

CONTENTS

ACKNOWLEDGMENTS	ii
LIST OF TABLES	viii
LIST OF FIGURES	x
I. INTRODUCTION	1
Background	1
Marketing and Economic Development	4
Statement of the Problem	9
Objectives of the Study	10
The Need for the Study	11
Review of Related Literature	12
Limitation of the Study	18
Definition of Terms	19
Research Methodology	21
Organization of the Study	22
II. UNCONTROLLABLE VARIABLES AFFECT MARKETING IN JORDAN	25
Cultural and Social Variables	26
Nationalism	27
National Ideology	30
Attitude toward Foreigners	33
Religion	36
Fatalism and Economic Development	39
Social Structure	42

Political Legal Variables	45
Political Stability	46
Political Ideology	49
Public vs. Private Sector	52
Government Attitudes toward Foreign Investment	54
Taxation	55
Foreign Trade Regulations	57
Economic Variables	59
Balance of Trade and Balance of Payments	65
Trade with Arab Common Market Countries	72
Trade with Arab Countries Outside The Common Market	77
Trade With Other Countries	79
III. CONSUMER CHARACTERISTICS IN JORDAN	82
Population	83
Age - Sex Distribution	84
Birth Rate	87
Internal Migration	92
Income Distribution	97
Consumption	101
Literacy and Education	105
Labor Force	111
IV. MARKETING FUNCTIONS IN JORDAN	116
Exchange Functions	116

Buying	120
Selling	122
Physical Distribution Functions	124
Transportation	125
The Road System	126
The Railway System	128
The Port of Aqaba	132
Air Transport	133
Storage	137
Facilitating Functions	139
Promotion	139
Pricing	143
Standardization and Grading	146
Market Research	148
Financing	151
V. MARKETING INSTITUTIONS	154
Marketing by Producers	154
Agricultural Marketing	154
Department of Agricultural Marketing	157
Agricultural Marketing Establishment	167
Channel of Distribution of Agricultural Products	168
Marketing of Industrial Products	170
Raw Materials	171
Consumer Goods	173
Industrial Goods	176

Wholesaling	177
Development of Wholesaling in Jordan	178
Importance of Wholesalers	179
Types of Wholesalers	181
Wholesale and Retail Establishments	183
Retailing	184
Development of Retailing in Jordan	186
Importance of Retailers	188
Retailing in Cities and Towns	189
Retailing in Villages	191
Retailer-Consumer Relationship	193
Retailer-Wholesaler Relationship	194
VI. MODIFICATION OF THE MARKETING SYSTEM IN JORDAN	196
Marketing Problems in Jordan	197
(1) Lack of Managerial Skills	198
(2) Lack of Marketing Research	200
Standardization and Grading	202
(2) Lack of Marketing Communication	203
(3) Limited Purchasing Power	204
Financial Institutions	205
Physical Distribution System	206
Agricultural Development	207
Cooperatives and Cooperation	209
Cooperatives in Jordan	211
The Moshav	213

Alternative Retailing Outlets	216
Department Store	217
Discount Store	220
Supermarkets	222
Shopping Centers	224
VII. SUMMARY AND CONCLUSION	226
LIST OF REFERENCES	235
APPENDIX A: LETTER, QUESTIONNAIRE, AND LIST OF RESPONDENTS	242
1. Balance of Payments	
2. Trade Between Jordan and Saudi Arabia in the Common Market	
3. Trade with Lebanon	
4. Trade with Saudi Arabia	
5. Estimated Population in the Governorates of Jordan	
6. Estimated Population by Sex-Age 1967-1971	
7. Projections of the Population for the Period 1971-1975	
8. Net Movement of Persons from the Governorates of Jordan to Saudi Arabia and Agaba Town from the Beginning of 1968 to 1971	
9. Net Movement of Persons from the Governorates of Jordan to Saudi Arabia and Agaba Town for Moving to Saudi Arabia from the Beginning of 1968 to 1971	
10. Estimates of Per Capita Income and Product at Market Prices	
11. List of Items Imported from Saudi Arabia Large Consumer Goods Relative Importance	