



جامعة الشرق الأوسط  
MIDDLE EAST UNIVERSITY

**The Impact of Marketing Mix Elements  
of Optical Medical Products  
on Its Marketing Performance in Jordan**

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## **Abstract**

# **The Impact of Marketing Mix Elements of Optical Medical Products on Its Marketing Performance in Jordan**

**Prepared by  
Nezar Rafiq Hasan Damati**

**Supervised by  
Prof. Abdel Bari Ibrahim Durra**

The purpose of this thesis is to reveal the impact of marketing mix elements through showing the impact of (Optical Medical Product, Pricing, Promotion, and Distribution) on its marketing performance in Jordan.

The researcher applies the quantitative research approach through conducting the descriptive analytical approach to describe the study variables and test hypothesis.

In order to achieve the study objectives, the researcher designs a questionnaire to gather primary information from the study sample which consists of (108) optical company and center in Jordan. The study concludes the followings:

- There is no significant statistical impact of optical medical product characteristics on its marketing performance in Jordan market.
- There is significant statistical impact of pricing decisions of optical medical products on its marketing performance in Jordan market.
- There is no significant statistical impact of optical medical products' promotion on its marketing performance in Jordan market.
- There is significant statistical impact of optical medical products' distribution on its marketing performance in Jordan market.

- There is significant statistical impact of marketing mix elements of optical medical products on its marketing performance in Jordan market through only two elements: the pricing and distribution.

The study offers some recommendations, mainly, it recommends that optical manufacturing and trade companies should focus on the characteristics of optical medical products, and should follow effective promotional activities. Also the study recommends to educate marketing principles subject for optometry course students.

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(Cradens and Piercy,2006) .

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(Product)

(Distribution)

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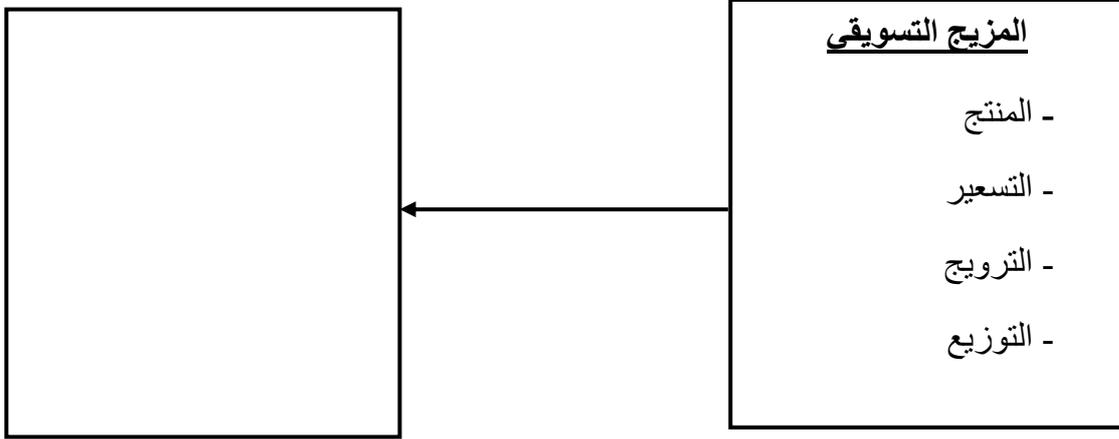
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.(Kotler,2000)

**Marketing Strategy**

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## Situational Analysis

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Physical Evidence

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**Concentrated Strategy** .2

**Differentiated Strategy** .3

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.(Convenience to Customer) .3

.(Communication with Customer) .4

:(Prasad,2002) (4 C<sub>s</sub>) (4 P<sub>s</sub>)

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**:Actual Product** -

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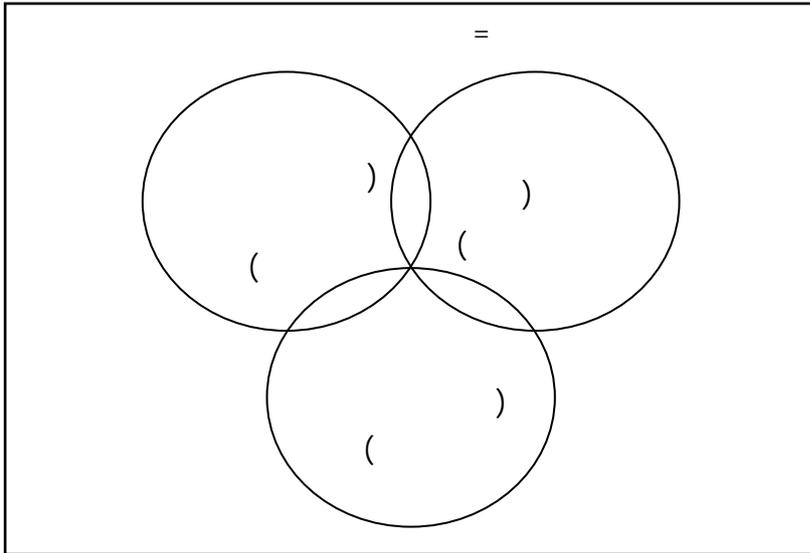
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: **(Augmented Product)** .3

: **(Product With New Trade Mark)** .4

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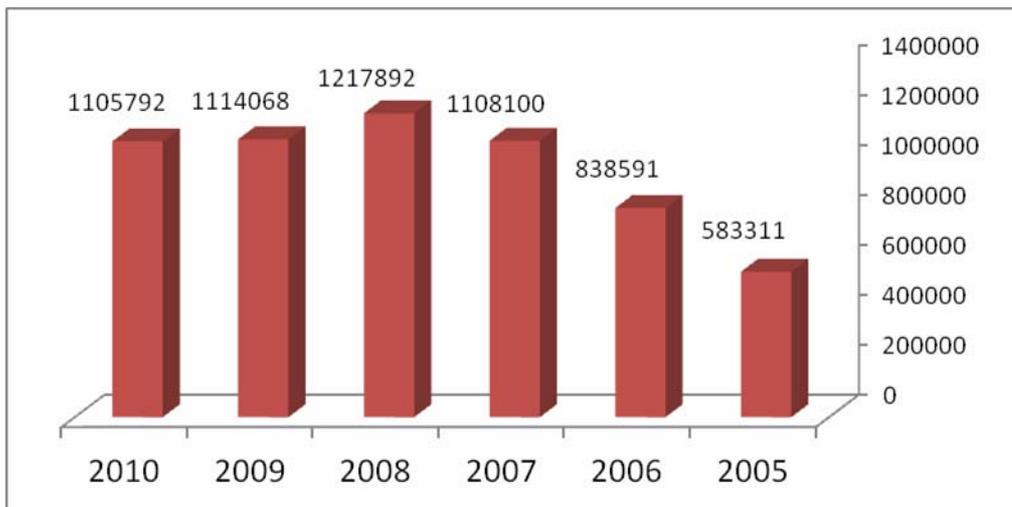
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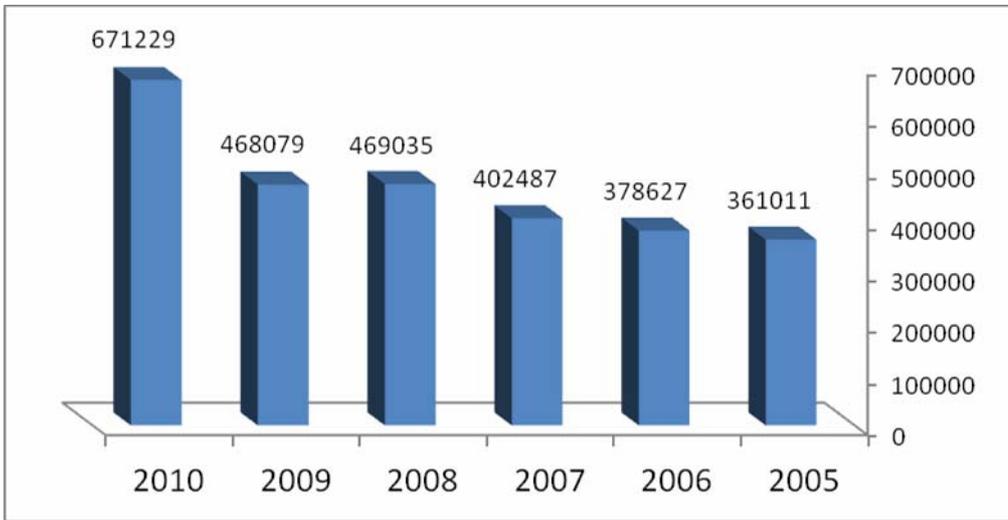
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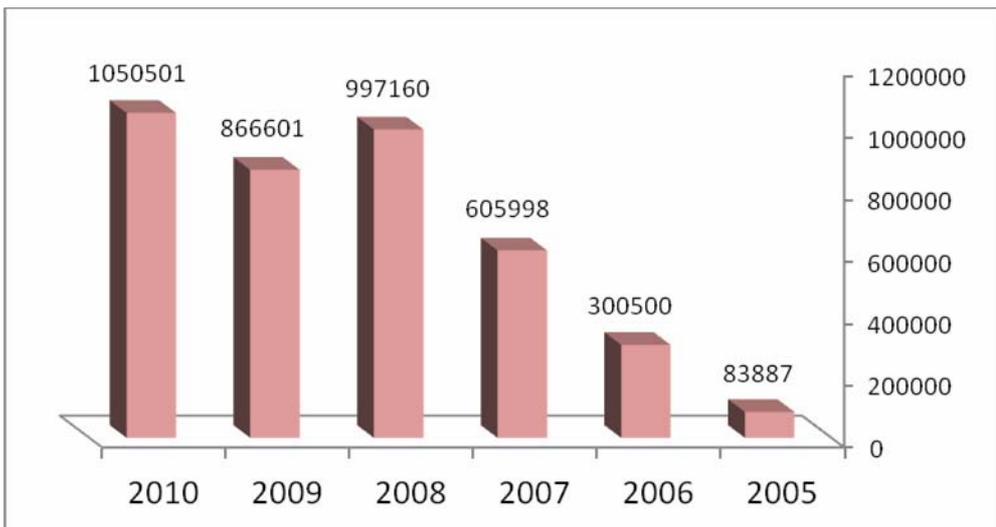
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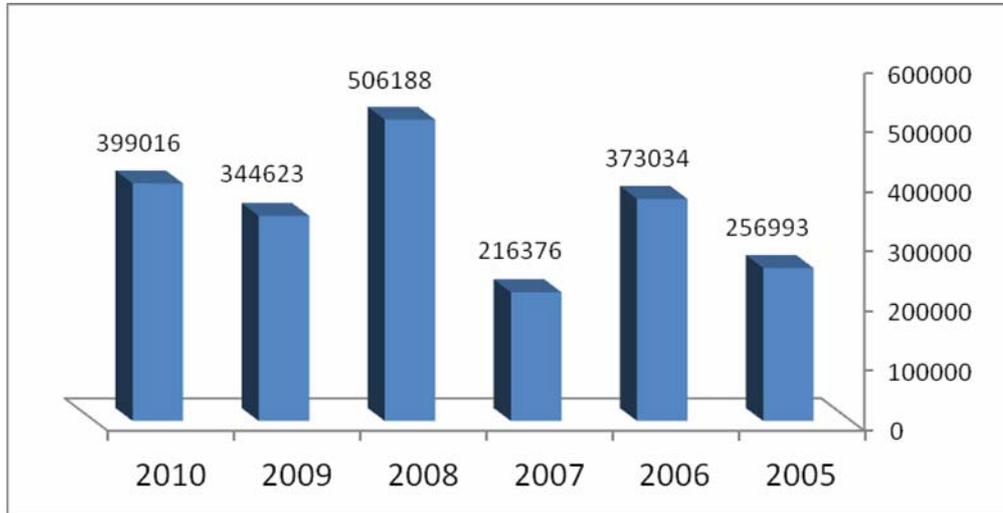
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**"The Marketing Mix Elements and their : (2004 ) -  
Impact on the Overall Performance of Jordanian Pharmaceutical  
Industries"**

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: (Smith, 2003) -

**"An Empirical Investigation of Marketing Strategy Quality in Medical Markets"**

(18)

: (Narayanan and Desiraju and Chintagunta, 2004) -

**"Return on Investment Implications of Pharmaceutical Promotional Expenditures: the Role of Marketing Mix Interactions"**

: (Evanschitzky and Woisetschlager , 2009)

**"The Impact of Marketing Mix Efforts on Brand Equity"**

(5331)

: (Chrysochou, 2010) -

**"Food Health Branding: the Role of Marketing Mix Elements  
and Public Discourse in Conveying a Healthy Brand Image"**

: (Bodea and Bacali, 2011)

**"Importance of the Marketing Mix Components in the Context of  
Romanian Firms' Marketing Performance"**

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(Content Validity)

(3)

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(Cronbach Alpha)

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(0.774)

(0.939)

(0.963)

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0.882	10	
0.774	11	
0.939	15	
0.866	7	
0.815	6	
0.963	49	

**3-4-3**

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(vif)

(tolerance)

(multi co linearity)

(2-3)

skewness	(VIF)	(tolerance)	
0.076	2.56	0.390	
0.007	2.26	0.442	
0.448	4.39	0.227	
0.330	3.28	0.305	

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(%24.07)

35-31

(%31.48)

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(%24.07)

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(%14.82)

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(%29.63)

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	5	(%20.37)	
	(%14.81)	10-6	(%27.78)
.	16	(%37.04)	. 15-11
	5		
(%22.22)		10-6	(%12.96)
16		(%35.19)	15-11
			(%29.63)
(%1.85)			
	(3)		(%14.81)
.	(%24.07)	(4)	(%35.19)
		(%3.07)	(5)
(%14.81)	.	(%5.56)	(25)

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75.93	82		
24.07	26		
<b>100</b>	<b>108</b>		
29.63	32	30	
31.48	34	35 – 30	
14.82	16	39 – 36	
24.07	26	40	
<b>100</b>	<b>108</b>		
9.26	10		
29.63	32		
61.11	66		
<b>100</b>	<b>108</b>		
20.37	22	5	
27.78	30	10 5	
14.81	16	15 11	
37.04	40	16	
<b>100</b>	<b>108</b>		
12.96	14	5	
22.22	24	10 5	
35.19	38	15 11	
29.63	32	16	
<b>100</b>	<b>108</b>		
1.85	2	1	

14.81	16	2	
35.19	38	3	
24.07	26	4	
3.70	4	5	
5.56	6	25	
14.81	16		
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4	عالية	0.89	3.69	.5
8	متوسطة	0.98	3.56	.6
6	متوسطة	1.10	3.63	.7
1	عالية	0.80	4.00	.8
10	متوسطة	1.10	3.33	.9
7	متوسطة	0.96	3.59	.10

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108=

7		1.04	3.52	-1
9		0.85	3.35	-2
9		1.03	3.35	-3
2		0.85	4.00	-4
6		0.92	3.56	-5

5		0.69	3.78	-6
4		0.80	3.83	-7
11		0.79	3.2	-8
8		0.98	3.43	-9
3		0.91	3.93	-10
1		0.75	4.04	-11
		<b>0.49</b>	<b>3.63</b>	

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108=

6		1.18	3.43	-1
9		1.14	3.26	-2
4		0.96	3.44	-3
2		0.91	3.48	-4
10		1.05	3.2	-5
11		1.03	3.19	-6
15		1.03	3.09	-7
12		1.08	3.17	-8
13		1.20	3.13	-9
14		1.11	3.11	-10
8		1.04	3.31	-11

7		1.03	3.33	-12
2		1.02	3.48	-13
4		0.92	3.44	-14
1		0.80	3.67	-15
		<b>0.76</b>	<b>3.32</b>	

5-2-4

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5		0.94	3.43	-1
2		0.92	3.78	-2
3		0.82	3.48	-3
4		1.04	3.44	-4
6		0.96	3.28	-5
7		0.90	3.09	-6 Just in ) (Time
1		0.91	3.81	-7
		<b>0.69</b>	<b>3.47</b>	

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108=

1		0.65	3.69	
2		0.49	3.63	
4		0.76	3.32	
3		0.69	3.47	
		0.57	3.53	

6-2-4

(7-4)

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.4.0

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.3.63

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108=

5		1.06	3.30	-1
6		1.07	2.98	-2
2		0.72	3.93	-3
1		0.67	4.00	-4
3		0.65	3.81	-5
4		0.81	3.74	-6
		<b>0.61</b>	<b>3.63</b>	

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. ( $\alpha \leq 0.05$ )

.(standard multiple regression)

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	<b>Sig t</b>	<b>t</b>	<b><math>\beta</math></b>
	0.072	1.81	0.173

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$\beta$

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.( 17.3)

( )

(0.072)

(1.81)

t

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.( $\alpha \leq 0.05$ )

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: **HO1-2**

.( $\alpha \leq 0.05$  )

**(9-4)**

**(enter)**

	Sig t	t	β
	0.000	4.20	0.376

(enter) (9-4)  
 $\beta$  .  
 .( 37.6) ( )  
 (0.000) (4.20) t

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**.( $\alpha \leq 0.05$  )**

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.( $\alpha \leq 0.05$ )

**(10-4)**  
**(enter)**

	Sig t	t	$\beta$
	0.143	1.47	0.184

(enter)

(10-4)

$\beta$

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.( 18.4)

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(0.143)

(1.47)

t

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**$(\alpha \leq 0.05)$**

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**:HO1-4**

.( $\alpha \leq 0.05$ )

**(11-4)**

**(enter)**

	Sig t	t	β
	0.000	4.26	0.460

(enter)

(11-4)

$\beta$  .

t

.( 46.0) ( )

(0.000)

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**$(\alpha \leq 0.05)$**

(12-4)

(enter)

(12-4)

	Sig f	f	R <sup>2</sup>	R
	0.000	44.96	0.636	0.797

(12-4)

0.797

.(0.70)

(0.000)

.0.05

(44.96)

f

R<sup>2</sup>

R<sup>2</sup>

R<sup>2</sup>

.( 63.6)

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( $\alpha \leq 0.05$ )

**1-5**

**2-5**

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.( $\alpha \leq 0.05$ )



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.( $\alpha \leq 0.05$ )

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( $\alpha \leq 0.05$ )

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(Smith,2003)

(Chrysochou,2010)

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- 181 (1) 35		"		
				.197
		" .	.(2005)	.16
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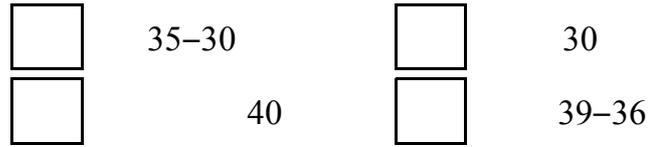
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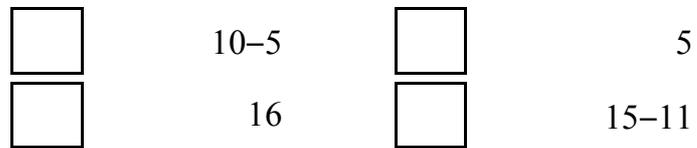
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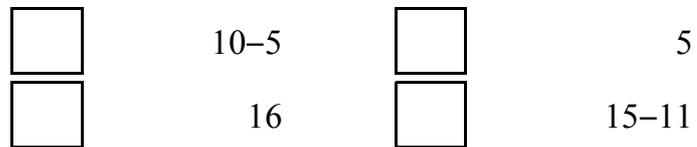


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