

*This chapter presents the research design and methodology planned to be used in this study. Diverse alternatives for research approaches, designs and strategies are discussed, and the specific choices made in this research proposal are clarified.*

Since this research is quantitative approach the main research method for this thesis includes the use of questionnaires in a survey, to gather primary empirical data. I designed my survey questionnaire after reviewing various research papers and more related work in research area.

### **3.1 Survey Objectives:**

The survey objective is to answer the below focus questions:

- 1- Does usage of electronic channels enhances the marketing efficiency?
- 2- Does usage of electronic channels enhance customer relationship?
- 3- Does usage of electronic channels can affect in communication cost?

The idea is to throw more light into the use of electronic channels in marketing process which is better to companies and their customer and more convenient way.

The data Collected has revealed a lot in the Electronic Channels use of the companies and their customer. use of this channels has contributed a lot in transferring information between company and their customer in simple, easy and fast way ,also helped in attracting the customer from whole the world and customer more satisfied to interact through electronic channels.

### ***3.2 Data Collection:***

The data in this study was collected through questionnaire, they have two questionnaires, the first questionnaire distributed randomly to Ten Sudanese Company, and second questionnaire targeted customers (60 samples are distributed and randomly selected).

### ***3.3 Analyzing Questionnaire data:***

After writing the two questionnaires into Arabic language and to make sure that two questionnaires were appropriate and statements were generally understandable some interviews were conducted with academic professionals (two questionnaires examined by Dr. Mohammed Omer lecturer in Alnileen University-Math and Statistical College) and a few editing were done, also two questioners agreed by supervisor Dr .Osama Ahmed Ibrahim .

After distributed questionnaires and collecting data more important stage done is analyzing the gathered data.

Analyzing data and preview the result considered one of the last stages in the study and transfer raw data in to readable form in preparation for submission, is worth mentioning that all the studies are similar in the data collection process, but the Appears difference about how to present data that has been analyzed from one type of research to another. Studies depends on the quantitative methodology displayed the results in the mathematical form by using tables or diagrams make it easy to read and understand that make it best suited for this study.

The main task of this stage sort and classify data in the mathematical form and then apply various statistical operations using Statistical Package for the Social Sciences(**SPSS**) to get a clear and accurate results that will be

compared with the hypothesis and whether it supports or not, percentage and difference between two.

After completion analyzing data we have got clear and accuracy results represents a summary whole the effort and work that has been done through study and displayed results.

***Firstly Company questionnaire:***

The questionnaire consists of three pages and three sections. the first section gathers demographics information such as age, gender, qualification, Length of service job, the second section gathered information about the tools that used by company to interact with their customer, the third section has two parts ,part one asked about effect of use electronic channels on accessibility and real time interaction with their customer ,part two asked about effect of used electronic channels on cost reduction, questionnaire written in Arabic language (Appendix A) and distributed to ten Sudanese companies.

Company questionnaire used in proved next hypothesis:

- 1- Using electronic communication channels allow transferring data and information between company and their customers in simple, easy, fast and more secure ways. .” Viewpoint of companies”.
- 2- Using electronic communication channels help companies to attracting customers from whole the world.
- 3- Electronic communication channels helps to keep customers satisfied.
- 4- Using electronic communication channels allow companies to reduce their expenses cost, such as costs related to sales, advertising and management.

5- Using electronic communication channels help companies to increase their incomes.

Company questionnaire with a total score of 100 points which corresponds to 100% of the questionnaire total score.

***Customer questionnaire:***

The questionnaire consists of four pages and two sections (Appendix B). the first section gathered demographics information such as age, job, qualification, Length of service job, the second section gathers information about the tools that used by company to interact with their customer, and effect of using electronic channels on customer, also questionnaire written in Arabic language (Appendix B) ,People Target by questionnaire student, employee and all customer's ,sixty copies distributed.

Questionnaire used in proved next hypothesis:

1- Using electronic communication channels allow transferring data and information between company and its customers in simple, easy, fast and more secure ways.” Viewpoint of customers”.

2- Using electronic communication channels keep customers more comfortable.

3- Electronic communication channels have become most widely used in product marketing.

With a total score of 100 points which corresponds to 100% of the questionnaire total score.