

“ ”

*

(14)

(%96)

(66)

SPSS

(69)

:

(Strauss and Frost, 2005; Coupy, 2001; Chaffey, 2003; Oconnor et al., 2004)

)

(

(Ching and Ellis, 2004)

(McCue, 1999; Hoffman and Novak, 1996; Herbig and Hale, 1997; Nguyen and Barrett, 2006)

*

2009/5/6

.2010/3/31

-1

-2

-3

-4

(0.05 ≥ α)

()

-5

(0.05 ≥ α)

()

-6

(0.05 ≥ α)

()

)

(

:

-1

-2

-3

-4

(0.05 ≥ α)

.()

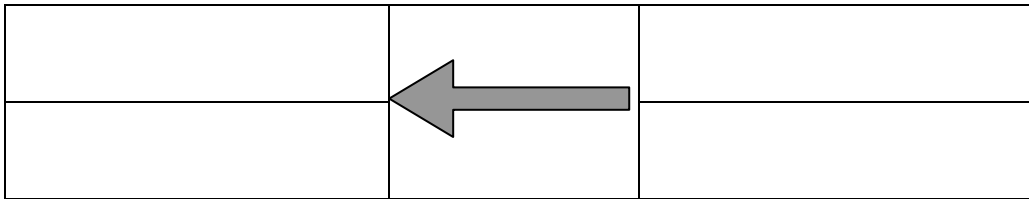
-5

(0.05 ≥ α)

:

) .()
 .((0.05 ≥ α) -6

(1)



(1)

%66.7	44		
%33.3	22		
%100	66		
%33.3	22	30	
%43.9	29	40	-30
%22.7	15		40
%100	66		
%12.1	8		
%77.3	51		
%10.6	7		
%100	66		
%27.3	18	5	
%33.3	22	10	-5
%19.7	13	15	-10
%19.7	3		15
%100	66		

(0.05 ≥ α)

: :
 (0.05 ≥ α) :
 :
 .() :
 : :

(0.05 ≥ α)

.()

:

(0.05 ≥ α)

(Cronbach-Alpha)

" "

(2)

(0.833)

)

" "

.(

(2)

0.796	20	
0.851	10	
0.833	30	

(2)

(/)

(14)

(Sekaran, 2000) (%60)

(72)

(69)

-0.27)

(Item-corrected item)

.(0.71

(3)

(66)

.(1)

:

)

:

:

(

(20)

(10)

(Statistical Package for Social

Sciences) ((SPSS))

:

(National Science Foundation) (1)

(E-mail) (2)
(3)

(.43 2002)

(t-test) () (4)

1989

(One Way ANOVA) (5)

(Library of Files)

(Simple Regression Analysis) (6)

(

(WWW)

(Pathways)

Five Point

Likert Scale

(5) " "

" " (4) " "

1993

" " (3)

" "

1994

2000) (Information Super Highway)

(3)

(18

(3)

	2.49 - 1.00
	3.49 - 2.50
	5.00 - 3.50

)

(260-258 2004

:

(Inter) :

(Net)

(.4 2004)

120

(Efraim et

(2000) Interconnected Networks

1969

al. 1999)

Advanced Research Project

Agency

(Horgan, 1999)

(internet -

1985

based marketing)

(Reedy and Schullo, 2004, p.3; Pride and Ferrell, 2000, p.597)

" (19 2002)
 (Reedy and Schullo, 2004, p.14) "
 (Pride and Ferrell, 2000) "

.(2001)

(4)
 (T)

	(T)					
0.00	4.84-	4	1.45	3.27		1
0.04	2.15-	5	1.68	3.08		2
0.12	1.59-	11	1.59	2.74		3
0.00	3.11-	14	0.79	2.53		4
0.00	5.45	13	1.55	2.59		5
0.19	1.31-	3	1.30	3.41		6
0.03	1.53	1	1.15	3.94		7
0.00	6.64	7	0.90	2.98		8
0.01	2.56	6	1.55	3.06		9
0.89	0.14-	8	0.90	2.98		10
0.02	2.49-	12	1.32	2.74		11
0.24	1.19-	15	1.53	2.53		12
0.71	0.37	2	1.29	3.86		13
0.00	5.06-	16	1.27	2.52		14
0.89	0.14-	10	1.24	2.82		15
0.37	0.90-	17	0.83	2.48		16
0.75	0.32	9	1.23	2.86		17
0.03	0.90-			2.97	/	

.(5) *

(5)
(T)

	(T)				
0.00	5.96	1.01	3.74		1
0.00	4.71	0.99	3.58		2
0.00	2.92	1.14	3.41		3
0.01	2.51	1.13	3.35		4
0.00	3.91	1.23	3.59		5
0.00	9.90	0.92	4.12		6
0.00	5.85	0.99	3.71		7
0.01	2.82	1.09	3.38		8
0.02	2.35	1.15	3.33		9
0.00	6.62	0.93	3.76		10
0.00	9.27		3.60		

(5) *

2004)

.(18

:

(promotion)

(pricing)

(product)

(placing)

:

.(41-40 2005)

()

:

)
 (2000) . (56
 .(23-21 2004) :

(6)

sig	F	Sig	T	B	R-square	R
0.00	60.52	0.00	7.78	1.16	0.48	0.70

.(0.05 ≥ α) *

(7)

	F				
0.000*	9.83	1.035	3.106		
		0.105	8.001		
0.014*	4.503	0581	1.163		
		0.594	9.944		
0.001*	7.104	0.594	1.189		
		0.084	6.443		

(Hawn, -5 : :
 .1996) : -1
 .(Avery,1997) -6 (Peterson et al.,
 -7 1997)
 .(Edwards et al., 1998) .(Davy, 1998; Gardner and
 Roos, 1997; Hawn,1996; McKim, 1997)
 -2
 .(Long, 1996)
 (Heinen, 1996) - 3 -3
 (Holbrook and .(Eichhorn and Helleis, 1997)
 Hulbert, 2002) -4
 (Lovelock, 2000; Gummesson, 1999; Gronroos, 2000; (Andrews and
 .Rowley, 2001; Aldridge et al., 1997) Wymbs, 2000 Trites, 1997; Long, 1996; McKim, 1997;
 .Sandilands, 1997)

(Teo and

(Rowley, 2001)

Tan, 2002)

.(Vandermerwe, 1999)

(Barnatt, 1998; Sands, 2003;

.Vandermerwe, 1999; Van Riel et al., 2001)

(Zeithaml, 2002)

(8)

()

	F				
0.001*	6.117	2.44	7.320		
		0.399	30.34		
0.010*	4.93	2.14	4.27		
		0.43	33.3		
0.003*	6.25	2.63	5.26		
		0.421	32.4		

(Grant, 1991, p119)

(Competitive Position)

1998)

.(79

.(Porter)

Porter

(40 2000)

1985

.(Portar, 1985, p54)

(Porter, 1985)

"

:

"

cost Leadership Strategy -1

Differentiation Strategy. -2

Focus Strategy. -3

.(80 1998)

:

Porter
 (Porter, 1985, p60)
 (Grant, 1991, p119)
 2005)
 .(232-231
 : -
 (1997) *
 :
 (3-2 2002)
 %54.4
 %93.6 %96.4 .(7-6 2002)
 %90.1
 %73.3 %86.7 :
 %34
 (2000) * .(15-13 2004)
 :
 2006)
 (33-32
 :
 : (2000) *
 .(16 2004)
 :

($0.05 \geq \alpha$)

:(2001) *

:(Inderson,1997) *

:(Colgate, 1998) *

:(2002) *

:(Methlie and Nysveen, 1999) *

:(2006) *

:(Phau and Poon, 2000) *

:(2009) *

:(Wang and Archer, 2000) *

" (13) "

" (16)

(2.97)

:(Morag and Shaheed, 2001)

*

5.06-)

(6.64 -

" (3)

" (6) "

" (7) "

:(Peterson, 2001)

*

" (10)

" (12) "

" (13) "

" (15) "

" (16) "

(17) "

(T)

-)

≥ α)

(0.03 = α)

(0.90

(0.05

(one sample t-test) (T)

(4)

(3)

(one sample

t-test) (T)

(4)

:

(5)

(3)

(3.94 -2.41)

(5)

(1.68-0.79)

(4.12 -3.33)

(7)

(0.70) (R) (6) : (6) (1.23 - 0.92)

" "

" (7)

$\geq \alpha$ (60.52) (F) (3.71)

(0.05) " (9)

(3,60)

(β) (1.16) (9.90 - 2.35)

:" = α / (T) (9.27)

(0.05 $\geq \alpha$) (0.000)

() :

(7) (One Way ANOVA) **(0.05 $\geq \alpha$)**

F (7)

(9)

()

	F				
0.001*	22.86	3.11	9.33		
		0.136	10.4		
0.004*	13.56	2.4	7.21		
		0.177	13.5		
0.002*	6.45	1.42	4.26		
		0.22	17.32		

() :

(0.05 $\geq \alpha$)

(8) (One Way ANOVA)

F (8)

α (1.16) (β) -3

:

:

$(0.05 \geq \alpha)$

-1

)

(

(9)

(One Way ANOVA)

F

(9)

-1

(2.97)

(T)

(0.90-)

-2

$(0.05 \geq \alpha)$

:

:

*

-2

*

(3.60)

*

(9.27)

(T)

$(0.05 \geq \alpha)$

-3

-1

-3

-4

-2

2002

.2

2000

2004

2006

2002

2000

2000

(37)

.56

2004

2005

2000

1998

2004

2001

2005

2002

.1

()

1997

(Six

2004

: Sigma)

2006

.56

2004

2000

Aldridge, A., Forcht, K. and Pierson, J. 1997. Get linked or get lost: marketing strategy for the internet, *Internet Research: Electronic Networking Applications and Policy*, 7 (3).

.1

2004

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2001

Avery, S. 1997. Online tool removes costs from process,

25

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**The impact of E-Marketing on Achieving Competitive Advantage by the
Jordanian Pharmaceutical Firms
"A Field Study"**

*Anbar I. Shlash, Suleiman I. Al-Houri and Mohammad S. Al-Shoura**

ABSTRACT

The study aimed to identify the level of the use of electronic marketing in the pharmaceutical companies in Jordan and its impact on the achievement of competitive advantage. The study population included all managers of the 14 Jordanian Pharmaceutical Companies. The study questionnaire was distributed to 69 male and female managers, and 66 questionnaires valid for statistical analysis (96%) were retrieved. The SPSS program was used to test the study hypotheses. The most important results of the study were: that some Jordanian pharmaceutical companies tend to use the Internet in marketing, in order to meet the buyers' needs and to get to know their views. Another result was that the pharmaceutical companies had competitive capabilities which enabled them to achieve a competitive advantage in the direction of developing their market share, and to introduce products with competitive prices, and provide services at a remarkable speed. One of the most important recommendations was that the Jordanian pharmaceutical companies have to employ the Internet technology in marketing their products and adopt it as a part of their marketing strategy. This will positively lead to the enhancement of their competitive capabilities both locally and internationally.

Keywords: Electronic Marketing, Competitive Advantage, Pharmaceutical Companies, Jordan.

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