"Market Orientation and Its Impact on the Jordanian Business Organizations Performance"

A Field Study

التوجه نحو السوق وتأثيره على أداء منظمات الأعمال الأردنية

دراسة ميدانية

By

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B.A. Marketing, Philadelphia University, Jordan, 2004

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration, Yarmouk University, Irbid, Jordan 2008

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2008
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Abstract

This study aims to find out to what extent managers of Jordanian business organizations believe in the marketing concept and implement the market orientation. Another objective of the study is to find out the impact of implementing market orientation on these organizations performance.

The population of the study consists of Jordanian business organizations that are located in Amman. A convenient sample of 212 organizations was selected. The questionnaire was filled out by general managers, marketing managers, sales managers, and many other persons who occupied managerial positions in those organizations. The sample consists of business organizations with different sizes (large, medium, and small organizations) and with two sectors (services and goods).
Data collected was analyzed by using One-Sample T-Test, T-Test, Regression, and one-way ANOVA.

The study findings are:

1. Managers of Jordanian business organizations believe in the marketing concept.

2. The belief in the marketing concept doesn't differ with Jordanian business organizations sectors (goods vs. services). They both believe in the marketing concept and no significant differences between the two sectors.

3. The belief in the marketing concept differs with Jordanian business organizations sizes; medium organizations have the highest level of the belief in the marketing concept, while small organizations have the lowest belief in this concept.

4. Managers of Jordanian business organizations are willing to adopt the market orientation.

5. The willingness to adopt the market orientation doesn't differ with Jordanian business organizations sectors (goods vs. services). They both are willing to adopt the market orientation.

6. Managers of Jordanian business organizations with all sizes are willing to adopt the market orientation. But large organizations have the highest level of market orientation adoption willingness, while small organizations have the lowest level of this willingness.
7. Managers of Jordanian business organizations implement the market orientation.

8. The implementation of the market orientation doesn't differ with Jordanian business organizations sectors (goods vs. services). They both implement the market orientation and no differences between the two sectors.

9. The implementation of market orientation doesn't differ with Jordanian business organizations sizes. Large, small, and medium organizations implement the market orientation and no significant differences between them.

10. There is a positive relationship between the market orientation and Jordanian business organizations profitability, sales volume, customers satisfaction, and customers loyalty.

Key Words: Marketing concept, Market orientation, Organizations performance, Jordanian business organizations.