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**“ The effects of websites’ interactive services on the efficiency of
marketing communications at the Egyptian services organizations “**

Field and analytical study

A thesis submitted to fulfill the requirements for the degree of “Doctorate of arts”

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Introduction:

The emergence of the Internet is considered a revolution in the field of communication by all means. This is because of the internet's unique ability to transfer knowledge in different formats as it is able to combine text, audio, pictures and images. In the recent years, almost all services organizations and other organizations have employed this technology by creating websites, whether general websites providing information or a social network to communicate with users to learn about the services of the organization in order to increase the efficiency of its marketing communications. This will help to satisfy the users' needs through communicating with them in the light of interactive services, especially because of the severe competition between the organizations that provide similar services whether it is industrial organization, economic or recreational, educational or working in the cosmetics or communications or aviation and other field

Research problem:

The problem is how to search and identify the interactive services in the websites and know their impact on the efficiency of marketing communications in the services organizations.

And so by trying to answer the research questions such as analytical study questions, the questions of the in depth interview with marketers and the field study questions and hypothesis.

Research importance:

The research importance emerges from:

- The importance of this study is due to the increase in the number of the Internet users in general and the increase in the number of the users of the services organizations websites' in particular, and this is in terms of exposure which helped the organizations to notice the importance of creating websites in order to help the user to better identify the organization and its services, as well as taking advantage of the development of the second generation of the web reflected in social networking sites.
- The electronic websites of the services institutions represent one of the most important features of the new Media and its marketing capabilities.

Research objectives:

This study mainly aims to monitor the impact of interactive services of the electronic websites on the efficiency of marketing communications in the Egyptian services organizations, and this is subdivided into some objectives.

Research Type:

This is a descriptive study that seeks to collect information and data about the sample websites (Services organizations websites which was chosen by the researcher) in addition to the patterns of interactive services on each website and monitoring the extent of their interest in social responsibility programs as well as the performance of the marketers and the trends of the users to the impact of these services on the efficiency of marketing communications.

Research methodology:

The study is mainly based on the analytical survey and interpretative approach, where it considered the public and private academic organizations. This done via scanning their websites, marketers and users.

Data collection process:

Where the researcher used the qualitative and quantitative analysis of the websites of the study sample (The Egyptian public and private universities' websites). The researcher used the questionnaire tool and the systematic comparison tool)

population and sampling:

The analytical study is applied on the electronic websites of the universities sample as the following: Survey sample for governmental universities and purposive sample for private universities, in addition to random sampling for the field study and the use of the use of comprehensive inventory method in -depth interview guide for marketers in these universities.

Research results:

- There is a significant statistical relationship for the benefit of the private universities, which excelled on the governmental universities in terms of the availability of the interactive services on their websites. This matches the findings in chapter four which studied the communication marketers in these universities who made clear that the attention of the private universities is directed towards the students and this is to attract more students and increase the universities' profit.
- The study results showed the superiority of the private universities on the public universities in terms of the efficiency of the marketing communications. where it came from public universities (mid-level) in terms of efficiency

compared with more rise of private universities that are interested in students' service more than other categories. This has been confirmed by the results of the students questionnaire.

- The Results of the study confirmed that the satisfactions achieved from the use of websites of universities study sample came by (50%) for users of Pharos University website (60%) of the University of the sixth of October , where public universities students (lower than the average level) see that their universities websites do not satisfy their desires as it is more interested in the faculty members , which indicate the presence of significant statistical relationship between the university study sample and the results of the satisfaction scale resulted from the use of the website , where the value of $\chi^2 = 113.856$ when the degree of freedom (10) as a function.