection.

For the qualitative study, purposive sampling techniques were used and they consisted of Dead Sea products companies who globally exporting Dead Sea products and a structured Interview was carried out by companies' officials amounting 20 subjects. The researcher in person conducted the interviews. The respondents were asked to indicate their views regarding the interview questions, prepared by the researcher.

4.3 DEMOGRAPHIC ANALYSIS

The analysis of the collected data from the respondent sample illustrated the following results, ranging from the respondents' gender, age, educational level, position, years' experience in the position and years of work experience:

TABLE 4.1:*Sampling Distribution of Demographic Variables*

Variable	Option	Frequency	Percent
Gender	Male	112	70.0
	Female	48	30.0
Age Group	18-30 years	24	15.0
	31-43 years	96	60.0
	+ 44 years	40	25.0
Education Level	Bachelor degree	88	55.0
	Master Degree	40	25.0
	PhD	16	10.0
	Other	16	10.0
	Post	0	0
	Fax	0	0
Questionnaire received via	Internet (Email)	144	90.0
	By Hand	16	10.0
Experience	1 year- 5 years	24	15.0
	6years- 10 years	24	15.0
	> 11	112	70.0
Type of Company	Sole Proprietorship	24	15.0
	Partnership	32	20.0
	Limited Liability	104	65.0
	Corporation/ S.	0	0
	Corporation		
The Company Years Of Exportation	Between (1-5) years	24	15.0
	Between (6-10) years	24	15.0
	More than 11 years	112	70.0

In respect to the sample of the respondents' gender, 70% are Male and 30% Female. 60%

Age ranged from (31-42 years). 25% of the sample, their age is 44years and more, while 15% their age ranged between (18-30 years) of age.

A majority of the respondents, which comprised 55%, have the first university degree, 25% have master's degrees while 10% have a doctoral degree.

90% of the sample received the questionnaire through the Internet (email), while 10% received it through by hand.

70% of the sample subjects have an experience that exceeds 11 years.

With respect to the type of the company, 65% of the sample was limited liabilities.

50%. Of the companies have an experience that exceeds more 11 years' experience?

The researcher's commentaries are that the majorities of the Top-level Managers in the Dead Sea products companies are men and the reason may be due to the fact that they travel a lot specially the marketing and General Managers. Which would not be suitable for women here.

Moreover, the managers of these mentioned companies are very well educated, which may be a good positive point. There are only three companies as a sole proprietorship, four are partnership and 13 of limited liability the reason may do that the owners may own other businesses.

4.4 DATA ANALYSIS

The following scores were used in examining the sample's responses. Likert scale of five scores was used, for the purpose of finding the sample level of agreement with the following computation used:

$$(5-1) \div 3 = 1.33$$

$$1 + 1.33 = 2.33 = \text{Low}$$

$$2.34 + 1.33 = 3.67 = \text{Medium}$$

$$3.68 \text{ And more} = \text{High}$$

TABLE 4.2

Mean and standard deviations for sample reason responses regarding Marketing Strategy

No	Statements	Mean	S. D.	Rank	Degree
7	Website built around the needs and interests of visitors.	4.50	.978	1	High
2	The objective is to have the greatest visibility of your brand in the targeted markets.	4.25	.997	2	High
3	Keep improvement of offers to better meet customer's needs.	4.25	.700	3	High
4	Reviewing audit performance on a regular basis.	4.05	1.164	4	High
1	The company market is affected by business cycles.	3.9	.540	5	High

9	Offers deliver real value to the prospect.	3.85	1.065	6	High
6	Currently perform branding and brand portfolio analysis.	3.85	.966	7	High
5	Utilize trade show marketing to increase sales.	3.75	.890	8	High
8	Tailoring messages to specific market segments when having the opportunity to do so.	3.55	1.164	9	Medium
General Mean:		3.99	0.580		

The marketing strategy was measured with the statements ranging from 1-9, from the sample's perspective. It is clear from table (4.2) that the study samples on attitude regarding Marketing Strategy the ranges between 3.55 and 4.50.

All indicated various degrees of positive attitudes of the sample towards Marketing Strategy.

Furthermore, statement no. 7 that stated, "Website, built around the needs and interests of visitors" was ranked the first. It may be because an important issue for the companies to build a website, for promoting their products and reach all over the world and the buyers use the internet in their purchases of Dead Sea products.

While statement no. 8 which, states that "Tailoring messages to specific market segments when having the opportunity to do so", was ranked the last. It may be due to that most of the companies are reactive, not proactive, so they sell when they receive orders from any country, very few of them who target the markets.

TABLE 4.3

Mean and Standard Deviations for Sample Responses on information

No	Statements	Mean	S. D.	Rank	Degree
19	Provide knowledge-based resources to support the marketing strategies.	4.05	.742	1	High
16	Capturing consumer and prospect information to form a marketing database.	3.90	.833	2	high
12	Keep Surveying customers to help the attitude motivation and preferences of them.	3.90	.771	3	High
15	Setting up networks for transferring information between employees.	3.85	.745	4	High

18	Contribute and provides data from external databases for comparing the performance with outside market.	3.85	.729	5	High
10	Have a growth stage of information management.	3.80	.983	6	High
11	Collect all the information related to the targeted market.	3.80	.875	7	High
14	Accumulating email addresses for an ongoing sales discourses.	3.70	.957	8	High
13	Tracking and recording answer and transactional data to create full profiles of consumers and their performance to have a future promotions.	3.70	.845	9	Medium
17	Department-based information systems connect/interface effectively with each other to present an integrated company-wide picture.	3.60	.973	10	Medium
General Mean:		3.82	.666		

Information was measured with the statements ranging from (10-19) and was from the respondent's perspective. It is clear from table 3.3 that the study sample attitudes regard information means ranged between (3.60 and 4.05).

All indicated different degrees for positive attitudes of the sample towards information. Moreover, statement no. 19 which stated "Provide knowledge-based resources to support the marketing strategies" was ranked the first, as to build a marketing strategy, it may be very important to have information about the market, customers, competitors, targeted countries... Etc.

While statement no. 17 which stated that "Department-based information systems connect/interface effectively with each other to present an integrated company-wide picture", was ranked the last. The reason could be not all companies have this system installed in their company, or they do not have the sufficient ability to use it if installed.

TABLE 4.4

Mean and Standard Deviations for Sample Responses Regarding Employees experience

No	Statements	Mean	S. D.	Rank	Degree
22	The company engages employees to collaborate cross-organizationally to	4.05	.671	1	High

	resolve and prevent customers' issues, for company-wide customer experience excellence.				
24	The experience helped the marketing department to develop a range of communication skills.	4.00	.897	2	High
26	Refer to past experiences, when solving problems.	4.00	.839	3	High
21	The experience inspires employees to take the customer perspective.	4.00	.709	4	High
29	Have a customer database to provide good experiences to customers.	4.00	.709	5	High
25	The overall experience with the markets for the customers is substantial.	3.95	.867	6	High
28	The company has extensive experience on market opportunities, revenue generation, and performance improvement.	3.95	.671	7	High
23	Know how to differentiate the experience for unique customer segments to maximize value.	3.85	.729	8	High
27	The brand is every aspect experience of the business, internally and externally.	3.70	.903	9	High
20	The company actively creates and supports "Communities of Practice".	3.60	.919	10	Medium
	General Mean:	3.91	0.520		

Table (4.4) indicated that employees' experience dimensions were measured with the statements 21-29 from the sample's perspective. It is clear from table 3.4 that the study respondents' attitudes regarding the impact of experience on marketing strategy, mean ranged between 3.60 – 4.05.

All indicated different degrees of positive attitudes of the sample towards employee's experience. The reason could be to the fact that most of the companies are exporting based on bulk or private labeling so they are not considering their brand a lot.

Furthermore, statement no. 22 which states, "The company engages employees to collaborate cross-organizationally to resolve and prevent customers' issues, for company-wide customer experience excellence" ranked the first, while statement no.

20 which stated that” The Company actively creates and supports “Communities of Practice “ranked the last. The reason could be that most of companies are not interested in these communities because they do not want any employee share information about the company with others.

TABLE 4.5

Mean and Standard Deviations for Sample Responses Regarding Regulation

No	Statements	Mean	S. D.	Rank	Degree
37	The global governments’ regulations are the most challenges to the exporter.	3.65	.966	1	Medium
36	Foreign government regulations and restrictions on imports (i.e., tariffs and non-tariffs barriers) are very important.	3.60	.919	2	Medium
32	The government customize maximum values of quality of all products vended to customers.	3.60	.863	3	Medium
34	The government regulations/restrictions are major obstacles for exporting.	3.45	1.164	4	Medium
38	The free trade agreement (related to reducing tariff and non-tariff barriers) led to the increase in exportation.	3.45	.867	5	Medium
39	Standardizing the packaging and containers of the imported countries are considered as an exportation barrier.	3.45	.807	6	Medium
35	The documentation required by government is complicated and excessive.	3.30	.957	7	Low
33	The government workout duty for regulating the advertising, sales and marketing activities of businesses.	3.25	1.046	8	Low
31	The government test competing brands of products and make results of these tests available to consumers.	3.20	.815	9	Low
30	The government provide latest information on the regulations of the global markets.	3.20	.751	10	Low
General Mean:		3.42	0.478		

Table (4.5) indicated that regulation dimensions were measured by the statements, ranging from (30-39) and were from the respondent’s perspective. It is

clear from table 5 that study sample attitudes regarding the impact of regulation on marketing strategy means ranged between (3.20 – 3.65).

All indicated different degrees of positive attitudes of the sample towards regulation. Furthermore, the statement no. (37), which states that” The global government regulations are the most challenges to the exporter” ranked the first. The reason could be that to enter any global markets the products should compile the requirements of the importing country, otherwise they will refuse and the shipment will return back to the exporter that would result of high loss.

On the other hand, statement no. (30) Which states that” The government provide latest information on the regulations of the global markets.” Ranked the last. The reason for that could be the Jordanian government found it very difficult to get the information of all over world for Dead Sea products.

TABLE 4.6

Mean and Standard Deviations for Sample Responses Regarding Technology

No	Statements	Mean	S. D.	Rank	Degree
46	Technology resources (e.g. Website and Emails) enable to communicate more effectively with the clients.	4.40	.803	1	High
40	The internet well implemented in the company.	4.20	.815	2	High
49	Training programs for the use of technology improve the efficiency of the marketing performance.	4.20	.680	3	High
47	The adoptions of technology improve the sales and developed more effective the Marketing activities.	4.05	.867	4	High
44	Technology provides useful information used to achieve marketing objectives efficiently.	4.00	.777	5	High
41	Current marketing information system is based primarily on the computer.	4.00	.549	6	High
43	The technology enables to reduce operational costs.	3.95	.807	7	High
45	The level of technological sophistication is essential for a long-term relationship with the customers.	3.95	.742	8	High

42	Use programs that facilitate the communication process with the customers.	3.85	.729	9	High
48	Technology resources (e.g. data warehousing/data mining) enable to identify customers' characteristics and their purchase behaviors.	3.85	.574	10	High
General Mean:		4.05	.556		

Table (4.6) indicated that the statements (40-49) from the sample's perspective measured technology dimensions. It is clear from table 6 that study sample attitudes regarding impact of technology on marketing strategy means ranged between (3.85 - 4.40).

All indicated different degree of positive attitudes of the sample towards technology. Additionally, statement no. (46) which states "Technology resources (e.g. Web Site and Email) enable to communicate more effectively with the customers" ranked the first. Maybe because these are the best and fastest communication tools with recent and prospected customers and every company would prefer to see it.

While statement no. (48) Which states that "Technology resources (e.g. Data warehousing/data mining) enables to identify customers' characteristics and their purchase behaviors." Ranked the last, maybe for the fact, that few companies of this sector in Jordan have this technology of data warehousing.

4.5 VALIDITY TEST

An important preliminary test is Keiser Meyer Olkin (KMO) measure, Bartlett's test of sphericity and inspection the anti-image correlation and covariance matrices. KMO measure tests if the partial correlations amongst variables are minor (Field, 2005). Kaiser (2016) explained that a measure above .5 is hardly satisfactory, results among .5 and .7 are average, results among .7 and .8 are decent, results among .8 and .9 are excessive and results over .9 are excellent.

TABLE 4.7

KMO and Bartlett's Test for Marketing Strategy Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.572
Approx. Chi-Square		835.073
Bartlett's Test of Sphericity	df	36
	Sig.	.000

Table (4.7) indicated that for Marketing Strategy, Scale KMO is.572, which means that the result is an average and Bartlett's Test of Sphericity sig. Is less than 0.05, which mean that it is accepted?

TABLE 4.8

KMO and Bartlett's Test for Information Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
Approx. Chi-Square		1595.138
Bartlett's Test of Sphericity	df	45
Sig.		.000

Table (4.8) indicated that for Information Scale KMO is.779, which means that the result is decent and Bartlett's Test of Sphericity sig. Is less than 0.05, which mean that it is accepted.

TABLE 4.9

KMO and Bartlett's Test for Employee Experience Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.712
Approx. Chi-Square		928.880
Bartlett's Test of Sphericity	Df	45
Sig.		.000

Table (4.9) indicated that for Employee Experience Scale KMO is.712, which means that the result is decent and Bartlett's Test of Sphericity sig. Is less than 0.05, which mean that it is accepted.

TABLE 4.10

KMO and Bartlett's Test for Regulation Scale

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.549
Approx. Chi-Square		696.669
Bartlett's Test of Sphericity	Df	45
Sig.		.000

Table (4.10) indicated that for Regulation Scale KMO is.549, which means that the result is an average and Bartlett's Test of Sphericity sig. Is less than 0.05, which mean that it is accepted.

TABLE 4.11***KMO and Bartlett's Test for Technology Scale***

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.706
Approx. Chi-Square		1485.259
Bartlett's Test of Sphericity	Df	45
	Sig.	.000

Table (4.11) indicated that for Technology Scale KMO is .706, which means that the result is decent and Bartlett's Test of Sphericity sig. Is less than 0.05, which mean that it is accepted?

For all the variables, the results were satisfactory because KMO results were over 0.5. Consequently, it was obvious to retain all the variables. The final test pre-moving on to the main factor analysis was to check if the Bartlett's test is accepted. This test checks if the correlations amongst variables are adequately great for factor analysis to be proper. It is well noted that as of the previous tables of Bartlett's tests were highly significant ($p < 0.001$) and good enough for further analysis.

The tests for the initial analysis determined that the comprised variables are satisfactory characteristics to move forward to do a factor analysis.

When the number of factors known, we could begin to understand what they represent. To contribute in this procedure factors could be rotated. Rotation does not alternate the underlying result; nevertheless, it shows the pattern of loadings in a manner, which is easy to interpret (Pallant, 2005). Factor rotation done in different manners. By the theoretical grounds the factors are independent (unrelated) then it is sensible to select one of orthogonal rotations (varimax is recommended). Conversely, if concept proposes that factors could be correlated, then one of the oblique rotations (direct oblimin or Promax) has to be chosen (Field, 2005). Even with this, it could be contended that varimax rotation considered the optimum method to generate further interpretable clusters of factors. The motive is that varimax rotation tries to exploit the dispersal of loadings among factors. In addition, varimax is excellent for simple factor analysis subsequently it is recognized as a respectable overall method which makes the interpretation of factors simple (Field, 2005). Based on this quarrel, varimax rotation has been selected.

TABLE 4.12***Overall Task: Marketing Strategy (Extracted Factors)***

Factors	Labels
I	Marketing Strategy
II	Information
III	Employee Experience
IV	Regulations
V	Technology

FACTOR I: MARKETING STRATEGY

Visibility of brand is most important in Marketing, Strategy, where such visibility needs to utilize trade shows and performance audit. However, this strategy has to be supported through Product and Brand Websites, offering the greatest visibility of both. Along with that, Product Improvement could help with the marketing strategy. Must also be given consideration. In this regard, the brand must be “visible” to customers. In other words, brand and product advertising must be carried out constantly, otherwise customers might forget them. On the part of business, compiling customers’ email addresses is often being widely practiced, allowing marketers to consistently be in touch with them.

Of similar importance are the political factors, particularly the role of government, which is paramount to enhance marketing task effectiveness. Reviewing audit performance and utilizing trade shows are also important deliver real value to prospects (customers) especially at the growth stage of information management designed for the target markets. But most important is the focus to customize maximum values of quality as quality speaks for itself.

FACTOR II: INFORMATION

Branding and brand portfolio analysis is usually implemented through a Website, built around customer needs. In other words, messages are tailored to the market in order to deliver real value to prospects (customers). Information on target markets is accomplished through surveying customers, tracking and recording answers, and building networks to transfer information. This is essentially a department-based information system that contributes and provides data and knowledge-based resources (instead of pure data). This is especially useful at the growth stage of information management.

FACTOR III: EMPLOYEE EXPERIENCE

Factor III also talks about marketing supports such as Product and Brand Website built around customer needs and tailoring messages to the market. The objective is to deliver real value to the prospects (market) but it is necessary that businesses have experience with the markets, although brand still represents every aspect of the business. Human experience along with a good brand will do the job well.

FACTOR IV: REGULATIONS

The website is built around customer needs, but is still affected by the business cycle. This is basically an environmental issue. Improvement of products and services has a negative relationship with regulations indicating how powerful is this factor, because the role of government being the most potent factor for a business. Regardless, a form of network to transfer information (to the market) is imperative at any cost, in order to sustain the business-customer relationship.

FACTOR V: TECHNOLOGY

Modern technology, tailoring messages to the market supports communities of practice so that businesses are always in touch with them. This is basically the role of modern technology. However, the government should test competing brands to make sure that equal emphasis is given to each brand, because a government should be fair to all. Thus, (past) experience pertaining to being market oriented is the basic tenet of modern business that will also inspire employees to do the same.

EVIDENCE OF VALIDITY

Table (4.13) of the factor analysis below indicates Concept Validity where five different concepts are explicated. This study is able to utilize concepts that are logically different in reference to Marketing Strategy. This it denotes Discriminant Validity. Each item utilized in the marketing strategy is itself differently, although these items in general refer to marketing strategy, thus supporting the existence of Discriminant Validity. Convergent Validity is denoted by the five factors extracted by the factor analysis. While each factor (Factor I to V) is it different, all of them “converge” to totally explain Marketing Strategy.

TABLE 4.13

Factor Analysis: Rotated Component Matrix

Strategy Components	Components				
	I	II	III	IV	V
	Marketing Strategy	Information	Employees experience	Regulation	Technology
1- Affected by business cycles	.149	.013	.106	.685	-.082
2- Greatest visibility of brand	.607	.259	.009	-.483	-.037
3- Improvement of products and services	-.043	.125	-.151	-.618	.131
4- Reviewing audit performance	.753	.328	.237	-.082	.149
5- Utilize trade show marketing	.809	-.213	-.067	-.107	.164
6- Banding and brand portfolio analyses	.050	.771	.170	.134	.040
7- Website built around the needs	.187	.574	.582	.268	-.070
8- Tailoring messages to specific market	.117	.593	.311	-.340	-.545
9- Deliver real value to prospects.	.557	.533	.269	-.045	-.026
10-Growth stage of information	.739	.450	.028	.048	.341
11- Information related to targeted market	.633	.681	.140	.016	-.020
12- Keep Surveying customers	.673	.606	-.033	.066	.009
13- Tracking and recording answer	.278	.840	.067	.081	.110
14- Compiling email addresses	.677	.378	.149	.226	.206
15- Networks for transferring information	.419	.694	-.027	.402	.038
16- Capturing customer and information	.596	.333	.416	.291	-.081
17- Department-based information	.033	.722	.413	-.184	.180
18- Contribute and provides data	.041	.620	.304	.000	.179
19- Provide knowledge-based resources	.369	.697	-.006	.081	.197
20- Support communities of Practice	.457	.300	.238	-.027	.627
21- The experience inspires employees	.246	.387	.272	-.110	.696
22- The company engages employees	.483	.322	.261	.192	.285
23- Know how to differentiate experience	.100	.137	.340	-.139	.280
24- Experience helped the marketing	.317	.586	.414	.254	.312
25- The overall experience with markets	.458	.353	.666	.206	.230
26- Refers to past experiences	.545	.040	.172	.006	.405
27- Brand represents every aspect	.135	-.006	.498	-.291	-.206
28- Extensive experience on market	.045	.708	.101	-.084	-.030
29- Database to provide good experiences	.601	.658	-.209	-.111	.074
30- The government provides information	.451	-.177	.035	-.261	-.434
31- The government test competing brands	.178	-.217	.014	.005	-.725
32- Customize maximum values of quality	.601	.342	-.092	.009	-.390
33- Imposed duties for regulating	-.246	.229	.058	.251	-.724
34- Regulations/restrictions are obstacles	.462	.382	.056	.475	.025
35- Documentation required	.021	.185	-.152	.751	.033

36- Foreign government regulations	.567	.148	.446	.300	.205
37- The global governments' regulations	.454	.256	.488	.285	-.263
38- The free trade agreement	.031	.206	.731	-.153	.101
39- Standardizing the packaging	-.362	.452	.404	.551	.079
40- The internet is well implemented	.840	.098	.329	-.217	-.025
41- Current marketing information system	.673	.238	.258	.353	-.001
42- Programs facilitate communication	.499	.352	.246	.018	-.230
43- Technology enables to reduce costs	.609	.159	.515	.144	-.231
44- Technology provide information	.791	.144	.402	.130	.024
45- Level of technological sophistication	.163	.020	.737	.149	.281
46- Technology resources (website)	.124	.159	.850	.118	.031
47- Adoption of technology improves sales	.725	.081	.483	.082	.078
48- Technology resources (data)	.419	.173	.430	-.472	-.001
49- Training programs of technology	.422	-.009	.572	.273	-.188

4.6 RELIABILITY TEST

Cronbach alpha used for testing the constancy of the produced results. Constancy based on the degree to which the respondent, that replied the particular question, will equally reply to the same questions in the same way if they are asked again.

According to the test, the general reliability was 95.4%, since the percentage of the reliability level is superior to 60%, the scale is considered reliable, (Sekaran, 2004).

Moreover, the table (4.13) below shows reliability levels of the scale's variables.

TABLE 4.14

Reliability of the Scale's Variables

Variables	Number of Items	Cronbach alpha
Marketing Strategy	9	78.2
Information	10	93.0
Employees experience	10	85.0
Regulation	10	69.7
Technology	10	91.4
Overall Scale's Reliability	49	95.4

4.7 NORMALITY TEST

Data test of normality distribution was made to investigate if the data was normally distributed or not. (One – Sample Kolmogorov-Smirnov Test) was made

which is used to test the normality and the results are shown in the following Table (4.15).

TABLE 4.15

Normality of the scale's Variables

Variables	Mean	Std. Deviation	K-S-	Sig
Strategy	3.99	.580	1.952	.001
Information	3.82	.666	2.017	.001
Experience	3.91	.520	1.803	.003
Regulation	3.42	.478	1.272	.790
Technology	4.04	.556	2.274	.000

4.8 TESTING OF HYPOTHESES

Many statistical tests were applied in testing the hypotheses of the study. The obtained results were as follows:

4.8.1 FIRST MAIN HYPOTHESIS

Ho1: There is no statistical significant impact of success factors on Marketing Strategies.

TABLE 4.16

Results of the first main hypothesis

Depend. Variable	R	R ²	F-Calc.	DF	Sig	Independent variable	T calc.	Sig
Marketing Strategies	.815	.664	312.845	158 159	.000	Success Factors	17.687	.000

Table (4.16) indicated that the simple regression model, which represented the relationships between Success factors and Marketing Strategy are significant, since F calculated value were = 312.845 and Sig. The Sig. The value is (0.000). Moreover, the Success Factor explains 66.4% of the changes in Marketing Strategy and illustrated the impact of the independent variable (success factors) on the dependent variable. Therefore, the null hypothesis is rejected and the alternative one is accepted.

This means that, “There is a statistical significant impact of the Success Factors of Marketing Strategies”.

Ho1-1: There is no statistical significance impact of Information on Marketing Strategies.

TABLE 4.17*Test results for the first sub-hypothesis*

Depend. Variable	R	R ²	F-Calc.	DF	Sig	Independent variable	T calc.	Sig
Marketing Strategies	.819	.671	321.554	1	.000	Information	17.932	.000
				158				
				159				

Table (4.17) results indicated that (R= 0.819), this means that there is a strong relationship [between independent variables (information) and dependent variable (Marketing Strategies)]. Moreover the tables indicate that (R²= 0.671), this means that information variable explains (67.1%) variance in Marketing Strategy.

The table also showed that F value is (321.554) at (Sig = 0.000) level, which confirmed the regression significant at ($\alpha \leq 0.05$).

The table indicated that (T= 17.932) at (Sig = 0.000) confidence level, therefore, the null hypothesis is rejected and the alternative one is accepted.

Therefore, “There is a statistical significant impact of Information on Marketing Strategies”.

Ho1-2: There is no statistical significant impact of Employees experience on Marketing Strategies.

TABLE 4.18*Test result of second sub-hypothesis*

Dependent Variable	R	R ²	F- Calculated.	DF	Sig	Indep. variable	T calculat.	Sig
Marketing Strategies	.682	.466	137.742	1	.000	Employees experience	11.736	.000
				158				
				159				

Table (4.18) results indicated that (R= 0.682), this means that, there is a strong relationship between the independent variable (Employees experience) and dependent variable (Marketing Strategies). Moreover, the table indicated that R²= 0.466, this means, that Employees experience variable explained 46.6% variance in Marketing Strategy.

The table equally showed that F value is (137.743) at (Sig = 0.000) level, which confirmed the regression significant at ($\alpha \leq 0.05$).

The table also indicated that (T= 11.736) at (Sig = 0.003) at confidence level, so, the null hypothesis is rejected and the alternative one, is accepted.

Therefore, “There is a statistical significant impact of Employees experience in Marketing Strategies”.

Ho1-3: There is no statistical significance, impact of the Regulations on Marketing Strategies.

TABLE 4.19

Test result of third sub-hypothesis

Dependent Variable	R	R ²	F-Calculat.	DF	Sig	Indep. variable	T calculate.	Sig
Marketing Strategies	.529	.279	61.288	158	.000	Regulations	7.829	.000
				159				

Table (4.19) results indicated that R=0.529, this implied that, there is a less but good relationship between the independent variable (Regulation) and dependent variable (Marketing Strategies). Moreover the tables indicated that (R²= 0.279), this means that regulation variable explained 27.9% variance in marketing strategy.

The table also showed that F value is (61.288) at (Sig = 0.00) level, which confirmed that the regression is significant at ($\alpha \leq 0.05$).

The table equally indicated that T= 7.829 at (Sig = 0.000) confidence level, therefore the null hypothesis is rejected.

Therefore, “There is a statistical significant impact of regulations on Marketing Strategies”.

Ho1-4: There is no statistical significance, impact of Technology on Marketing Strategies.

TABLE 4.20

Test result of fourth sub-hypothesis

Dependent Variable	R	R ²	F-Calculat.	DF	Sig	Independ. variable	T calculat.	Sig
Marketing Strategies	.715	.511	165.361	158	.000	Technology	12.859	.000
				159				

Table (4.20) results indicated that $R = 0.715$, this means that there is a strong relationship between the independent variable (technology) and dependent variable (Marketing Strategies). Moreover, the tables indicated that ($R^2 = 0.511$), this means that technology variable explained 51.1% variance in marketing strategy.

The table also showed that F value is (165.361) at (Sig = 0.000) level, which confirmed the regression significant at ($\alpha \leq 0.05$).

The table, equally indicates that ($T = 12.859$) at (Sig = 0.000) at confidence level. So, the null hypothesis is rejected and the alternative one is accepted.

Therefore, “There is a statistical significant impact of technology on Marketing Strategies”.

4.8.2 SECOND MAIN HYPOTHESIS

Ho2: There are no differences of success factors in Marketing Strategies due to company type with its export experience.

TABLE 4.21

Test result of second main hypothesis

Effect on Marketing Strategy	M.S.	F	Sig.
Success Factors	35.499	312.845	.000
Success Factors due to Company Type	18.163	166.757	.000
Success due to Company Export Experience	17.948	159.948	.000
Success Factors due to Company Type with its Export Experience	12.164	112.048	.000

Table (4.21) indicates there is a significant effect of Success Factors directly, due to Company type alone, to Export Experience alone, or due to a Company Type with its export experience together.

Nevertheless, as noted from the F value in each case it is decreasing when the Success Factors is having a mediator with the Marketing Strategies.

Therefore, the null hypothesis is not accepted, so, it implied that, “There are differences in Success Factors on Marketing Strategies due to company type with its export experience”.

Ho2-1: There are no differences of Information on Marketing Strategies due to Company type with its export experience.

TABLE 4.22*Test result of first sub-hypothesis*

Effect on Marketing Strategy	M.S.	F	Sig.
Information	35.824	321.554	.000
Information due to Company Type	18.154	166.482	.000
Information to Company Export Experience	17.952	160.836	.000
Information due to Company Type with its Export Experience	12.109	110.462	.000

Table (4.22) indicates there is a significant effect of Information directly, due to Company type alone, to Export Experience alone, or due to a Company Type with its export experience together.

Nevertheless, as noted from the F value in each case it is decreasing when the Information is having a mediator with the Marketing Strategies.

Therefore, the null hypothesis is not accepted, so, it implied that, “There are differences of Information on Marketing Strategies due to company type with its export experience.

Ho2-2: There are no differences in Employees experience in Marketing Strategies due to company type with its export experience.

TABLE 4.23*Test result of second sub-hypothesis*

Effect on Marketing Strategy	M. S.	F	Sig.
Employees experience	24.884	137.742	.000
Employees experience due to Company Type	13.203	76.707	.000
Employees experience to Company Export Experience	12.980	73.199	.000
Employees experience due to Company Type with its Export Experience	8.986	52.958	.000

Table (4.23) indicates there is a significant effect of Employees experience directly, due to Company type alone, to Export Experience alone, or due to a Company Type with its export experience together.

Nevertheless, as noted from the F value in each case it is decreasing when the Employees experience is having a mediator with the Marketing Strategies.

Therefore, the null hypothesis is not accepted, so, it implied that, “There are differences in Employees experience in Marketing Strategies due to company type with its export experience.

Ho2-3: There are no differences of Regulations on Marketing Strategies due to company type with its export experience.

TABLE 4.24

Test result of third sub-hypothesis

Effect on Marketing Strategy	M.S.	F	Sig.
Regulations	14.932	61.288	.000
Regulations due to Company Type	7.596	31.192	.000
Regulations to Company Export Experience	7.596	31.192	.000
Regulations due to Company Type with its Export Experience	5.086	20.787	.000

Table (4.24) indicates there is a significant effect of Regulations directly, due to Company type alone, to Export Experience alone, or due to a Company Type with its export experience together.

Nevertheless, as noted from the F value in each case it is decreasing when the Regulations are having a mediator with the Marketing Strategies.

Therefore, the null hypothesis is not accepted, so, it implied that, “There are differences of Regulations on Marketing Strategies due to company type with its export experience.

Ho2-4: There are no differences of Technology in Marketing Strategies due to company type with its export experience.

TABLE 4.25

Test result of fourth sub-hypothesis

Effect on Marketing Strategy	M.S.	F	Sig.
Technology	27.322	165.361	.000
Technology due to Company Type	15.162	103.041	.000
Technology to Company Export Experience	13.745	83.199	.000
Technology due to Company Type with its Export Experience	10.11	68.305	.000

Table (4.25) indicates there is a significant effect of Technology directly, due to Company type alone, to Export Experience alone, or due to a Company Type with its export experience together.

Nevertheless, as noted from the F value in each case it is decreasing when the Technology is having a mediator with the Marketing Strategies.

Therefore, the null hypothesis is not accepted, so, it implied that, “There are differences of Technology on Marketing Strategies due to company type with its export experience.

In this chapter it was discussed the data analysis results of the respondent background, demographic analysis, data analysis, validity, test, reliability test, normality test, and the testing of hypothesis that includes the first main hypothesis and the second main hypothesis.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 FINDINGS

Results indicated that most employees in the Jordanian companies of the Dead Sea products are males; the majority belong to the age groups more than 31 years with long years of experience. Such data is deemed as a good indicator in terms of understanding the research topic that relates to the factor of an employee's experience.

With respect to the analyzed companies, the most of them are with limited liability and have good and long experience in exporting. The Dead Sea products companies are affected by the business cycle, and they concentrate on a few markets, as this relates to the company type and export experience factor of the study.

Almost about, all companies prefer to have their own brands for marketing world countries. However, such companies do not allocate sufficient budgets for promotion and marketing. The Dead Sea products factories spend more expenses on production, machines and expansion. These Dead Sea companies have no high sales to cover their marketing expenses, and this relates to the factor Technology of the study.

In order to face higher competition, The Dead Sea product companies keep improving their offers although they are not all that professional due to the fact that buyers always ask for less prices. The company's owner who is at the same time runs the company, reviews, performance on a regular basis, although most of the companies consider trade shows as a very important strategy, but they do not utilize it well because they don't have sufficient provisions to spend. In addition, they are usually late in taking a decision for participation or attending, which in its turn affect their efforts for attendance's preparation and this is related to the Marketing strategies variable of the study.

The Dead Sea products companies in Jordan are aware that they have to build a website to promote their business, but most of them do not care about the search engine optimization (SEO), which is very important to build. Because such service will provide their websites to be at the top levels of the search engines and facilitate the customer's search for a Dead Sea products supplier, this is related to Technology factors of the study..

Companies have to collect the needed information about the targeted markets with the assistance of the Jordan enterprise development corporation. The corporation is a governmental party, but usually do not make an update of the information, this requires a close cooperation between the companies and the corporation to update their information periodically. The findings indicate that there are no tracking of the data and compiling email addresses of the customer. Most of the factories have installed the enterprise resource planning system (ERP) but they utilize it only for warehouse and accounting, although it has options for purchasing and sales, but they do not use, and this finding is related to information factor of this study.

As mentioned before companies do not have an access to updated information from the targeted global markets or their current markets, instead they get information from customers, and this finding relates to information factor too..

Employee experience is very important for the Dead Sea products companies in Jordan beside his/her education background, but the companies search for experienced employees from their competitors since they believe that they might get other companies know-how or customers. It is true that these companies might involve employee to solve customer's problems, but the general manager makes the last decision, this relates to employees experience factor of the study..

The employee with good experience knows how to communicate with the customers through email, phone, Skype or WhatsApp, but social media are rarely used in a professional way by the Dead Sea products companies in Jordan. The Dead Sea company-marketing department or the director-employee-contacts with the markets should have background, full details and information about the targeted market before applying his/her/their marketing plan which will save time, cost and thus do it properly, this is related to both factors of the study information and employees experience..

One of the best ways to solve the problems with customers is to refer to the past-experience with other customers, which in its turn will end with a good solution and this finding related to employees-experience.

Although most of companies agreed that they have a good experience on market opportunities, revenue generation, and performance improvement, they are not successful in marketing; this is related to employee's experience.

The researcher observed that most of sample companies have the opportunities and the infrastructure to exploit and improve the factors to succeed their Marketing

strategies. For many years the Jordanian government has been working on to get most of the required information of regulations from other countries to facilitate to the Jordanian company to export with no problems to these countries. Mainly these regulations on labelling, product packaging materials, and the accepted ingredients of the cosmetic products, are important as since three years, the JFDA (Jordanian food and drug association) started to issue the GMP certificate to the Dead Sea products companies as a good support for the exporter and this is related to the study factor, which is regulations.

The Jordanian government regulations and restrictions, especially to the Jordanian Dead Sea products companies are considered a big obstacle of exporting, because there are certain fees are paid by the exporter and this is impacting on the export prices that would affect competing in the global markets, this is related to the regulation factor too.

Although the documents for exporting are many and complicated, but this is still good to avoid any unqualified company to export, otherwise the reputation of the Jordan Dead Sea products will be refused globally, this is related to company type export experience factor of the study.

All companies should be aware of the global government regulations and restrictions of import before exporting or even marketing, because they should fulfil the entire requirement, otherwise the shipment will stack on the border and the shipper will bear the expenses for shipping back the exported goods, this is related to regulation factor of this study.

Jordan has signed free trade agreements with many countries including USA, Canada, EU countries, Singapore, the Arab world countries, and Turkey; which are considered as a big advantage for the Jordanian products. Moreover, the process of packaging is considered a big barrier for these companies. Since in Jordan, there are limited companies that produce cosmetic-packages such as tubes, Jars and bottles. Beside that such products are not high attracting, nevertheless the Dead Sea products in the global market's shelves will be near the other brand of cosmetics and if they are not attracting then the customer will not pick them up from the shelve, this is related to regulation factor of the study.

The internet is well- implemented in most of the Jordan Dead Sea products companies, which is considered a very positive point. The computer is considered very essential for marketing where all the companies should use it to prepare their

marketing plans and strategy, this finding is related to the factor of the study Technology.

If the companies keep updating with the latest technology, this will be an advantage over the other competitor, where they can do the right studies, reach all the information required, and communicate professionally with customers, and this is related to Technology factor too.

Training of the employees is very important to keep them updated with all new tools, especially in communication with customers. Nevertheless, the Jordanian Dead Sea companies have failed because they do not keep training the employees well. Because they are afraid that they will spend much time on training them. And after that, the employees will quit the company to another one having the full experience and training given by the ex-company, and this relates to the employees experience factor of the study.

5.1.1 IMPLICATION OF FINDING

The researcher suggested that the Dead Sea products companies in Jordan should employ and train more females for marketing and promoting their products.

Moreover, it is suggested to merge small companies for the purpose of having larger company with sufficient financial and human resources. To avoid the impact of the business cycle, the Jordanian Dead Sea products companies should exert their best efforts to export their products to different parts of the world, and always keep looking for penetrating new markets, because any demand drops for product in one country may be compensated in another country.

The Jordanian Dead Sea companies export volume was low, for the purpose of increasing their exports they are advised to concentrate on private labeling, by which the buyer will do his/her own brand for marketing and share the cost with the exporter.

It is suggested that manufacturers should make a joint venture with marketing companies, each of which has to handle its task in the right way, this means that the factory concentrate on production while marketing company handle marketing process.

The mentioned companies are requested to concentrate on the added value instead of decreasing prices for customers.

Companies should participate in trade shows and should do their preparation one year in advance, to have a good idea on the market and the consumers. For the

purpose of saving costs, it is suggested that 2-3 companies should share each research costs.

The search engine should be considered properly, as this will appear the company website details in the search engine in the top levels prior the other competitors at the where the customers will contact them first.

The companies should contact the international companies for market study as they have more updated information than the Jordanian enterprise development corporation (JEDCO).

Back up of the company's information is very important so the others would know how to handle with the customer. In case that the employee is not available.

The company should consider the employees as a partner and there should be a mutual trust so the company could go forward.

Companies should utilize the ERP system more as it will facilitate the purchasing and selling procedures professionally. In addition, will be noted by the customer positively.

It is better that the company targets at least two to three countries per year, where the marketing manager would have time for traveling to each country and studying it.

The Dead Sea products companies in Jordan should build a right functional marketing strategy and work on it.

The researcher suggests that the Jordanian Dead Sea companies should concentrate on the employees of cosmetic companies, but not hiring the employees of the competitors.

The companies should utilize the social media professionally. In addition, all the emails and other communications should have a backup of the company to refer to anytime if needed.

The Jordanian Dead Sea products companies should always keep up with new updates of the packaging and labelling.

The Jordanian Dead Sea products companies should utilize the infrastructure to have a good successful marketing strategy and develop all the related factors.

The Jordanian Dead Sea companies should keep up with the regulations of world countries regarding product's ingredients, so Jordanian Dead Sea companies should avoid using undesired components in their products with respect to other countries.

They should focus on research and development (R and D). In addition, the GMP certificate is very important to enter the EU countries and is a good advantage for the companies to enter other countries, so the Jordanian Dead Sea companies should work on to have it. It is suggested that the Dead Sea association should ask the Jordanian government to reduce exporting fees from the Jordanian Dead Sea products companies in order to give companies with a competitive advantage margin.

The researcher in his capacity as one of the board members of the Dead Sea association in Jordan has noticed that there are some Dead Sea products companies in Jordan are exporting low quality of Dead Sea salts. This would affect the Jordanian Dead Sea products in the world market, so one of his recommendations to the government is to control the exportation of Dead Sea products.

As for the Free trade agreement, the Jordanian Dead Sea products companies should benefit a lot from this opportunity because the international customer would prefer not to pay any customs so he can compete the other products in his country.

The packaging is a big barrier for Dead Sea products so it is recommended to import the packages from other countries such as China, Hong Kong and Taiwan, because they have good quality and many selections with competitive prices.

It is recommended to use the internet in promotion, research, communication, recruiting, studying competitors and sending offers to customers. Now there are the smart phones and most or everyone owns a smart phone, so it is recommended that the companies make an application of their products and use it as a best communication tool through multiple programs.

The Jordanian Dead Sea products companies should invest in the employees and keep training them, as this investment would return with profits to the company. In addition, they should offer incentives to them, in this way they will have their loyalty with win-win results.

5.1.2 PRACTICAL OF IMPLICATION

The practical implication suggested and recommended by the researcher to the Jordanian Dead Sea products companies, would be to get the bilingual female employees with cosmetic and skin care background, where they could recommend and advise the end consumers what to use on their skin and train the wholesaler or distributor about the Dead Sea products lines.

When some Dead Sea companies do merges together, they would divide the cost of any investment or project and would be a good power in front of the competitors where they would share their experience and the know how together.

The Dead Sea products companies in Jordan should target each quarter different countries in different continent, in this way they will launch the product four times per year and the life cycle of the same products will have four times growing too.

Private labelling would be another type of business to the Dead Sea products companies in Jordan; because the new trend now is that the customers/ distributors build their own brands, where they could target the other countries too. Therefore, the Jordanian Dead Sea products would find more than one brand that they produce in the same country with different brands.

When the manufacturer of the Dead Sea products in Jordan Joint venture with Dead Sea products, marketing company in Jordan they would increase their sales together as the manufacturer would concentrate on getting the best products and the marketing companies concentrate on the marketing activities.

Each department of the Dead Sea Company in Jordan should have a manger where it could review the performance and correct any fault easily. When a company wants to participate in any trade show, it should study the market that it is targeting, contacting the customers and then preparing the staff that will join, and after that it should prepare the promotional materials related to that show in the language of that country having the trade show.

There are some programs that would improve the listing in the search engines that the Dead Sea companies in Jordan could buy and use or even contact the companies that are professional in SEO. The company could search through the internet for international consultant companies that do research in the global markets or can appoint a local company to do that research. The company could do the backup either on servers or in the internet cloud backup.

If the Dead Sea products companies in Jordan make a contract with the best employees and offer them some shares in their companies the researcher believe that the employee will do his/her best efforts for this company and never quit as he/she will consider him as a partner in this company.

The company should ask the ERP companies to give their employees an intensive training on how to use this system in sales, purchasing and other options.

The company should appoint a sales area manager for each area by dividing the world into parts and every area manager handle his /her own. And the company of the Dead Sea products in Jordan should improve the success factors of this study and build a successful marketing strategy where it will show where, how and when to reach the goals.

The companies should search for the best employees with cosmetic experience and hire them, especially if they are bilingual. There are monthly reports issued by foreign parties about the ingredients of cosmetics that the company would subscribe in to receive these reports continuously.

The Jordanian Dead Sea products companies should start to prepare their factories according to the GMP regulations. And should immediately contact the customers in the country they have a free trade with Jordan which are many. In addition, they should subscribe in the website portals that offer promotional activities.

It is recommended that the companies direct all their promotions, website and marketing tools to be applied in the smart phones where it would reach every customer simply.

5.1.3 IMPLICATION TO THE DEVELOPMENT OF NEW KNOWLEDGE

The researcher declares that if the Jordanian Dead Sea companies follow his suggestions and recommendation in this study, it would lead to an expansion of the company market shares in the global markets, and other industry would benefit too.

When the company hires a female with a cosmetic and skin care background beside that she will promote the brand, this brand also will compete other well-known brands and the customers will recognize the brand and talk about it to everyone, which is a good marketing tool ‘‘mouth talk’’.

When the companies do merges, then they would agree to divide the whole world into markets and then each big company would handle one part, which would be good to confront the competitor. When the company launches the product in different parts of the world, then they will not be affected by the business cycle, but the opposite, they will always have growing sales of the product and would also influence the experience of one country to another.

Private labeling of the Dead Sea products would gain profits for the Jordanian company and also increase the market shares.

A joint venture between the Manufacturer of Dead Sea products and marketing company would lead to a good product and good market at the same time. And then preparing for the trade show before one year at least this would be a market research at the same time to attract customers too.

Using SEO tools for the website leads to promoting the brand at the same time. In addition, the cloud back up would help the company employees from anywhere in the world to get the information needed.

To have the employees as partners in the company by giving shares to them as a result the employees will do their best and they will not allow any project in the company to fail too.

When an appointing sales area manager this means that every sale has a different company to handle, and they can share their experience together, where in the future the company could create a new brand and then it will be easy for the area manager to market.

The success factors could be applied to other industries to do their marketing strategy. If the company has an updated information on a monthly basis, then this is an advantage for the company for marketing the Dead Sea products.

The certificate (GMP) Good Manufacturing Practices is a good advantages for the companies in the countries that require it and also for competing other companies in the country that do not require that, they might make it a must to have.

The benefit of free trade agreement would allow the customers to keep purchasing from the Dead Sea products companies in Jordan in long terms, beside that they can send the packages to Jordan free of customs and get them back filled with the Dead Sea products.

When the companies apply all their marketing activities including their website to fit in the smart phones, then the customer would make an immediate communication through the smart phones and could place an order at once.

5.2 CONCLUSION

The following is an analysis of certain statistically significant success factors on the development of Marketing Strategies:

1. According to the following conclusion, we answer the first research question which is: What are the factors that affect Marketing Strategy of the Jordanian

companies? And we found that four factors affect the Marketing Strategies of Jordanian companies:

- Information is the most significant success factor for a company to develop its marketing strategies. This leads to having a clear understanding of customers and competitors. Information about customer makes the company to understand his needs, requirement, preference and desire and opinions of the company's product and brand. A detailed understanding of competitors allows a company to position itself in relation to them. It also allows an accurate assessment of comparative strengths, weaknesses, and areas for emphasis. Once the company identifies both direct and indirect competition, it can determine how and why its products are special and benefit customers in a particular way. The company can then compete based on value, price, product, or service, or some combination of these. A company's unique position in the marketplace can then be touted in its marketing strategy. The value of information is critical to decision making, for developing marketing strategies, and related operational management. The findings from this study is consistent with findings in McGee and Prusak (2017), Griffiths and King (2014), Greasley, Bocij, Chaffey and Hickie (2014), Drucker (2012) and Abu Naba and Abdul Aziz. (2013).
- Another significant success factor for developing marketing strategies is the experience of company employees in international markets. Such experience allows for the development of marketing strategies that achieve the company's goals by identifying superior customers and their needs. These needs are not limited to the utilitarian benefits of the products and services, but extend to the hedonic experience of consumption itself. This sophistication leads to brand identification, customer satisfaction, and loyalty. Only experienced employees can provide this level of sophistication for the development of marketing strategies. The findings from this study is consistent with findings in Caru and Cova (2003), Gentile, Spiller and Noci (2007), Hoch (2002), Law, et. Al (2009) and Lewis and Staehler (2011).
- Regulations are a third significant success factor for developing marketing strategies, particularly in new global markets. Adherence to all the targeted market's regulatory requirements is critical to success. This normally requires some sort of local representation in order to develop the needed expertise.

Although companies are generally given broad latitude to develop marketing strategies suited to the local environment, the authorities do sometimes intervene to control activity deemed destructive to the public interest. Therefore, regulations are a significant success factor for developing marketing strategies. The findings from this study is consistent with findings in Remer (2014), Nayler (2006), Boylaud and Nicoletti (2001), McNeil (2012) and Tselekounis (2013).

- Technology is another significant success factor in developing marketing strategies. It provides innovative ways to communicate with customers, receive their feedback, and apply that input to study of the market. Technology advancements will allow companies to enlarge their markets and sales in multiple ways they did before. An essential component of managing technology is the ability of recognizing its power in achieving successes in the economy of a free market. The act will ensure technological resources, policies, and decision contributed to the company's competitive advantages. The Internet does not only bring a new perspective to the marketing mix, but may bring a fresh way to approach potential customers in a very interesting, creative, and cost efficient manners. This implied that technology is a significant success factor in the development of marketing strategies. The findings from this study is consistent with findings in Thoumrungroje (2004), Klumpp, Brorsen and Anderson (2005), Zhu and Xu (2010), Furaiji, Latuszynska and Wawrzyn (2012), Moghaddam and Foroughi (2012), Nooraie (2012) and Huang, Abu-Salih and Megdadi (2013) studies.
2. In addition, for the second question of the research which is: Are there any impact or lack in terms of Information, Employees-Experience, Regulation and Technology on success Marketing Strategies of the Jordanian Dead Sea products companies?, We found that there is an impact of the four factors as the following:
- There is an important statistical impact of information on Marketing Strategies. The result may be recognized due to the fact that building any marketing strategies needs information related to the topic, since the absence of information will lead to failure of reaching any goals, this is consistent with Moorman, Du and Mela (2005), Hashem (2006), Yannopoulos (2011) and Rasula, Vuksic and Stemberger (2012) studies.

- There is a significant statistical impact on Employees experience on Marketing Strategies. The result may attribute to the fact that the companies' employees are experienced in international markets in setting up a marketing strategy that achieves the companies' goals and objectives. This is also in line with Pine and Gilmore (2014), Constantinides (2004), Santala (2007), Wood and Masterman (2008), Verhoef (2009), Lebherz (2011), Rossi and Tasca (2012), Qader (2013) and Mulamuhic (2013), studies.
 - There is a significant statistical impact of regulations on Marketing Strategies. The reason may be due to that most of the Dead Sea products companies are exporting to different countries and each country have different regulations that they should compile. Therefore, the regulations affect their marketing strategies. This conclusion agrees with Frankenberger (2006) and Grimsholm and Poblete (2010) studies and is at variance with some other studies such as Beardsley that focus narrowly on distribution companies. Generally, such companies need to comply with the regulations. Therefore, for such companies, regulations play a big role in the development of marketing strategies.
 - There is significant statistical impact of technology on marketing strategies. It is due to many reasons. Nevertheless, the most important reason, because it facilitates communications with the targeted customer and market, plus distinguish the position of supply and demands of the market in shorter time, this agrees with the findings of Rainisto (2003), Vincent (2005), Little (2008), Farooq and Jan (2012), Michelsonas and Abdur (2012) and Dauda and Ismaila (2013) studies.
3. And for the third question of the research: are there any differences in the success factors (Information, Employees-Experience, Regulations, and Technology) on the Marketing Strategies of the Jordanian Dead Sea products company due to a Company Type with its Export Experience? We have discovered there are differences of success factors in Marketing Strategies due to company type with its export experience, according to the following:
- There are differences of information on Marketing Strategies due to company type with its export experience. Because the information plays a big role in Marketing Strategy and the type of the company and its export experience are affected because the company with long export experience should have good information and type would affect too, and this agrees with Moorman, Du and

Mela (2005), Moorman, Du and Mela (2005), Hashem (2006) and Yannopoulos (2011).

- There are differences in Employees experience in Marketing Strategies due to company type with its export experience. Because the employees' experience is taken part of the company, itself and the type of the company would affect too, and this finding agrees with Pine and Gilmore (2014), Constantinides (2004), Santala (2007), Wood and Masterman (2008), Verhoef (2009), Lebherz (2011) and Rossi and Tasca (2012).
- There are differences of regulation on Marketing Strategies due to company type with its export experience. The big companies and companies with good experience would have it easier to have and compile the regulations easily and this agrees with Frankenberger (2006), Beardsley, Bugrov and Enriquez (2007), Grimsholm and Poblete (2010), Asikainen (2012) and Asikainen (2012).
- There are differences of technology in Marketing Strategies due to company type with its export experience. The reason may be because technology is a constant evolution, and in every day, there is always something new. However, the companies with good experience of export knows which technology should get and big companies would install it easily from financial woes, this finding agrees with the studies of Rainisto (2003), Vincent (2005), Farooq and Jan (2012), Michelsonasand Abdur (2012), Dauda and Ismaila (2013) and Little (2014).

5.3 RECOMMENDATIONS

1. Based on the research study the have to assess their performance in developing marketing strategies from time to time through using the four significant success factors listed in the research:
 - Information: Information nowadays are considered as a valuable asset of any organization. This requires from Deed See to evaluate their employees' knowledge, customers and competitors in order to form a good image for the purpose of taking steps to improve information quality
 - Experience: Despite the fact that each company has its own experience in this field, it is required to evaluate its own experience level of its employees

and should set a develop a program of hiring new staff or training the existing staff for the purpose of coping with the change in the markets.

- Regulations: As for regulation, each company should review from time to time to investigate if there are any problems in the regulatory requirements in its markets. It is also requested to evaluate its adequate company representation in those markets and should exert its best efforts to solve the existing problems or to avoid the potential ones. The companies are requested to set the best possible local marketing strategy to maintain and increase their market shares.
 - Technology: Companies are requested to carry out periodical research to evaluate the benefits they obtain from the used technology, and at the same time to decide either updating the technology they use or to have more advanced technology as a means of improving company performance.
2. Based on the study, the customer database is very important, and the export department should always follow up with the customers before and after sales:
 - The customer database is very important, because it should show the previous correspondences and history of each customer that if the employees is changed, the new one will know how to continue with the same customer without breaking the relation or doing something wrong.
 - It will show also the preferences of the customers and the prices were sold to them too.
 - Following up with the customer is very important before sales because it will show the high reputation of the company and employees that to deal with.
 - After sale follow-up with the customer is very important because this will build trust toward the company and that their customer will keep dealing with it for the long term.
 3. Based on the study, companies should hire the most experienced bilingual employees available in the job market as they are the greatest resource for successfully penetrating global markets and to open all information of the company to them:
 - Their experience supports the market knowledge and penetration.
 - Shipping and delivery on time and at better shipping price.
 - They know what requirements the market needs and how to compile in the best way.

- The documentations required for exportations and the targeted countries.
 - High-qualified bilingual employees, very good in communications with customers could build a mutual trust.
 - The high, qualified employees save lots of time and money for the company.
4. Based on the study, a continuous training of the employees is a very important investment for the companies to keep up with growth:
 - The employees especially, the export depart require different training continually.
 - Training of the product how to use, the ingredients content of each item and what are the benefits,
 - Training on how to communicate better, and to write emails and letters this is very important too.
 5. Based on the study, the companies should benefit from the free-trade agreements signed between Jordan and other countries where it is considered a big benefit:
 - Many customers are concerned with prices issues of the products.
 - The customs are considered an important cost for most of the importer.
 - So once the important/ customer realizes that for the Jordanian products, especially the Dead Sea products there are zero customs, this will be considered favorably.
 - Jordan has signed much trade agreement with different countries to support the exportation especially with the USA, EU countries, Canada, Singapore and the Arab countries.
 6. Based on the study, the Government of Jordan should provide support for the global marketing of Jordanian Dead Sea products including financial support for exhibitions at global fairs:
 - Jordanian Dead Sea products are not well known globally.
 - Israeli companies, the principal competitor, markets Dead Sea products, which are much better known globally.
 - Such support would be in the best interest of Jordanian economic development.
 7. Based on the study, Jordanian Dead Sea products companies, together, should cooperate in developing a global marketing strategy with the help of the Government of Jordan:

- There are many undeveloped markets for Dead Sea products globally.
 - Israeli companies, the principal competitors globally, cooperate with each other in the development of marketing strategies for export of these products.
 - Contrarily, Jordanian companies work individually to the detriment of opening global markets.
 - Adopting the methods of the Israeli companies would allow Jordanian companies to compete more strongly.
8. Based on the study, the company should always work on improving the products, formula, packaging and labels according to global countries' requirements and be aware of the continuous changing in regulations:
- Improving and developing a new product is very important because daily there are new competitions in the market and having competitions and new product always is very important.
 - The formula should always be improved, because the Scientifics discover certain ingredients that should be changed or there are new ingredients with better effects.
 - The packaging and labeling is very important to meet the targeted new country requirement, because sometimes there are countries require certain descriptions to be written on the labels or language.
 - Getting continuous update from the country's regulations is very important to be ready for any changes required.
9. Based on the study, the Internet should be well implemented in the company, beside it is an important tool of communication with global customers as it well could be specialized communications with the inside company employees (Intranet):
- The internet is a very important tool for communication with customers, suppliers and other service companies.
 - It saves time and cost.
 - Some companies could implement extranet tool, which will facilitate the communication between the company and customers to provide better service.
10. Based on the study, the website is a very important marketing tool to consider, as it reaches the whole world with diminutive cost, and should consider the SEO:

- Most of the customer in the other countries, they start searching and visiting the Dead Sea products companies website.
 - The website should have a detail about the company activity, the products and contact details, these are the essential information.
 - It should be attractive and full of all required information.
 - The website considers the image of the company globally,
 - SEO this to help the company website to be listed in the top levels of the search engines.
11. Based on the experience of the researcher, the companies should use a CRM system to facilitate the commercial with customer from placing the orders till the delivery of the shipment to the destination in a professional manner:
- CRM (customer relationship management) is a very good system for professional deal with customers.
 - It will submit the prices to the customer with updates.
 - Receiving orders from customers and get updates from the warehouse
 - Sending the orders to warehouse and from there into production and at the same time to the accountant department to issue invoices and follow up with payment.
 - Then it will handle the delivery and shipping update to receive at customer end.
12. Based on the experience of the researcher, participating in trade shows is very consequential, but it should be planned one year before an exhibit in a big well known fairs and each company should exhibit individually:
- Usually the Dead Sea products companies decide to exhibit before 3-4 months of the fair.
 - The exhibition decision should be made before one year of the fair, this will give time to study the target market, preparing the materials and contacting the customer.
 - There are many companies exhibiting at the same fair, so the company has to prepare well before being there.
 - When exhibiting it is not preferable to have more than one company of Dead Sea products in the same booth, this will confuse the customers.

13. Based on the researcher experience, the Dead Sea products association should work cooperatively with the government to modify the regulation to support the sector:

- The Dead Sea products associations are very important and strong for the communications with the government, and other related parties.
- They should push the government to support the sector.
- In addition, not allow for any entrants that would not strength this sector.

14. Based on the researcher experience, the Government of Jordan should take additional steps to protect the natural resources of the Dead Sea which are the raw materials of these products:

- Prohibit sales of Jordanian companies of Dead Sea salts and mud in raw to competitors outside Jordan.
- Restrict harvest of Dead Sea salts and mud to authorized companies.
- Prohibit the export of counterfeit from Dead Sea salts and mud to protect the reputation of Jordanian products.

5.4 STUDY CONTRIBUTION

The research handled the success factor and the marketing of such products is restricted only in two countries all over the world.

Since no other country or researchers have a study in marketing the Dead Sea Products. Consequently, there is a gap in this concern and this research contributes to the area of marketing these products.

This study adds to the knowledge on how Dead Sea products that can be exported and marketing it internationally, and provides the companies with a guide how they can improve their marketing strategies.

From the Information, analysis and findings this research expected to influence knowledge to academic in terms of factors influencing marketing strategies in Jordan.

5.5 SUGGESTED FUTURE RESEARCH

As earlier described in the previous chapter, there is the possibility for further researches, following this study due to budget and feasibility limitations. This research is narrowed in its scope. However, future studies can expand beyond what has been achieved in this study.

For all these suggestions, it will be worthwhile for other researchers to look at the issue from another point of view, especially, from the international customers and not only of the company.

First, future research should expand the research frontier to more companies within the same field of international markets (buyers), as explained in the introductory part of the chapter.

Many customers are interested in natural products, especially the Dead Sea products, and it would be possible to analyze this topic, that has been studied in more details with more examples of companies involved.

Secondly, this trend is very wide indeed and most companies from almost all the markets are interested in the Dead Sea products. One may take up another research and focus on the Jordanian local market, because they might be influencing the purchasing behavior.

Furthermore, with abundant data, future research could be done, using more advanced and complex software or analysis methods in order to draw conclusions that are more direct.

Finally, the researcher has used these factors as an example of internal factors influencing the Marketing strategy of the company. However, it may seem that there could be other factors are influencing the Marketing Strategies.

As such, one could undertake another research to identify and analyze other factors that may be affecting the Marketing Strategies of the Jordanian Dead Sea products companies or another industry that completely different.

The researcher hopes that these suggestions above may inspire future researchers to extend it to other factors that may appear fascinating and truly useful for companies and marketers.

In this chapter it was discussed the findings, which include implication of finding, practical of implication and the implication of the development of new knowledge. Then discussed the conclusion and recommendations, and after that the student contribution and suggested future research.

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APPENDIX I

SURVEY QUESTIONNAIRE

KEY FACTORS INFLUENCING MARKETING STRATEGIES OF DEAD SEA PRODUCTS SECTOR IN JORDAN

Dear Participant,

I am a Ph.D. student of Al-Madinah International University presently pursuing my doctoral Degree on {Marketing research}. I am currently conducting a research project entitled —**Key Factors influencing Marketing Strategies of Dead Sea Products Sector in Jordan**. The purpose of this research is to determine what are the factors that may influence the Marketing Strategies. This research will help future researchers and the companies in the export market.

Thank you for your cooperation and participation. If you have any queries, please do not hesitate to contact me.

Once again thank you for your willing participation in completing this survey.

Best Regards

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PART (A): DEMOGRAPHIC INFORMATION

The following are demographics information about you and your firm. Please answer by tick (✓) in the appropriate bracket below:

Gender:	<input type="checkbox"/> Male <input type="checkbox"/> Female
Age Group:	-----: years
	<input type="checkbox"/> Bachelor degree <input type="checkbox"/> Master Degree PhD <input type="checkbox"/> Other (specify):
Questionnaire Received via:	<input type="checkbox"/> Post <input type="checkbox"/> Fax <input type="checkbox"/> Internet (Email) <input type="checkbox"/> By Hand
Experience:	-----: years
Type of the company:	<input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Partnership <input type="checkbox"/> Limited Liability <input type="checkbox"/> Corporation/ S. Corporation
The company years of exportation:	-----: years

PART (B): Dependent Variable “DV”

Please indicate whether you agree or disagree on how the following factor can affect customer retention in your organization based on the following scale: [SD-Strongly Disagree=1, D: Disagree=2; N-Neutral=3; A- Agree=4; SA-Strongly Agree=5]:

IV1- Marketing Strategy:

No.	Status	Please tick (✓)				
		SD	D	N	A	SA
1	The company's market is affected by business cycles.					
2	The objective is to have the greatest visibility of our brand in the target markets.					
3	Keep improvement of products and services to better meet customer's needs.					
4	Reviewing audit performance on a regular basis.					
5	Utilize trade show marketing to increase sales.					
6	Perform branding and brand portfolio analyses.					
7	Website built around the needs and interests of visitors.					

8	Tailoring messages to specific market segments when having the opportunity to do so.					
9	Deliver real value to prospects.					

PART(C): Independent Variables “IVs”

Please indicate whether you agree or disagree on how the following factors can affect customer retention in your organization [SD-Strongly Disagree=1, D-; Disagree=2; N-Neutral=3; A-Agree=4; SA-Strongly Agree=5]:

IV2- Information:

No.	Status	Please tick (✓)				
		SD	D	N	A	SA
10	Have a growth stage of information management.					
11	Collect all the information related to the targeted market.					
12	Keep Surveying customers to help the attitude motivation and preferences of them.					
13	Tracking and recording answer and transactional data to create full profiles of consumers and their performance to have a future promotions					
14	Compiling email addresses for an ongoing sales dialogue.					
15	Setting up networks for transferring information between employees.					
16	Capturing customer and prospect information to build a marketing database.					
17	Department-based information systems connect/interface effectively with each other to present an integrated company-wide picture.					
18	Contribute and provides data from external databases for comparing the performance with outside market.					
19	Provide knowledge-based resources to support the marketing strategies.					

IV3- Employees experience:

No.	Status	Please tick (✓)				
		SD	D	N	A	SA
20	The company actively creates and supports “Communities of Practice”.					
21	The experience inspires employees to take the customer perspective.					
22	The company engages employees to collaborate across organization to resolve and prevent customer issues, for company-wide customer experience and excellence.					
23	Know how to differentiate the experience for unique customer segments to maximize value.					
24	In the past, the experience helped the marketing department to develop a range of communication skills.					
25	The overall experience with the markets for the customers is substantial.					
26	Refers to past experiences, when solving problems.					
27	The brand represents every aspect of experience of the business, internally and externally.					
28	The company has extensive experience on market opportunities, revenue generation, and performance improvement.					

29	Have a customer database to provide good experiences to customers.					
----	--	--	--	--	--	--

IV4- Regulations:

No.	Status	Please tick (✓)				
		SD	D	N	A	SA
30	The government provides latest information on the regulations of the global markets.					
31	The government test competing brands of products and make results of these tests available to consumers.					
32	The government customize maximum values of quality of all products sold to customers.					
33	The government imposed duties for regulating the advertising, sales and marketing activities of businesses.					
34	The government's regulations/restrictions are major obstacles for exporting.					
35	The documentation required by government is complicated and excessive.					
36	Foreign government regulations and restrictions on imports (i.e., tariffs and non-tariffs barriers) are very important.					
37	The global governments' regulations are the most challenges to the exporter.					
38	The free trade agreement (related to reducing tariff and non-tariff barriers) led to the increase in exportation.					
39	Standardizing the packaging and containers of the imported countries are considered as an exportation barrier.					

IV5- Technology:

No.	Status	Please tick (✓)				
		SD	D	N	A	SA
40	The internet is well implemented in the company.					
41	Current marketing information system is based primarily on the computer (internet?)					
42	Use programs that facilitate the communication process with customers.					
43	Technology enables to reduce operational costs.					
44	Technology provides useful information used to achieve marketing objectives efficiently.					
45	The level of technological sophistication is essential for a long-term relationship with the customers.					
46	Technology resources (e.g. Website and Emails) enable to communicate more effectively with clients.					
47	The adoption of technology improves sales and develops marketing activities more effectively.					
48	Technology resources (e.g. data warehousing/data mining) enable to identify customers' characteristics and their purchase behaviors.					
49	Training programs for the use of technology improve the efficiency of the marketing performance.					

Comments (if any):
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Thank You Very Much for Your Co-operation
End of Survey

Thank You for Your Time! Your views will contribute to investigate the ey factors that influence
Marketing Strategies of Dead Sea products Sector in Jordan.

APPENDIX II

THE QUESTIONNAIRE'S JUDGMENT COMMITTEE

No.	Name	Academy position	The University
1	Dr. Salwa Al-Sameraiy	Associate Professor	Al-Israa / Jordan
2	Dr. Zuhair Al-Sameraiy	Assistant Professor	Petra / Jordan
3	Dr. Feras Al-Itoom	Assistance Professor	Al-Israa/ Jordan
4	Dr. Ihab Haikal	Assistance Professor	Al-Israa / Jordan

APPENDIX III

TABLES FROM THE SPSS

Frequencies

Statistics							
		Gender	Age	Education	Received	Experience	Type
N	Valid	160	160	160	160	160	160
	Missing	0	0	0	0	0	0

Frequency Table

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	112	70.0	70.0	70.0
	Female	48	30.0	30.0	100.0
	Total	160	100.0	100.0	

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18yrs-30yrs old	24	15.0	15.0
	31yrs-43 yrs. old	96	60.0	60.0
	>=44 yrs.	40	25.0	100.0
	Total	160	100.0	100.0

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor degree	88	55.0	55.0	55.0
	Master Degree	40	25.0	25.0	80.0
	PhD	16	10.0	10.0	90.0
	Other	16	10.0	10.0	100.0
	Total	160	100.0	100.0	

Received				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Email	144	90.0	90.0
	Other	16	10.0	100.0
	Total	160	100.0	

Experience				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 yr. - 5 yrs	24	15.0	15.0
	6yrs- 10 yrs	24	15.0	30.0
	> 11	112	70.0	100.0
	Total	160	100.0	

Type				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sole Proprietorship	24	15.0	15.0
	Partnership	32	20.0	35.0
	Limited Liability	104	65.0	100.0
	Total	160	100.0	

Reliability

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Cases	Valid	160
	Excluded ^a	0
	Total	160

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.954	49

Scale: Marketing Strategy

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.782	9

Scale: Information

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.930	10

Scale: Employees experience

Case Processing Summary

		N	%
Cases	Valid	160	100.0
	Excluded ^a	0	.0
	Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.850	10

Scale: Regulations

Case Processing Summary		
	N	%
Valid	160	100.0
Cases Excluded ^a	0	.0
Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.697	10

Scale: Technology

Case Processing Summary		
	N	%
Valid	160	100.0
Cases Excluded ^a	0	.0
Total	160	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.914	10

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Independents ^b	.	Enter

a. Dependent Variable: Strategy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815 ^a	.664	.662	.337

a. Predictors: (Constant), Independents

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	35.499	1	35.499	312.845	.000 ^b
Residual	17.928	158	.113		
Total	53.427	159			

a. Dependent Variable: Strategy

b. Predictors: (Constant), Independents

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	information ^b	.	Enter

a. Dependent Variable: Strategy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.819 ^a	.671	.668	.334

a. Predictors: (Constant), information

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.824	1	35.824	321.554	.000 ^b
	Residual	17.603	158	.111		
	Total	53.427	159			

a. Dependent Variable: Strategy

b. Predictors: (Constant), information

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.274	.154		8.272	.000
	information	.713	.040	.819	17.932	.000

a. Dependent Variable: Strategy

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	experince ^b		Enter

a. Dependent Variable: Strategy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.682 ^a	.466	.462	.425

a. Predictors: (Constant), experince

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.884	1	24.884	137.742	.000 ^b
	Residual	28.543	158	.181		
	Total	53.427	159			

a. Dependent Variable: Strategy

b. Predictors: (Constant), experince

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.021	.256		3.994	.000
experience	.761	.065	.682	11.736	.000

a. Dependent Variable: Strategy

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	regulation ^b	.	Enter

a. Dependent Variable: Strategy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529 ^a	.279	.275	.494

a. Predictors: (Constant), regulation

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	14.932	1	14.932	61.288	.000 ^b
Residual	38.495	158	.244		
Total	53.427	159			

a. Dependent Variable: Strategy

b. Predictors: (Constant), regulation

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	1.806	.282		6.399	.000
	regulation	.641	.082	.529	7.829	.000

a. Dependent Variable: Strategy

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	technology ^b		Enter

a. Dependent Variable: Strategy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715 ^a	.511	.508	.406

a. Predictors: (Constant), technology

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.322	1	27.322	165.361	.000 ^b
	Residual	26.105	158	.165		
	Total	53.427	159			

a. Dependent Variable: Strategy

b. Predictors: (Constant), technology

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.980	.237	4.142	.000
	technology	.745	.058	12.859	.000

a. Dependent Variable: Strategy

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
qst1	160	3	5	3.90	.540
qst2	160	2	5	4.25	.997
qst3	160	2	5	4.25	.700
qst4	160	1	5	4.05	1.164
qst5	160	1	5	3.75	.890
qst6	160	1	5	3.85	.966
qst7	160	1	5	4.50	.978
qst8	160	1	5	3.55	1.164
qst9	160	1	5	3.85	1.065
qst10	160	1	5	3.80	.983
qst11	160	2	5	3.80	.875
qst12	160	2	5	3.90	.771
qst13	160	2	5	3.70	.845
qst14	160	1	5	3.70	.957
qst15	160	2	5	3.85	.729
qst16	160	2	5	3.90	.833
qst17	160	1	5	3.60	.973
qst18	160	2	5	3.85	.729
qst19	160	2	5	4.05	.742
qst20	160	2	5	3.60	.919
qst21	160	3	5	4.00	.709
qst22	160	3	5	4.05	.671
qst23	160	3	5	3.85	.729
qst24	160	2	5	4.00	.897
qst25	160	2	5	3.95	.867
qst26	160	2	5	4.00	.839
qst27	160	2	5	3.70	.903
qst28	160	2	5	3.95	.671
qst29	160	2	5	4.00	.709
qst30	160	2	4	3.20	.751
qst31	160	2	5	3.20	.815
qst32	160	2	5	3.60	.863
qst33	160	1	5	3.25	1.046
qst34	160	1	5	3.45	1.164
qst35	160	2	5	3.30	.957

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
qst36	160	2	5	3.60	.919
qst37	160	2	5	3.65	.966

qst38	160	2	5	3.45	.867
qst39	160	2	5	3.45	.807
qst40	160	2	5	4.20	.815
qst41	160	3	5	4.00	.549
qst42	160	3	5	3.85	.729
qst43	160	3	5	3.95	.807
qst44	160	2	5	4.00	.777
qst45	160	2	5	3.95	.742
qst46	160	2	5	4.40	.803
qst47	160	2	5	4.05	.867
qst48	160	3	5	3.85	.574
qst49	160	3	5	4.20	.680
Strategy	160	2	5	3.99	.580
information	160	2	5	3.82	.666
experince	160	3	5	3.91	.520
regulation	160	2	4	3.42	.478
technology	160	3	5	4.05	.556
Valid N (listwise)	160				

NPART TESTS

/K-S(NORMAL)=Strategy information experince regulation technology

/MISSING ANALYSIS.

NPar Tests

Notes			
Output Created		13-FEB-2017 17:49:45	
Comments			
Input	Data	C:\Users\tareq\Documents\Private\Study\Phd\Mediu\February 2017\analysis 2017 FEB\New folder ew analysis.sav	
	Active Dataset	DataSet1	
	Filter	<none>	
	Weight	<none>	
	Split File	<none>	
	N of Rows in Working Data File	160	
Missing Value	Definition of Missing	User-defined missing values are treated as missing.	
Handling	Cases Used	Statistics for each test are based on all cases with valid data for the variable(s) used in that test.	

Syntax		NPAR TESTS	
		/K-S(NORMAL)=Strategy information experince regulation technology	
		/MISSING ANALYSIS.	
Resources	Processor Time		00:00:00.02
	Elapsed Time		00:00:00.02
	Number of Cases Allowed ^a		98304

a. Based on availability of workspace memory.

One-Sample Kolmogorov-Smirnov Test

		Strategy	information	experince	regulation
N		160	160	160	160
Normal Parameters ^{a,b}	Mean	3.99	3.82	3.91	3.42
	Std. Deviation	.580	.666	.520	.478
	Absolute	.154	.159	.143	.101
Most Extreme Differences	Positive	.117	.102	.139	.095
	Negative	-.154	-.159	-.143	-.101
Kolmogorov-Smirnov Z		1.952	2.017	1.803	1.272
Asymp. Sig. (2-tailed)		.001	.001	.003	.079

One-Sample Kolmogorov-Smirnov Test

		technology
N		160
Normal Parameters ^{a,b}	Mean	4.04
	Std. Deviation	.556
	Absolute	.180
Most Extreme Differences	Positive	.132
	Negative	-.180
Kolmogorov-Smirnov Z		2.274
Asymp. Sig. (2-tailed)		.000

a. Test distribution is Normal.

b. Calculated from data.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	type_1, Independents, exportation ^b	.	Enter

a. Dependent Variable: Strategy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.826 ^a	.683	.677	.329

a. Predictors: (Constant), type_1, Independents, exportation

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	36.492	3	12.164	112.048	.000 ^b
Residual	16.935	156	.109		
Total	53.427	159			

a. Dependent Variable: Strategy

b. Predictors: (Constant), type_1, Independents, exportation

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	type_1, information, exportation ^b		Enter

a. Dependent Variable: Strategy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 ^a	.680	.674	.331

a. Predictors: (Constant), type_1, information, exportation

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	36.326	3	12.109	110.462	.000 ^b

Residual	17.101	156	.110		
Total	53.427	159			

a. Dependent Variable: Strategy

b. Predictors: (Constant), type_1, information, exportation

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.459	.180		8.092	.000
1 information	.721	.040	.828	18.118	.000
exportation	-.012	.029	-.019	-.417	.678
type_1	-.071	.036	-.091	-1.964	.051

a. Dependent Variable: Strategy

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	type_1, experince, exportation ^b		Enter

a. Dependent Variable: Strategy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710 ^a	.505	.495	.412

a. Predictors: (Constant), type_1, experince, exportation

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	26.958	3	8.986	52.958	.000 ^b
Residual	26.470	156	.170		

Total	53.427	159			
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a. Dependent Variable: Strategy

b. Predictors: (Constant), type_1, experince, exportation

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.274	.258		4.938	.000
	experince	.827	.066	.742	12.524	.000
	exportation	-.067	.037	-.107	-1.804	.073
	type_1	-.120	.045	-.154	-2.634	.009

a. Dependent Variable: Strategy

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	type_1, regulation, exportation ^b		Enter

a. Dependent Variable: Strategy

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.534 ^a	.286	.272	.495

a. Predictors: (Constant), type_1, regulation, exportation

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.258	3	5.086	20.787	.000 ^b
	Residual	38.169	156	.245		

Total	53.427	159			
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a. Dependent Variable: Strategy

b. Predictors: (Constant), type_1, regulation, exportation

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.567	.351		4.464	.000
1 regulation	.654	.084	.540	7.808	.000
exportation	.022	.043	.036	.517	.606
type_1	.049	.055	.063	.887	.377

a. Dependent Variable: Strategy

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	type_1, exportation, technology ^b		Enter

a. Dependent Variable: Strategy

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.754 ^a	.568	.559	.385

a. Predictors: (Constant), type_1, exportation, technology

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	30.334	3	10.111	68.305	.000 ^b
Residual	23.093	156	.148		

Total	53.427	159			
-------	--------	-----	--	--	--

a. Dependent Variable: Strategy

b. Predictors: (Constant), type_1, exportation, technology

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.191	.236		5.040	.000
1 technology	.817	.057	.784	14.234	.000
1 exportation	-.009	.034	-.014	-.252	.802
1 type_1	-.190	.043	-.244	-4.383	.000

a. Dependent Variable: Strategy

Factor Analysis for Marketing Strategy

Correlation Matrix							
	qst1	qst2	qst3	qst4	qst5	qst6	qst7
qst1	1.000	-.047	-.332	.168	.052	.357	.381
qst2	-.047	1.000	.414	.596	.581	.405	.232
qst3	-.332	.414	1.000	-.015	.020	-.019	-.184
qst4	.168	.596	-.015	1.000	.449	.365	.508
qst5	.052	.581	.020	.449	1.000	-.044	-.029
qst6	.357	.405	-.019	.365	-.044	1.000	.559
qst7	.381	.232	-.184	.508	-.029	.559	1.000
qst8	-.152	.444	.077	.239	-.061	.521	.464
qst9	-.114	.509	-.152	.615	.332	.467	.604

Correlation Matrix		
	qst8	qst9
qst1	-.152	-.114
qst2	.444	.509
qst3	.077	-.152
qst4	.239	.615

	qst5		-.061	.332
	qst6		.521	.467
	qst7		.464	.604
	qst8		1.000	.635
	qst9		.635	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.572
Approx. Chi-Square		835.073
Bartlett's Test of Sphericity	df	36
	Sig.	.000

Communalities

	Initial	Extraction
qst1	1.000	.702
qst2	1.000	.852
qst3	1.000	.570
qst4	1.000	.734
qst5	1.000	.860
qst6	1.000	.657
qst7	1.000	.768
qst8	1.000	.813
qst9	1.000	.737

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	3.530	39.218	39.218	3.530	39.218
2	1.788	19.862	59.079	1.788	19.862
3	1.376	15.284	74.364	1.376	15.284
4	.973	10.809	85.173		

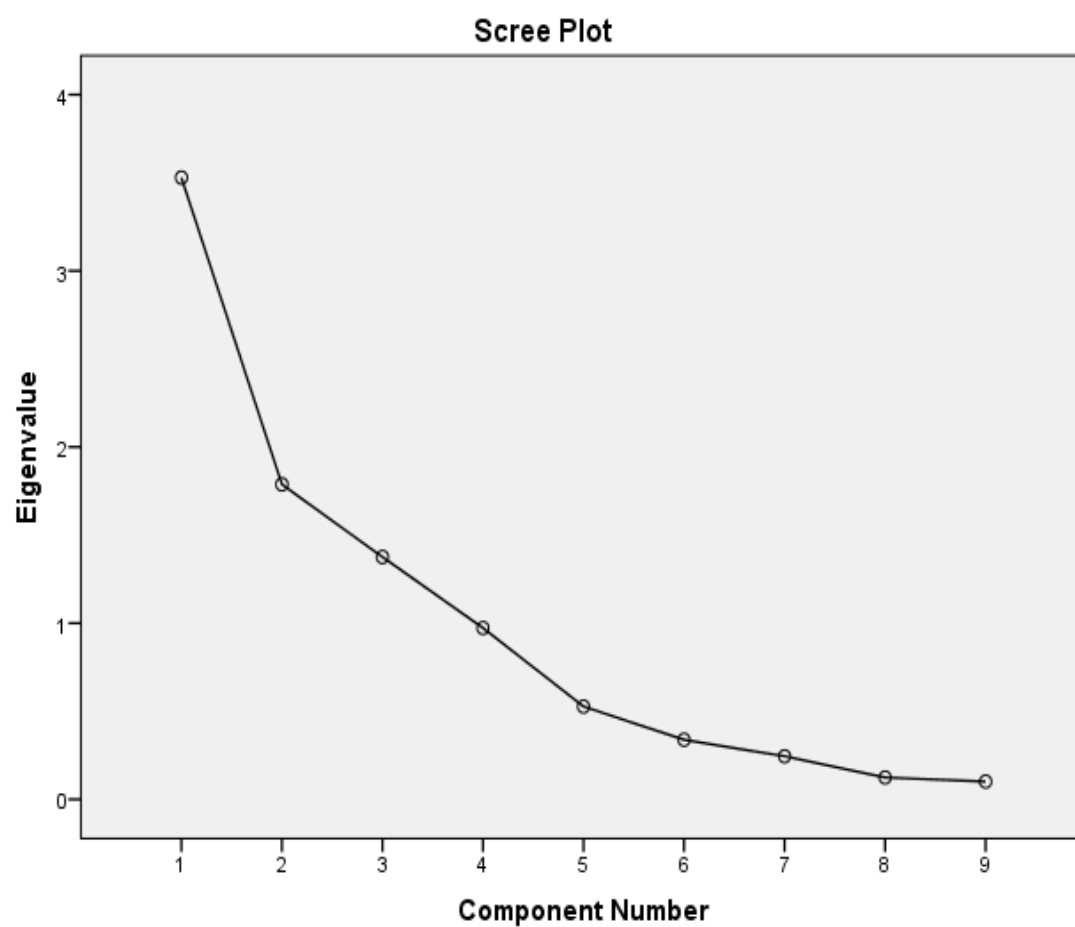
5	.527	5.855	91.027		
6	.338	3.758	94.785		
7	.245	2.718	97.502		
8	.124	1.376	98.879		
9	.101	1.121	100.000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings
	Cumulative %	Total
1	39.218	3.124
2	59.079	1.686
3	74.364	2.372
4		
5		
6		
7		
8		
9		

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.



Component Matrix^a

	Component		
	1	2	3
qst9	.852		
qst4	.773		.359
qst2	.738	.542	
qst7	.728	-.481	
qst6	.705	-.332	
qst8	.676		-.597
qst3		.691	-.306
qst1		-.663	.481
qst5	.385	.475	.697

Extraction Method: Principal Component

Analysis.^a

a. 3 components extracted.

Pattern Matrix^a

	Component		
	1	2	3
qst8	.885	.328	
qst6	.786		
qst7	.768	-.372	
qst9	.714		.332
qst1		-.828	
qst3		.742	
qst5			.957
qst2	.344	.350	.702
qst4	.356		.679

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser

Normalization.^a

a. Rotation converged in 9 iterations.

Structure Matrix

	Component		
	1	2	3
qst8	.831		
qst7	.794	-.416	
qst9	.793		.509
qst6	.792		
qst1		-.827	
qst3		.746	

qst5			.891
qst2	.497	.349	.796
qst4	.533		.763

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser

Normalization.

Component Correlation Matrix

Component	1	2	3
1	1.000	-.058	.247
2	-.058	1.000	.027
3	.247	.027	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

Factor Analysis for Information

Correlation Matrix

	qst10	qst11	qst12	qst13	qst14	qst15	qst16
qst10	1.000	.831	.771	.594	.631	.660	.713
qst11	.831	1.000	.791	.803	.649	.742	.732
qst12	.771	.791	1.000	.649	.710	.690	.533
qst13	.594	.803	.649	1.000	.510	.743	.457
qst14	.631	.649	.710	.510	1.000	.657	.530
qst15	.660	.742	.690	.743	.657	1.000	.721
qst16	.713	.732	.533	.457	.530	.721	1.000
qst17	.389	.615	.349	.832	.303	.483	.385
qst18	.309	.426	.421	.580	.368	.336	.224
qst19	.634	.636	.713	.666	.588	.665	.496

Correlation Matrix

	qst17	qst18	qst19
qst10	.389	.309	.634
qst11	.615	.426	.636
qst12	.349	.421	.713

qst13	.832	.580	.666
qst14	.303	.368	.588
qst15	.483	.336	.665
qst16	.385	.224	.496
qst17	1.000	.483	.446
qst18	.483	1.000	.665
qst19	.446	.665	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
Approx. Chi-Square		1595.138
Bartlett's Test of Sphericity	df	45
	Sig.	.000

Communalities

	Initial	Extraction
qst10	1.000	.809
qst11	1.000	.859
qst12	1.000	.761
qst13	1.000	.880
qst14	1.000	.643
qst15	1.000	.760
qst16	1.000	.691
qst17	1.000	.723
qst18	1.000	.693
qst19	1.000	.694

Extraction Method: Principal
Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	6.316	63.157	63.157	6.316	63.157
2	1.195	11.953	75.110	1.195	11.953
3	.818	8.182	83.292		

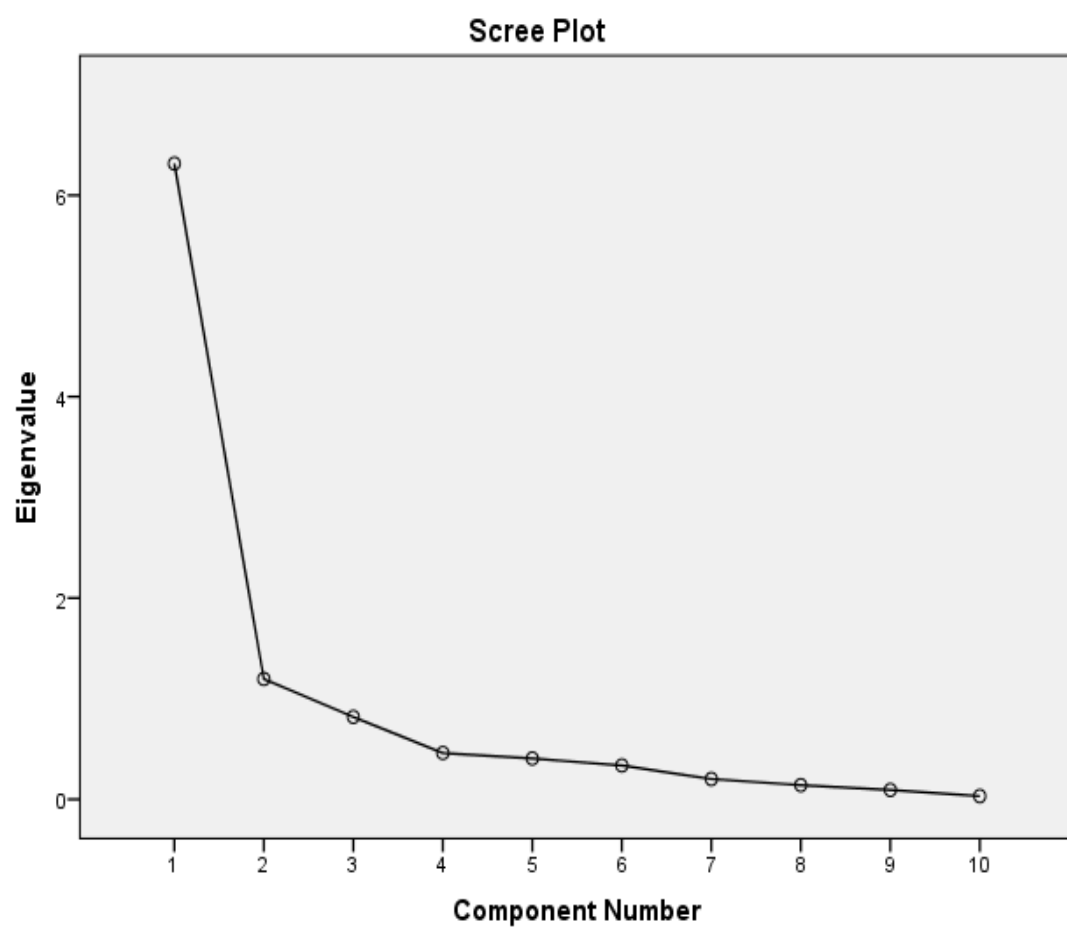
4	.460	4.600	87.892	
5	.405	4.053	91.945	
6	.337	3.365	95.310	
7	.202	2.017	97.328	
8	.141	1.410	98.737	
9	.094	.938	99.675	
10	.032	.325	100.000	

Total Variance Explained

Component	Extraction Sums of Squared		Rotation Sums of Squared Loadings	
	Loadings			
	Cumulative %		Total	
1		63.157		5.824
2		75.110		4.175
3				
4				
5				
6				
7				
8				
9				
10				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.



Component Matrix^a

	Component	
	1	2
qst11	.923	
qst13	.862	.370
qst15	.857	
qst12	.850	
qst10	.839	-.324
qst19	.820	
qst14	.756	
qst16	.739	-.380
qst17	.655	.542

qst18	.584	.593
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Extraction Method: Principal

Component Analysis.^a

a. 2 components extracted.

Pattern Matrix^a

	Component	
	1	2
qst10	.928	
qst16	.902	
qst12	.822	
qst14	.812	
qst15	.794	
qst11	.781	
qst19	.492	.462
qst18		.875
qst17		.844
qst13	.323	.727

Extraction Method: Principal

Component Analysis.

Rotation Method: Oblimin with

Kaiser Normalization.^a

a. Rotation converged in 5 iterations.

Structure Matrix

	Component	
	1	2
qst11	.905	.646
qst10	.898	.431
qst12	.869	.521
qst15	.864	.550
qst16	.820	.318
qst14	.801	.406

qst19	.734	.720
qst13	.705	.897
qst17	.455	.850
qst18	.372	.829

Extraction Method: Principal

Component Analysis.

Rotation Method: Oblimin with

Kaiser Normalization.

Component Correlation Matrix

Component	1	2
1	1.000	.525
2	.525	1.000

Extraction Method: Principal Component

Analysis.

Rotation Method: Oblimin with Kaiser

Normalization.

Factor Analysis for employee experience

Correlation Matrix

	qst20	qst21	qst22	qst23	qst24	qst25	qst26
qst20	1.000	.694	.522	.285	.549	.543	.652
qst21	.694	1.000	.529	.389	.553	.654	.592
qst22	.522	.529	1.000	.324	.669	.609	.447
qst23	.285	.389	.324	1.000	.308	.386	-.082
qst24	.549	.553	.669	.308	1.000	.711	.334
qst25	.543	.654	.609	.386	.711	1.000	.553
qst26	.652	.592	.447	-.082	.334	.553	1.000
qst27	.097	.000	.025	.008	.124	.238	.332
qst28	.212	.211	.453	.190	.585	.255	.089
qst29	.463	.400	.423	.000	.553	.327	.423

Correlation Matrix

	qst27	qst28	qst29
qst20	.097	.212	.463
qst21	.000	.211	.400

	qst22	.025	.453	.423
	qst23	.008	.190	.000
	qst24	.124	.585	.553
	qst25	.238	.255	.327
	qst26	.332	.089	.423
	qst27	1.000	.141	.079
	qst28	.141	1.000	.634
	qst29	.079	.634	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.712
Approx. Chi-Square		928.880
Bartlett's Test of Sphericity	df	45
	Sig.	.000

Communalities

	Initial	Extraction
qst20	1.000	.708
qst21	1.000	.764
qst22	1.000	.653
qst23	1.000	.706
qst24	1.000	.781
qst25	1.000	.728
qst26	1.000	.886
qst27	1.000	.358
qst28	1.000	.872
qst29	1.000	.753

Extraction Method: Principal
Component Analysis.

Total Variance Explained

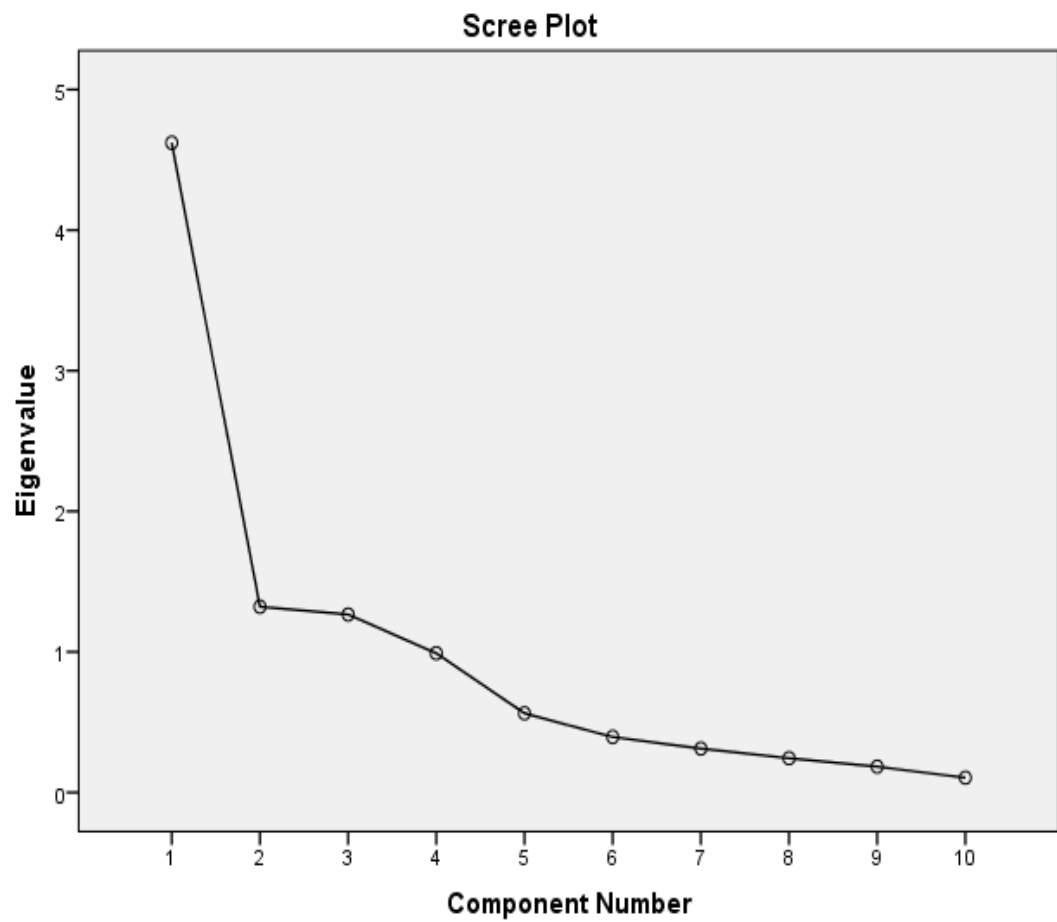
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	4.622	46.215	46.215	4.622	46.215

2	1.321	13.213	59.429	1.321	13.213
3	1.266	12.658	72.087	1.266	12.658
4	.990	9.903	81.990		
5	.563	5.631	87.620		
6	.395	3.945	91.566		
7	.312	3.120	94.685		
8	.243	2.432	97.117		
9	.183	1.834	98.952		
10	.105	1.048	100.000		

Total Variance Explained		
Component	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings
	Cumulative %	Total
1	46.215	4.157
2	59.429	2.920
3	72.087	1.300
4		
5		
6		
7		
8		
9		
10		

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.



Component Matrix^a

	Component		
	1	2	3
qst24	.838		
qst25	.815		
qst21	.798		
qst20	.789		
qst22	.786		
qst26	.672	-.609	
qst29	.661		.492
qst28	.545	.656	.381
qst23	.390		-.694

qst27		-.351	.438
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Extraction Method: Principal Component Analysis.^a

a. 3 components extracted.

Pattern Matrix ^a			
	Component		
	1	2	3
qst21	.880		
qst25	.819		
qst20	.816		
qst26	.743		.583
qst22	.566	.389	
qst28		.978	
qst29		.775	
qst24	.475	.580	
qst23	.491		-.707
qst27			.568

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser

Normalization.^a

a. Rotation converged in 8 iterations.

Structure Matrix			
	Component		
	1	2	3
qst21	.870	.316	
qst25	.849	.395	
qst20	.834	.348	

qst26	.735		.612
qst22	.708	.603	
qst28		.922	
qst29	.416	.820	
qst24	.691	.760	
qst23	.453		-.688
qst27			.574

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser

Normalization.

Component Correlation Matrix

Component	1	2	3
1	1.000	.381	.040
2	.381	1.000	.011
3	.040	.011	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

Factor Analysis for Regulations

Correlation Matrix

	qst30	qst31	qst32	qst33	qst34	qst35	qst36
qst30	1.000	.345	.357	.256	.127	-.224	.044
qst31	.345	1.000	.472	.472	.064	.052	-.094
qst32	.357	.472	1.000	.279	.330	.024	.241
qst33	.256	.472	.279	1.000	.155	.176	-.157
qst34	.127	.064	.330	.155	1.000	.691	.498
qst35	-.224	.052	.024	.176	.691	1.000	.080
qst36	.044	-.094	.241	-.157	.498	.080	1.000
qst37	.167	.153	.314	.137	.409	.169	.465

qst38	-.062	-.128	.040	.042	.147	-.224	.543
qst39	-.316	-.214	-.173	.283	.426	.541	.176

Correlation Matrix

	qst37	qst38	qst39
qst30	.167	-.062	-.316
qst31	.153	-.128	-.214
qst32	.314	.040	-.173
qst33	.137	.042	.283
qst34	.409	.147	.426
qst35	.169	-.224	.541
qst36	.465	.543	.176
qst37	1.000	.369	.268
qst38	.369	1.000	.212
qst39	.268	.212	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.549
Approx. Chi-Square	696.669
Bartlett's Test of Sphericity	df
	45
	Sig.
	.000

Communalities

	Initial	Extraction
qst30	1.000	.571
qst31	1.000	.696
qst32	1.000	.678
qst33	1.000	.888
qst34	1.000	.876
qst35	1.000	.923
qst36	1.000	.815
qst37	1.000	.596
qst38	1.000	.858
qst39	1.000	.853

Extraction Method: Principal
Component Analysis.

Total Variance Explained

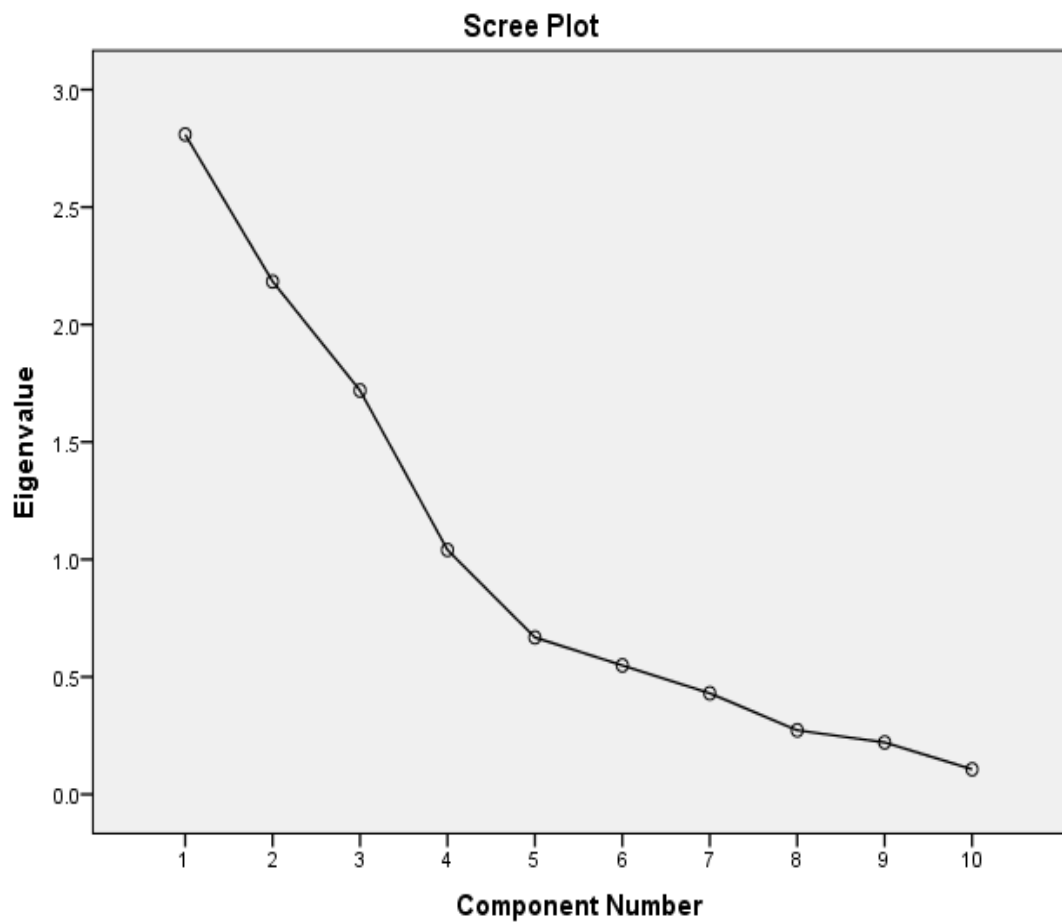
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	2.809	28.093	28.093	2.809	28.093
2	2.183	21.833	49.926	2.183	21.833
3	1.719	17.192	67.118	1.719	17.192
4	1.041	10.407	77.525	1.041	10.407
5	.668	6.680	84.205		
6	.549	5.489	89.695		
7	.430	4.303	93.998		
8	.273	2.726	96.724		
9	.221	2.211	98.935		
10	.106	1.065	100.000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings
	Cumulative %	Total
1	28.093	2.344
2	49.926	2.148
3	67.118	2.211
4	77.525	1.496
5		
6		
7		
8		
9		
10		

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.



Component Matrix^a

	Component			
	1	2	3	4
qst34	.843			-.347
qst37	.709			
qst36	.632		-.582	
qst31		.758		
qst30		.713		
qst32	.475	.629		
qst39	.536	-.560	.340	.369
qst38	.394		-.668	.461

qst35	.558	-.319	.661	
qst33	.374	.433	.425	.617

Extraction Method: Principal Component Analysis.^a

a. 4 components extracted.

Pattern Matrix^a

	Component			
	1	2	3	4
qst35	.951			
qst34	.852			
qst32		.769		
qst30		.742		
qst31		.660		.436
qst39	.485	-.561		.431
qst38	-.305		-.936	
qst36			-.745	-.352
qst37			-.623	
qst33				.900

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.^a

a. Rotation converged in 14 iterations.

Structure Matrix

	Component			
	1	2	3	4
qst35	.911			
qst34	.886		-.407	
qst39	.600	-.497	-.337	.443
qst32		.781		

qst30		.747		
qst31		.696		.505
qst38			-.861	
qst36	.351		-.807	-.311
qst37	.383		-.685	
qst33				.922

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

Component Correlation Matrix

Component	1	2	3	4
1	1.000	.010	-.211	.145
2	.010	1.000	-.059	.100
3	-.211	-.059	1.000	.010
4	.145	.100	.010	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Oblimin with Kaiser Normalization.

Factor Analysis for Technology

Correlation Matrix

	qst40	qst41	qst42	qst43	qst44	qst45	qst46
qst40	1.000	.562	.390	.627	.795	.349	.415
qst41	.562	1.000	.628	.681	.707	.247	.228
qst42	.390	.628	1.000	.672	.622	.172	.189
qst43	.627	.681	.672	1.000	.802	.332	.575
qst44	.795	.707	.622	.802	1.000	.523	.484
qst45	.349	.247	.172	.332	.523	1.000	.710
qst46	.415	.228	.189	.575	.484	.710	1.000
qst47	.769	.528	.490	.650	.896	.707	.622
qst48	.602	.319	.427	.309	.451	.218	.240
qst49	.563	.538	.467	.568	.571	.418	.590

Correlation Matrix

	qst47	qst48	qst49
qst40	.769	.602	.563
qst41	.528	.319	.538
qst42	.490	.427	.467
qst43	.650	.309	.568
qst44	.896	.451	.571
qst45	.707	.218	.418
qst46	.622	.240	.590
qst47	1.000	.419	.580
qst48	.419	1.000	.335
qst49	.580	.335	1.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.706
Approx. Chi-Square	1485.259
Bartlett's Test of Sphericity	df
	45
Sig.	.000

Communalities

	Initial	Extraction
qst40	1.000	.683
qst41	1.000	.708
qst42	1.000	.700
qst43	1.000	.735
qst44	1.000	.871
qst45	1.000	.810
qst46	1.000	.816
qst47	1.000	.850
qst48	1.000	.359
qst49	1.000	.567

Extraction Method: Principal
Component Analysis.

Total Variance Explained

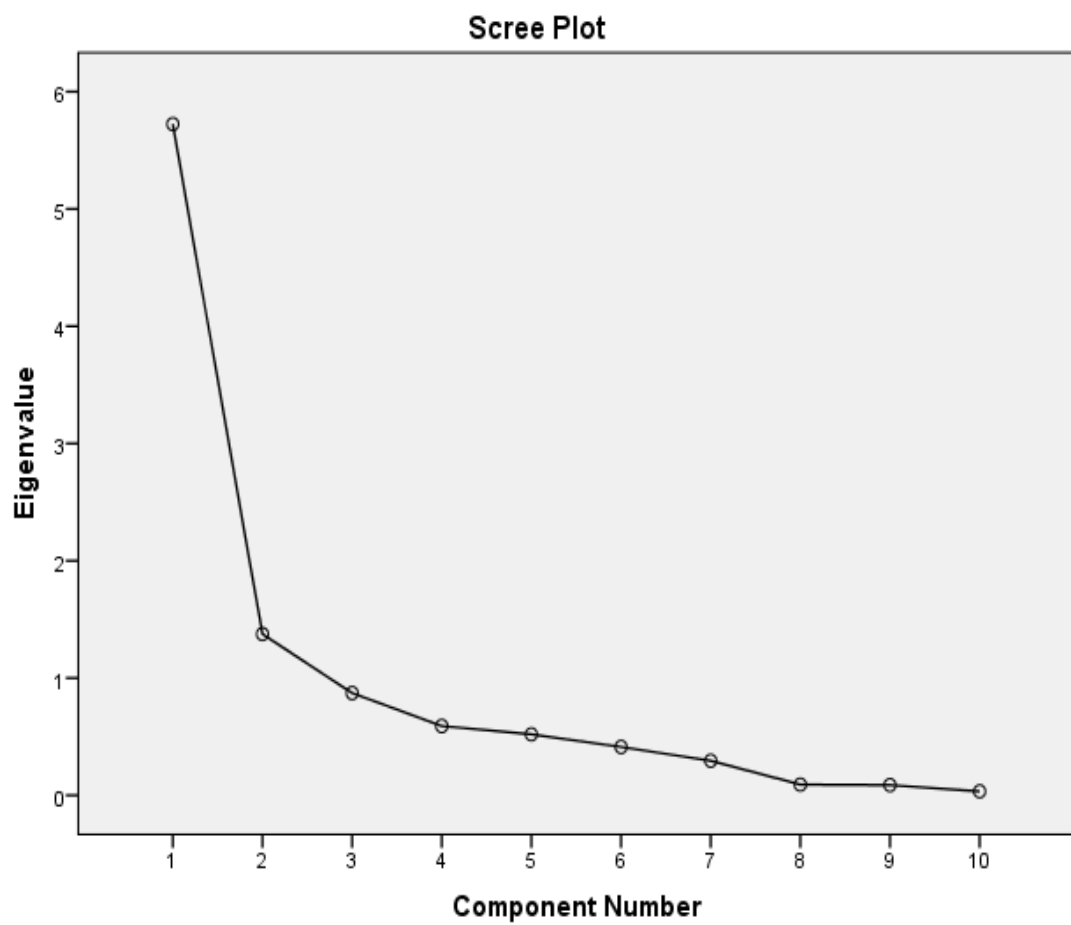
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	5.724	57.236	57.236	5.724	57.236
2	1.375	13.749	70.985	1.375	13.749
3	.872	8.718	79.703		
4	.591	5.908	85.611		
5	.520	5.197	90.809		
6	.412	4.123	94.932		
7	.295	2.946	97.878		
8	.091	.911	98.789		
9	.088	.878	99.666		
10	.033	.334	100.000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings
	Cumulative %	Total
1	57.236	5.142
2	70.985	3.613
3		
4		
5		
6		
7		
8		
9		
10		

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.



Component Matrix ^a		
	Component	
	1	2
qst44	.929	
qst47	.897	
qst43	.842	
qst40	.820	
qst49	.748	

qst41	.734	-.411
qst42	.673	-.496
qst46	.664	.612
qst48	.554	
qst45	.612	.661

Extraction Method: Principal

Component Analysis.^a

a. 2 components extracted.

Pattern Matrix^a

	Component	
	1	2
qst42	.906	
qst41	.886	
qst44	.780	
qst43	.772	
qst40	.707	
qst48	.603	
qst49	.506	.387
qst45		.921
qst46		.892
qst47	.520	.577

Extraction Method: Principal

Component Analysis.

Rotation Method: Oblimin with

Kaiser Normalization.^a

a. Rotation converged in 7 iterations.

Structure Matrix

	Component
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	1	2
qst44	.897	.605
qst43	.843	.491
qst41	.834	
qst42	.808	
qst40	.800	.518
qst49	.665	.595
qst48	.599	
qst46	.394	.903
qst45	.328	.899
qst47	.758	.791

Extraction Method: Principal
Component Analysis.
Rotation Method: Oblimin with
Kaiser Normalization.

Component Correlation Matrix

Component	1	2
1	1.000	.413
2	.413	1.000

Extraction Method: Principal Component
Analysis.
Rotation Method: Oblimin with Kaiser
Normalization.