

THE IMPACT OF MARKETING-ORIENTATED PRICING ON PRODUCT MIX PRICING STRATEGIES

AN EMPIRICAL STUDY ON THE MOBILE TELECOMMUNICATION PROVIDERS IN JORDAN

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Abstract

The research aim to investigate the impact of marketing oriented pricing (that company's use as approach for their marketing activities which is centralized in three main factors: customer, competition, and market defined as independent variables) on the product mix pricing strategies that include three main strategies: complementary, bundling and customer value which is defined as dependant variables. Also the research considered pricing objective as moderating variable divided into three objectives: profit, market share and sales maximization. Because of the importance of these three topics to the mobile telecommunication providers this research set out to examine the Impact of the marketing orientated factors on product mix pricing strategies. The Jordan telecom sector was the population of the study, and sample included 121 employee from three companies: Zain, Orange and Umniah. Hypothesis testing was done using simple regression, stepwise regression and hierarchal tests. The results showed that there is a significant impact of the overall of marketing oriented pricing on the overall product mix pricing and after performing a stepwise regression the results showed that there are a significant impact of the marketing orientated pricing on the complementary, bundling and customer value. In case of moderating variable, researcher found significant impact whenever the pricing objectives interact with marketing orientated as an independent variable on product mix pricing strategies. The researcher recommends that the companies should focus more on marketing orientated pricing and share it in the marketing strategy of the company.

Keywords: Marketing Orientation, Pricing Strategies, Pricing Objectives, Telecom, Jordan.

INTRODUCTION

Today, Jordan Market place has been dramatically changed and become more competitive, mobile services are gaining popularity and as mobile usage is growing rapidly in telecommunication sector and developing new strategies to take advantage of the potential customers. The telecommunication services provision in Jordan is considered as a key component in the services economy.

Based on the organizational philosophies, and in order to achieve competitive positions, mobile services providers adopt different orientations. Marketing orientation is the most important one which is widely used in the market and it reflects the purpose of a business as the creation and retention of satisfied customers and presents satisfying customers' needs as the primary factor for sustaining profitability by deploying firm's resources and capabilities efficiently (Ashour, 2011). In the same context of marketing orientation, the importance of pricing strategies in the Jordan telecom market takes many shapes especially for mobile services Voice call, SMS, 3G and Roaming which are represent a managing of all in one strategy to meet the challenges in the mobile market developments. And for avoidance of doubt and to be aligned with corporate goals the pricing objectives for any organization should lead the direction of setting and practice of the corporate strategies. And according to (Jobber and Shipley, 2012), the pricing occupies a vital role within the marketing mix since it alone directly generates revenues: all other marketing mix variables incur costs, developing and producing brands, creating and executing promotional campaigns and distributing products entail expenditures. We will highlight on the pricing function and through product mix strategies with more attention to the value assessment of price-setting process. Consequently, Pricing can be seen as a process for all product mix or for each individual product. It is important to understand the various effects of sales volume and revenue, as well as competitors' prices and the costs relating to produce and promote a given product. However, few studies in pricing will pursue an understanding of effect of marketing orientation and pricing strategies on the product mix and the presence of pricing objectives that can be considered as direction of actions and main guide of the influence between all marketing orientation factors and successful of pricing strategies especially in the mobile service market which witnessed very heightened competition and dramatically changes for mobile phone services in the last two years.

THEORETICALLY BACKGROUND

Pricing strategies: Definition and characteristics

Significantly, marketing is the only function that produces revenue into any firms and all other management functions incur costs. In order to create viable service we need a business model

that includes cost of creating and delivering the service, plus a margin for profit to be recovered via reasonable pricing strategies. In many service industries of the past, pricing was traditionally driven by a financial and accounting perspective which means in another words cost plus pricing. Today most service marketer setting the prices with good understanding for value and competition - based. Pricing decisions in the service are more complicated and take many different terms to describe the prices they set for instance: tuition in education, fees in collection firm, interest in bank and charges in telecommunication etc. Throughout most of history, prices were set by negotiation between buyer and sellers but at nowadays the company draw the pricing policy in different way based on many factories inside and outside the organization that effectively designing and implementing pricing strategies upon their understanding of customer psychology and systematic approach to setting, adapting and changing prices (Lovelock, 2011). There are several pricing strategies widely used in marketing according to (Paul, 2010) and all of those strategies are conceptualized into four levels of pricing situations: new product, competition, cost and product mix or line for each manager to develop strategy in low or high prices, and from other points of view they can build pricing strategies based on Monroe (2003) and Winer (2005) model that includes three Cs (cost, competitors and customer). Consequently, once the pricing objectives are understood the pricing strategies can be described in three dimensions the first one is cost to the supplier, rival's prices and customer value. As far as the cost represent the internal factor in any organization and its need more complex in terms of financial costs of creating process or intangible real time performance for a customer than it is to identify all operating cost or indirect cost and require a lot of methodologies to calculate it accurately such as activity based costing (ABC). On the value side the service pricing strategies there is a close links between prices and value that is defined clearly as subjective evaluation from customer perceived judgment with taking onto consideration the net value that equals benefits minus costs for monetary and non monetary. The last dimensions is competition when the customer see a little differences form competitors offers with keep the same quality and take the cheapest prices from each one and at that time we can classified as price leader and all competitors react the market leader accordingly (Lovelock, 2011).

Product Mix Pricing Strategies

The logic with the product mix pricing strategies is to take advantage of the interrelationship between different products when setting prices. One product is sold at a fairly low price whereas the complementary product, on which the functionality of the first one is dependent, is priced higher. Thus, a low profit margin from one of the products is compensated with a relatively higher profit margin from the complementary product. The pricing strategy of selling more than

one product in a “package”, regardless of whether there is interdependency between the different products or not, is sometimes also referred to as product bundling (Forman & Lancioni, 2002; Morris & Calantone, 1990). In a product mix pricing situation, firms may pursue complementary product pricing, price bundling, and customer value pricing strategies. The underlying rationale for price bundling is that a negative relationship exists between reservations Prices for additional products and the transfer of consumer surplus from one product to another, meaning that customers attach greater value to the combination of products than to the sum of these products sold individually (Monroe, 2003; Tellis, 1986), so firms that pursue bundling strategies should engage relatively more in value-informed pricing. Customer value pricing likely relates to higher degrees of cost-informed pricing, because firms must determine the bottom line of the key feature that they aim to sell as a bargain and assess the consequences of this low price for other items (Monroe, 2003; Nagle and Hogan, 2006). For a complementary price strategy (Guiltinanet al., 1997; Tellis, 1986), firms engage particularly in competition-informed pricing to set the price of the main item in the product mix at competitive levels. Thus, we expect that firms that pursue a complementary price strategy engage relatively more incompetition-based pricing.

Marketing orientation

As whereas marketing concept is considered philosophy in itself included organization structure, marketing orientation is understood as the acceptance of the marketing concept .Several authors have argued in the marketing orientation (Narver and Slater 1990, 1994; Jaworski and Kohli 1990, 1993; Jaworski et al1993; Diamantopoulos and Hart 1993; Deng and Dart 1994; Greenley 1995; Kwaku and Ashok 1998; Matsuno and Mentzer 2000; Harris 2001; Noble et al 2002) that focused primarily on satisfying the customer. This orientation is characterized by marketing executives participating actively in major business functions within the company (such as product planning), a major emphasis on all marketing activities, and customer needs and wants seriously considered when designing the company's products (Saldana .A Rojas, 2004).

There are three marketing principles as Krishna Mochtar (2000) stated, the customer value, value equation and competitive advantages ,and the combination of the three principals will generate the net customer value defined as ratio between the perceived value and prices setting. According to Shipley and Jobber (2012), they supported marketing oriented theory of price determination based on seven marketing factors categorized in the three main pricing approaches customer, competitors and market, and how it will be useful in managerial decision and all marketing strategies. And in the same context George J. Avlonitis, Kostis A. Indounas,

(2006), have argued the relation between the pricing information and the policies on setting the prices in service companies three dimensions customer, competition and market. Consequently, Liozu, S.M., and Hinterhuber, A. (2013) addressed and found pricing orientation from managerial perspective and how will affect on the pricing firm capabilities. Jolita Kurtinaitiene (2005) stated that Marketing orientation contributes to the understanding and implementation of the marketing concept. It has been addressed by many researchers, such as Webster (1988), Narver and Slater (1990), Kohli and Jaworski (1990), Ruekert (1992), Jaworski and Kohli (1993), and Deshpande et al. (1993). They have suggested that market orientation consists of customer orientation, competitor orientation and interfunctional co-ordination which organizes the utilization of company resources for creating superior value for target customers. According to Jobber (2012) who identified seven potential factors: brand value, ability of customers to pay, the congruence between the consumer and the bill payer, degree of competition, demand versus supply, market penetration objective, price acting as a barrier to entry, make money later/elsewhere, pressure to buy, predation of rivals. The factors were chosen to focus on external marketing-orientated factors rather than internal factors. The seven factors may be regarded as marketing-orientated because they involve customer (brand value, ability of customers to pay, and the congruence between the customer and bill payer), competitor (degree of competition, and price acting as a barrier to entry), and market (demand versus supply) considerations.

Pricing objectives

For any pricing strategy should be built on a clear understanding of company's pricing objectives that are most shared and related to revenue, profit as well as building demand and market share from customer base. Within certain level, profit seeking firms aim to increase long term revenue and top management always need to cover all cost and retain all investments by breakdown those objectives to lower levels respectively and regarding the short terms objectives such increase demand and market share its contribute to utilize the capacity existing to make sure the optimal use of productivity at given time and achieve a lot of economies of scales to reduce the fixed cost totally by smart revenue management. In general price decisions are viewed two ways: pricing as active instrument of accomplishing marketing objectives, or pricing as a static element in business decision depends on the market situation. Many researchers consider pricing objectives as establishing essential guidelines for pricing strategy (Bovee et al., 1995; Cravens, 1994; Wilson et al., 1995).

Also, Kotler (1991, p. 811) states "the clearer a firm is about its objectives, the easier is to set price. Diamantopoulos (1991, p. 139) suggested that pricing objectives can "fall under

three main headings relating to their content (i.e. nature), the desired level of attainment and the associated time horizon". As far as their content is concerned, both quantitative and qualitative objectives can enter the objective functions of firms. The quantitative objectives can be measured easily and include those objectives that are related to the firm's profits, sales share and cost coverage on the other hand, the qualitative ones are associated with less quantifiable goals such as the relationship with customers, competitors, distributors, the long-term survival of the firm and the achievement of social goal.

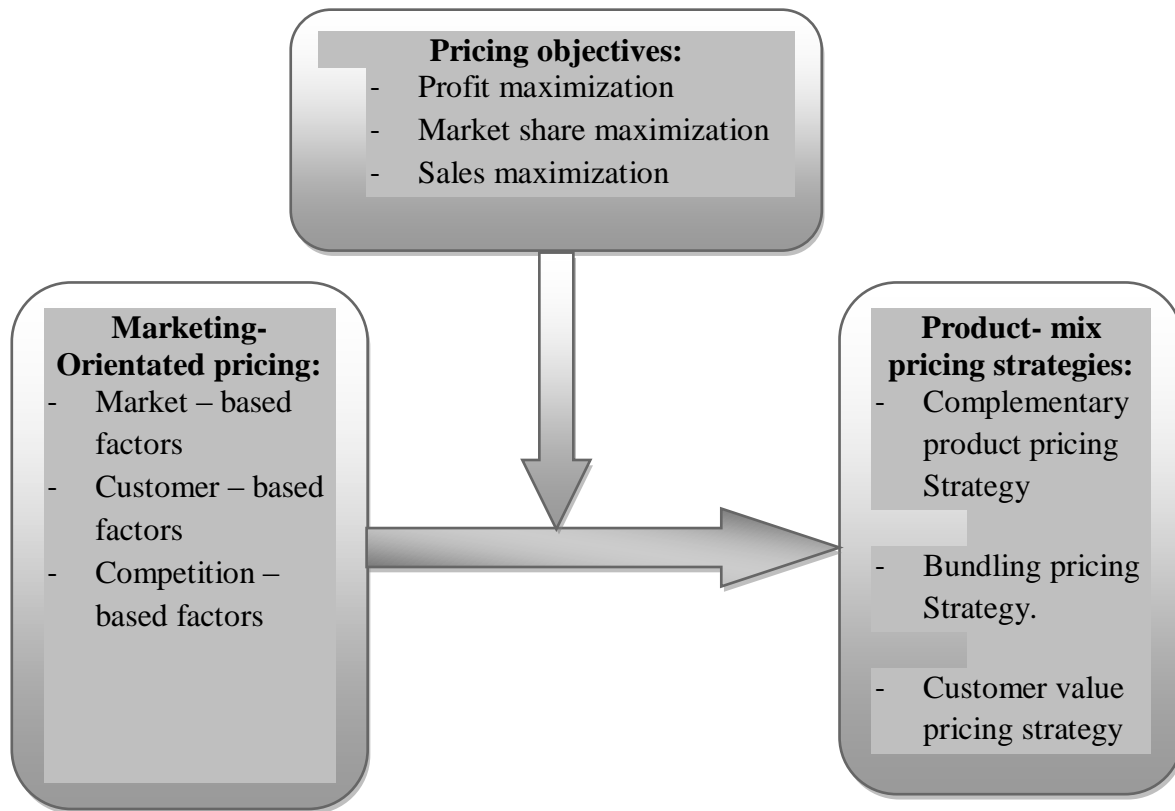
LITERATURE REVIEW

Many studies were performed in marketing orientation and how to influence on the pricing strategies one of the most updated study is applied on Saudi private sector hospitals ,where Ala'Eddin M, et al. (2013) Confirms that there is significant differences in the effects of micro environment factors on pricing strategy, also Liozu (2013) highlighted the role of pricing orientation in business performance and they found that a positive relationship between value-based pricing and firm performance through a quantitative research, on another hand (Jobber.D and Shipley, D. (2012) pointed out the seven marketing-orientated factors that have the potential to distinguish between the settings of successful high and low price that are applied by means of a decision support model that can be used by managers to support their price decision-making.

In addition Srinuan (2012) have investigated the price plans offered by Thai mobile operators and analysis the role of demand characteristics in the development of new price plans, and Paul T.M. Ingenbleek (2010) argued the relationship between price strategies and price-setting practices. Price strategies are observable in the market, whereas price-setting practices are hidden behind the restrictions of an organization, it found price strategies and price-setting practices are associated because strategies are implemented through price-setting practices.

And for pricing objectives (Kehagias, 2009) defined pricing strategies for specific corporate objectives, that is, profit increase, market share increase, and prevention of new competitors from entering the market and methodology was used through mailed survey in Greece by marketing executives and the found For convenience and preference products, the low-price strategy is used more often, irrespective of corporate objectives, whereas the high price strategy is used more often, irrespective of corporate objectives.

Figure 1 Research Model



Hypothesis

1. Ho.1: There is no significant impact of overall marketing-orientated factors on overall product mix pricing strategies in mobile operators in Jordan.
 - a. Ho.1.1: There is no significant impact of marketing-orientated factors on complementary product pricing strategy in mobile companies in Jordan.
 - b. Ho.1.2: There is no significant impact of marketing-orientated factors on price bundling strategy in mobile companies' in Jordan.
 - c. Ho.1.3: There is no significant impact of marketing-orientated factors on customer value price strategy in mobile companies in Jordan
2. Ho.2: whenever the pricing objective is profit maximization the impact of marketing-orientated factors on the product mix pricing strategies are low.
3. Ho.3: whenever the pricing objective is market share maximization the impact of marketing-orientated factors on the product mix pricing strategies are low.
4. Ho.4: whenever the pricing objective is sales maximization the impact of marketing-orientated factors on the product mix pricing strategies is low.

METHODOLOGY

The population of study is represented by the employees who are working at mobile telecommunication providers in Jordan; that this study deals with a sample of those employees represented (Zain, Orange and Umniah). The study focused on the employees who are participating in marketing pricing decision making for mobile's services along the mentioned companies, the unit sample is represented by the employees who are Involved in the marketing pricing decision making that include upper, middle and lower management, because of their capabilities in diagnosing the study variables, the sample that is used in this study called a non-random sampling method as shown in Table (1)

Table 1 Description of the Questionnaire Responses

Company	No. of distributed questionnaires	No. of accepted questionnaires	Frequency Percentage
Zain	50	40	33.1
Orange	60	45	37.2
Umniah	40	36	29.7
Total	150	121	100%

The questionnaire was developed to collect data from the sample of the study after reviewing some of the previous literature addressing each of the variables examined in the study. Validity for the questionnaire was obtained from five members of the marketing department from Applied Science Private University and some of the questions were modified or deleted. Study Reliability were calculated by using test pre-test, in which the researcher applies the study tool on a sample of (40) employee of the same sample, after a month the same sample was tested again, the consistency percentage was (85%); and to make sure of the results the researcher computed Cronbach's alpha for all the domains and the whole tool, the value was (0.940) as shown in the following table:

Table 2 Reliability analysis for the study domains

The Domain	No of Items	Cronbach's alpha
Marketing orientated pricing	23	0.894
Product mix pricing strategies	13	0.838
Pricing objectives	6	0.798
All items	42	0.940

Table (2) indicates that the Cronbach's alpha for the study main items were above (60%), therefore it is suitable for the purpose of this study (Malhotra, (2004)).

EMPIRICAL RESULTS

The sample was described by personal and functional factors based on the respondent's characteristics from mobile telecommunication provider in Jordan as shown in Table (3):

Table 3 The frequencies and percentages of the personal levels of the respondents

<i>personal factors</i>		<i>Frequency</i>	<i>Percent</i>
Gender	Male	87	71.9
	Female	34	28.1
Age	24-34	54	44.6
	35-44	50	41.3
	45-54	13	10.7
	55 and above	4	3.3
Managerial level	Upper Management	8	6.6
	Middle Management	93	76.9
	Lower Management	20	16.5
Experience in	3 and below	5	4.1
	4-7	53	43.8
	8-12	34	28.1
	13-17	5	4.1
	18 and above	24	19.8
Experience out	Not found	2	1.7
	3 and below	58	47.9
	4-8	52	43.0
	9-13	6	5.0
	14 and above	3	2.5
Education	Bachelor	84	69.4
	Master	28	23.1
	PHD	3	2.5
Company name	Zain	40	33.1
	Orange	45	37.2
	Umniah	36	29.8

No. of respondents: (121)

Descriptive statistics, the researcher computed the means and standard deviations for all the study domains as shown in table 4.

Table 4 Means and Standard Deviations for the Study Main Domains

Item	Mean	Std. Deviation	Agreement degree
Marketing orientated pricing (MO)	3.6442	0.55531	Moderate
Customer- based factors (CSF)	3.7458	0.58144	High
Competition- based factors (COF)	3.6623	0.60470	Moderate
Market -based factors (MF)	3.5244	0.87021	Moderate
Product mix pricing strategies (PMPS)	3.6569	0.49313	Moderate
Complementary strategy (CP)	3.5622	0.94237	Moderate
Bundling strategy (BP)	3.9085	0.41374	High
Customer value strategy (CV)	3.5000	0.74951	Moderate
Pricing objectives (PO)	3.5965	0.64626	Moderate
Profit maximization (POP)	3.4173	0.72712	Moderate
Market share maximization (MOP)	3.6398	0.83592	Moderate
Sales maximization (POS)	3.7323	0.58432	High

From the previous table (4-3) the mean for the domains were from (3.60) to (3.67) referring to a degree of agreement, which the product mix pricing strategies got the highest mean (3.67) and SD (0.49), then the domain pricing objective with mean (3.60) and SD (0.65), at the last rank.

Testing the Hypotheses

The researcher will test the study hypothesis and answer their questions in testing the first main hypothesis:

Ho.1: There is no significant impact of overall marketing-orientated factors on overall product mix pricing strategies on mobile companies in Jordan.

Simple regression was performed and the results in table (4-3) showed that the strength of the relation between the overall dimensions of marketing orientated pricing and the product mix pricing strategies in the research of Jordan mobile service providers was ($R = 73.8\%$), and the coefficient of determination (R^2) showed that the explained difference percentage in the product mix pricing strategies because of the impact of marketing orientated pricing of the Jordan mobile service providers is not less than ($R^2 = 0.545$), which is an acceptable percentage, meaning that (54.5%) of the total differences in product mix pricing strategies for the mobile service providers is determined through the marketing orientated pricing , and the remaining percentage is equal to (45.5%) representing contribution percentage of the excluded variables that were not included in the study model. The value of computed ($F = 301.624$) which is higher than the tabular F at degree of freedom (1-120) in addition to significance level of (0.000). This indicates that the curve of regression is good in explaining the relation between marketing orientated pricing and product mix pricing strategies.

Table 5 Impact of overall marketing orientated pricing on product mix pricing strategies

Independent variable	B	T	Sig
Marketing orientated pricing (MO)	.738	17.367	0.000*

(R = 0.738 ; $R^2 = 0.545$); * significant level at $P \leq 0.05$

The results of the simple regression analysis showed that there is significant impact of the overall marketing orientated pricing on the product mix pricing strategies , ($\beta = 0.738$) at level of significance (0.000). Accordingly we reject the null hypothesis and accept the alternative hypothesis.

Ho.1.1: There is no significant impact of marketing-orientated factors on complementary product pricing strategy of mobile companies in Jordan

To test this hypotheses the researcher performs stepwise regression, the results show that the coefficient of determination (R^2); which represents the percentage of the explained differences in the complementary strategy for the mobile service providers due to the marketing orientated pricing dimensions is not less than ($R^2 = 0.764$) which is an acceptable result indicating that (%76) from the total differences in the complementary strategy are determined by the dimensions of the marketing orientated pricing, the remaining percentage which equals (%24) represents the percentage of the excluded variables which were excluded from the study model. In addition, the strength of the relation between the dimensions of marketing orientated pricing and complementary strategy is ($R = 0.874$), the value of the computed ($F = 270.136$) at freedom degrees of (3-118) and significance level (0,000) and that indicates that the regression curve is good in explaining the relation between the marketing orientated pricing and complementary strategy.

Table 6 Impact of marketing orientated pricing on complementary strategy

Independent variable	β	T	Sig
Customer- based factors (CSF)	.110	3.030	0.003*
Competition- based factors (COF)	.645	15.082	0.000*
Market -based factors (MF)	.242	6.357	0.000*

(R = 0.874 ; $R^2 = 0.764$); * significant level at $P \leq 0.05$

After reviewing the analysis in the table results show that all dimensions of the marketing orientated pricing have significant impact on complementary strategy; accordingly we reject the null hypothesis and accept the alternative hypothesis.

Ho.1.2: There is no significant impact of marketing-orientated factors on bundling pricing strategy on mobile companies in Jordan

To test this hypotheses the researcher performs stepwise regression, the results show that the coefficient of determination (R^2); which represents the percentage of the explained differences in the bundling pricing strategy for the mobile service providers due to the marketing orientated pricing dimensions is not less than ($R^2 = 0.115$) which is an acceptable result indicating that (%12) from the total differences in the bundling pricing strategy are determined by the dimensions of the marketing orientated pricing, the remaining percentage which equals (%88) represents the percentage of the excluded variables which were excluded from the study model. In addition, the strength of the relation between the dimensions of marketing orientated pricing and bundling strategy is ($R = 0.339$), the value of the computed ($F = 16.331$) at freedom degrees of (2-119) and significance level (0,000) and that indicates that the regression curve is good in explaining the relation between the marketing orientated pricing and bundling pricing strategy.

Table 7 Impact of marketing orientated pricing on bundling pricing strategy

Independent variable	β	T	Sig
Customer- based factors (CSF)	.050	0.707	0.480
Competition- based factors (COF)	.146	1.981	0.049*
Market -based factors (MF)	.233	3.163	0.002*
$(R = 0.339 ; R^2 = 0.115)$; * significant level at $P \leq 0.05$			

After reviewing the analysis in table 7 we see that there is significant impact on bundling strategy only by competition and market factors.

Ho.1.3: There is no significant impact of marketing-orientated factors on customer value pricing strategy in mobile companies in Jordan

To test this hypotheses the researcher performs stepwise regression, the results show that the coefficient of determination (R^2); which represents the percentage of the explained differences in the customer value pricing strategy for the mobile service providers due to the marketing orientated pricing dimensions is not less than ($R^2 = 0.166$) which is an acceptable result indicating that (%17) from the total differences in the customer value pricing strategy are determined by the dimensions of the marketing orientated pricing, the remaining percentage which equals (%87) represents the percentage of the excluded variables which were excluded from the study model. In addition, the strength of the relation between the dimensions of marketing orientated pricing and customer value pricing strategy is ($R = 0.408$), the value of the computed ($F = 50.310$) at freedom degrees of (1-120) and significance level (0,000) and that

indicates that the regression curve is good in explaining the relation between the marketing orientated pricing and customer value pricing strategy.

Table 8 Impact of marketing orientated pricing on customer value pricing strategy

Independent variable	B	T	Sig
Customer- based factors (CSF)	.001	0.019	0.985
Competition- based factors (COF)	.408	7.093	0.000*
Market -based factors (MF)	.126	1.778	0.077
(R = 0.408 ; $R^2 = 0.166$); * significant level at $P \leq 0.05$			

After reviewing the analysis in table (8) we see that there is significant impact on customer value strategy only by competition factors.

Ho.2: whenever the pricing objective is profit maximization the impact of marketing-orientated factors in the product mix pricing strategies are low

Hierarchal regression was performed to show the impact of pricing objectives a moderator variable on the relation between market orientated pricing and product mix pricing strategies; the results show that the profit maximization relation with the other variables is ($R = 0.793$) , whereas the study shows that ($R^2 = 0.629$) which approves the impact of market orientation on product mix pricing strategies with the presence of profit maximization; ($R^2 = 0.629$) means that (% 63) of the changes in the product mix pricing strategies due to the marketing orientated pricing and profit maximization as moderate variables contribute (R^2 change = 0.084) means that 8.4% of the change on product mix pricing strategies due to profit maximization.

Table 9 The Impact of profit maximization (POP) as a Moderator Variable on the Relationship between (MO) &PMPS)

Moderator variable	β	T	Sig
Market orientated pricing	0.738	17.367	0.000*
(POP * MO) Interaction	0.449	7.544	0.000*
(R = 0.793; $R^2 = 0.629$; F = 212.737); * significant level at $P \leq 0.05$			

The results of the hierarchal regression analysis show that there is significant impact of the market orientated pricing represented by its dimensions on the product mix pricing strategies due to the profit maximization where beta equals ($\beta = 0.449$) at level of significance (0.000); So, we reject the null hypothesis and accept the alternative hypothesis.

Ho.3: whenever the pricing objective is market share maximization the impact of marketing-orientated factors on the product mix pricing strategies are low

Hierarchal regression was performed to show the impact of pricing objectives a moderator variable on the relation between market orientated pricing and product mix pricing strategies; the results show that the market share maximization relation with the other variables is ($R = 0.791$) , whereas the study shows that ($R^2 = 0.626$) which approves the impact of market orientation on product mix pricing strategies with the presence of market share maximization; ($R^2\text{change} = 0.081$) means that (8.1%) of the changes in product mix pricing strategies due to market share maximization.

Table 10 The Impact of market share maximization (POM) as a Moderator Variable on the Relationship between (MO) & (PMPS)

Moderator variable	β	T	Sig
Market orientated pricing	0.585	13.353	0.000*
(POP * MO) Interaction	0.323	7.368	0.000*
<i>(R = 0.791; R² = 0.626; F = 209.846); * significant level at P ≤ 0.05</i>			

The results of the Hierarchal regression analysis show that there is an impact of the market orientated pricing represented by its dimensions on the product mix pricing strategies due to the market share maximization where beta equals ($\beta = 0.323$) at level of significance (0.000); So, we reject the null hypothesis and accept the alternative hypothesis.

Ho.4: whenever the pricing objective is sales maximization the impact of marketing-orientated factors on the product mix pricing strategies are low

hierarchal regression was performed to show the impact of pricing objectives a moderator variable on the relation between market orientated pricing and product mix pricing strategies; the results show that the sales maximization relation with the other variables is ($R = 0.801$) , whereas the study shows that ($R^2 = 0.642$) which approves the impact of market orientation on product mix pricing strategies with the presence of sales maximization; ($R^2 = 0.642$) means that (% 64) of the changes in the market orientated pricing impact on product mix pricing strategies is due to sales maximization; ($R^2\text{ change} = 0.098$) means that (9.8%) of the changes in product mix pricing strategies due to sales maximization.

Table 11 The Impact of sales maximization (POS) as a Moderator Variable
on the Relationship between (MO) & (PMPS)

Moderator variable	β	T	Sig
Market orientated pricing	0.459	9.053	0.000*
(POS * MO) Interaction	0.419	8.272	0.000*
<i>(R = 0.801; R² = 0.642; F = 225.378); * significant level at P ≤ 0.05</i>			

The results of the hierarchal regression analysis showed that there is an impact of the market orientated pricing represented by its dimensions on the product mix pricing strategies due to the sales maximization where beta equals ($\beta = 0.419$) at level of significance (0.000); So, we reject the null hypothesis and accept the alternative hypothesis.

DISCUSSIONS

The conclusions and managerial implications are based mainly upon the quantitative data and in attempt to answer the research questions. From the researcher perspective and based on the study results that shows a strong effect between marketing orientated pricing and product mix pricing strategies, the marketing orientated pricing are a very important factors for the mobile service providers, the support for the results is the information that the researcher use in this research .From the study results, it showed that the means for the study main domains were ranked high. The product mix pricing strategies got the highest rank then marketing orientated pricing; These positive results from the researcher perspective could be due to linkage between customer needs, market telecom condition and benefit for mentioned pricing strategies that offer multi services in one package, so the decision maker in mobile service providers is taking care of these marketing orientated factors when they putting pricing strategies seriously, which will lead the company to a better pricing objectives. Also the study results show important impact between marketing orientated factors and product mix pricing strategies when the company pricing objectives are profit, market share and sales maximization. From the researcher point view might be that decision maker in mobile companies has a good knowledge that success of pricing strategies comes from marketing factors. Also to achieve company goals we must provide clear understanding for customer need in market. The study results show that there is a statistically significant impact of market orientated factors on overall product mix pricing strategies due to the profit maximization. The reason that there is a significant impact according to the researcher point of view is that the profit maximization really affects the relation between them. And for sub-Hypothesis there is a statistically significant impact except bundling customer value strategy due to the complementary strategy can bring profit better than others strategy.

The study results show that there is a statistically significant impact of market orientated factors on overall product mix pricing strategies due to the market share maximization. The study results show that there is a statistically significant impact of market orientated factors on overall product mix pricing strategies due to the sales maximization. The reason that there is a significant impact according to the researcher point of view is that the sales maximization really affects the relation between them. Finally The Distinguished of my study was to highlight pricing objectives as moderate variables in three main quantitative objectives: profit, market share and sales maximization. Moreover, thesis was applied in service sector which is high complexity in the pricing making decision and finally we considered the external factors of marketing orientation to be in the firm`s pricing process by applying product mix pricing strategies

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