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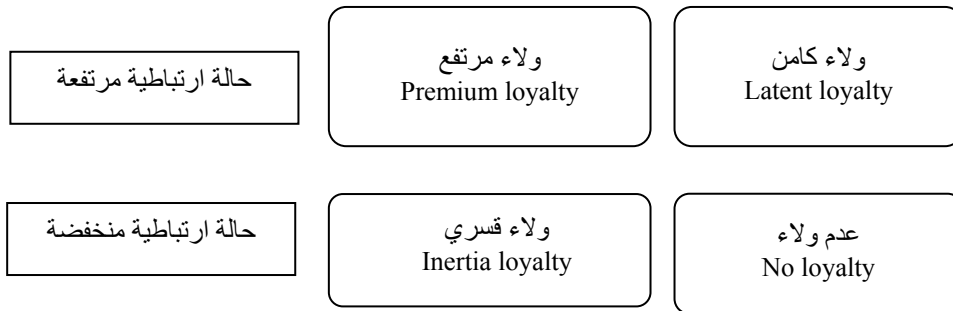
(Dowling,

(Granfield School for Management, 2000)

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(Kotler and Keller, 2006)

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* Adopted from Alan S. Dick and Kunal Basu, 1994, "Customer Loyalty: Towards an Integrated Conceptual Framework", Journal of Academy of Marketing Science, 22, 2, p: 101.



	.2	:Premium Loyalty	-
	.3		
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(Kuusik, 2007)			(2004)
“A Model for :	(EL-Kurdi, 1991)	-	
	New Products Development“		(Griffin, 1995)
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			(Schiffman, and Kanuk, 2004)
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**“ A Study of the : (Benson, 1989) -
Successful Product Innovation: Application of Known
Success Factors (New Product Development) ”**

" (2005) -
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(149)

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(30)

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**“Building Client : (Webber, 2000) -
Trust and Loyalty: Professional as Stewards”**

(66)

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**“Conjoint : (Monteiro, 2001) -
Measurement of Preferences for Traditional”**

**“Achieving : (Ashour, 2006) -
Relationship Marketing as a Base for Customer
Loyalty in Jordanian Hotel Industry”**

**“Developments in : (Frank, 2001) -
milk marketing in England and Wales during the 1990s”**

**: (Gustavssonand Lundgren, 2005) - 1990
“Customer Loyalty”**

**“The Impact of : (Fagan, 2005) -
Achieving Styles and Decision Styles on Performance
of New Product Development”**

**“An ” : (Hugand Toyama, 2006) -
Analysis of Factors Influencing the Development of
New Products in the Thai food Industry”**

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**“The Evaluation of : (Duffy, 2005) -
Customer Loyalty Strategy”**

**: (Palmatierand Scheer, 2006) -
“Customer Loyalty to Whom? Managing: the Benefits**

and Risks of Salespersons- Owned Loyalty”

(Gustavsson and Lundgren, 2005)

“Customer Loyalty”

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**“Affecting : (Kuusik, 2007) -
Customer Loyalty: Do Different Factors Have
Various Influences in Different Loyalty Levels?”**

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HO1

An : (Hug and Toyama, 2006)

Analysis of Factors Influencing the Development of New

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HO2

(1999) Products in Thai Food Industry

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HO21

(Webber, 2000)

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HO22

: (Monteiro, 2001)

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HO23

“Conjoint Measurement of Preferences for Traditional”

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HO3

Duffy,)

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(2005

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					...	
			:	.1	:	HO31
			:	.2	:	HO32
			:	:	:	HO33
			:	:	:	HO34
(Likert)			:	:		
(2)	(3)	(4)	(5) :	(1)		

Convenience Sample

(500)

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(Kotler and Keller, 2006)

(2005) (2005) (2004

(Trott,

(2004) (Ashour, 2006) 2005)

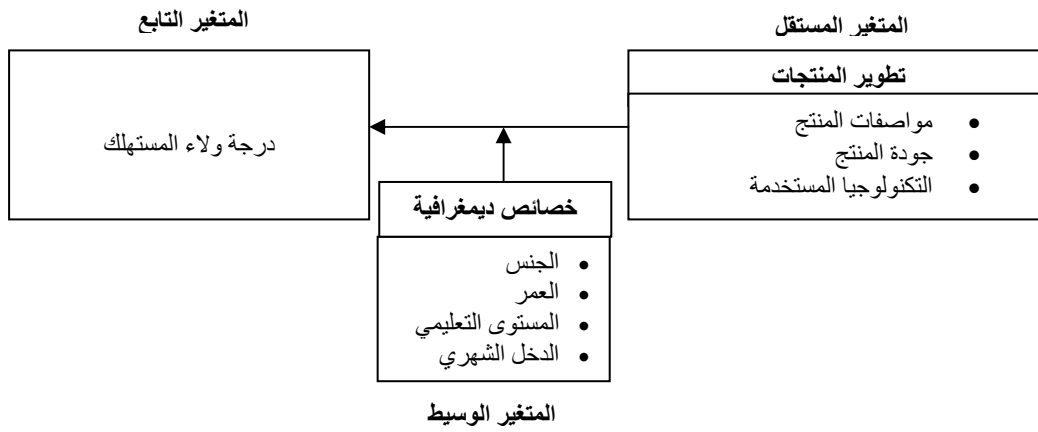
.(2008) (2005)

(2004) (Trott, 2005)

(Kotler and Keller, (1999)

) (Schiffman, 2004) (Ashour, 2006) 2006)

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(Validity and Reliability)

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(Cronbach Alpha

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a ()		
72.4		1
73.5		1.1
74.9		1.2
79.5		1.3
81		2
83.6		3

%60

(2)

(Sekaran, 1992)

	(%51.8)				
	(%48.2)				
(%40.8)					
25			(Cronbach Alfa)	.1
35 -26		(%31.2)			
	(%19.4)				
(%8.6)		45 -36			.2
46					
(%39.8)			(Arithmetic Mean)		.3
		(%16.6)	(Standard Deviation)		.4
	(%32.2)				
				T	.5
(%11.4)					.6
(%52.8)					.7
250					
	(%29.6)			t- test	.8
500 -251					
		(%8.2)	F	ANOVA	.9
650 -501)		
650		(%9.4)			(

(2)

(%)				
51.8	259			1
48.2	241			
100	500			
40.8	204	25		2
31.2	156	35 -26		
9.4	97	45 -36		
8.6	43	46		
100	500			

(%)				
39.8	199			3
16.6	83			
32.2	161			
11.4	57			
100	500			
52.8	264	250		4
29.6	148	500 -251		
8.2	41	650 -501		
9.4	47	650		
100	500			

(3)

	4	0.85	41.3		1
	6	0.95	3.89		2
	5	0.93	3.99		3
	1	0.83	4.26		4
	3	0.92	4.15		5
	9	1.13	3.41		6
	7	0.91	3.88		7
	2	0.89	4.19)	8
	8	0.94	3.85	(9
		0.55	3.94		

.(3)

...

.(0.93) (3.94) :

(3.41-3.89) ----- =

$1.33 = \frac{4}{3} = \frac{1-5}{3}$

.(4) 2.33 -1

" 3.66-2.33

(4.06) " 3.67

(3.84) " (0.78) (3)

(4.04) " "

(3.84) " "

" .(0.92) (4.26)

" (0.83) (3.94)

(3.99))

.(0.89) (3.84) " (

" (4.19)

" (3.94)

(0.96) (3.90) " .(0.89)

(3.84) " "

" (4.15)

" (3.90) .(0.92) (3.94)

(0.85) (3.84) "

" (4.13)

" (3.94) "

" (3.85) .(0.85)

.(0.94) (3.84) "

-3.62) " "

(3.71) (3.99)

(4)

	3	0.85	3.99		10
	2	0.92	4.04		11

	1	0.78	4.06		12
	5	0.85	3.90		13
	5	0.96	3.90		14
	8	1.17	3.62		15
	6	0.94	3.85		16
	4	0.89	3.96		17
	7	0.92	3.71		18
		0.59	3.84		

(5)

	4	1.01	3.85		19
	3	1.00	3.92		20
	1	0.90	4.09		21
	2	0.89	3.97		22
	5	0.85	3.77		23
	6	0.89	3.68		24
	7	0.86	3.66		25
		0.66	3.81		

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(4.09)

(5)

...

(3.62) (3.84) " (3.97)
 " (0.84) (3.81)
 " (0.89)
 " (3.83) " (3.92)
 (0.88) (3.62) " " (3.81)
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 " (3.75) (3.85)
 (0.95) (3.62) (3.81)
 " (1.01)
 " (3.66-3.77)
 " (1.06) (3.65)
 " (3.62)
 (3.62) " (6)
 " (1.12)
 " (3.41)
 (1.09) (3.62) "

(6)

	6	1.12	3.62		26
	2	0.88	3.83		27
	5	0.88	3.64		28
	4	1.06	3.65		29
	1	0.84	3.84		30
	3	0.95	3.75		31
	7	1.09	3.41		32
		0.61	3.62		

t
 (7)
 t : :HO1
 (a≤0.05) (15.857)
 (7)

Sig	df	t				
0.000	493	15.857	0.967	3.69	494	

(8)

Sig	F	B	R ²	R	
0.000	14.737	2.352	0.029	0.171	

: :HO21 : :HO2

(9) Simple Regression Multiple Regression
 (8)

(0.05 ≥ a) (0.133) (0.171)
 (0.018) (0.018) (0.029) (0.05 ≥ a)
 (2.954) (2.352) (0.029)
 (954.2) (2.352) (2.352)
 (8.885) F F
 (a≤0.05) (a≤0.05) (14.737)

: : T F

.(9)

(9)

Sig	F	B	R ²	R	
0.003	8.885	2.954	0.018	0.133	

(0.05 ≥ a) (254.9) :

HO22

Simple Regression

(10)

(0.136)

(0.018)

(a ≤ 0.05)

(0.018)

F

(2.829)

(10)

Sig*	F	B	R ²	R	
002.0	254.9	829.2	018.0	136.0	

(2.974)

:

HO23

F
(0.05 ≥ a)

(2.974)
(6.769)

Simple Regression

(11)

(0.116)

(0.014)

(a ≤ 0.05)

(0.014)

(11)

Sig*	F	B	R ²	R	
0.010	6.769	2.974	0.014	0.116	

(t) : **HO3**
 (a ≥ 0.05) 10.1 .

T
 : F
 : **HO31**
 T

... (12)
 (a ≤ 0.05)

(12)

(T)

	(T)					
0.271	1.10	0.64	3.65	259		
		0.58	3.59	241		

(13) : **HO32**
 (13) .

25 (One Way ANOVA)

(13)

46		45 -36		35 -26		25		
0.55	3.64	0.60	3.42	0.56	3.65	0.64	3.69	

(14) ANOVA)
 (a ≥ 0.05) (One Way

() : (a ≤ 0.05) (F) (4.383)
 (14)

Sig.*	F	DF	MS	SOS
		3	1.599	4.798
0.005	4.383	490	0.365	178.796
		493		183.594

35-26

(3.65) (Scheffee)
 45-36
 35-26 (15)
 25
 .(3.42) 45-36 -36
 (3.69) 45 25
 .(3.42) 45 -36 (Scheffee)

(15)

Scheffee

46	45 -36	35 -26	25	
0.0517	*0.2687	0.0426	-	25
0.0091	*0.2261	-	-	35 -26
0.2169	-	-	-	45 -36
-	-	-	-	46

: HO33

(One Way

(16) ANOVA)

(17) (One Way ANOVA)

(a ≤ 0.05)

(16)

(F)

(4.77) (a ≤ 0.05)

($\alpha \leq 0.05$)

()

(16)

0.51	3.57	0.54	3.64	1.91	4.05	0.67	3.61	

(17)

Sig.*	F	DF	MS	SOS	
		3	4.373733	13.1212	
0.003	4.77	490	0.915845	448.7643	
		493		461.8855	

(Scheffee)

(4.05)

(18)

.(3.64)

(Scheffee)

(4.05)

(4.05)

(Scheffee)

.(3.61)

.(3.57)

(18)

Scheffee

0.0387	0.0340	*0.4397	-	
0.4785*	0.4056*	-	-	
0.0727	-	-	-	
-	-	-	-	

:

HO34

(19)

(One Way ANOVA)

250

(19)

650		650 -501		500 -251		250	
0.49	3.62	0.60	3.59	1.36	3.69	0.63	3.79

: ()

(20) (One Way ANOVA)

(20)

(a ≤ 0.05)

(F)

(0.951) (a ≤ 0.05)

(a ≤ 0.05)

(20)

Sig.*	F	DF	MS	SOS
0.415	0.951	3	0.891996	2.675989
		490	0.937162	459.2095
		293		461.885489

.2

0.171

.3

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.3.69

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.10

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.12

(Gustavsson and Lundgren, 2005)

(Palmatier and

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Scheer, 2006)

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(Monterio, 2001)

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2005

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The Impact of the Development of Products and the Degree of Consumer Loyalty a Field Study of Consumers of Dairy Products in Amman City

*Wafa Subhi Al-Tamimi and Samir Walied Al-Hallaq**

ABSTRACT

The Study aimed to identify the impact of products development (product features, product quality and technology used) in the degree of loyalty from the consumer point of view of consumers, and the verification of a difference in the degree of loyalty and consumer dairy products in the Greater Amman Municipality according to the different demographic characteristics.

To achieve the objectives of the study questionnaire was distributed on a convenience sample composed (500) consumers of the Dairy Products in Amman. Accordingly, the data gathering, analyzing and examining the hypothesis were undertaken by using the SPSS program. The study came up with the following conclusions:

1. There is a significant statistical impact of product Features, its quality and Technology used and the degree of consumer loyalty.
2. There are no statistically significant differences in the degree of consumer loyalty, depending on gender and income.
3. There was a difference statistically significant degree of consumer loyalty, depending on the age and educational level. Based on these results was a set of recommendations which Focused on; the need to focus on the quality of the product, focusing on the technology used and attention to the promotion of the loyalty of the consumer.

Keywords: Products Development, Consumer Loyalty Degree, Dairy Products.

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