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(49-5)

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(52)

(331) 2005/1/1

.1

%50

%20

.(Manu and Nelson, 2000, P30)

.2007/10/29

2006/7/9

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2009 ©

49 - 10
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" (Pelham, 2000)

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%85

%55

Partomo,

.(2003

" (2001)

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(Narver and Slater, 1990)

(Gary, 2000)

(Matsuno and

Mentzer, 2000)

(Gary, 2000)

(Peter

Drucker, 1964)

(Barringer and Bluedorn, 1999)

(Global Entrepreneurship Monitor, 1999)

(Leonidou, 1997)

(Johnson and

Kuehn, 1987)

(Shaw, 2000)

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(Lee Sheang and Hua Lim, 2001)

(1:1)

(2:1)

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(Christopher and Lori, 1998)

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(331) 2005/1/1

(52)

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: (1:5)

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Likert Scale

(4-0)

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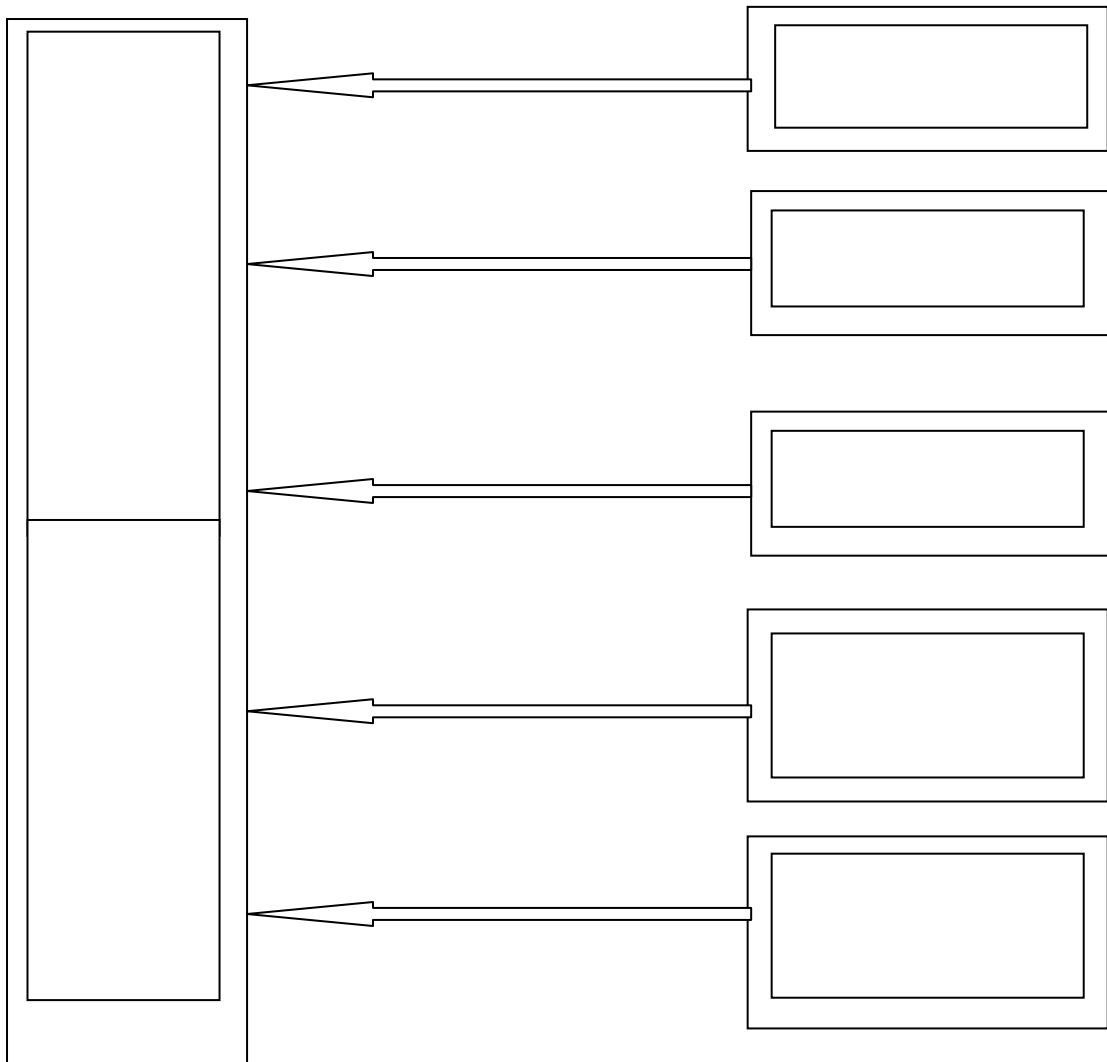
(1)

.(0)

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(1)



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(1)

%96.05	
%71.42	
%70.51	
%92.40	
%78.35	
%75.91	
%60.73	
%75.10	
%78.00	
%82.85	

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Crounbach Alpha.

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.(1)

: (Ansoff)

.(Sekaran, 1984, p226).%60
 .%96.05

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0.42	2.82	:
		:
0.67	3.41	.
0.85	3.15	.
0.95	2.86	.
1.06	2.98	.
1.04	2.60	.
		:
0.97	2.35	.
0.97	2.70	.
0.94	2.73	.
		:
0.87	3.12	.
0.74	3.03	.
1.07	2.33	.
		:
0.98	2.82	.
0.81	2.97	.
0.93	2.62	.
0.93	2.60	.

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(3)

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0.51	2.70	:

1.23	2.16	.
0.73	3.15	.
0.88	2.57	.
0.95	2.77	.
1.20	2.35	.

1.00	2.89	.
0.96	2.60	.
0.97	2.25	.
0.83	2.92	.

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(4)

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0.71	2.60	:

:

1.06	2.96	.
1.06	2.74	.
1.17	2.63	.
1.00	2.25	.
1.09	2.42	.
1.13	2.43	.
1.15	2.46	.
1.18	2.36	.
1.12	2.62	.

:

1.20	2.85	.
1.43	1.71	.
1.48	2.05	.
1.44	1.77	.
1.30	1.57	.
1.30	1.30	.
1.40	1.60	.
1.42	1.61	.
1.18	1.13	.
1.23	1.33	.
1.37	1.51	.
1.34	1.41	.
1.19	1.29	.
1.59	1.96	.
1.58	1.89	.
1.50	1.90	.
1.46	1.45	.

:

0.97	2.70	.
0.92	2.69	.
1.01	2.56	.
0.90	2.86	.
0.91	2.75	.
0.99	2.62	.
0.99	2.68	.

0.74	3.02	.
0.89	2.91	.
0.87	2.62	.

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(5)

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0.414	2.76	:
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: /

0.689	3.24	.
0.913	2.85	.
0.959	2.60	.

: /

0.884	2.81	.
0.861	2.43	.
0.628	3.07	.

: /

0.844	2.45	.
0.914	2.76	.
0.997	2.81	.

: /

0.789	2.88	.
0.869	2.73	.
1.000	2.64	.

:

0.959	2.68	.
0.767	2.67	.
0.907	2.78	.
0.964	2.75	.

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(6)

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0.55	2.81	:

:

0.83	3.08	.
0.95	2.64	.
0.87	3.00	.
0.68	3.07	.
0.57	3.10	.
0.60	2.98	.
0.72	2.62	.

.

0.95	2.87	.
0.81	2.94	.
0.84	2.94	.
0.81	2.62	.
0.80	2.59	.
0.75	2.74	.
0.80	2.86	.

:

0.80	3.08	.
1.00	2.66	.
0.65	2.97	.
0.80	2.62	.
1.03	2.45	.

:

0.78	3.21	.
1.02	2.79	.
0.83	2.67	.
0.88	2.53	.
0.85	2.63	.
1.14	2.72	.

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(7)

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0.61	3.22	.
0.78	3.01	.
0.87	2.86	.
0.81	2.78	.
86.	3.00	.

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0.99	2.67	.
0.81	2.68	.
1.07	2.73	.
0.94	2.76	.
1.04	2.43	.
1.06	2.27	.

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.6

(4)

(2.6)

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(2.82)

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(2.76)

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(2.70)

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(2.81)

(8)

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0.882	2.75	
0.977	2.49	
1.006	2.32	
1.098	2.22	
1.055	2.72	
0.970	2.89	
1.111	2.49	

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1.061	2.87	
0.911	2.70	
1.089	2.69	
1.207	2.45	
0.997	2.50	
1.237	2.37	

:

1.102	2.66	
1.039	2.44	
1.202	2.15	
1.028	2.65	

:

0.844	2.60	
0.855	2.58	
1.350	1.97	
1.501	2.12	
1.384	1.69	
1.551	2.60	
1.347	1.45	

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1.351	2.98	
1.357	2.93	

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(9)

F	F	B	R ²	R	Sig	
2.37	18.537	0.53	0.230	0.48	0.000	
3.00	23.530	0.447	0.159	0.399	0.000	
2.37	90.061	0.754	0.59	0.770	0.000	
3.00	22.24	0.57	0.31	0.56	0.000	
2.37	26.627	0.721	0.30	0.55	0.000	
3.84	34.104	0.357	0.12	0.357	0.000	
3.84	0.000	-0.001	0.00	0.001	0.981	
3.84	41.392	0.378	0.14	0.378	0.000	
3.84	18.393	0.262	0.07	0.262	0.000	

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(10)

F	F	B	R ²	R	Sig	
2.37	20.70	0.70	0.25	0.50	0.000	
3.00	17.24	0.421	0.122	0.349	0.000	
2.37	110.5	0.793	0.64	0.80	0.000	
3.00	18.077	0.56	0.27	0.52	0.000	
2.37	16.261	0.50	0.21	0.46	0.000	
3.84	34.104	0.357	0.12	0.357	0.000	
3.84	0.000	-0.001	0.00	0.001	0.981	
3.84	41.392	0.378	0.14	0.378	0.000	
3.84	18.393	0.262	0.07	0.262	0.000	

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.Normality test Kolmogorov-Smirnov test

(9) :
 F (0.44) β (23.53) :Ho
 .05 Sig :Ha
 (10) : .05
 (Hollander and Wolfe, 1973, pp 219-228)

= K-S :
 F (0.42) β (17.24) .05 0.20
 .05 Sig

(9) :
 β (90.06) F (0.75) F (0.53) β (18.5)
 .05 Sig (10) .05 Sig
 (10) :
 β (110.5) F (0.79) F (0.70) β (20.70)
 Sig .05 .05 Sig

(11)

/ Stepwise Regression

R ²	R	P(sig)	F	
0.34	0.58	0.000	127.18	
0.40	0.63	0.000	81.36	+
0.43	0.65	0.000	61.71	. + +
0.45	0.66	0.000	48.46	. + + +

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(12)

/ Stepwise Regression

R ²	R	P(sig)	F	
0.63	0.79	0.000	421.7	
0.65	0.80	0.000	232.9	+
0.66	0.81	0.000	161.3	. + +
0.67	0.82	0.000	125.2	. + + +

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(13)

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(9)

Stepwise Regression

β	(22.24)	F
Sig		(0.57)
		.005

.(Sekaran, 1984, p247)
(11)

:

(10)

%45

.()

.()

β	(18.07)	F
Sig		(0.56)
		.005

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%67

.(12)

(13)

:

: .5

(Pelham, 2000)

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(9)

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(Partomo, 2001)

β	(26.62)	F
.005	Sig	(0.72)

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(10)

(Narver and Slater, 1990)

β	(16.26)	F
.005	Sig	(0.50)
(9)		

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.(10)

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(Gary, 2000)

(Lumpkin and Covin, 1997)

-

(Lee Sheaning,

.2001)

(Leonidos and

-

Leonidou, 2004)

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%45

(Johanson and Kuehn, 1987)

-

(Cygi, 1991)

(Cullen, 2002)

(Foly,

1987)

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%67.4

(Gygi,

1991)

(Peterson, 1991)

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The Effect of the Competitive Marketing Strategies, on the Ability of Small Size Manufacturing Enterprises in Jordan, to Achieve Sustainability and Growth

*Elham F. Tommalaih and Mohammad I. Al-Masri**

ABSTRACT

This study is an attempt to study the effect of competitive marketing strategies, on the ability of small Manufacturing enterprises in Jordan, to achieve sustainability and growth. This study investigates the relationship between a number of marketing independent variables and two dependent variables. Namely, the dependent variables are sustainability and growth. Where as the independent variables are: marketing concept, the entrepreneurship characteristics, marketing information systems, marketing strategic planning, and competitive marketing strategies (Differentiation strategy, Focus strategy, strategic deterrence strategy and cost leadership strategy). The population of the study represented all small enterprises that work in food sector and textile sector, employed from 5-49 employees, which recorded in Amman chamber of industry and Irbid chamber of industry. Subsequently the study comes up with the following findings: There is a significant effect of the adoption of marketing concept, the entrepreneurship characteristics, depending on marketing information systems, applying marketing strategic planning, applying competitive marketing strategies (Differentiation strategy, strategic deterrence strategy and cost leadership strategy) on the ability of achieving sustainability and growth to small manufacturing enterprises. But there is no significant effect for the focus strategy.

Keywords: Small Manufacturing Enterprises, Sustainability, Growth, Marketing Concept, Entrepreneurship, Marketing Information Systems, Marketing Strategic Planning, Competitive Marketing Strategies.

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