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200

(300)

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2009/5/11

2010/5/18

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(2006)

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(2006)

(2003)

(1994) Bowers et al

45.5

(2006)

(1994) Brown and Peterson

133

%79.5

(1996) Butler et al

66

%

(2009) Mackert and Harrison

relationship

(2004)

marketing in

(Cochlear Implant)

(The pharmaceutical market. Analysis of the

Hungarian case)

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(2006) Amsbangh and Pitta

(TYRX Pharma)

()

(TYRX Pharma

Corporation)

(Essay on promotion mix

management:an application to prescription pharmaceutical

industry 2006)

(1)

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 .(
 .(2006)
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 (2004 2008 2006)
 .(Kotler and Armstrong, 2006) () 2000)
 - .(2000
 (Kotlr and
 .Keller, 2006) () -
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 (Pride and Ferrel 2007)
 (Pride and
 .Ferrell, 2007)



(1)

" " (10)
 : - : (11)

.(2008) (17-12)
 (200) : -)
 %5 (1) :(

(1) :
 %44

%52.5
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 (1)

%44	88	
% 52.5	105	
%3.5	7	
%100	200	

%2 60 (2) :
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 (2)

%28.5	%28.5	57	30
%55.5	%55.5	54	39
%79	%23.5	47	49 – 40
%93	%14	28	59 – 50
%95	%2	4	60
%100	%5	10	
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(4) : . 11 (3) : .
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(3)

%31	%31	62	5
%56.5	%25.5	51	10 -5
%76	%19.5	39	15 - 11
%89	%13	26	20 - 16
%98	%9	18	20
%100	%2	4	
%100		200	

(4)

%28	%28	56	
%100	%72	144	
%100	%0	0	
%100		200	

(Validity and Reliability)

%87
 (Sekeran 2003)

(5)

3.4	3		2
3.3	3		3
2.9	3		4

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3.8	3		5
4.1	3		6
2.7	3		7
3.37	3		

(5)

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(6)

3.8	3		8
3	3		9
3.4	3		

(6)

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(7)

3.1	3		10
4.1	3		11
3.65	3		

(7)

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(8)

3.2	3		12
3.9	3		13
3.7	3		14
2.6	3		15

2.9	3		16
3.26	3		

(9)

3.3	3		1

(9)

(8)

(10)

F	F TABLE = 2.61	F = 260, SIG = ,000			Ho1
T	T TABLE = 12.705	T = 20.25, SIG = ,001			Ho1:1
T	T TABLE = 12.705	T = 260, SIG = ,002			Ho1:2
T	T TABLE = 12.705	T = 260, SIG = ,003			Ho1:3
T	T TABLE = 12.705	T = 260, SIG = ,004			Ho1/4
	F TABLE	F = 8.25			Ho2

...

	10.73	SIG = ,189			
	0.05	F = 1.15 SIG = ,305	Univariante ANOVA		Ho2/1
	0.05	F = 0.98 SIG = ,216	Univariante ANOVA		Ho2/2
	0.05	F = 0.87 SIG = ,425	Univariante ANOVA		Ho2/3
	0.05	F = 1.05 SIG = ,326	Univariante ANOVA		Ho2/4

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(2000)

2000

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(2006)

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(11)

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.Kotler and Armstrong (2006) Principles of Marketing :

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-3

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2008

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.5

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	(%8)	.3		
(%32)	(%24)			
		(%36)	:	-
		.4		-
	:	▪		-
	(%24)			-
		▪		-
		▪		-
(%20)	(%20)	(%12)		-
		(%20)		-
	(%100)			-
		▪		-
(%64)	(%72)	(%16)	(%4)	-
	(%100)			
	(%24)	▪		
	:			
	(Neal and Riley, 2004)		:	.1
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	2006		2002
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	1997		2006
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The Effect of the Medicine Marketing Mix on Jordanian Pharmacists Preference to Local Medicines in Comparison to Foreign Counter Parts

*Muhammad Obeidat and Hamad Al-Gader**

ABSTRACT

The aim of this study is to know the effect of the medicine marketing mix on pharmacists preference to local medicines in comparison to foreign counterparts.

The questionnaire of the study is composed of two Parts: The First Part is related to the demographics of the respondents, the Second Part is related to the study variables. Three-hundred questionnaires were distributed to a sample of pharmacists, and only two-hundred useable questionnaires were used. This constitutes a response rate of about 67%.

The results of the study indicates that the marketing mix (Product, Price, Promotion and Distribution) either separately or collectively affected the preferences of the Jordanian Pharmacists for local medicine. Also it was found that the demographic variables (age, gender, work, sector and experience) didn't have any effect on the relationship between the dependent variable (the Preference) and the independent variables (Product, Price, Promotion and Distribution).

The study recommends the need for supporting local medicine industry. Producers are advised to improve the quality of their products. There is a need to pay more attention to Promotion Campaigns, attracting qualified marketing experts to work in these national companies, and to encourage the integration between the small companies, to be able to compete with large foreign companies.

Keywords: Marketing Mix, Preference, Medicine, Pharmacists.

* Faculty of Business, University of Jordan and Applied Science University, Amman, Jordan. Received on 11/5/2009 and Accepted for Publication on 18/5/2010.