

Marketing Approaching for the Standards of Approved Textbooks in Study Plans of Jordanian Universities

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Abstract

The present study aimed at identifying the extent of the existence of marketing approaching for the Standards of Approved textbooks in study plans of Jordanian Universities. The sample consisted of (232) staff members. The descriptive, analytical method, and (T-Test) were used for the dual comparisons in testing the hypotheses. Results showed that there was marketing approaching in the four standards (General standards in the marketing of approved textbooks, the publisher responsibility variable, Standards concerning the rights and responsibilities of the parties who are involved in the exchange of approved textbooks, standards variable which is related to the elements of marketing mix of the approved textbooks) for the accredited textbooks in Jordanian universities study plans. In light of the findings, it was recommended that special emphasis should be given to commitment of publishers "textbooks distributors" by the general standards of textbooks marketing.

Keywords: marketing approaching, textbooks accreditation standards, Jordanian universities

1. Introduction

The transparency in transaction is an important element for marketing interactions. It gives the parties involved in the exchange process a chance of accept or reject any part of the offer or the deal. Thus, avoiding the possibility of falling into the trap of fraud and deception.

The truth is that people who fall victims to fraud and deception created by the marketing practices might be ascertain that they are the victims of these acts when it is too late. Then they cannot do anything for that fraud and deception. They will have bad impression about that marketer, who was the cause of falling them into the trap of fraud and deceit. Then they will be very cautious in their decision in the future.

Sellers in some companies show a high degree of unethical behavior at work, but in their personal life they are not. Companies that allow their employees (vendors) to behave in an unethical way will not live long in the market (Thomas & Michael, 2002).

The concept of marketing with the vendors, trying to answer the question of how can I make profit? and vendors ignore to answer the question, what are the negative effects resulting from an unethical behavior in selling (Brennan, 1991).

Most of the issues and practices of immoral marketing arise about transactions in the market between the marketer and the consumer. Some aspects of behavior does not seem clear from the ethical perception, because people do not agree in their perceptions and ideas about the right and the wrong in the absolute term. Therefore, what would constitute a fraud to some consumers may not be to other consumers (Abu Jalil et al., 2014).

Trade is considered a process of deals with goods or services for profit. It is simply described as buying and selling. Trade is achieved by doing daily operations that implies implicit or explicit contracts. In other words, contracts should be fair for both buyers and sellers regarding the quality of goods or services and price. It is illegal to to sell rotten food or toxic drugs to consumers. Selling should be ethical with respect to the buyer freedom without obliging him forcefully or by cheating.

Marketing deception is seen as a marketing practice upon which negative impression is built (personal judgment) about goods or services by consumers. Consequently, consumers may take improper decisions in a way that may hurt their benefits (Abu Juma, 2002).

It is difficult to determine the extent of deception in marketing mix, especially when the error in the advertising message is not clear. Critics tried to expand the concept of deception in marketing practices to include many of the practices that can enter the field of deception and misleading to the consumer. These practices include false promises, claim absolute superiority, false comparisons, unclear offers, incomplete description of the product, optical illusion, popular and stars and celebrity witness to cheat customers (Alnaber, 2005).

1.1 Problem of the Study

The problem of this study is summarized in the ambiguous position of concern to the researcher and generates a desire to reveal the truth of this mystery, it mainly revolves around what faculty members in Jordanian universities face when adopting textbooks which were suggested by study plans. Such textbooks that cover the content of the course description.

Therefore, the need for abiding by academic standards in selecting approved textbooks for teaching arose. In a way that the approved textbooks should be consistent with the course's subject and objectives. Academic books should not be designed for marketing purposes (with marketing deceive) for gaining money with ignoring the quality of scientific material.

1.2 Questions of the Study

The objectives of the present study can be achieved by answering the following questions:

Question No. 1: Is there a marketing approach in the general criteria adopted in the marketing of approved textbooks in the study plans of the universities of Jordan?

Question No. 2: Is there a marketing approach to the standards related to the responsibilities of the publishers (books distributors) in the study plans of the universities of Jordan?

Question No. 3: Is there a marketing approach to the standards related to the rights and duties of the parties involved in the exchange of approved textbooks in the study plans of the universities of Jordan?

Question No. 4: Is there a marketing approach to the standards related to the elements of the marketing mix of approved textbooks in the study plans of the universities of Jordan?

1.3 Significance of the Study

The importance of the study lies in contributing to help the Jordanian universities to get benefit from its results. That is, they examine the existence of marketing approach to standards of approved textbooks in the study plans for Jordanian universities. In addition, the application method of marketing approach is identified. Moreover, the adoption of proper selection of textbooks that were approved is considered a major step in determining the future vision of universities. As a result, this contributes to improving the learning outcomes.

1.4 Purpose of the Study

The research sought to identify the extent of the existence of marketing approach to standards of approved textbooks in the study plans of the universities of Jordan.

1.5 Study Hypotheses

The study relies on the following hypothesis:

Hypothesis No. 1: There is no marketing approach in the general criteria adopted in the marketing of approved textbooks in the study plans of the universities of Jordan.

Hypothesis No. 2: There is no marketing approach to the standards related to the responsibilities of the publisher (textbooks distributors) in the study plans of the universities of Jordan.

Hypothesis No. 3: There is no marketing approach to the standards related to the rights and duties of the parties involved in the exchange of approved textbooks in the study plans of the universities of Jordan.

Hypothesis No. 4: There is no marketing approach in the standards related to the elements of marketing mix of the approved textbooks in study plans of the universities of Jordan.

1.6 Procedural Definition

Marketing approach: in dictionaries, approach means come near and means moving toward something to examine it. The marketing approach means the process of moving to the marketing practices when a book was approved for a study plan in Jordanian universities.

Standards of a proved textbooks: standard means uniformity, that is, unifying things. It is making things harmonic and compatible, consistence, symmetric and congruence to remove differences when choosing the

approved textbooks for study plans. For the present study purposes, the following standards that relate to the marketing practices have been used:

1. General standards in the marketing of approved textbooks in study plans: means avoiding risky marketing practices through following specific criteria to achieve trust and fair dealing. In addition to building relationships and enhancing the confidence of approved textbooks users and confirm key values such as the honesty, responsibility, fairness, respect, transparency and citizenship.
2. Standards related to the responsibilities of the marketer of approved textbooks in study plans: Means that the work of marketer of books should be based on maintaining the sincerity, justice, sincerity and honesty values. Furthermore, marketers should be responsible for their marketing practices.
3. Standards concerning the rights and responsibilities of the parties who are involved in the exchange of approved textbooks in study plans: means that the marketing process for approved textbooks should be accepted for all relevant parties.
4. Standards variable which is related to the elements of marketing mix of the approved textbooks in study plans: Standards and practices related to the marketing mix which consists of four elements (the book, pricing, promotion, and distribution). These elements associated with sale of approved textbooks in study plans.

Study plans for Jordanian universities: They are the charts and summaries of study topics that must be covered by a faculty member who works at Jordanian universities. These plans are prepared in accordance to course syllabus.

2. Literature Review

2.1 Approach in Marketing Practices and Controls

Changes in the marketing environment encourage focusing on customers under different circumstances and conditions. Moreover, marketing communications by the salesmen need to connect with moral values that make close relationship with customers. The ethical behavior leads to increased confidence in the services provided to customers. Thus achieve customer satisfaction and loyalty, which is reflected on the services provided by the organizations (Roman, 2003, p. 915)

Business organizations work in a competitive environment. Therefore, they are affected by government laws and legislation, as well as affected by prevailing social values and norms. Laws force organizations for certain behaviors and set standards and limitations for these behaviors. However, legislation helps government to issue new legislation. These legislations solve the problems in the old legislation that were permeated by some of organizations. Therefore, the overall legislation and government regulations, as well as social norms and values give a vision about the prevailing nature of the moral climate in a particular industry. These in turn affect ethical behavior of employees (Ghalibi & Ameri, 2005, p. 88).

Marketing ethics has emerged as part of the work ethic, but the marketing ethics are related to the public interest in general and in the interest of customers, in particular. As a result, there are several elements and behaviors that control how the marketers are doing the marketing of books. Principles and rules of marketing, legal control marketers work when they practice marketing. These factors should be available in marketing approved textbook in the study plans.

In addition, the business of self-governing control principles and beliefs that stem from inside a person which related to the environment and community factors. Ethics emerge from the sense of social responsibility concepts, truthfulness, honesty, sincerity and the love of helping others.

Marketing ethics is defined as the moral concepts that define the behavior whether it is right or wrong. In light of that, it is determined with the marketers' behaviors that control marketers of textbooks prescribed in study plans. The moral values define the right behavior and the wrong behavior in marketing. Thus these values represent principles and standards that must be followed in the marketing of textbooks process in order to have acceptable performance from universities. Moreover, they represent standards or principles of human behavior, which are used to make judgment about behavior of individuals and human groups (Abdali, 2007, p. 14).

Abu Jalil et al. (2014, p. 98) mentioned standards, regulations and controls that relate to marketing mix, which fall under the ethics of marketing for textbooks. These controls are:

1. Controls related to approved textbooks in the study plan such as traded, sold and fraud in the offered specifications for sale.
2. Controls related to prices of the approved textbooks in the study plans such as lessening, monopoly, corruption

of the price and reduced price to detriment of others.

3. Controls related to the promotion of approved textbooks in study plans such as overstated in advertisement to show the qualities of textbooks, benefits and facilities associated with them.

4. Controls related to the distribution of approved textbooks in the study plan such as transport and trading for the purpose of monopoly.

2.2 Standards in Marketing Practices

Standards represent a guide for publishers in their efforts to present what is correct. These standards help to identify appropriate marketing practices. Moreover, they also assist to deal honestly, justice and integrity with users of approved textbooks in study plans. In addition, Standards give publishers commitment to compliance with laws and regulations. They should be consistence with the education system at universities. Thus, ethics of marketing set the framework of good practice for approved textbooks in the study plans, regardless of publishers who publish these textbooks (Arens, 2010, p. 111).

Standards are set of criteria that are drawn from expected behaviors, which is maintained by the community. These standards are similar to values that can be used as standards to evaluate the personal practices of people. Marketers work serves publishers and university and their work as part of whole economy. In this role, It is expected from books marketers to work in consistent manner with the relevant standards, as well as they should have commitment to ethical values that indicate to their responsibilities towards books users (mirrors, 2011 p. 85).

The American Marketing Association put rules and standards for the books marketing practice. These standards came as concepts and social values existing in the communities and organizations that apply and evaluate their work and judge it. Standards lead to serve the marketing process and facilitate procedures for transactions. Publishers should follow these standards. These standards are distributed on several themes. These themes that have been adopted as variables in this study are:

1. General standards for marketing approved textbooks in the study plans:

These standards include: Avoiding harmful marketing practices or mistakes when determining approved textbooks in the study plans; commitment with the instructions and standards in the performance of the options during marketing of the approved textbooks in the study plans; fair dealing and good faith in exchange of the approved textbooks in study plans with publisher; publisher avoids deception in the design, pricing, communication and distribution of approved textbooks in the study plans; matching between books and campaigns promotion applied by publishers and campaigns are correct, not deceptive or misleading; and Moral values were applied in the marketing practice that improves users trust with approved textbooks in study plans (Obidi, 2010, p. 71).

2. standards related to the responsibilities of marketers of the approved textbooks in the study plans: This variable includes: publishers maintain values of honesty, sincerity, and justice at the marketing and distribution of the approved textbooks in study plan; publishers apply all legal legislations and norms when marketing and distributing the approved textbooks in study plan; publisher has a commitment to provide the approved textbooks in study plan; Publisher get approval letter from the concerned parties about the approved textbooks in study plan; publisher has a social responsibility in providing and distributing the approved textbooks in the study plan; and publisher highlights the approved textbooks in the study plan in marketing and sales (Alabdaly, 2007, p. 24).

3. Standards related to the rights and duties of the involved parties in the exchange of approved textbooks in study plans: This variable includes the following expectations: There are no mistakes in the approved textbooks in the study plan; there is sincerity in advertising and promotion for the approved textbook in the study plan; the approved textbooks do not contain additional topics more than the topics of the study plan; publisher and instructor together solve any problem in the approved textbooks; selection of approved textbooks in the study plan is based on personal relations between the publisher and the instructor; and choosing the approved textbooks based on the reputation of publisher (Kotler & Keler, 2006, p. 282).

4. Standards related to the elements of marketing mix of the approved textbooks in study plans: These standards include: publishers do not choose a book name that reflects the book content; publishers also do not choose a cover page that reflects the book content; publishers provide instructors with wrong information about books; publishers put expensive price for books; they show characteristics that are not available in books; they give exaggerate descriptive to promote books; publishers do not have commitment to make sincere and honest marketing for books; moreover, they try to promote books in various ways to pay instructors to approve them regardless of their values; publishers try to pay instructors to approve a specific book; publishers print books in

an attractive and stylish manner to hide flaws; and they represent book sales by more than the actual capacity (Arens, 2010, p. 5).

2.3 Previous Studies

Hadad and Algiashi (2009) found that components of quality services can affect the satisfaction of telecommunication companies towards the agencies that they deal with. In addition, they found that there is an effect for accreditation, reinforcement, and tangibility on the degree of satisfaction towards cellular telecommunication companies agencies with which they deal. Moreover, it was found that there was no effect for affective factors, personal qualities, and institution reputation on the satisfaction towards services of commercial advertisement agencies.

Magri and Lahole (2009) found that the approach which was based on the resources lies on knowledge resources. This includes management approach, which leads any institution to achieve its competitive goals. However, institutions should not only rely on optimum utilizing their resources but also they should enhance the production management. The study eliminates the need to change the logic of thinking in the management of production according to the marketing environment.

Valentine (2012) conducted a study about a training content to business ethics and satisfaction sales staff from their colleagues and supervisors. Organizational support to business ethics has a high value on personal selling, which leads to satisfaction of supervisors and employees who play an important role in ethical marketing practice. The results also showed that there is a correlation between the independent variable which is moral factor and the dependent variable which is the satisfaction of workers with their colleges and supervisors.

Khatib and Turkistani, (2015) found that there is lack of sufficient knowledge about the legal practices of marketing facilities in Saudi Arabia from an Islamic perspective. The study also showed an existence of the influence of Western approaches on marketing practices. In addition, it reveals weak of religious commitment of marketers.

2.4 What Distinguishes This Study from Previous Research

This study focuses on a very important topic which affects the output of higher education in Jordan. In addition, it assists universities to achieve their objectives, especially in light of the increasing pressures facing faculty members at the adoption of textbooks for teaching. The textbooks' selection criteria are subject to a number of considerations such as having a marketing approach to standards of textbooks approval in the study plans of the universities in Jordan. These criteria may affect the choice decision and then approving such textbooks.

Moreover, findings and recommendations of this study may highlight new research fields for researchers and scholars to conduct studies on marketing approaching. In surfing the related literature, the researcher discovered that there is lack of Jordanian studies that cover this research topic (to the best of the researchers' knowledge).

3. Methodology

3.1 Study Population

The study population consists of 23 public and private Jordanian universities. The public universities were 10. These universities were the University of Jordan, Yarmouk University, Jordan University of Science and Technology, Mutah university. The Hashemite University, Tafila Technical University, Al al-Bayt University, Al-Balqa' Applied University, Al-Hussein Bin Talal University, and German Jordanian University. While private universities were 13 universities. These universities were Jadara University, Jerash Private University, Ajloun National University, Irbid National University, Al-Zaytoonah University, Isra University, Al-Ahliyya Amman University, Amman Arab University, Middle East University, Philadelphia University, Applied Science Private University, Zarqa University, and University of Petra.

3.2 Study Sample

The sampling unit and the analysis were from all members of the faculty at these universities totaling (8169) faculty member (Jordan Higher Education Accreditation Authority, 2015. Quarterly Bulletin.),

They were chosen due to the harmony of this category with the requirements of obtaining the desired results from this study. The questionnaires were distributed in those universities to faculty members according to availability. That is, (367) questionnaires were distributed on a schedule to determine the sample depending on the size of the overall society included in the study (Sekaran, 2003).

Random sample technique was used to distribute the study questionnaires. According to the relation between the sample and population 367 questionnaires were distributed during the study (Sekaran, 2003). The response rate

was 63.3%. The total number of recovered questionnaires was 232. All of them were valid to use in this study.

3.3 Validity and Reliability of Questionnaire

A questionnaire was developed base on set of items consistent with the study hypotheses and objectives. The questionnaire was assessed by academic experts. Their comments were considered to develop the questionnaire. The Cronpach's Alpha of the questionnaire was 84.5%. This percentage is greater than the accepted percentage (70%). Therefore, the questionnaire is considered as a reliable tool.

3.4 Statistical Analysis

The Statistical Package for the Social Sciences was used to analyze the study data. The mean was used to determine significance of items and to compare between items that have two categories and the study hypothesis. In addition, standard deviation was used to see the deviation of value from the mean. T – Test was also used for dual comparisons in testing the hypotheses.

4. Results and Analysis

4.1 Data Analysis and Hypotheses Testing

1. Results of the General standards' variable for marketing approved textbooks in the study plans

Table 1 shows means, standard deviations, agreement degree and item importance of the General standards' variable for marketing approved textbooks in the study plans:

Table 1. Means, standard deviations, agreement degree and item importance of the general standards' variable for marketing approved textbooks in the study plans

Question	Mean	Std. D.	Rank
Marketing practices were avoided when determining approved textbooks in the study plans.	3.86	1.00	1
There is a commitment with the instructions and standards in the performance of the options during marketing of the approved textbooks in the study plans.	3.79	.99	2
There is a fair dealing and good intention in the exchange of the approved textbooks in study plans with publisher.	3.58	1.06	3
Publishers avoid deception in the design, pricing, communication and distribution of approved textbooks in the study plans.	3.06	1.11	6
There is a match between books and campaigns promotion which were applied by publishers and the campaigns are correct, not deceptive or misleading.	3.24	.93	5
Moral values were applied in the marketing practice that improves users trust with approved textbooks in study plans.	3.37	.96	4
General standards for marketing approved textbooks in the study plans.	3.48	.70	

Table 1 shows that the mean of the general standards variable for marketing approved textbooks in the study plans was 3.48 with standard deviation 0.70. This variable was classified as a moderate based on agreement degree from the participants. The first item got the highest mean (3.86). The first item was "Marketing practices were avoided when determining approved textbooks in the study plans". The forth item got the lowest mean (3.06). The fourth item was "publisher avoids deception in the design, pricing, communication and distribution of approved textbooks in the study plans".

2. The results of the publisher responsibility variable

Table 2. Means, standard deviations, agreement degree and item importance of the publisher responsibility variables

Question	Mean	Std. D.	Rank
Publishers focus on maintaining values of honesty, sincerity, and justice at the marketing and distribution of the approved textbooks in study plan	3.41	.85	3
Publishers apply all legal legislations and norms when marketing and distributing the approved textbooks in study plan	3.55	.77	2
Publishers have a commitment to provide the approved textbooks in study plan.	3.68	.915	1
Publishers get approval letter from the instructor about the approved textbooks in study plan	3.17	1.05	6
Publishers have a social responsibility in providing and distributing the approved textbooks in the study plan	3.27	.78	5

Publishers highlight the approved textbooks in the study plan in marketing and sales	3.37	.96	4
Publishers responsibility variable (textbooks distributors)	3.41	.53	

Table 2 shows that the mean of the publishers responsibility variable was 3.41 with standard deviation 0.53. This variable was classified as a moderate based on agreement degree from the participants. The ninth item got the highest mean (3.68). The ninth item was "Publishers have a commitment to provide the approved textbooks in the study plan". The tenth item got the lowest mean (3.17). The tenth item was "Publishers get approval letter from the instructor about the approved textbooks in the study plan".

3. The results of the standards variable concerned with the rights and duties of the involved parties in the exchange of approved textbooks in study plans

Table 3. Means, standard deviations, agreement degree and item importance of the standards variable concerned with the rights and duties of the involved parties in the exchange of approved textbooks in study plans

Question	Mean	Std. D.	Rank
There are no mistakes in the approved textbooks in the study plan	2.65	1.15	5
There is sincerity in advertising and promotion for the approved textbook in the study plan	3.10	.99	3
The approved textbooks do not contain additional topics more than the topics in the study plan	3.27	1.11	2
All the participating parties solve problems that occur in the approved textbooks	3.44	.89	1
Selection of approved textbooks in the study plan is based on personal relations between the publisher and the instructor	2.65	1.12	6
Choosing the approved textbooks is based on the reputation of publishers	2.96	1.19	4
standards variable concerned with the rights and duties of the involved parties in the exchange of approved textbooks in study plans	3.01	.63	

Table 3 shows that mean of standards variable concerned with the rights and duties of the involved parties in the exchange of approved textbooks in study plans was 3.01 with standard deviation 0.63. This variable was classified as a moderate based on agreement degree from the participants. The sixteenth item got the highest mean (3.44). The sixteenth item was " All the participating parties solve problems that occur in the approved textbooks". The seventeenth item got the lowest mean (2.65). The seventeenth item was "Selection of approved textbooks in the study plan is based on personal relations between the publisher and the instructor".

4. The results of standards variable which relates to the elements of marketing mix of the approved textbooks in study plans

Table 4. Means, standard deviations, agreement degree and item importance of the standards variable which relates to the elements of marketing mix of the approved textbooks in study plans

Question	Mean	Std. D.	Rank
Publishers choose a textbook name which reflects its content but actually it does not.	2.86	1.07	6
Publishers do not choose a cover page that reflects the textbook's content	2.58	.93	9
Publishers provide instructors with wrong information about books	2.41	.96	10
Publishers put expensive prices for books because it is the only choice	3.13	1.22	2
Publishers try to show characteristics that are not available in books	3.00	1.08	3
Publishers exaggerate the characteristics of the promoted textbooks	3.20	1.12	1
Publishers do not have commitment to make sincere and honest marketing for books	2.79	1.15	8
Publishers try to promote books in various ways to pay instructors to approve them regardless of their values	2.89	1.12	5
Publishers try to pay instructors to approve a specific book	2.03	1.10	11
Publishers print books in an attractive and stylish manner to hide flaws	2.86	1.13	7
Publishers represent book sales by more than the actual capacity	2.89	1.25	4
standards variable which relates to the elements of marketing mix of the approved textbooks in study plans	2.79	.80	

Table 4 shows that mean of standards variable which relates to the elements of marketing of the approved textbooks in study plans was 2.79 with standard deviation 0.80. This variable was classified as moderate based on the agreement degree from the participants. The twenty fourth item got the highest mean (3.00). The twenty

fourth item was " Publishers exaggerate the characteristics of the promoted textbooks". The twenty seventh item got the lowest mean (2.03). The twenty seventh item was "publishers try to pay instructors to approve a specific book".

4.2 Hypotheses Testing

A number of inferential statistical techniques were used to analyze the results and test the study hypotheses. Decision-based states that "the null hypothesis will be rejected and the alternative hypothesis will be accepted if the calculated value is greater than the tabular value. In addition the P value should be less than 0.05.

The following tables show the results that have been reached in testing hypotheses. One Sample T. Test was used at the level of significance ($\alpha = 0.05$).

1. Testing the first hypothesis

The first hypothesis states that: There is no marketing approach in the general criteria adopted in the marketing of approved textbooks in the study plans of the universities of Jordan.

Table 5 shows the results which were obtained from testing the first hypothesis (One Sample T. test).

Table 5. Results of (One Sample t. test) for the first hypothesis

Variable	Mean	T calculated	T Tabulated	Sig.	Statistical Decision
The General standards variable for marketing approved textbooks in the study plans in Jordanian universities	3.488	75.72	1.67	0.000	Rejection of null hypothesis

Sig. vale is significant at level $\alpha \leq 0.05$.

Table 5 shows that the value of calculated T was 75.72. While the value of tabulated T is 1.67. Based on the table, the value of calculated T was larger than the value of tabulated T. Therefore, the null hypothesis will be rejected and the alternative hypothesis will be accepted. The alternative hypothesis said "There is marketing approach in the general criteria adopted in the marketing of approved textbooks in the study plans of the universities of Jordan". The P value which is 0.00 confirms the result

2. Testing the second hypothesis

The second hypothesis states that: There is no marketing approach to standards related to the responsibilities of the publishers in the study plans of the universities of Jordan.

Table 6 shows the results which were obtained from testing second hypothesis (One Sample T. test).

Table 6. Results obtained from testing second hypothesis (one sample t. test)

Variable	Mean	T calculated	T Tabulated	Sig.	Statistical Decision
Publishers responsibility variable (textbooks distributors)	3.413	97.90	1.67	0.000	Rejection of null hypothesis

Sig. vale is significant at level $\alpha \leq 0.05$.

Table 6 shows that the value of calculated T was 97.90. While the value of tabulated T is 1.67. Based on the table, the value of calculated T was larger than the value of tabulated T. Therefore, the null hypothesis will be rejected and the alternative hypothesis will be accepted. The alternative hypothesis said "There is marketing approach to standards relating to the responsibilities of the publisher in the study plans of the universities of Jordan". The P value which is 0.00 confirms the result

3. Testing the Third hypothesis

The third hypothesis states that: There is no marketing approach to standards related to the rights and duties of the parties involved in the exchange of approved textbooks in the study plans of the universities of Jordan.

Table 7 shows the results which were obtained from testing third hypothesis (One Sample T. test).

Table 7. Results Obtained From Testing the Third Hypothesis (One Sample T. test)

Variable	Mean	T calculated	T Tabulated	Sig.	Statistical Decision
standards variable concerned with the rights and duties of the involved parties in the exchange of approved textbooks in study plans	3.017	72.07	1.67	0.000	Rejection of null hypothesis

Sig. vale is significant at level $\alpha \leq 0.05$.

Table 7 shows that the value of calculated T was 72.07. While the value of tabulated T is 1.67. Based on the table, the value of calculated T was larger than the value of tabulated T. Therefore, the null hypothesis will be rejected and the alternative hypothesis will be accepted. The alternative hypothesis said "There is marketing approach to standards related to the rights and duties of the parties involved in the exchange of approved textbooks in the study plans of the universities of Jordan". The P value which is 0.00 confirms the result

4. Testing the forth hypothesis

The forth hypothesis states that: There is no marketing approach to standards variable which is related to the elements of marketing mix of the approved textbooks in study plans of the universities of Jordan.

Table 8 shows the results which were obtained from testing forth hypothesis (One Sample T. test).

Table 8. Results Obtained From Testing Forth Hypothesis (One Sample T. test)

Variable	Mean	T calculated	T Tabulated	Sig.	Statistical Decision
standards variable which is related to the elements of marketing mix of the approved textbooks in study plans	2.789	52.55	1.67	0.000	Rejection of null hypothesis

Sig. vale is significant at level $\alpha \leq 0.05$.

Table 8 shows that the value of calculated T was 52.55. While the value of tabulated T is 1.67. Based on the table, the value of calculated T was larger than the value of tabulated T. Therefore, the null hypothesis will be rejected and the alternative hypothesis will be accepted. The alternative hypothesis said "There is marketing approach to standards variable which is related to the elements of marketing mix of the approved textbooks in study plans of the universities of Jordan". The P value which is 0.00 confirms the result.

5. Discussion and Conclusions

5.1 Results

The study found the following results:

1. Results regarding description and analysis of the study variables

A. Means showed that the moderate level of agreement on the questions about the General standards variable for marketing approved textbooks in the study plans. It has been shown that the most of these criteria important for the academic member which related to avoiding marketing practices when determining the approved textbooks in the study plans and increase commitment with the instructions and standards in the performance of the options during marketing of the approved textbooks in the study plans. In addition, it should be a fair dealing and good faith in exchange of the approved textbooks in study plans with publisher.

B. Means showed that the moderate level of agreement on the questions about the publishers' responsibility variable. It has been shown that the most of these criteria important for the academic member which related to commitment of publishers to provide the approved textbooks in study plan and apply all legal legislations and norms when marketing and distributing these books. In addition, it is important for publishers to focus on maintaining values of honesty, sincerity, and justice at the marketing and distribution of the approved textbooks in study plan

C. Means showed that the moderate level of agreement on the questions about the standards variable which concern the rights and duties of the involved parties in the exchange of approved textbooks in study plans. It has been shown that the most of these criteria important for the academic member which related to publishers and

instructors together to solve any problem in the approved textbooks and the approved textbooks do not contain additional topics more than the topics in the study plan. In addition, it is important for publishers to maintain sincerity in advertising and promoting for the approved textbook in the study plan.

D. Means showed that the moderate level of agreement on the questions about the standards variable which is related to the elements of marketing mix of the approved textbooks in study plans. It has been shown that the most of these criteria important for the academic member which related to publishers exaggerate in describing to promote books. Moreover, publishers put expensive price for approved textbooks because instructors have to teach based on the approved textbook. In addition, publishers show characteristics which are not available in books and they claim that they sale books more than their actual capacity.

5.2 Results Related to Hypotheses Testing

A. Results indicated that there was marketing approach in the general criteria adopted in the marketing of approved textbooks in the study plans of the universities of Jordan.

B. Results indicated that there was marketing approach to standards related to the responsibilities of the publishers in the study plans of the universities of Jordan.

C. Results indicated that there was marketing approach to standards related to the rights and duties of the parties involved in the exchange of approved textbooks in the study plans of the universities of Jordan.

D. Results indicated that there was marketing approach to standards variable which is related to the elements of marketing mix of the approved textbooks in study plans of the universities of Jordan.

5.3 Recommendations

In light of the findings of the study, the researcher offers a range of recommendations:

1. publishers should be commitment to the role of the general criteria for marketing approved textbooks in the study plans by following:

A. Publishers should avoid deception in the design, pricing, communication and distribution of approved textbooks in the study plans.

B. Publishers should avoid the deceptive and misleading promotional campaigns.

C. Publishers should apply moral values in the marketing practice.

2. Determine publishers' responsibilities in marketing approved textbooks in the study plan by emphasizing the following marketing procedures:

a. publishers should take an approval from the instructors about the approved textbook.

B. publishers should have social responsibilities in the marketing of approved textbook in the study plan.

C. publishers should focus on marketing efforts on the approved textbook in the study plan clearly.

3. Determine the rights and duties of the involved parties in the exchange of approved textbooks in study plans by avoiding the following behavior:

A. Publishers and authors are subject to personal relations by time.

B. Ignoring mistakes, if found in the approved textbooks, by the university administration and instructors.

C. Reliance on what is handed down between the universities of beautiful words about the publishers without a proof.

4. Publishers should conduct periodic studies to identify the strengths and weaknesses related to the elements of the marketing mix of the approved textbooks in study plans, through commitment to the following aspects:

A. Publishers should not use different methods to push the instructor to approve a particular book, such as informing instructors that the approved textbook is not available.

B. Publishers should provide instructors with accurate information about the approved textbook in the study plans.

C. Publishers should put an image on the cover page that reflects the scientific content in the approved textbook in the study plans.

D. Publishers should have commitment to make sincere and honest announcement about the approved textbook in the study plans.

E. The approved textbook should be attractive and stylish and reflect scientific content.

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