IMPACT OF LOGISTICS ACTIVITIES FOR IMPROVING MARKETING PERFORMANCE VIA BAYESIAN QUANTILE REGRESSION: AN ANALYTICAL STUDY IN OMNNEA TELECOM IRAQ

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ABSTRACT
The present article presents a study over the relationship between the logistic activities and marketing performance in Omnnea Telecom Iraq and focuses on the role of these activities in improving the marketing performance. This company is one of the companies which is characterized by using logistics system. For the current article, the study methodology includes a questionnaire for collecting the data and the program (R) in the package (quareg) for analyzing the collected data. The results of the empirical side of this study indicate that the logistics activities have an impact on the company's performance. The company needs higher responsiveness to market and higher quality of their products and services as well as shorter time and lower costs. The study reached a set of conclusions out of which the most important is the need to increase the effectiveness of the marketing activities in the company in general while activating the role of logistics activities in particular because of their importance in the provision of services, thus improving the marketing performance of the company.

KEYWORDS*: logistics activities, marketing performance, quantile regression model*

JEL CLASSIFICATION: *M0, M3 , M4*

1. INTRODUCTION

The logistic operating management is a modern style of management that can face modern technological and economic challenges. It is a model of management that has a mix of businesses and activities. The supply and physical distribution activities are integrated together to form what is known as logistics activities. The attention on the logistic activity has been recently increased on academic and practical levels of the marketing and businesses management in terms of concept, importance and components in modern organizations. In big organizations, logistics activities need more focus due to the multitude of activities and product lines. The logistics system includes many activities such as purchasing, warehousing, transportation and handling, packaging, customer service and scheduling of product orders. The most important characteristic for the management to these activities in the logistics framework is the need to coordinate and integrate these activities in order to provide products and customer services at the appropriate time and place appropriate and in the desired design, leading to stronger competitive position of the organization and the increase in

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its profits. The rest of this article includes the following section: section two which includes the theoretical framework and section three which details the article methodology.

2. THEORETICAL FRAMEWORK

2.1. Logistic activities

Logistics is one of the modern areas for the study of integrated management. Logistic activities are considered one of the vital topics that have increased in recent years in the scientific and applied fields in the field of business administration in terms of their concept, importance, components and their practice in contemporary organizations. Organizations with large variety of activities, and diverse product lines and markets, have increased their interest in logistics activities, which have become the backbone of these organizations, and aim to serve customers while achieving competitive advantage.

Idris (2009) mentions that the importance of logistics activities is reflected in the rapid response to customers in the market, through speed in providing goods and services that are consistent with the needs and desires of customers. In order to ensure the organization's success and continuity, it needs a high level of performance as compared to competitors in light of the effectiveness of its logistics management, through which it can achieve what customers need at low cost and effort and the greatest possible quality.

On the other side, Christopher (2000), mentions that logistics activities in the business organizations mainly aim to satisfy the consumer by achieving the competitive advantages of place and time, as well as costs associated with the service as they strengthen the competitive position and increase the profits. These aspects focus on customer service and reducing costs. In other words, developed and homogeneous logistics activities can help the organization to expand and increase its market share.

Logistic activities have become the backbone of the organization which seeks to extend its services to the consumers and to achieve competitive advantage. Logistic activities are knowns as material distribution, material management, transmission management or extending chains. Consumer service is the focal point of the logistic activities. It is a system established by the management through which products and the services are delivered to and from the company. Logistics is the final outcome of the respective activities and functions in the company focusing on delivering orders that reach final consumers.

The Council of Logistics Management (1991) defined logistics as "part of the supply chain process that plans, implements, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption in order to meet customers' requirements". Physical distribution refers to the movement of goods outward from the end of the assembly line to the customer. Finally, supply-chain management is "somewhat larger than logistics, and it links logistics more directly with the user's total communications network and with the firm's engineering staff". The commonality of the recent definitions is that logistics is "a process of moving and handling goods and materials, from the beginning to the end of the production, sale process and waste disposal, to satisfy customers and add business competitiveness" (Tseng et al., 2005).

Lancaster and Massingham (2011) detail the steps of logistic services in the business system, as follows:

Step 1: Establish the importance of the various logistics service elements to customers

Step 2: Establish current company and competitor performance with regard to these service elements

Step 3: Determine costs and benefits of making changes to current company performance in these areas and potential new service elements for profit maximization

Step 4: Establish specific objectives for areas and levels of company logistical service performance

Step 5: Plan, implement and control business logistics systems to achieve objectives with respect to service level performance at lowest total cost.

Lancaster and Massingham (2011) mention that planning, implementation and observing of logistics are critical to providing the necessary services to customers. The needs of customers and the market should be a primary consideration when designing a logistics system. This can only be achieved through administration experiences such as materials management and production planning and control. In addition, there is a need to consult with the channel members and suppliers. It is notable that the effective continuation of the logistics system requires information on sales and marketing, including sales forecasting, customer information and comments from competitors.

Mustafa (2012) indicated the following:

- the focal point of logistics is a response to the service (need and desires of customers)
- the goal of logistics business is to provide goods and services to customers in targeted markets according to their needs and desires, and in the best possible way, the most efficient in terms of time, place, and the status of these products
- logistics activities seek to serve customers, while achieving competitive advantage by adding tangible value of materials, through customer satisfaction
- logistics is the process of ensuring the availability of the correct product, correct amount, correct status, in the right place, at the right time, to the right customer and at right cost

Logistic system consists of three main components which include logistics services, information systems and infrastructure. Logistics activities are supporting the movement of materials and products from the very beginning of production until they reach the consumer, as well as waste disposal (Tseng et al., 2005).

Al-Jaber (2007) showed that performance is a reflection of the way in which the organization uses its human and material resources in order to achieve its goals.

Improving the performance of the logistics from the point of view of Azevedo and Ferreira (2007) leads to the development of activities of logistics over time, improving competitive results and control of resources of the organization while increasing efficiency and reducing costs, as well as improving the level of customer services and operations. All these procedures lead to high costs and therefore the level of performance required should take into account priorities of operation and costs. Contemporary organizations can be measured by the level of this performance by using some of the following essential criteria:

1. The ability of the logistics system to match the needs and wishes of customers at the required speed and at the same rate within a specified time frame.
2. The logistics system is capable to provide the needs of the organizations with the materials, parts and products required for their operations.
3. The logistics system can also reduce the rate of error when transporting and distributing materials and parts of products.

Grigorjev and Hogstrom (2003) state that organization having efficient activities would improve the level of customer service in terms of sales forecasting, packaging and handling activities. Almotairi and Lumsden (2009) show that the first objective of the logistics function is to achieve a balance between the level of services and capital costs related with this level that influences profits. Although all organizations try to achieve high levels of profit by improving the performance of certain parts of the organization, which sometimes results in problems with negative effects on other parts.

Hence, the main objective of the logistics function is to develop an integrated system of activities that help to achieve the marketing objectives.

The logistics activities in the business organizations mainly aim to satisfy the consumer by achieving the competitive advantages of place and time, as well as reducing the costs associated with the service as they strengthen the competitive position and increase the profits. The main focus

is on customer service and cost reduction. In other words, the practice of logistics in a developed and homogeneous way can help the organization to expand and increase its market share.

2.2. Marketing Performance

Organizations of different types seek to achieve the best level of performance in order to ensure their survival and their continuation in the market in light of the conditions of competition. Marketing performance is considered as one of the most important topics that attract the attention of researchers. Performance is a fairly broad concept, and its meaning changes according to user's perspective and needs (Lebas, 1995). Marketing performance "as a dynamic process that has multiple dimensions aiming at achieving organization's marketing objectives" (Morgan et al., 2002). Traditionally, the performance of an organization is measured in terms of accounting (Avci et al., 2011).

There is a variety of opinions regarding the marketing performance. According to Sampiao et al. (2011) and Morgan et al. (2002) the marketing performance is a multidimensional construct which consists of effectiveness, efficiency, and adaptability.

Clark (1993) states that marketing performance has attracted clearly the attention of managers and academics (Pont and Shaw, 2003). The researchers differ in the introduction of the concept of marketing performance. Haikal (2011) sees that marketing performance represents one of the most important activities in the field of marketing strategies evaluation which includes the comparison of results with the specified criteria in advance and the analysis of the deviations in order to identify the necessary corrections. Wheelen and Hunger (2002) defined performance simply as "the end result of activity". At one level, it may be as simple and mundane as this definition, although at another level the notion of a general measure of performance is both intriguing yet continually disappointing (Bonoma and Clark, 1988).

The marketing performance reflects the degree of success or failure of the organization, through its quest to achieve its goals and adapt to the environment variables. Contemporary organizations are facing especially rapidly changing environment in its requirements and resources and in the volume of demand and diversity in specifications. Also, there is an acute competition on the markets, which imposed a tendency to develop technologies to ensure the ability to respond to changes and to achieve the goals by using marketing performance at organizational scale (Nagy et al., 2012).

Kohli and Jaworski (1990) believe that the outcome of the continuous customer interaction and the strong association with the concept of marketing means that the organized change needs to respond to the customer requirements in a dynamic market. Furthermore, Pride and Ferrell (2000) stated that the marketer needs to analyze the relationship among stakeholder to maximize the value for target markets. This creates need to analyze stakeholders' goals and include them in the marketing strategy to provide balance.

Kotler pointed out that marketing performance is to compare the organization's performance to its competitors' performance, in order to identify its strong sides and then strengthen them and to recognize the weakness and then reduce them for achieving competitive advantages (Kotler et al., 1999).

The fierce competition has encouraged the trend of developing technologies to ensure the capacity of response to changes and the achievement of the goals using performance measurement (Nagy and Fahad, 2012). Kohli and Jaworski (1990) see that the outcome of the constant customer interaction is linked to the concept of marketing. This means that the organizational change is needed to respond to the requirements of the customer in a dynamic market.

The marketing performance is the perceptions with regard to any outcomes that indicates the organization's success including customer satisfaction and their acceptance, market share, sales growth and overall performance (Barczak et al., 2008).

The marketing performance as a business measurement of the organizations' success rate contains the number of customers, sales and profitability growth (Voss and Voss, 2000). Saeko et al. (2012) state that marketing performance is key to the success of business as a result of market strategy for

customers and market. The financial indicators of marketing performance include sales growth, market share and market development.

Other study shows that good marketing performance is expressed in three main indicators: sales value, sales growth and the market that is able to increase the organization profits (Ferdinand, 2014).

Arthurs and Busenitz (2006) suggest that marketing performance an organization emphasis on success, which includes the marketing capability in response to the demands of the market and the adaptation capabilities to the environmental change. Barczak et al. (2008) demonstrates that marketing performance is the degree to which a new product meets customer expectations, creates customer satisfaction and shows the ability of the organization to respond to market. Mutonyi and Gyau (2013) mention that the performance of marketing can be defined from three different perspectives: internal, competitors, and customers perspectives. From the perspective of customer, it concerns the cognitive and affective responses (e.g. brand awareness and quality) and the following behavior for the customers (e.g., purchase decision making and actions) of prospects and customers in the target market to understand positional advantages.

The importance of marketing performance can be shown as linked directly to the achievement of the objectives of the organization which is represented by the increase in the market share and profits. Marketing performance of the organization is linked to the achievement of the objectives of the community which are determined in accordance with three foundations of: "the economic basis the legal basis and the moral basis" (Stoner at el, 1996).

Jobber and Fahy (2003) show that the adaptation of marketing concept will improve the performance of the organizational and the financial functioning since marketing is not just a concept, but represents a strong evidence of its powerful effect. The marketing effect represents the basis of the organization such as profitability market share. The right focus of marketing planning is done through the expansion of customer loyalty value with the existence of the brand that serves as the main marketing tool (Kotler, 1997). The basic interest can be found in the loyalty to the brand which ensures that the company is not exposed to the loss of market share when new competitors is appear (Raj, 1985).

David (2001) points out that the identification of the importance of marketing performance can be shown in the following:

- identify the level of achievement the organization's objectives
- provide the information for various administrative levels to be used in planning, control and decision-making based on realistic and scientific facts
- identify the efficient members that have experience, knowledge and skill and appoint them to important and appropriate positions; at the same time, identify the members who need support in order to reach the suitable performance level
- achieve the coordination among various departments in the organization
- diagnose errors in order to take the necessary steps to fix them.
- achieve universality and rationality in planning and decision-making
- conduct continuous improvements in marketing performance through continuous audit

2. Article methodology

2.1. Problem of study

Many of the problems and challenges faced by companies, such as quality and market share, as well as profits, start from the process of supply and storage due to weakness in the management of procurement and response speed, in addition to the satisfaction of senior management with a specialized management of logistics operations.

2.2. Objectives of study

This study seeks to analyze and evaluate logistic activities and to demonstrate their role in an organization in satisfying the customers' needs and desires and in achieving a high level of marketing performance. Thus, the article objectives can be determined within the following axes:

1. The contributing to the provision of theoretical perceptions that help an organization to achieve high marketing performance through logistic activities.
2. The contribution to detecting weaknesses that reduce the role of organizations in the rapid response to the wishes of customers.
3. Draw the attention of companies to the scientific and marketing basics.

2.3. Importance of study

The importance of the present study comes from the necessity in facilitating the rapid response of customers and the in the delivery of goods and services consistent with the needs and wants of customers. In addition, the role of logistics activities is to help the organization expand its market, increase its market share, increase its profitability, and increase customers' desires to receive a timely and right response to its products.

2.4. Hypothesis

Depending on the problem of the study and its objectives the following hypotheses were formulated:

H1- There is a relationship between logistic activities and the marketing

2.5. Measurement tools

The questionnaire was built on the theoretical side of the study to collect information by using 7 items to measure the response of the company's employees to the company's logistic activities. The second axis represents the marketing performance which consists of 11 items. The researcher used a Liker scale containing five points ranging from 5 to 1 which includes: Existing high degree, Existing, Neutral, No existing, Never existing. Our study contains one dependent variable assigned to the arithmetical mean for all items via all observations of marketing performance, and seven independent variables belonging to logistic activities.

2.6. Data of the Study

Data are collected via 40 questionnaires which are distributed to employees of the Omnnea Telecom. The number of informative questionnaires is 38, and two questionnaires are uninformative and therefore canceled from the study.

For assessing the relationship between logistics activities and marketing performance the Bayesian quantile regression has been used. The quantile regression model has more relevant features compared with classical regression model, such as it is robust against the outlier data, and it provides full coverage for the entire dependent distribution. The latter feature is very important in current study, as there is more than one regression line at specific points simultaneously. In this study three quantile levels were used: at low quantile level (0.35), at middle quantile level (0.65) and at high quantile level (0.95). From these quantile levels, we obtained three quantile regression models for modeling the relationship between the dependent variable (marketing performance) and the independent variables (logistic activities). For coefficient estimation, the Bayesian approach was employed because it makes good inference when the sample size is small. Therefore, this statistical tool is very appropriate for the current study.

2.6.1. Quantile regression analysis

For data analysis, three quantile regression lines were used: 0.35, 0.65 and 0.95, respectively, for assessing the impact of the logistics activities on marketing performance

Table 1. Coefficients estimation of quantile regression model via three quantile levels

At three quantile levels			
Variables	**Low quantile level at 0.35**	**Middle quantile level at 0.65**	**High quantile level at 0.95**
Intercept	-1.324	2.453	4. 448
x_1: Consider the feedback of information	-3.546*	4.087*	-5.294*
x_2: Identify the appropriate distribution outlets	4.232	3.656*	1.894
x_3: Evaluation of different distribution outlets	0.879	2.435*	6.546*
x_4: The company is working to reduce distribution costs to a minimum	3.657*	4.077*	9.434
x_5: The company implements special software to control the inventory	-4.343	3.987*	-4.753
x_6: The company is working to identify and implement the process of providing services	2.324	-1.6 74	8.864*
x_7: The company is working to identify and implement the process of processing services for consumers	0.454	0. 340*	0.994
The R squared	**0.424324**	**0.924234**	**0.575182**

*the value of Pr(>|t|) < 0.05

Source: authors

At low quantile level (0.35)

The results are listed in table 1 at low quantile level (0.35). The R squared value is 0.424324. The seven independent variables are: x_1: Consider the feedback of information, x_2: Identify the appropriate distribution outlets, x_3: Evaluation of different distribution outlets, x_4: The company is working to reduce distribution costs to a minimum, x_5 The company implements special software to control the inventory, x_6 : The company is working to identify and implement the process of providing services, x_7: The company is working to identify and implement the process of processing services for consumers). These variables can explain 42.43 % of the total variation in the dependent variable (marketing performance). Therefore, we conclude that the quantile regression model at low quantile level (0.35) is weak in the explanation of the studied data. From table 1 at low quantile level (0.35), there are two independent variables (x_1: Consider the feedback of information, x_4: The company is working to reduce distribution costs to a minimum) which are in inverse relationship with the dependent variable (marketing performance). The rest of the five independent variables are in positive relationship with the response variable (marketing performance). Also, there are two independent variables (x_1: Consider the feedback of information, x_4: The company is working to reduce distribution costs to a minimum) have significant impact on marketing performance. The remaining independent variables have insignificant impact on marketing performance.

At middle quantile regression (0.65)

Table 1 for the quantile regression model at middle quantile level (0.65) displays the value of R square which equal to 0.924234. This means that 92.42 % is the proportion of variance in dependent variable (marketing performance) determined by variations in independent variables (x_1: Consider the feedback of information, x_2: Identify the appropriate distribution outlets, x_3: Evaluation of different distribution outlets, x_4: The company is working to reduce distribution costs to a

minimum, x_5 The company implements special software to control the inventory, x_6 : The company is working to identify and implement the process of providing services, x_7: The company is working to identify and implement the process of processing services for consumers). This indicates that the quantile regression model at middle quantile level is very strong for evaluating the relationship between dependent variable (marketing performance) and the set of independent variables listed above. Therefore, we focus on explanation of the impact.

Independent variables in quantile regression model at middle quantile level (0.65)

From the Table (1), at middle quantile regression (0.65), there are six independent variables having a significant relationship with the dependent variable (marketing performance) as follows:

- x_1: Consider the feedback of information - has a statistically significant effect on the dependent variable (marketing performance); it is in positive relationship with the dependent variable (marketing performance). The coefficient for x_1: Consider the feedback of information is 4.087. For each unit increase in the variable x_1: Consider the feedback of information, a 4.087-unit increase in the dependent variable (marketing performance) is predicted, at assuming holding all other independent variables fixed.
- x_2: Identify the appropriate distribution outlets - has a statistically significant effect on the dependent variable (marketing performance). It is in positive relationship with the dependent variable (marketing performance). The coefficient for x_2: Identify the appropriate distribution outlets is 3.656. For each unit increase in x_2: Identify the appropriate distribution outlets, a 3.656-unit increase in the dependent variable (marketing performance) is predicted, at assuming holding all other independent variables fixed.
- x_3: Evaluation of different distribution outlets - has a statistically significant effect on the dependent variable (marketing performance), it is in positive relationship with the dependent variable (marketing performance). The coefficient for x_3: Evaluation of different distribution outlets is 2.435. For each unit increase in x_3: Evaluation of different distribution outlets, a 2.435-unit increase in dependent the variable (marketing performance) is predicted, at assuming holding all other independent variables fixed.
- x_4: The company is working to reduce distribution costs to a minimum - has a statistically significant effect on the dependent variable (marketing performance). It is in positive relationship with the dependent variable (marketing performance). The coefficient for x_4: The company is working to reduce distribution costs to a minimum is 4.077. For each unit increase in x_4: The company is working to reduce distribution costs to a minimum, a 4.077-unit increase in the dependent variable (marketing performance) is predicted, at assuming holding all other independent variables fixed.
- x_5: The company implements special software to control the inventory - has a statistically significant effect on the dependent variable (marketing performance). It is in positive relationship with the dependent variable (marketing performance). The coefficient for x_5 The company implements special software to control the inventoryis 3.987. For each unit increase in x_5: The company implements special software to control the inventory, a 3.987-unit increase in the dependent variable (marketing performance) is predicted, at assuming holding all other independent variables fixed.
- x_7: The company is working to identify and implement the process of processing services for consumers - has a statistically significant effect on the dependent variable (marketing performance). It is in positive relationship with the dependent variable (marketing performance). The coefficient for x_7: The company is working to identify and implement the process of processing services for consumers is 0.340. For each unit increase in x_5 The company implements special software to control the inventory, a 0.340-unit increase in the dependent variable (marketing performance) is predicted, at assuming holding all other independent variables fixed.

The remaining independent variable (x_6: The company is working to identify and implement the process of providing services) has an insignificant relationship with the dependent variable (marketing performance).

At high quantile level (0.95)

From table 1, at high quantile level (0.95) the value of R square is 0.575182. This means that the quantile regression model at level 0.95 is able to explain 57.51 % of variation in the dependent variable (marketing performance) via a set of independent variables (x_1: Consider the feedback of information, x_2: Identify the appropriate distribution outlets, x_3: Evaluation of different distribution outlets, x_4: The company is working to reduce distribution costs to a minimum, x_5 The company implements special software to control the inventory, x_6: The company is working to identify and implement the process of providing services, x_7: The company is working to identify and implement the process of processing services for consumers). This means that the quantile regression model at high quantile level (0.95) is strong in modelling the relationship between dependent variable (marketing performance) and a set of independent variables. There are three independent variables (x_1: Consider the feedback of information, x_3: Evaluation of different distribution outlets, x_6: The company is working to identify and implement the process of providing services) that have significant relationship with the dependent variable (marketing performance). The remaining independent variables have insignificant relationship with the dependent variable (marketing performance). In the same table at high quantile level (0.95), there are two independent variables that have an inverse relationship with the dependent variable (marketing performance). The rest of the independent variables have a positive relationship with the dependent variable (marketing performance).

Figures 1 and 2 illustrate a summary about the type of relationships between marketing performance and logistic activities. In figure 1, the green points which are located under the blue horizontal line belong to significant independent variables. The red points which are located above the blue horizontal line belong to insignificant independent variables. The black color is assigned to the quantile regression model at low quantile level (0.35) and has two green points. meaning, it has two significant independents variables. Also, it has five red points which represent five insignificant independents variables. The pink color is assigned to the quantile regression model at middle quantile level (0.65) and has six green points which belong to six significant independent variables and one insignificant independents variables. The orange color assigned to the quantile regression model at high quantile level (0.95) has three green points which belong to three significant independent variables. It also has four insignificant independent variables.

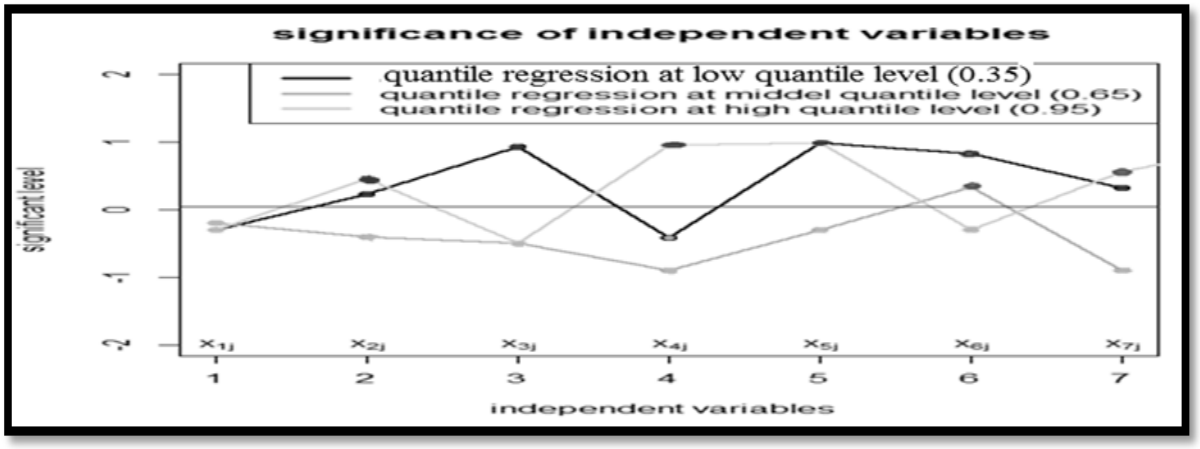

Figure 1. Significance of independent variables via three quantile levels

Source: authors

The Figure 2 illustrates the following: the green points which are located above the blue horizontal line indicate a positive relationship between marketing performance and the studied independent variables; the red points which are located under the blue horizontal line indicate the inverse relationship between marketing performance and the studied independent variables. The black color line is assigned to the quantile regression model at low quantile level (0.35). At this quantile regression model, there are five independent variables which are in positive relationship with marketing performance and two independent variables which are in inverse relationship with marketing performance. The orange color line is assigned to the quantile regression model at middle quantile level (0.65). At this quantile regression model, there are six independent variables which are in positive relationship with marketing performance and one independent variable which is in inverse relationship with marketing performance. The pink color line is assigned to the quantile regression model at high quantile level (0.95). At this quantile regression model, there are five independent variables which are in positive relationship with marketing performance and two independent variables which are in inverse relationship with marketing performance.

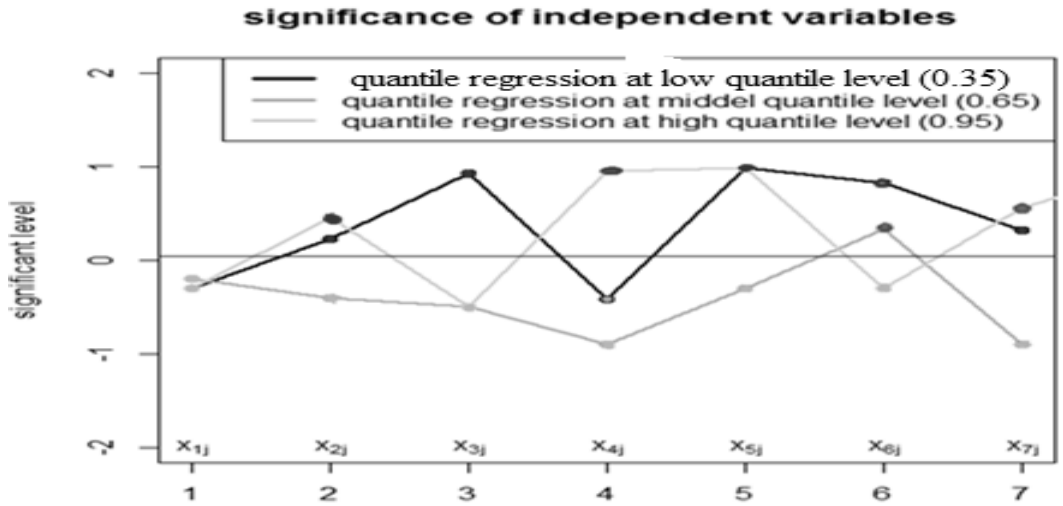

Figure 2. Types of relationships via quantile regression models at three quantile levels
Source: authors

3. LIMITATION

This study examined the logistics limited to Omnnea Telecom Iraq only, so there is the gap to study and understanding the behavior and attitude of other companies regarding logistics activities and their impact on marketing performance in the telecommunications sector.

4. DISCUSSION

The logistics service design should be initiated with the needs of the customers in terms of service components provided by the organization. It is important to identify these needs of the consumers. In addition, it is important to identify the success range of both the company and its competitors on the logistic service field which is regarded as a mission for the consumers. The company must determine the costs and benefits of making changes to the current performance of the company in the logistics service levels.
These services influence the overall profit of the company and therefore are significant in any decision about the specific goals of the service factors and system design. It is important to assess the potential costs, benefits and profit that are related to different service levels. This indicates an important point about the general design of the system which is setting specific target areas and logistics levels. On the other side, marketing performance is the final outcome of that organization

aims by achieving long-term objectives in the light of the conditions of competition faced by organizations.

The importance of marketing performance is reflected in the organization's ability to create acceptable results. The ultimate responsibility for any organization is to achieve the highest level of performance, through the efficient use of various resources. Marketing performance is the only indicator for the organization's notoriety and relevance.

5. CONCLUSIONS

1. Logistics is one of the modern areas for the study of integrated management. Logistics activities are considered one of the vital topics that have increased in recent years in the scientific and applied fields in the area of business administration.

2. The logistics activities in the business organizations are mainly aimed at satisfying the consumer by achieving the competitive advantages of time and space, as well as the costs associated with the service.

3. The sample of the research showed a positive impact of logistics activities in improving marketing performance.

4. A practical, well-developed and homogeneous logistics system can help the organization to expand its market and increase its market share.

6. There is a significant impact (H1) of the logistic activities on the marketing performance at level 0.05, especially in the quantile regression model at middle quantile level.

7. The quantile regression model can cover all relationships between logistic activities and marketing performance via three quantile regression lines.

8. The quantile regression model at middle quantile level has strength in representation of the relationship between logistic activities and marketing performance due to its high R-square compared with rest the quantile regression models.

9. The variable x_1: Consider the feedback of information has a high impact on marketing performance because it has a significant impact via all quantile levels.

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