

EVALUATION ATTRACTING DETERMINANTS FOR THE MARKETING SERVICES IN THE JORDANIAN TOURISM SECTOR INTO THE SOUTHERN REGION: AN EMPIRICAL STUDY FROM THE VIEWPOINT OF CUSTOMERS (TOURISTS)

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ABSTRACT

The study was based on Jordan's tourism sector and the determinants of attraction that faces as the study society was Southern Region / Jordan. To Study the tourism sites and to analyze the obstacles that faced it and that from the standpoint of customers, the tourism sites in Jordan reached till (5) Petra, Aqaba and Wade Rum, karaka, Dana. And the sample took at a rate of thirty tourists for each site which means 150 customers. The study aimed to find out the determinants of attraction in the Jordanian tourism sector, and shows that Rising costs, Evolution of the laws and The strength of internal and regional competition, In addition to the lack of promotion budget and the low level of infrastructure for tourism services (Metadata infrastructure) all of these are the most multiple determinants that faces the Tourism sector. The study recommended to reduce the costs of buying tourism products and promote tourism families, And the development of laws to keep pace with developments in the tourist industry of Jordan and provide high-quality tourism products to overcome the difficulties of the internal and regional competition and to increase the allocations of promotion for the Jordanian tourist industry, at last the Rehabilitation of infrastructure for tourism in Jordan.

Keywords: Determinants of attractions, costs, infrastructure, tourism services in Jordan

INTRODUCTION

The importance of Tourism is becoming increasingly worldwide day after day and Jordan in light of the various changes which is part of this the rapid environment , the Tourism conception has been developing and the Tourism has developed to became industry and an important basis for many economies and Jordan could be one of them (Eyed- almuala, 2013).The Tourism development can change the world in a number of important things such as (Tourism awareness, Industrial development, scientific tourism, infrastructure and metadata environment, Development of tourist motivations, the evaluation concepts of tourism the tourist industry, Tourism Marketing (Bltage, 2000). The cultural and civilization reality and the awareness of the individual in Jordan consider an essential foundation for the success of the tourist industry and promote but it faces several determinants and this study can be highlighted and explored them.

Objectives of the Study

The study aimed to find out the determinants of tourist attractions in Jordan as:

1. Costs of tourism.
2. Laws that control tourism in Jordan.
3. The government's attitude toward tourism.
4. The structure of the tourism services (Infrastructure and metadata).

5. Promotion for the tourism.
6. Regional competition.

IMPORTANCE OF THE STUDY

The importance of this study Show us, when we look deeper at the regional neighboring countries as: Syria, Lebanon, and Egypt. And the contribution of the tourism sectors have growth in their economies, On the other hand we note that Jordan enjoys the benefits of super help to develop the tourist industry as: (Tourist site, Diversity of tourism climate, the generous of Jordanian citizen and culture...etc). Therefore, this study to focus on the importance of tourism in Jordan and moved to the level of industry for the growth of the gross domestic product of Jordan and increase its share in the economy, through overcoming the limitations tourist attractions.

Jordan's tourism sector faces several parameters including:

1. The costs of the service.
2. Legislation and Government regulations governing tourism industry in Jordan.
3. The structure of tourist services infrastructure and superstructure.
4. Promoting tourist attractions in Jordan.
5. Regional competition for the tourist sector.

REVIEW OF RELATED LITERATURE

A study conducted by Al Rahimi (2004) "The influence of the media in promoting the internal tourism in Jordan". The study aimed to identify the true reality of internal tourism in all its components and types and see the role that the agencies responsible for tourism play for the development of the Jordanian tourism sector and to identify the role of the Jordanian media in the promotion of internal tourism in Jordan and highlight the most important problems facing the internal tourism in Jordan.

The study came out a range of recommendations, including the need to focus on the role that reached the TV as a media tool in the promotion of internal tourism in Jordan being more means of influencing the Jordanian citizens, as well as the need to raise awareness of Jordanian citizens and introduce them to the goals and motivations therapeutic, recreational, religious, cultural and sports tourism within their country.

According to Hussin and Alqadi (1996) which focused on highlighting the marketing problems facing resorts in Hurghada area, and provide appropriate solutions and proposals, and see the reality and development of marketing activities and the means used to stimulate tourist traffic, which represent the international exhibitions and conferences and cultural trips, I came up with a set of recommendations including the need to pay attention to various media, the efforts of the tourism promotion advertising and advertising To show the sites and services and tourism programs and work on developing them.

Another study was conducted by Samawi (2001) the study focused on the importance of tourism marketing and the need to exploit the potential of Aqaba as a tourist site is attractive to tourists and being ranked second in the number of tourists to Jordan after Petra and focused on the types of tourism in the city of Petra and the study concluded with a set of conclusions: there is a decline in the level of services provided to local tourist commensurate with the needs, wishes and financial capacity.

Naser (2000) was focused on the cultural realities as a cornerstone of the Jordanian tourism, turning to Asian cultural sites in Jordan and the role of tourism in the national economy and

the importance of tourism in the social, environmental and political, and subjected to external markets for Jordanian tourism and the importance of the role of Jordan Tourism Board to promote tourism, the study recommended the need to study tourism and stand up for what it is And to intensify efforts with the Jordanian tourist infrastructure of all kinds and to coordination and integration among all professional tourist process to develop the tourism sector.

On other hand, Obedat (1995) highlighted the concept of marketing to tourism services, and demonstrated that there is a lack of services and facilities provided to tourists in Jordan, and that there are differences in satisfaction of tourism services and types, this is the result of difference and diversity of nationalities and tastes and convictions, and this difference requires appropriate promotional mix with these differences, emphasizing the care component of pitching through a combination of effective promotional And develop the quality of services provided.

Almhirat (1995) find the results such as: lack of services available to meet the wishes of tourists, producers on the one hand, and the lack of services, on the other hand, must therefore increase of tourist services at various levels and the level of its services and the quality of its programmers. Also, Mustafa (1985) the importance of tourism in Aqaba to possess of tourism as the only outlet for the Jordan to the sea, where it influenced the need to pay attention to the city and preservation and development, continued to study the development of tourist services and services that complement the tourism service to meet the growing needs of tourists and satiate their desires.

Almagableh (2003) the study was focused on the reality and development of tourism higher education in Jordan, and study the dimensions of educational tourism, study the opinions and attitudes of students toward educational tourism. So I went out to study a range of approaches including: the need for marketing educational tourism effectively through cooperation between the different authorities and the periodic evaluation of the output of higher education in Jordan to maintain the increase in this area, and should be opening offices in each University to students and a Festival of foreign students.

More recently, Ayed-almuala (2013) tourist satisfaction in Muslim centimes determinant factors of structural equation model (SEM): With the spring tourism challenges and difficulties are in Muslim countries where this study aimed to describe the impact of suffering and wars in the region in Iraq, Palestine, and focused on customer satisfaction, how to request wobbles clip, degree of risk, lack of consent, the hotel industry, health care, the negative developments, and classified evaluation of the relationship. The questionnaire to all findings of statistical significance and recommended maintaining a Jordanian, risk reduction climate assessment of tourist satisfaction.

Ayed- mohd (2011) antecedents of actual visit behavior amongst international tourists in Jordan, American academic journal, void, no1, November study aimed to examine relationships between antecedents of revisit intention, perceived risk, and actual visit behavior, attitudes. Study explores that perceived risk in Jordan low and actual visit behavior culture are affect hale. Study re commended to adaption be honor as so as the customer's needs motive the attitude and develop it.

METHODOLOGY OF THE STUDY

The researchers have adopted a descriptive analytical method for the study of the determinants of attraction on the tourist marketing of service in Jordan to study the southern region / A field study.

Hypothesis

1. No statistically significant effect of cost to marketing services in the Jordanian tourism sector / Southern Region.
2. No statistically significant effect of the laws on marketing services in the Jordanian tourism sector / Southern Region.
3. No statistically significant effect of basic services (Infrastructure and metadata) on the marketing of services in the Jordanian tourism sector / Southern Region.
4. No statistically significant effect of promotion for marketing service in Jordanian tourism sector / Southern Region.
5. No statistically significant effect of competition to marketing services in the Jordanian tourism sector / Southern Region.

Data Sources

- a. Source: survey analysis of determinants of attraction marketing service tourism depending on identification for that.
- b. The second source: databases, National Centre for information, books, periodicals, studies.

Sample of Study

South region in Jordan is a major centre for tourism, as there are many tourist sites such as Petra, Wadi Rum, Aqaba, Karak, Dana, this is a study, a sample of customers (tourists) who went to the tourist sites of Jordanians and foreigners, the sample consists of 30 Jordanian and foreign tourists of all sites listed above. $30 \times 5 = 150$ tourists. The questionnaires were distributed and 150 tourists sites where (18) identify unanswered as required and were not suitable for analysis and buckling analysis and resolution 132 was a random sample.

MODEL

Determinants of attractions (independent variables) dependent variable-cost tourist service-law and legislation-infrastructure of tourist services-promotion-competition»- marketing service in Jordan's tourism sector\region south from the point of view of the customer (tourists)

Operational definitions

- a. Determinants of attractions: all factors which are hampering the tourist attractions in Jordan.
- b. Cost: The total cost that must be paid by tourists for purchasing tourist products and service.
- c. The structure of tourism services: the superstructure and infrastructure basic requirements that interested in strengthening the tourism.

THE THEORETICAL PART

Cost: payment for tourist service which total expenditure needs per capita in Jordan for enjoy the service and the family in Jordan is still the head of the family is on the payment of costs for the entire family, which is and shows reluctance to purchase costs, fixed and variable types and Jordan's tourism sector is facing a sharp rise in costs due to limited income, rising inflation and the steady increase in price and the market price mechanism.

Here may be indirect costs faced by the tourism industry and tourist alike, for the tourism sector that need rehabilitation to tourist sites are constantly pushing the tourism sector and indirect costs on the behavior of tourists.

As customers (tourists).they face campaigns such as high rates of admission tickets for tourist sites, close to touristic sites, laws that are not known to the tourist, technical failures of bus transport (Yltagi, 2000).

Laws: laws and regulations are tools that implement government policies, programmers and plans, and reflect the laws on tourism and cultural to go hat Governments and strategies about the degree of interest in the tourism sector (Us, 2000). Legal help flexibility to develop Jordan's tourism sector in line with the tourism industry on regional neighbors Syria, Egypt, Lebanon and daily tourism standards in accordance with international conventions.

Jordanian laws reflect the importance of government support for the tourism sector in terms of the allocation of budgets for the rehabilitation of the network sites, train workers in the private sector, the conclusion of international agreements.

Need tourism in Jordan to the laws governing employment in tourism in accordance with the best international standards, and the development of the tourism sector to become part of Jordan's economy and industry is essential to increase the GDP.

Structure of the basic services of tourism: tourism is generally needed for basic services, which constitute the main nerve to take advantage of those services, and customers when new tourist product try to be healthy and convenient purchases due to high cost.

It can be said that the infrastructure for the tourism sector in Jordan need rehabilitation in terms of Web development and improved sanitation and water, roads, sites, restaurants, hotels, and means of transport.

All accommodation features self-catering utilities that the superstructure of the tourism sector needs to provide affordable, ticket booking, contacts, places of rest and recreation, Exchange institutions, health centers, security and civil defense (Samara, 2001).

Promotion: promotion as a component of the marketing mix of functional persuasive communications importance and uses of public service media and try to convince them to satisfy their needs and desires, which is reflected in the goals of the organization can be defined as: tele-activity to meet the needs and desires of customers according to their expectations and to increase the degree of satisfaction and the achievement of the objectives of the organization. It can be an effective promotion if mental impact on customers and their status and continue to communicate with them, handle wire as possible (M., scientific asset for promoting, 2008).

Kiernan and others defined promote the effort by providing information about one or public service target consumers down to co-opt their behavior and the importance of promoting the benefits of a product definition, rationalize the purchasing decisions, providing an atmosphere of fun and remind consumers, increase sales, reduce sales, promotion and support of goods and services, credible promotional information received by the buyer, the acquisition of knowledge, goods and services (Kotler).

In general, the buyer for the Tourist Service will need to pass in several steps to reach to a decision SPV, perception, awareness, interest, evaluation, trial, purchase, and promotion needs to allocate a budget to achieve the objectives of the tourism industry in Jordan.

Competition: Competitive means the activity that is intended to play in a single service institutions to practice their profession in the same field to correct more able to More able to

satisfy the needs and desires of customers in an effort to acquire a competitive advantage to enhance the competitive position (Obadat, 2000). planning for tourism requires study the structure of internal and external competition, competitors and competitive tools, the premise of the competition and at the achievement of those requirements, the tourism sector can be determined necessary means to increase its competitiveness both locally and externally. The Jordanian tourism sector is facing problems of competition:

Internal competition: from the private sector.

Foreign competition: regional neighboring countries, globally

The convergence of tourism markets in the region raise the intensity of competition, the tourist market in the Syrian and the Lebanese over several generations, very few of the Jordanian tourism market by imposing additional restrictions on tourism product, promotion and access method. Opening up to the World Wide Web and access of clients to electronic tourism markets helped pressure the Jordanian tourism market which obliged it to restructure the tourism market, the restructuring of the marketing mix (product, price, promotion, physical environment, operations, and individuals).

Marketing of tourist service in Jordan: is modern marketing in the tourism industry are important aspects: the tourism marketing concept and based on a wave of tourist (customer) target and needs, wishes and depends on customer's satisfaction and the satisfaction of his needs and desires is to integrate your marketing efforts, the other side: it is important the dual marketing in the tourism industry (Al-Tai, 2004).

Tourism is purposeful human activity and community-orientation (Social marketing orientation) which focuses on business ethics being industry and entertainment dealing with people, and requires a high degree of credibility for marketing of the tourism product, consider the process of marketing tourism find it fanciful to some extent, the product does not exist and the travel and Tourism Agency, tracking other services such as: transport, accommodation, hotels, banking, food ...Etc and the buyer of the tourist product offer promises by a vendor service and tourist looking for buying a product line with dreams and expectations (Dreams). If we are to sell tourism services in Jordan we live up to the concept of the Jordanian tourism industry and study of the behavior of a tourist (axis marketing process).

RESULTS AND ANALYSIS

a. Results: The study showed the following results:

- i. The sex (male) concerns the largest tourism (80%) from the sample.
- ii. The age of the tourist less than 49 years had a role in the trend toward tourism (92%) from the sample.
- iii. The qualification of the Bachelor as tourist plays (83%) From the sample.
- iv. Income from 1000 dinars or less plays (84%) From the sample.
- v. The social situation for the tourist class of married couples (61%) From the sample.
- vi. The degree of appropriate questionnaire with spontaneous study was high (82%).
- vii. The factors of cost and competition were the most affected areas were: (833, 631, and 632).
- viii. That all variables (costs, laws, infrastructure for tourism promotion, competition) all with a positive impact on tourism marketing.

- ix. The variables by their impact on the study as follows: (competition, costs, laws, infrastructure, promotion).

b. Analysis

- i. Table No.(1) shows that most tourists (80%) Males, suggesting that the decision to purchase Bug tourist service by males.
- ii. Table No. (2) (90%) Tourists from with age (49 years or less).
- iii. Table No. (3) (73%) Tourists from those with academic degrees (Bachelor's and above).
- iv. Table No. (4) (84%) Tourists from income (1000 dinars or less).
- v. Table No. (5) (60%) Tourists from married indicating that the buyer is the real family.
- vi. Table No. (6) Variables (promotion, competition, costs) are the most influential factors for tourism.
- vii. Table No. (8) Of the costs, rules, competition, had the most impact on tourism marketing, and cost influenced by marketing and legal process in addition to the promotion budget and changer.
- viii. Table No. (11) That the vocabulary of cost and infrastructure of tourist services, promotion and competition factors statistically significant impact on the marketing service tourism in Jordan.
- ix. Table No. (12) (B) of the cost factors, competition, and its more variables affected the marketing of tourist service.
- x. The results of the study analysis showed that the males among tourists most oriented towards the purchase of tourist service which means that the orientation of women towards tourism and a large sector of the Jordanian society is geared towards tourism.
- xi. The demand for tourist product was selected to age 49 years or less indicating that individuals over the age of 49 years have directed towards tourism and have formed about 8% of the sample of 132 people.
- xii. Tourism is limited by (84%) Individuals whose incomes are about 1,000 dinars, reflecting weak procurement processes for specific tourist service, tourist spending is very low.
- xiii. The various difficulties family tourism as 39% of the sample was not married; this explains the multiplicity of family obligations doesn't make tourism in their priorities.
- xiv. Factors (costs, laws, competition)) very large impact barriers to the marketing of tourist services and the degree of impact, respectively (835, 682, 236) as the infrastructure of tourism and promotion were impressive, but to a lesser degree.
- xv. Shows us the results that all factors constitute impediments of attraction marketing services in the tourism sector.
- xvi. The analysis of the results shows that the orientations of the Government towards tourism investment were low grade, depending on the degree of influence which have variable.
- xvii. The factors impeding the attractions in Jordan factors can be overcome.

RECOMMENDATIONS

The study recommends the following:

1. Encourage members of Jordanian society on the tourism orientation and guiding them towards increasing interest in tourism.
2. To increase the monthly income increased orientation towards tourism.
3. Promote family tourism.
4. Reduce the costs of tourism such as: transportation, food, lodging, tickets.
5. The drafting of new laws helps to remove constraints facing the tourism sector.
6. Increase the added values and competitive advantages to overcome competitors in neighbouring countries: Syria, Lebanon, and Egypt.
7. Increased attention to infrastructure such as tourism services (infrastructure and superstructure) and rehabilitation.
8. Allocation of the budget to promote the tourism industry in Jordan.
9. The rehabilitation of the tourism sector.

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APPENDIX

Gender

<i>Valid</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
132	104	80%		
	28	20%		
	132	100%		

Age

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Less than 30	32	24.24	24.24	24.24
30-39	50	37.87	37.87	37.87
Valid 40-49	40	30.30	30.30	30.30
Above 50	10	7.57	7.57	100.0
Total	132	100.0	100.0	

Education

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Diploma or below	60	45.45	45.45	45.45
Bachelor degree	50	37.87	37.87	37.87
Valid Master degree	15	11.36	11.36	11.36
PhD	8	6.06	6.06	100.0
Total	132	100.0	100.0	

Income

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Less than 500	70	50.03	50.03	50.03
Valid 501-1000	45	34.09	34.09	34.09
More than 1001	18	13.63	13.63	100.0
Total	132	100.0	100.0	

Marital Status

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid Married	80	60.60	60.60	60.60
Valid Unmarried	45	34.09	34.09	34.09
Valid Widower	8	6.06	6.06	100.0
Total	132	100.0	100.0	

Reliability of Scales

	<i>N. Items</i>	<i>Alpha (a)</i>
Marketing	4	0.77
Costs	4	0.85
Laws	4	0.72
Structure	4	0.82
Promotion	4	0.89
Competition	5	0.85

Descriptive Statistics

	<i>N</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>
Marketing	132	1	5	2.98	.889
Costs	132	1	5	2.88	.789
Laws	132	1	4	2.95	.861
Structure	132	2	5	2.78	.828
Promotion	132	1	4	3.00	.807
Competition	132	2	4	2.94	.876
Valid N (list wise)	132				

Correlations

		<i>Marketing</i>	<i>Costs</i>	<i>Laws</i>	<i>Structure</i>	<i>Promotion</i>	<i>Competition</i>
Marketing	Pearson Correlation	1	.833(**)	.683(**)	.560(*)	.737(*)	.632(**)
	Sig. (2-tailed)		.000	.000	.041	.050	.000
	N	132	132	132	132	132	132
Costs	Pearson Correlation	.833(**)	1	.741(**)	.542(*)	.459(*)	.661(**)
	Sig. (2-tailed)	.000		.000	.014	.042	.002
	N	132	132	132	132	132	132
Laws	Pearson Correlation	.683(**)	.741(**)	1	.662(**)	.696(**)	.984(**)
	Sig. (2-tailed)	.000	.000		.001	.001	.000
	N	132	132	132	132	132	132
Structure	Pearson Correlation	.560(*)	.542(*)	.662(**)	1	.730(**)	.656(**)
	Sig. (2-tailed)	.041	.014	.001		.000	.002
	N	132	132	132	132	132	132
Promotion	Pearson Correlation	.737(*)	.459(*)	.696(**)	.730(**)	1	.722(**)
	Sig. (2-tailed)	.050	.042	.001	.000		.000
	N	132	132	132	132	132	132
Competition	Pearson Correlation	.632(**)	.661(**)	.984(**)	.656(**)	.722(**)	1
	Sig. (2-tailed)	.000	.002	.000	.002	.000	
	N	132	132	132	132	132	132

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Co linearity Statistics

Model	Co linearity Statistics	
	Tolerance	VIF
Marketing	.876	1.432
Costs	.567	1.660
Laws	.812	1.182
Structure	.634	1.123
Promotion	.985	1.765
Competition	.345	1.552

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702(a)	.625	.898	.368

a Predictors: (Constant). Costs, Laws, Structure, Promotion, Competition

ANOVA (b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	23.463	5	4.693	34.594	.000(a)
1	Residual	1.899	14	.136		
	Total	25.362	19			

a Predictors: (Constant). Costs, Laws, Structure, Promotion, Competition

b Dependent Variable: Marketing

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
	(Constant)	.158	.347		.455	.656
	Costs	.907	.131	.934	6.942	.000
	Laws	.911	.760	.678	1.198	.050
1	Structure	.168	.129	.149	1.300	.025
	Promotion	.139	.178	.097	.782	.007
	Competition	1.254	.688	.951	1.823	.030

a Dependent Variable: Marketing