

The Impact of Marketing Competencies on the Marketing Performance of Business Organizations in Jordan

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Abstract

The aim of this study is to understand the impact of marketing competencies such as marketing strategy competency, marketing selling competency, technology-based marketing competency, marketing communication competency, and customer service competency, on the marketing performance represented in sales, market share and profitability of Manaseer Group of Companies in Jordan.

To achieve the objectives of the study, the researcher has developed a questionnaire that included (36) paragraphs that have dealt with the independent variables and the dependent variable; the validity and consistency of the variables have been verified. The study community has consisted of the senior and middle management of the Manaseer Group of Companies in Jordan. A random sample of 250 managers has been selected. 300 companies have been distributed to 12 companies operating in Jordan. A total of 270 questionnaires have been retrieved; after checking, 20 questionnaires have been excluded because they haven't been valid for statistical analysis. Thus, the statistical analysis sample is 250 questionnaires. The Statistical Packages for Social Sciences (SPSS) program has been used.

The study found a number of results, including: The ratings of the managers interviewed, for the level of the five marketing competencies, have been positive and with an average of 3.67, and the ratings of managers interviewed for the marketing performance dimensions have been positive with an average of 3.53. The results of the hypothesis test have showed that all hypotheses have been rejected and the alternative hypothesis has been accepted. This means that all marketing competencies have had a clear impact on the marketing performance of the Manaseer Group of Companies in Jordan.

The study has recommended the need to develop and activate marketing competencies, especially the competency of customer service, and the need to work to consolidate and build the competency of marketing strategies that contribute to achieve distinct marketing performance.

Key words: Marketing Competencies, Marketing Performance, Manaseer Group of Companies in Jordan.