

The Impact of Supply Activities on Building the Enterprises Positioning in the International Market: SAIDAL Institution as a case study**KAZI AOUAL Mohammed Choukri^{1♦}, ZERADNA Mohamed²**¹ Djillali Liabes University - Sidi Bel Abbas (Algeria), mohammed.kazi_aoual@univ-sba.dz² Djillali Liabes University - Sidi Bel Abbas (Algeria), zeradnamohamed6146@gmail.com**Received:** 25/10/2021**Accepted:** 22/04/2022**Published:** 10/05/2022**Abstract:**

The study aims to determine the importance of supply activities in building the institution's position in the international market. Theoretically, the study adopted the topic of international supply as an independent variable and the positioning strategy in the international market as a dependent variable. On the applied side, however, the study included identifying the impact of the commitment to implement supply activities on the organization's position in the international market. The "SAIDAL" institution was chosen as an international institution and the study sample was randomly selected, with a size of 42 individuals. Through analyzing the questionnaire using (SPSS V.20) program, the results showed that this institution pays attention to international supply activities as a key factor in building positioning internationally. In addition, the study also found a correlation and impact relations between supply activities and positioning dimensions in the international market in terms of quality, cost, delivery speed and brand.

Keywords: International Supply, Positioning, International Markets.**JEL Classification:** F02, F23, R04, R41.

♦ Corresponding author

1. Introduction:

In light of the trend towards globalization and trade openness between countries, it has become imperative for institutions to adopt a global view of business and customers and to go beyond their past strategies and programs. The growing trend by economic projects towards specialization has led to a time and space gap between raw materials and production on the one hand and between production and consumption on the other hand, and by managing international supply, time and space differences can be overcome and also supplying goods and providing products in an effective manner.

International supply is a vital function that plays an important role in the commercial success of institutions, as it seeks through it to create complementarity between its various activities not only to reduce costs, but also to create added value for the product that the foreign customer can perceive compared to what is offered by competing institutions in order to maintain its share in the international market and achieve the desired position. So keeping the institution and its continuation depends on the extent of its ability to determine the place it should occupy in the market, and the picture it occupies in its consumers' minds, and therefore the institution must show the value of the offer in order to distinguish from competitors and retain its customers, consequently, the institution must show the value of the offer in order to distinguish from competitors and retain its customers, as the value that the consumer views has become the basic basis for any marketing activity.

The objective of efficiently managing international supply activities is to meet customer needs and meet them with appropriate quality, in the right place and the right time, which would contribute to building an unique competitive advantage for the institution comparing to other competing institutions, in addition to influencing customer perceptions and earning their loyalty, which often constitutes the desired picture towards the institution's products or its brand, and to find out the impact of supply activities in building institution's international market position, we will try to answer the following problem:

Is there an impact of supply activities on the institution's position in the international market?

To answer the proposed problematic, the following the main hypothesis of the study was adopted, which includes a set of sub-hypotheses as follows:

The main hypothesis: There is a significant influence relationship between the international supply activities combined and the institution's position on the international market

Sub-Hypothesis 1: There is a significant influence relationship between international purchase activity and the institution's position in the international market.

Sub-Hypothesis 2: There is a significant influence relationship between international transport activity and the institution's position in the international market.

Sub-Hypothesis 3: There is a significant influence relationship between warehousing activity and the institution's position in the international market.

Sub-Hypothesis 4: There is a significant influence relationship between international distribution activity and the institution's position in the international market.

Sub-Hypothesis 5: There is a significant influence relationship between international packing and packaging activity and the institution's position in the international market.

1.1. Objectives of the study:

- Presenting various concepts related to international supply and positioning strategies in the international market;
- Highlighting the paramount importance of supply activities in light of the institutions competitiveness and position options internationally;

- Analysis of the relationship nature between international supply activities and the position dimensions in international markets;

1.2. The used approach:

The descriptive and analytical approach was relied upon by reviewing the theoretical literature on the phenomenon studied by collecting data and information from various sources and references, and using various statistical methods to test the hypotheses and help solve the problematic.

1.3. Study population and sample:

The study population is represented by “SAIDAL” Oran branch operates in the pharmaceutical production and export sector for many countries, the study sample consisted of all employees in a branch, A random sample of 42 individuals was selected, and their specialties were varied as follows (general manager, deputy director, head of department, employee).

1.4. Previous studies:

- ✓ **Hussain Yusef Karim AL- JUBURI, Hamed Kadhem Miteab AL-SHIBAWI (2015): The Role of Logistic Management in Achieving Competitive Priorities:**

The study aims to show the role of supply management represented in the following dimensions (transport, storage, information and communication flow, customer service) in achieving competitive priorities represented in (cost, quality, flexibility) by clarifying the correlations and impact of supply activities on the dimensions of competitive priorities, The results of the study showed that there is a correlation and effect relationship of supply activities on competitive priorities, where the biggest impact was the customer service activityⁱ.

- ✓ **Musa Mustafa Al-Hajj AL-SIDDIQ, Ahmed Mohammed Ali ELTAHIR (2016): The Effect of the Logistic Management Dimensions on Improving the Quality of Service: A Case Study of the Bright Blue Nile Bank:**

The study aimed to identify the impact of the commitment to implement logistical activities on the quality of service in the banking sector, where the patterns of logistic activities were transport, storage and supply, while the quality of service was represented by organizational commitment, normative commitment and emotional commitment. The study sample was randomly selected from some employees of the East Blue Nile Bank and it reached (140) singles, and the questionnaire was relied upon as a study tool and the Statistical Package for Social Sciences (SPSS) program was used to test the hypotheses of the study. The study has concluded that there is a positive relationship between the dimensions of logistical management and quality of service as represented by (speed of response, tangibility, reliability and safety), the study also recommended the importance of paying attention to logistical management and its activities because of its great impact in achieving customer satisfaction and supporting the competitive advantage of the institution and improving the quality of servicedⁱⁱ.

- ✓ **Amine GHOUMRASSI, Gabriela TIGU (2017): The Impact of the logistics management in customer satisfaction:**

The study examines the effect of supply management on customer satisfaction, a research was conducted in 12 small and medium-sized industrial companies based in Algeria, and the interview was used as a tool to gather information, where 22 managers (main managers and department managers) were interviewed, and among the results reached

was that customer satisfaction s come from providing the right quantity of the product at the right time at the lowest cost and it must be filled in an easy-to-use packaging (answer 15 out of 22), and it is also important for the product (packaging) to meet the market law and respond to regulations and legislation, especially when it comes to the environment, and it is necessary that both producer and supplier use environmentally, friendly or green materials and products, and this affects the customer's affection (answer 22 of 22)ⁱⁱⁱ.

It is clear from the review of the most important previous studies in the subject of the research that they addressed various studies in the logistics management applications in many economic decisions and goals that institutions seek to achieve, these studies also stressed the importance of using the supply management to solve many problems and assist in decision-making in order to help the administration to achieve effective performance. Previous studies have helped researchers to get a clear idea of the concept of supply with its various activities and applications in many countries and in different fields.

The current study differs from previous studies by being interested in studying supply activities at the international level unlike previous studies that dealt with supply management at the local level, and the current study links the decisions of managing supply activities at the international level with the institution objectives and its orientations towards building its position in the target markets. The researchers apply this study to one of the Algerian institutions that are active at the international level in order to determine the role of international supply activities in building and consolidating a good picture of the institution internationally.

1.5. The theoretical framework for international supply:

The concept of supply refers to the totality of activities responsible for the flow of materials and products from the supplier to the consumer through the producing enterprise, and this is within the framework of a local work environment. However, this .may change when talking about an international environment that the least that can be said about it is that it is less stable and difficult to predict.

1.5.1. The concept of international supply:

According to the Council of Logistics Management (CLM), supply is defined as the part of the supply chain process that plans, implements, and monitors the flow of goods, services, and related information efficiently from the point of origin to the point of consumption for the purpose of achieving customer requirementshe concept of supply T^{iv} . relates to the flow of materials and products from the point of origin to the final customer, whether it is consumed or used, and also often extends to the management of reverse flows, that is, from the consumer to the source or enterprise, which is known as reverse supply.

According to the Anglo-Saxon approach, the term international supplies covers all mechanisms that enable the delivery of products or services at the right time and place and at the appropriate quality. Thus, they:

- Deal with all infrastructures, regulations, physical processes and information necessary to

provide these products and services from the moment the raw material is supplied until the product reaches the final customer;

- Include Operations such as supply, production and distribution, and it works in an integrated manner with sales, marketing and new product development.

As a system, International supply has also been defined as follows: It is that integrated strategic system that works under changing conditions to trigger all activities of movement

and storage of materials and end products using optimal methods that enable efficient use and optimal consumption, so that the consumer gets a good product in terms of the required quantity, the right time and place ^v.

The concept of international supply management refers to the management of all logistical operations from the provision of raw materials to the endpoint where the consumer obtains his needs. It thus includes the following^{vi}:

- managing and supplying demand, raw materials and various parts;
- Management of production, assembly and installation operations;
- Management of the distribution and delivery process for customers.

International Supply Management requires a full study of how to deal with differences in distances, currencies, customs tariffs, cultures, languages and political conditions^{vii} as it also requires integration between different activities and operations within the chain, where any attempt to reduce the cost of an activity in isolation from other activities may lead to the rise of total cost of supplies.

Therefore, international supply can be defined as a set of interconnected and integrated activities related to the flow of information as well as materials and products from the places of supply to the enterprise to achieve their use and meet consumption needs in different countries.

As a result of this, it deals with the difference and variation between cultures and environmental conditions between countries.

International supplies aim at ensuring the flow of materials and products from the source to the consumer, as it is an interconnected series of activities and operations that start from the raw material supply stage, to the distribution of final products, and therefore the success of this process requires managing the interconnected activities in the supply chain efficiently and effectively.

1.5.2. Reasons for concern with international supply:

The interest in international supplies has increased due to several factors, most notably:

- Going towards the global spread of production, which prompted international companies to search for production sites with low cost of economic inputs (land, labour, capital), or to locate production near or in the targeted international markets, that is in the case of easy transportation procedures or local trade barriers. In both approaches, international enterprises can manage their supply chains in an outstanding and efficient manner by maximizing quality and minimizing costs^{viii}.
- Increasing the diversity in product lines to meet the increasing needs of consumers around the world, which prompted the enterprises with international marketed enterprise to become more harmonious and flexible with those needs. Additionally, consumers demand goods that meet their needs more precisely, otherwise they are ready and even eager to change brands to search for better goods and greater satisfaction. This in itself is a challenge facing international supply chain management, as the resulting trends and changes in one market may not match those in other international markets.
- In order to benefit from the advantage of lower production costs in developing countries, the multinational companies were quick to transfer their production operations to them and start investing in them, which led to the internationalization of production and marketing operations^{ix}.
- The development of information systems that have led to real savings in the cost of production, and have worked to raise productivity, especially in the industrial and service sectors through mechanization and accompanying processes, such as the use

of information technology in decision-making, solving production and administrative problems;

- The convergence and liberalization of markets contributed to an increase in global luxury, where global production increased by about (10) times, from \$ 3 trillion to \$ 30 trillion during the past fifty years.

1.5.3. International supply activities:

International supply activities are all the activities related to the regular flow of materials and products from the supplier to the producing organization and then to the international customer. It includes the following activities:

a. Procurement:

The purchasing department in the supply chain represents the link between the enterprise and furnishers or suppliers. It guarantees securing the enterprise's needs of raw materials and production requirements, and international procurement (procurement) is defined as taking advantage of the advantages of specialization and the division of labour in obtaining raw materials and products as well as services available in numerous countries and used locally^x.

International supply contributes to the provision of materials at the time of production cycle, as well as seasonal materials. Therefore, when materials' availability decreases in a country, it might be available in others, as is the case with the prices of these materials, thus the enterprise avoids fluctuations in sales or profits^{xi}.

b. Transportation:

Transportation activity in the supply chain has been defined as the movement of goods and products transported effectively to enhance the added value in the activities of logistic services, which plays the important role in transforming resources to beneficial products to the final consumer^{xii}. It is noted that this definition focuses on the efficiency of the transport activity and its role in achieving an added value to supply activities, which can often be perceived by the customer receiving the product in the correct condition and in the right place.

In addition to transporting finished products, the transportation activity also includes transporting raw materials and production process requirements from the point of supply to the point of production, and it may sometimes extend to the transfer of products from the consumer to the source in case products did not match the customer specifications or if the goods are exposed to damage or destruction during transportation.

c. Storage:

Storage is defined as the part of the company's supply system that stores products (raw materials, parts, goods in between operations and finished goods) at and between the points of origin and consumption. It also provides information to management about the state of the stored items, their conditions and status^{xiii}.

Storage is related to the mismatch between production and consumption cycles. It gives the organization the ability to ensure a balanced and uniform flow of raw or semi-finished materials or finished products, as well as the possibility of meeting sudden or unexpected demand.

d. Distribution:

The physical distribution department within the supply chain is associated with order processing, inventory control, material handling and transportation to ensure efficient and proficient material flow of products. Furthermore, distribution channels are defined as a group of independent enterprises involved in the process of promoting goods or services

from the product to the consumer, which uses this good or service directly, or produces from other goods or services from it^{xiv}.

The importance of material distribution within the international supply chain appears in the creation of the temporal and spatial benefit through the delivery of the marketed product to the international consumer. Additionally, the proper and correct choice of distribution channels can reduce costs which might affect the strategies adopted by the enterprise in pricing its products in international markets.

The importance of material distribution is not only limited to achieving a minority in costs, but also extends to customer service and satisfaction, and that is through delivering products efficiently and effectively, at the right time and place, and with the appropriate quantity and quality^{xv}.

e. Packaging:

Packaging represents the final stage of production activity. It is related to the effectiveness of processing goods and ensuring their safety and health. Additionally, product packaging and cover can be adopted as promotional activities as well, where the different characteristics and features such as shape, colour, size, design can be considered as promotional activities for a product, and they are usually known as the silent salesman.

However, designing product packaging and cover for the purpose of international use is governed by a set of considerations, which can be summarized as follows^{xvi}.

- Compatibility with the consumption pattern and purchasing habits of the foreign community members;
- Compatibility with the prevailing social and cultural environment in the foreign society, such as beliefs;
- Compatibility with the climatic and geographical nature of the foreign country, for example paper packages may be perishable in countries with extreme temperatures.

The process of product marketing requires quality packaging and packing, that is since the product packaging or cover are the first thing that the consumer encounters when shopping, and it may affect his level of awareness of the enterprise's products or their mark, which is often what shapes the reaction to the supplied products compared to the competing products. Therefore, the perceived image of the product in the mind of the consumer is what controls the decision to purchase it, and that image can be enhanced through the cover and what it holds of data such as the trade name, brand, method of use and consumption, product components ... etc.

1.6. The theoretical framework for positioning in the international market:

The term positioning appeared in 1972 by researchers Al Ries & Jack Trout in their book "Positioning: The Battle for Your Mind", where they stated that positioning is not what you do in the product but what you do on the customer's mind; positioning is giving the product a clear and specific position in the mind of the current or potential consumer, which justifies the repetition of the purchase and earn the customer's loyalty.

1.6.1. The concept of Positioning:

Positioning is defined as a strategic option that seeks to present an offer (product, brand or idea), and it is a credible offer, attractive and different for the market and in the minds of clients. From this definition three essential aspects of positioning are clear^{xvii}:

Positioning is a policy and an outcome: in the sense that in case the offer occupied some position in the mind of the customer, positioning is the policy that seeks to influence this conception or perception;

Positioning is a global strategic choice in terms of supply: positioning happens through communication and advertising and but it is not an advertisement policy per se, as it thus appears in all dimensions of the offer to customers (product, price, promotion ...);

The aim of the positioning is to influence the awareness of clients, and here it must be emphasized that the submitted offer is credible, different and attractive for customers compared to the competitors', and if studies show that the perceived image is not the desired image or the desired situation, this means the failure of the positioning policy and that it must be redefined (repositioning).

Positioning is related to the strategy and objectives of the enterprise in the long run, and that is by defining a distinct and desirable position in the mind of the target customer. To achieve this, the organization determines the quality of the offered products, and shows how distinguished they are from other competing ones in the international market. Thus, Positioning is the promise that an organization makes to the customer. This promise is related to the characteristics and benefits that the product holds, which can influence the customer's impression and perception, whether in terms of dazzling him with the quality of the product, or tempting him by the price or other elements of the marketing mix.

1.6.2. Positioning dimensions :

Positioning generally includes two complementary dimensions: The identification and Differentiation:

a. The identification: this means linking the offer presented to the category to which the product belongs in the mind of the consumer, in other words, linking the product or offer to a specific reference world and identifying the direct competitors of the product. The organization may define one or a set of reference worlds and in this case, there are a set of criteria that must be taken into consideration when determining the reference world for the submitted proposal^{xviii}:

- The relative importance of the sources and size of each world or reference category;
- The relative importance of the potential benefits of the product compared to competing ones within the same reference world;
- The relative credibility of the product within the chosen reference world.

b. Differentiation: It is what distinguishes the offer submitted from the rest of the competing offers within the same reference world, and this is by highlighting the possible strengths and meeting the expectations of clients and distinguishing the offer from the competitors offers. Also, the axes of differentiation can be determined according to the criteria of fragmentation, in addition to the following axes^{xix}:

Product performance; Trademark image; the target audience; How to use (Usability).

1.6.3. STP model for positioning in the international market:

The strategy of building positioning in the international markets requires first segmenting the international markets, then choosing and comparing between the market segments and targeting the most appropriate ones. Then comes the stage of activating the positioning in the chosen market sector and this is known as the STP model (Segmentation, Targeting, and Positioning).

a. Segmentation:

Like any segmentation, international segmentation aims to define subgroups of homogeneous clients, and its specificity lies in the fact that these groups are formed outside the national borders of the parent company and therefore the division procedures are not different from being local or international. However, the essential difference lies in the heterogeneity of international markets in terms of political, cultural, social variables and others. Thus, the international segmentation process is defined as the process of dividing the global and heterogeneous consumer market, whether current or potential consumers into homogeneous sub-segments, so that^{xx}:

- Market segment consumers are identical in terms of attitudes, expectations and behaviours.
- The possibility of implementing the marketing strategy for current or potential consumers of the market segment.

For the enterprise, the aim of segmentation of international markets is to determine which segments will be subjected to its marketing efforts, where these segments commensurate with its production and marketing capabilities. Additionally, products marketing internationally may not be accepted and spread as is the case in the local market and therefore the enterprise must define the category of targeted consumers and try to achieve the highest possible level of efficiency and effectiveness in their service.

b. Targeting:

Targeting is a prerequisite for building positioning. After the enterprise segmented the international market, a set of market segments appear, in which customer features and characteristics are determined. Thus, there may be customers who value high quality and outstanding service, and may be others who are more sensitive to the price, or that prefers speed in meeting requests, and usually one or more of these segments becomes the target.

Targeting means the path that works to identify a group of customers and to conduct a trade-off with them by adapting marketing activities in order to achieve a greater response in the target segment than in the others^{xxi}.

Thus, targeting represents an evaluation process for the market segments by identifying the group of consumers who have great potential to respond, where at the same time the enterprise can reach these consumers and serve them efficiently and effectively according to its potentials and capabilities.

Targeting allows for identifying the segments that the enterprise can provide distinguished services to, in addition to determining which segments have the most profitability and the lowest cost, and this is by comparing the potentials and capabilities that the enterprise possesses and what profits it can achieve. Moreover, there is a set of criteria that the organization can adopt in the process of targeting international markets, including: the size of the market and the expected growth potential, potential competition, as well as the compatibility with the general objectives of the enterprise and the extent of its achievement.

c. Positioning:

After defining the market segments that will be served, at a later stage, by identifying the various that are included in the products presented the enterprise will build and consolidate the image of its products and its trademark with customers. This might lead customers to purchase and be loyal to the brand and the enterprise in general.

To build positioning, Porter has identified three strategies, where the enterprise can choose and develop one of them or more as the basis for building a competitive advantage in the international market by providing a distinctive and unique offer to its customers, and these strategies are :

- Positioning based on the activity: In this strategy, the enterprise implements a limited number of activities related to providing a specific product or service. The purpose of building positioning on the basis of a limited set of benefits or advantages is to influence the customer according to the cost factor i.e. reduce prices, in addition to achieve maximum efficiency and reliability.

- Positioning according to the needs of the customer: Positioning occurs according to the needs of the customer through making a valuable offer for a specific sector and trying to meet the needs of the largest number of its consumers. According to this strategy, the ultimate goal of the enterprise is to achieve a wide spread within the international market.

- Positioning on a first-come-first-served basis: first-come-first-served according to this strategy means the enterprise's ability to reach the international market in a unique, distinctive and fast way, by following the needs of clients and strengthening good relations with them, and also the ability to deal with various obstacles that prevent access to the international market in various countries, such as tax systems, customs barriers and others. In addition, the presence within the international market alone is not sufficient to build positioning. Rather, the enterprise must on showing the various competitive advantages, develop them continuously, and determine the perceived value by customers.

2. Methods and Materials:

To study correlation between international supply activities (purchase, transportation, storage, distribution, packaging) and position in international markets according to the stp model, we used the Statistical Package for Social Sciences (SPSS V.20) program in processing and analyzing the questionnaire, distributed over SAIDAL, A random sample of 42 individuals was selected, and their specialties were varied as follows (general manager, deputy director, head of department, employee).

Where we tested α -Kronbach to measure the stability the themes of the questionnaire, then we computed Central tendency measures for international supply activities and central tendency measures for the international position dimensions based on the five-Lekart scale. Finally, we tested the main hypothesis and Sub-Hypotheses; to clarify more the study model, figure (1) is found in the appendices, which define dependent variables and independent variables.

3. Results ans discussion:

This axis includes two parts, the first is analyzing the perceptions of the individuals of the sample of the study variables, and the second is testing the main hypothesis and the sub-hypotheses that derive from it.

3.1 Analyzing the perceptions of the respondents about the study variables:

3.1.1. Study variables and results of the α Cronbach coefficient:

Table (1) in the appendices shows the main variables of the study and the most important sub-variables adopted, in addition to the results of the α **Cronbach** test to measure the stability of the axes of the questionnaire.

From the table (1): we note that all the values of the stability factor are high, as the highest value of the international purchasing activity reached 0.827 and the lowest value recorded by the distribution activity was 0.625, and the stability factor for the axis of international supply activities was 0.912, while the stability factor for the site dimensions combined was 0.869 High stability and statistically significant (greater than minimum 60%).

3.1.2. Analyzing the sample's perception of the variable of international supply activities:

Table (2) in the appendices shows an analysis of the sample's perceptions of the variable of international supply activities through five (05) activities, which are (purchase, transport, storage, distribution, and packaging). The total number of ferries has reached 20 words depending on the five-Lekart scale.

Through the table (2), we note that the average score (arithmetic mean + median + mode / 3) is greater than 3, which represents the average value of Likart's ladder, and this is

for each activity of international supply, and this indicates that there is a high degree of harmony of the respondents' answers about international supply activities. That is, the opinions of the respondents tend to be positive, which confirms the result of the institution being studied adopting international supply activities.

3.1.3. Analyzing the perception of the sample population of the positioning variable in the international market:

Table (3) in the appendices shows the results of analyzing the perceptions of the sample individuals on the positioning variable in the international market through four (04) dimensions (quality, cost, delivery speed, and brand). The total number of expressions reached 20 words, depending on the five-Likert scale.

Through the table (3), we note that the average score (arithmetic mean + median + mode / 3) is greater than 3 which represents the average value of Likert's ladder, and this is with respect to each dimension of the positioning in the international market, and this indicates that there is a high degree of harmony of the respondents' answers about the dimensions International positioning; that is, the opinions of the respondents tend towards positive, which confirms the result that the institution under study adopts the dimensions of positioning in the international market in the sense that the institution seeks to build the positioning internationally.

3.2. Hypotheses testing:

3.2.1. The main hypothesis:

There is a relationship of influence of the international supply activities combined on the dimensions of positioning in the international market combined as follows:

H0: There is no significant effect of the combined international supply activities and the dimensions of the organization's position in the international market combined at the significance level of $\alpha = 0.05$

H1: There is a significant effect of the combined international supply activities and the dimensions of the institution's position in the international market combined at the significance level of $\alpha = 0.05$.

The table (4) for simple regression results shows that there is a significant effect of international supply activities combined as independent variables in achieving the dimensions of positioning in the international market as a dependent variable. 0.561 This means that 56.1% of the differences explained by the institution's position in the international market are due to the influence of international supply activities combined, while the rest is due to random variables that cannot be controlled or that are not originally included in the regression model.

The calculated F value is 51.015 which is greater than its tabular value 4.08, and the Sig level = 0.00 which is less than 0.05 the approved statistical significance level. From here it is possible to reject the null hypothesis and accept the alternative hypothesis H1: There is a significant effect of the international supply activities combined on the dimensions of the institution's position in the international market combined at the level of significance $\alpha = 0,05$.

3.2.2. Sub-Hypotheses: To test the sub-hypotheses, table (5) in the appendices has been adopted:

The first sub hypothesis:

H0: There is no effect of international purchasing activity on the institution's international positioning at the significance level of $\alpha = 0.05$

H1: There is an effect of international purchasing activity on the institution's international positioning at the significance level of $\alpha = 0.05$

Through the table (5), we note the presence of a statistically significant relationship,

where the value of correlation coefficient $R = 0.549$, as well as the coefficient of determination $R^2 = 0.302$, which explains that 30.2% of the change in positioning in the international market is due to the change in purchasing activity. The calculated value of F is equal to 17,296 and is greater than its tabular value of 4.08, and since the level of significance equals $\text{Sig} = 0,000$ and is less than 0.05 the level of statistical significance approved, and therefore we reject the zero hypothesis there is no statistically significant effect of international purchase activity on the positioning of the institution in the international market and we accept the alternative hypothesis that there is a statistically significant effect of international purchasing activity on the positioning of the institution in the international market.

The Second sub hypothesis:

H0: There is no effect of international transportation activity on the institution's international positioning at the significance level of $\alpha = 0.05$

H1: There is an effect of international transportation activity on the institution's international positioning at the significance level of $\alpha = 0.05$

Through the table (5), we note the presence of a statistically significant relationship, where the value of correlation coefficient $R = 0.527$, and the coefficient of determination $R^2 = 0.278$, which explains that 27.8% of the change in positioning in the international market is due to the change in the transport activity. The calculated value of F is equal to 15.401 and is greater than its tabular value of 4.08, and since the significance level is equal to $\text{Sig} = 0.000$ and it is less than 0.05 the level of the statistical significance approved, and therefore we reject the zero hypothesis. There is no statistically significant effect of international transport activity on the positioning of the institution in the international market, and we accept the alternative hypothesis that there is a statistically significant effect of international transport activity on the positioning of the institution in the international market.

The Third sub hypothesis:

H0: There is no effect of international storage activity on the institution's international positioning at the significance level of $\alpha = 0.05$

H1: There is an effect of international storage activity on the institution's international positioning at the significance level of $\alpha = 0.05$

Through the table (5), we note the presence of a statistically significant relationship, where the value of correlation coefficient $R = 0.715$, as well as the coefficient of determination $R^2 = 0.511$, which explains that 51.1% of the change in positioning in the international market is due to the change in storage activity, and that The calculated value of F is 41.748 which is greater than the tabular value of 4.08, and since the level of significance equals $\text{Sig} = 0.002$ and is less than 0.05 the level of statistical significance approved and thus we reject the zero hypothesis there is no statistically significant effect of storage activity on the positioning of the institution in the international market, And we accept the alternative hypothesis that there is a statistically significant effect of a storage activity International on the positioning of the institution in the international market.

The Fourth sub hypothesis:

H0: There is no effect of distribution activity on the institution's international positioning at the significance level of $\alpha = 0.05$

H1: There is an effect of distribution activity on the institution's international positioning at the significance level of $\alpha = 0.05$

Through the table (5), we notice a significant correlation relationship, where the value of correlation coefficient $R = 0.669$, as well as the coefficient of determination $R^2 = 0.447$, which explains that 44.7% of the change in positioning of the institution internationally is

due to the change in the distribution activity, and that the calculated value of F Equals 32.329 which is less than the tabular value of 4.08, and the level of significance equals Sig = 0,000 which is less than 0.05 the level of statistical significance adopted and therefore we reject the zero hypothesis which says that there is no statistically significant effect of the distribution activity on the positioning of the institution in the international market, We accept the alternative hypothesis that there is a statistically significant effect of The distribution activity on the positioning of the institution in the international market.

The Fifth sub hypothesis:

H0: There is no effect of international packaging activity on the institution's international positioning at the significance level of $\alpha = 0.05$

H1: There is an effect of international packaging activity on the institution's international positioning at the significance level of $\alpha = 0.05$

Through the table 5, we note that there is a statistically significant relationship, where the value of correlation coefficient $R = 0.587$, as the coefficient of determination $R^2 = 0.344$, which explains that 34.4% of the change in positioning in the international market is due to the change in packaging activity, as that The calculated value of F is equal to 20.983 which is greater than its tabular value of 4.08, and since the significance level is equal to Sig = 0,000 and it is less than 0.05 the level of statistical significance approved and thus we reject the zero hypothesis there is no statistically significant effect of packaging activity on the positioning of the institution in the international market, and we accept the alternative hypothesis that there is a statistically significant effect of the activity of packaging on the positioning of the institution in the international market.

4. Conclusion:

The study analyzed the nature of the relationship between international supply activities and the dimensions of positioning in the targeted markets; this is through the application of the study to one of the Algerian institutions active at the international level, and the study concluded that managing international supply activities efficiently and effectively would contribute to building on the positioning of the institution in the international market, the following are the most important results reached:

- ✓ Supply is a modern topic of great importance, especially in the international business environment, due to its effective role in building and consolidating the image of the institution with the consumer compared to competing institutions in the international market.
- ✓ The results of the analysis of the respondents' perceptions of the study variables showed a positive trend for the respondents' answers, which confirms that the institution under study pays attention to international supply activities as a key factor in building positioning in the international market;
- ✓ The results showed a positive correlation of international supply activities combined with the dimensions of the institution's position in the international market;
- ✓ The results of the study showed that the storage activity was the most influential activity in the dimensions of positioning in the international market followed by the distribution activity; which means that the institution seeks to build its positioning internationally by providing products near the consumer, i.e. the moment of demand for it in addition to providing a safe stock of products to meet the demand Sudden;
- ✓ The results of the study also showed that there is a significant impact of the packaging activity in building the institution's positioning internationally, which means that the institution under study adopts a packing and packaging policy consistent with the characteristics of the international marketing environment.

Based on all that we have mentioned we can make some Recommendations:

- The necessity for the institution under consideration to pay more attention to managing international supply activities because of its great role in achieving differentiation from competitors and the basic way in building positioning in international markets;
- The necessity for the institution under consideration to give more importance to the transport activity and its development in a manner that enables it to reduce costs on the one hand, and on the other hand to provide raw materials and production process requirements;
- The institution in question should increase greater attention to procurement activity by moving towards external supply of raw materials for its contribution to the provision of materials at the time of the production cycle, and seasonal materials, thus avoiding luctuations in sales or profits.

6. References:

- ⁱ AL-JUBURI, H. Y., & AL-SHIBAWI, H. K., **The Role of Logistic Management in Achieving Competitive Priorities**. Al-Qadisiyah Journal of Administrative and Economic Sciences, 17(03), (2015), pp. 30-43.
- ⁱⁱ AL-SIDDIQ, M. M., & ELTAHIR, A. M. , **The Effect of the Logistic Management Dimensions on Improving the Quality of Service: A Case Study of the Bright Blue Nile Bank**. Journal of Economic Sciences, 17(2), 2016, p. 5.
- ⁱⁱⁱ GHOUMRASSI, A., & TIGU, G. , **The impact of the logistics management in customer satisfaction**. Bucharest, 2017, pp. 407-415.
- ^{iv} STOCK, J. R., & LAMBERT, D. M., **Strategic Logistics Management**. (Ali Ibrahim Surur, Trans.). Saudi Arabia: Dar Al-Merrikh, 2009, p. 41.
- ^v MAHMOUD, J. E., RADINA, O. Y., **International Business Management** (éd. 1). Amman, Jordan: Dar El Manahidj, 2007, p. 221.
- ^{vi} HACHEROUF, F., SAHRAOUI, B., & KAMELI, M. , **Logistics Strategy in International Business Operations**. Mediterranean dialogue magazine, 12(13), 2017, p. 172.
- ^{vii} AL-ZOUBI, A. F., & AZZAM, Z. A. , **The management of business logistics**. (éd. 1) Amman: Dar Al-Masirah, 2012, p. 326.
- ^{viii} Wood, D. F., Barone, A. P., Murphy, P. R., & Wardlow, D. L. , **International logistics**. (éd. 2) New York: AMACOM, 2002, p.414.
- ^{ix} SALEH, A. A., AL-DOURI, Z. M. , **International Business Management is a Behavioral and Strategic Perspective**. Jordan: Dar Al-Yazouri, 2009, pp. 339-340.
- ^x KAFI, M. , **International Business Management**. Amman: Dar Academic for Publishing & Distributing Co., 2017, p. 239.
- ^{xi} DIRI, Z. M. , **International Business Management** (éd. 1). Amman, Jordan: Dar Al Thaqafa, 2011, p. 24.
- ^{xii} AL-SIDDIQ, M. M., & ELTAHIR, A. M. , Op.cit., 2016, p. 5.
- ^{xiii} STOCK, J. R., & LAMBERT, D. M. , Op.cit., 2009, p. 522.
- ^{xiv} KOTLER, P. , **Marketing** (Part One). (Nafaa, Mazen, Trans.) Syria: Dar Aladdin, 2017, p. 211.
- ^{xv} AI-TAWIL, A. A., & SOLTAN AL-JINAI, H. A. , **Physical Distribution and Customer Service Components** (first version). Amman Jordan: Hamed for Publishing and Distribution, 2015, p. 26.
- ^{xvi} NOURI, M. , **International marketing**. Algeria: University Press Office, 2015, p. 255.
- ^{xvii} LENDREVIE, J., LEVY, J., & LINDON, D. , **Mércator: Théorie et nouvelles pratiques du Marketing** (éd. 9). Paris: Dunod, 2009, pp. 722-723.
- ^{xviii} LENDREVIE, J., LEVY, J., & LINDON, D. , Op.cit., 2009, p. 731.

^{xix} LENDREVIE, J., LEVY, J., & LINDON, D. , Op.cit., 2009, p. 737.

^{xx} MICHON, C. , **Le marketeur: Fondements et nouveautés du marketing** (éd. 3). Paris, France: Pearson Education France,2010.

^{xxi} JRIBI, S. , **Strategic Marketing. Faculty of Economic, Business and Management Sciences, University of 8 May 1945,Guelma Algeria: Lessons publication, 2018.**

7. Appendices:

Table 1. Study variables mentioned in the questionnaire and the results of the α -Kronbach

Section	Main variables	Partial variables	Number of paragraphs	α kronbach coefficient
First	General data	Sex, age, income ...	06	
Second	International supply activities	International purchase	04	0.827
		International transportation	04	0.806
		International Storage	04	0.781
		International distribution	04	0.625
		International packaging	04	0.692
		International supply activities combined	20	0.912
Third	Positioning in the international market	Quality	05	0.727
		Price	05	0.757
		Speed of delivery	05	0.695
		trade mark	05	0.747
			Location dimensions combined	20

Source: Prepared by researchers based on the output of Spss.V20

Table 2. Central tendency measures for international supply activities

International supply activities	arithmetic mean	Median	Mode	Average score	Standard déviation
International purchase	4.08	4.25	4.50	4.27	0.70
International transportation	4.13	4.25	4.50	4.29	0.61
International storage	3.93	4.00	4.59	4.17	0.62
International distribution	3.89	4.00	4.50	4.13	0.57
International packaging	3.91	4.00	4.00	4.12	0.67
Combined international supply activities	3.99	4.12	4.35	4.13	0.56

Source: Prepared by researchers based on the output of Spss.V20

Table 3. Central tendency measures for the international position dimensions

	arithmetic mean	median	Mode	Average score	Standard déviation
the quality	4.07	4.20	4.20	4.15	0.58
the cost	4.00	4.00	4.00	4.00	0.56
Speed of delivery	3.97	4.20	4.00	3.99	0.53
trade mark	4.06	4.00	4.40	4.22	0.55
Dimensions of international positioning combined	4.02	4.10	4.05	4.05	0.46

Source: Prepared by researchers based on the output of Spss.V20

Table 4. Results of the simple regression test for the effect of international supply activities combined on the institution's position in the international market

The institution's position internationally	Correlation coefficient R	coefficient of determination R ²	Calculate F value	Degree of freedom	Table F value	Probability value (sig)
International supply activities	0.749	0.561	51.015	1.40	4.08	0.000

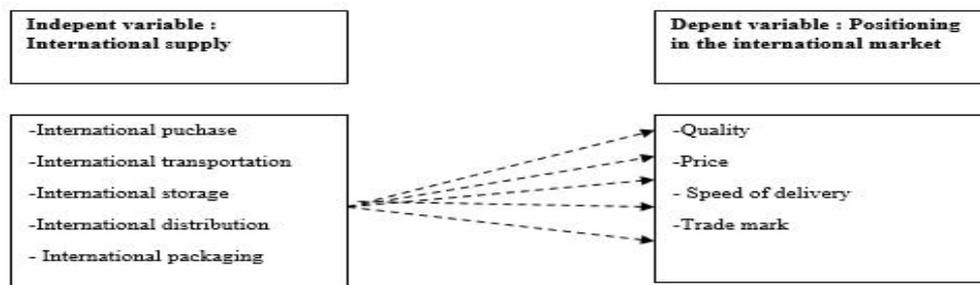
Source: Prepared by researchers based on the output of Spss.V20

Table 5. Results of the simple regression test for international supply activities as independent variables and the positioning of the institution as a dependent variable.

Pdim /ISA	Correlation Coefficient R	coefficient of determination R ²	Calculate F value	Degree of freedom	Table F value	Probability value (sig)
purchase	0.549	0.302	17.296	1.40	4.08	0.000
Transport	0.527	0.278	15.401	1.40	4.08	0.000
Storage	0.715	0.511	41.748	1.40	4.08	0.000
Distribution	0.669	0.447	32.329	1.40	4.08	0.000
Packaging	0.587	0.344	20.983	1.40	4.08	0.000

Source: Prepared by researchers based on the output of Spss.V20

Figure 1. study model



Source: Prepared by researchers