

4.1 Introduction:

In this chapter I will discuss data analytics and result for questionnaires company questionnaire and customer questionnaire.

4.1.1 Company questionnaire:

The questionnaire consist of and three pages and three section. 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.

4.1.2 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.

After completion analyzing data, we have got clear and accuracy results represents, a summary for study allow us to understanding the effect and the benefits of use electronic channels on marketing and their role in marketing efficiency.

4.2 Questioner *number one*:

4.2.1 Degree of internal consistency and reliability

Scale: all variables

Case processing summary:

	Number	Percent
Valid	10	100.0
Excluded	0	0
Total	10	100.0

Reliability statistics:

Alpha	No of items
.938	22

The above table display truth and the internal consistency using SPSS program for test the questions and items study, alpha value reached to (0.938) this means the degree of validity and reliability of this study is very high and this enables us to analyze data and get correct and truthful results.

Analysis based on Likart Scale:

A method of ascribing quantitative value to qualitative data, to make it amenable to statistical analysis. A numerical value is assigned to each potential choice and a mean figure for all the responses is computed at the end of the evaluation or survey. Used mainly in training course evaluations and market surveys, Likert scales usually have five potential choices

(strongly agree, agree, neutral, disagree, strongly disagree) but sometimes go up to ten or more as below :

Value	Weighted average
Strongly agree	From 5.00 to 4.20
agree	From 4.19 to 3.40
Neutral	From 3.39 to 2.60
Disagree	From 2.59 to 1.80
Strongly disagree	From 1.79 to 1.00

Likart Scale Potential

Table No (4-1)

Demographic information of respondents (Company Questioner):

In all, 80% of the total respondents are male, while 20% are female.

The Figure (4-1) below shows how to represent Gender of respondents.

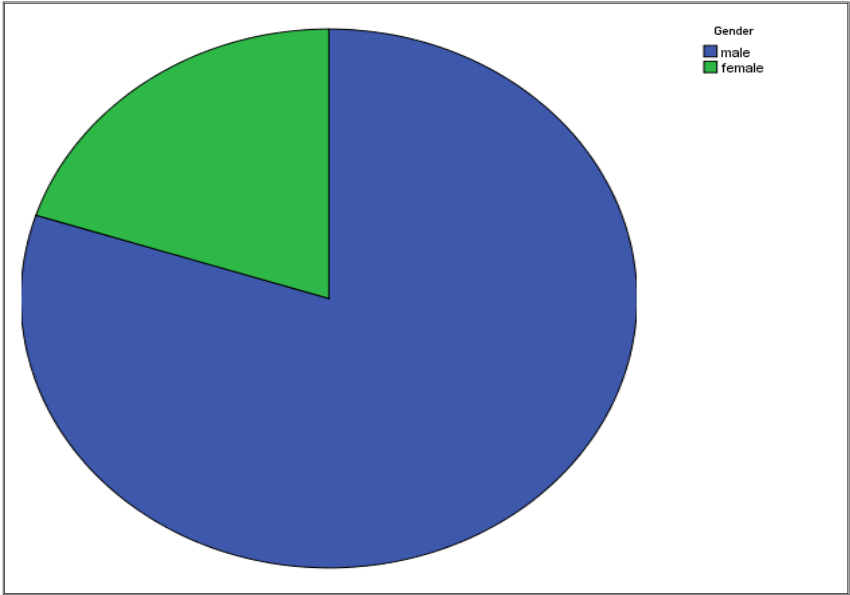


Figure (4-1): Gender of respondents (Company Questioner)

With regards to the age groups of respondents, 70% of the total respondents are between 31 and 40 years, 30% in the age range of 20 and 30 years.

The Figure (4-2): below shows how to represent Age of respondents.

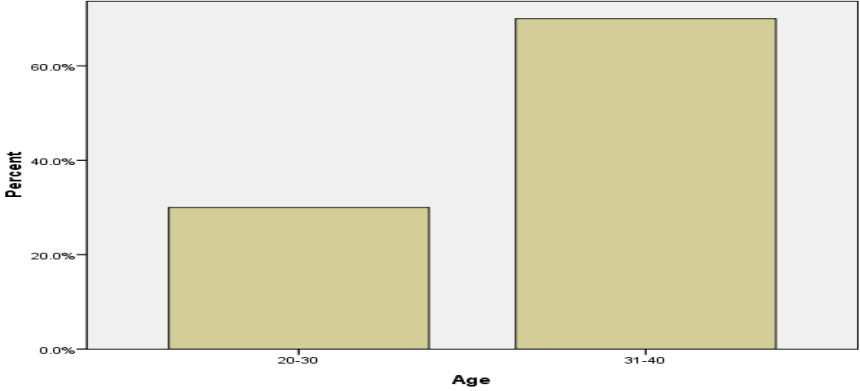


Figure (4-2): Age of respondents

Majority of the respondents, 50%, have master qualification, where 40% respondents with a bachelor's degree where 10 % of total respondents have diploma.

Years of experience:

60 % of the respondents have 6 to 15 years of experience in his job and 40 % have 3 to 5 experience.

Type of marketing used in the company:

Majority of the respondents 90% are used both traditional and electronic channels in their marketing process, while 10% used just electronic channels in marketing process.

The Figure (4-3) below shows how to represent Age of respondents.

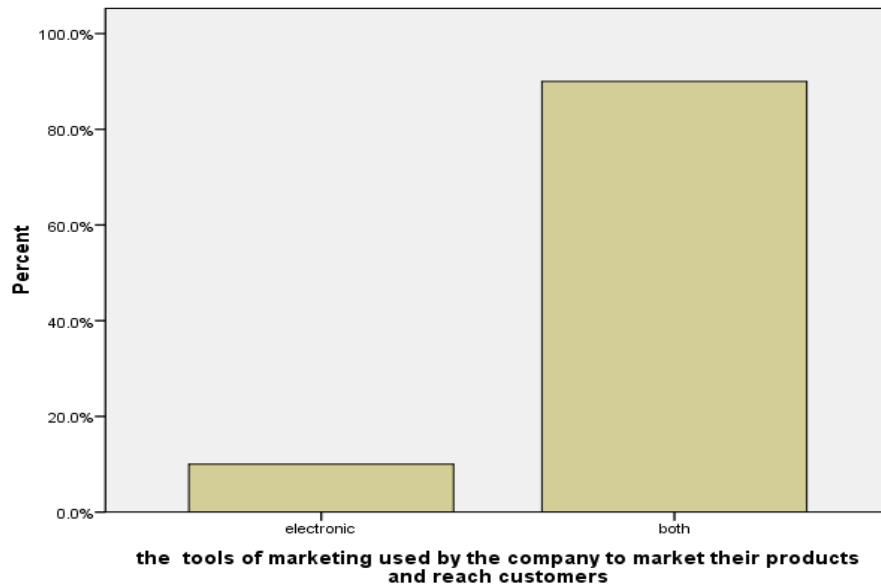


Figure (4-3): Type of media marketing used in the company

Secondly: Usage of Electronic Channels in Marketing:

Variable 1-1:

Customers are becoming more comfortable to interact through Electronic channels.

Variable	scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #1	Frequenc y	5	3	0	2	0	4.10	1.197	Agree
	Percent	50.0	30.0	0.0	20.0	0.0			

Table No (4-2): Customers are becoming more comfortable to interact through Electronic channels

The above table Display the result of Customers are becoming more comfortable to interact through Electronic channels, The tables show that Mean 4.10 so the result according to likart is agree.

Variable 1-2:

The uses of electronic channels provide immediate way to information transferring to customer.

variable	Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #2	Frequenc y	6	4	0	0	0	4.60	0.516	Strongly agree
	Percent	60.0	40.0	0.0	0.0	0.0			

Table No (4-3): The uses of electronic channels provide immediate way to information transferring to customer

The above table Display the result of uses electronic channels provide immediate way to information transferring to customer, The tables show that Mean 4.60 so the result according to likart is strongly agrees.

Variable 1-3:

Electronic channels allow access to customers anytime, anywhere by easy and simple ways:

variable	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #3	Frequency	7	3	0	0	0	4.70	0.483	Strongly agree
	Percent	70.0	30.0	0.0	0.0	0.0			

Table No (4-4): Electronic channels allow access to customers anytime, anywhere by easy and simple ways

The table Display the result of “Electronic channels allow access to customers anytime, anywhere by easy and simple ways”, the tables show that Mean 4.70 so the result is strongly agrees.

Variable 1-4:

Use of electronic channels helps in promotion the product universally:

Variable	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #4	Frequency	2	7	0	0	1	3.90	1.101	Agree
	Percent	20.0	70.0	0.0	0.0	10.0			

Table No (4-5): Use of electronic channels helps in promotion the product universally

The table Display the result of “Use of electronic channels helps in promotion the product universally”, the table show the result is agrees.

Variable 1-5:

Electronic channels uses to attract customers from the entire world:

variable	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #5	Frequency	6	3	1	0	0	4.50	0.707	Strongly agree
	Percent	60.0	30.0	10.0	0.0	0.0			

Table No (4-6): Electronic channels uses to attract customers from the entire world

The table Display the result of “Electronic channels uses to attract customers from the entire world”, and based on likart scale the result is strongly agrees.

Variable 1-6:

Electronic channels allows of allocating certain groups to target them:

Variable	Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #6	Frequency	4	5	0	0	1	4.10	1.197	Agree
	Percent	40.0	50.0	0.0	0.0	10.0			

Table No (4-7): Electronic channels allows of allocating certain groups to target them

The table Display the result of “Electronic channels allows of allocating certain groups to target them”, the result is agrees.

Variable 1-7:

Electronic channels allow participate of your opinions and suggestions with customers to improve product:

variable	scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #7	Frequency	3	6	0	0	1	4.10	0.876	Agree
	Percent	30.0	60.0	0.0	0.0	10.0			

Table No (4-8): Electronic channels allow participate of your opinions and suggestions with customers to improve product

Above table Display the result of “Electronic channels allow participate of your opinions and suggestions with customers to improve product”, the result is agrees.

Variable 1-8:

Use of electronic channels reduces of the cost of promoting products on traditional channels:

variable	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #8	Frequency	2	4	3	1	0	3.70	0.949	Agree
	Percent	20.0	40.0	30.0	10.0	0.0			

Table No (4-9): Use of electronic channels reduces of the cost of promoting products on traditional channels

A table shows the result of” Use of electronic channels reduces of the cost of promoting products on traditional channels” is agree.

Variable 1-9:

Using of electronic channels helped in reducing spending on advertising campaigns for the company:

variable	scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #9	Frequency	2	5	2	1	0	3.80	0.919	Agree
	Percent	20.0	50.0	20.0	10.0	0.0			

Table No (4-10): Using of electronic channels helped in reducing spending on advertising campaigns for the company

Above table shows the result of” Using of electronic channels helped in reducing spending on advertising campaigns for the company” is agree.

Variable 1-10:

Using of the electronic channels reduces sales administration expenses:

variable	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #10	Frequency	2	7	1	0	0	4.10	0.568	agree
	Percent	20.0	70.0	10.0	0.0	0.0			

Table No (4-11): Using of the electronic channels reduce sales administration expenses

The table shows the result of” Using of the electronic channels reduces sales administration expenses” is agree.

Variable 1-11:

Using of electronic channels helps in reduce the number of staff:

Variable	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #11	Frequency	3	2	2	3	0	3.50	1.269	agree
	Percent	30.0	20.0	20.0	30.0	0.0			

Table No (4-12): Using of electronic channels helps in reduce the number of staff

Above table shows the result of” Using of electronic channels helps in reduce the number of staff” is agree.

Variable 1-12:

Using of electronic channels reduces company need to salesperson’s staff:

variable	scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #12	Frequency	1	5	1	3	0	3.40	1.075	Strongly agree
	Percent	10.0	50.0	10.0	30.0	0.0			

No (4-13): Using of electronic channels reduces company need to salesperson’s staff Table

The table shows the result of” Using of electronic channels reduces company need to salesperson’s staff” the result is strongly agree.

Variable 1-13:

Using of electronic channels helps in selling products at competitive price to support competitive position of the company:

Variable	scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #13	Frequency	2	5	2	1	0	3.80	0.919	Strongly agree
	Percent	20.0	50.0	20.0	10.0	0.0			

Table No (4-14): Using of electronic channels helps in selling products at competitive price to support competitive position of the company

Above table display the result of” Using of electronic channels helps in selling products at competitive price to support competitive position of the company” is strongly agree.

Variable 1-14:

Using of electronic channels contributed to increase the share of the company's sales:

Variable	scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #14	Frequency	2	8	0	0	0	4.20	0.422	Strongly agree
	Percent	20.0	80.0	0.0	0.0	0.0			

Table No (4-15): Using of electronic channels contributed to increase the share of the company's sales

The table display the result of” Using of electronic channels contributed to increase the share of the company's sales” is strongly agree.

4.2.2 Questioner number one – summary

Hypotheses number one:

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

Variables:

1. Customers are becoming more comfortable to interact through Electronic channels.
2. Using of electronic channels provide immediate way to information transferring to customer.

Hypotheses #1	scale	Strongly agree	Agree	Neutral	Disagree	disagree	Strongly	Mean	Deviation	Std.	Result
Variable 1	Frequency	6	4	0	0	0	0	4.60	0.516	Strongly agree	
	Percent	60.0	40.0	0.0	0.0	0.0	0.0				
Variable 2	Frequency	7	3	0	0	0	0	4.70	0.483	Strongly agree	
	Percent	70.0	30.0	0.0	0.0	0.0	0.0				
Hypothesis result	Frequency	13	7	0	0	0	0	4.65	0.474	Strongly agree	
	Percent	65.0	35.0	0.0	0.0	0.0	0.0				

Table No (4-16): Using electronic communication channels allow transferring data and information between company and its customers in simple, easy, fast and more secure ways.” Viewpoint of companies”

The above table Display the result of two variables that used in proved the” Using electronic communication channels allow transferring data and information between company and its customers in simple, easy, fast and more secure ways.” hypotheses is strongly Agree.

Hypotheses number two:

Using electronic communication channels help companies to attracting customers from whole the world.

Variables:

1. Using of electronic channels help in promotion the product universally.
2. Electronic channels used to attract customers from the entire world.
3. Using of electronic channels allows of allocating certain groups to target them.

Hypotheses #2	Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable 1	Frequency	2	7	0	0	1	3.90	1.101	Agree
	Percent	20.0	70.0	0.0	0.0	10.0			
Variable 2	Frequency	6	3	1	0	0	4.50	0.707	Strongly agree
	Percent	60.0	30.0	10.0	0.0	0.0			
Variable 3	Frequency	4	5	0	0	1	4.10	1.197	Agree
	Percent	40.0	50.0	0.0	0.0	10.0			
Hypotheses result	Frequency	12	15	1	0	2	4.17	0.959	Agree
	Percent	40.0	50.0	3.4	0.0	6.6			

Table No (4-17): Using electronic communication channels help companies to attracting customers from whole the world

The above table Display the result of three variables that used in proved the” Using electronic communication channels help companies to attracting customers from whole the world” hypotheses is Agree.

Hypotheses number three:

Electronic communication channels help to keep customers satisfied.

Variables:

1. Customers are becoming more comfortable to interact through Electronic channels.
2. Electronic channels allows participate your opinions and suggestions with customers to improve product

Hypotheses #3	scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable 1	Frequency	5	3	0	2	0	4.10	1.197	Agree
	Percent	50.0	30.0	0.0	20.0	0.0			
Variable 2	Frequency	3	6	0	0	1	4.10	0.876	Agree
	Percent	30.0	60.0	0.0	0.0	10.0			
Hypothesec result	Frequency	8	9	0	2	1	4.10	0.966	Agree
	Percent	40.0	45.0	0.0	10.0	5.0			

Table No (4-18): Electronic communication channels help to keep customers satisfied

The above table Display the result of two variables that used in proved the” Electronic communication channels help to keep customers satisfied” hypotheses is Agree.

Hypotheses number four:

Using electronic communication channels allow companies to reduce their products cost, such as costs related to sales, advertising and management.

Variables:

1-using of electronic channels reduce of the cost of promoting products on traditional channels.

2- Using of electronic channels helped in reducing spending on advertising campaigns for the company.

3- Using electronic channels reduce of sales administration expenses.

Hypotheses #4	scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable 1	Frequency	2	4	3	1	0	3.70	0.949	Agree
	Percent	20.0	40.0	30.0	10.0	0.0			
Variable 2	Frequency	2	5	2	1	0	3.80	0.919	Agree
	Percent	20.0	50.0	20.0	10.0	0.0			
Variable 3	Frequency	2	7	1	0	0	4.10	0.568	Agree
	Percent	20.0	70.0	10.0	0.0	0.0			
Hypotheses result	Frequency	6	16	6	2	0	3.87	0.789	Agree
	Percent	20.0	53.4	20.0	6.6	0.0			

Table (4-19): Using electronic communication channels allow companies to reduce their products cost, such as costs related to sales, advertising and management

The above table Display the result of three variables that used in proved the” Using electronic communication channels allow companies to reduce their products cost, such as costs related to sales, advertising and management” hypotheses is Agree.

Hypotheses number five:

Using electronic communication channels help companies to increase their incomes.

Variables:

1. Using electronic channels helps in reduce the number of staff.
2. Using of electronic channels reduce company need to salespeople staff.
3. Using of electronic channels helps in selling products at competitive price to support competitive position of the company.
4. Using of electronic channels contributed to increase the share of the company's sales.

Hypotheses #5	Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable 1	Frequency	3	2	2	3	0	3.50	1.269	Agree
	Percent	30.0	20.0	20.0	30.0	0.0			
Variable 2	Frequency	1	5	1	3	0	3.40	1.075	Strongly agree
	Percent	10.0	50.0	10.0	30.0	0.0			
Variable 3	Frequency	2	5	2	1	0	3.80	0.919	Strongly agree
	Percent	20.0	50.0	20.0	10.0	0.0			
Variable 4	Frequency	2	8	0	0	0	4.20	0.422	Strongly agree
	Percent	20.0	80.0	0.0	0.0	0.0			
Hypotheses result	Frequency	8	20	5	7	0	3.73	0.854	Agree
	Percent	20.0	50.0	12.5	17.5	0.0			

Table (4-20): Using electronic communication channels help companies to increase their incomes

The above table Display the result of four variables that used in proved the” Using electronic communication channels help companies to increase their incomes” hypotheses is Agree.

4.3 Questioner numbers two:

4.3.1 Degree of internal consistency and reliability

Scale: all variables

Case processing summary

	Number	Percent
Valid	60	100.0
Excluded	0	0
Total	60	100.0

Reliability statistics:

Alpha	No of items
.983	18

The above table display truth and the internal consistency using SPSS program for test the questions and items study, alpha value reached to (0.983) This means the degree of validity and reliability of this study is very high and this enables us to analyze data and get correct and truthful results.

Analysis based on Likart Scale;

A method of ascribing quantitative value to qualitative data, to make it amenable to statistical analysis. A numerical value is assigned to each potential choice and a mean figure for all the responses is computed at the end of the evaluation or survey. Used mainly in training course evaluations and market surveys, Likert scales usually have five potential choices

(strongly agree, agree, neutral, disagree, strongly disagree) but sometimes go up to ten or more as below :

Value	Weighted average
Strongly agree	From 5.00 to 4.20
agree	From 4.19 to 3.40
Neutral	From 3.39 to 2.60
Disagree	From 2.59 to 1.80
Strongly disagree	From 1.79 to 1.00

Table No (4-21) Likert Potential Choice

Demographic information of respondents (customer Questioner) :

In all, 61.7% of the total respondents are female, while 38.3% are male. The Figure (5-1): below shows how to represent Gender of respondents.

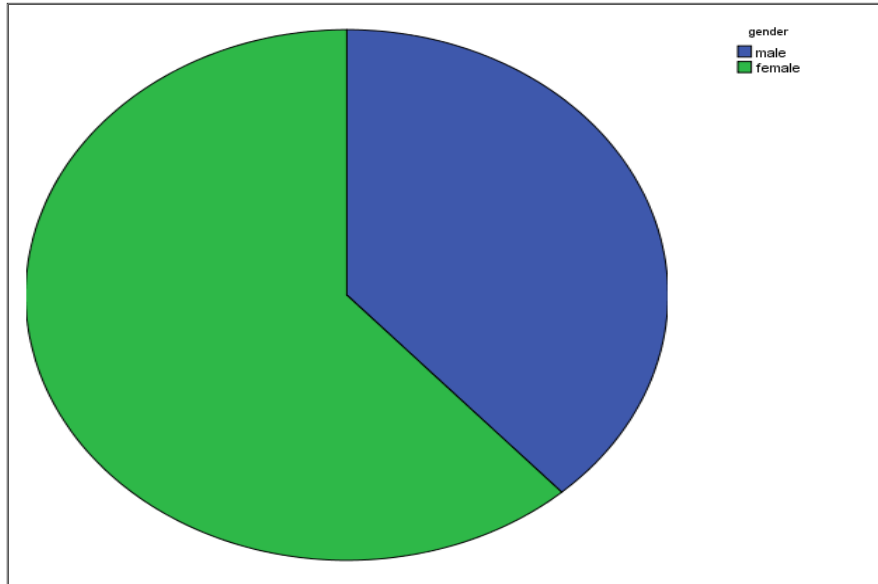


Figure (4-4): Gender of respondents (*Customer Questioner*)

Majority of the respondents, 51.7%, have a bachelor's degree, 31.7% of respondents with a master's degree. 5% have PHD degree and 11.7% others qualification.

Occupation of respondents:

71.7% of the total respondents are Employee, while 11.7% are student, and 16.7 are others.

The Figure (4-3): below shows how to represent Occupation of respondents.

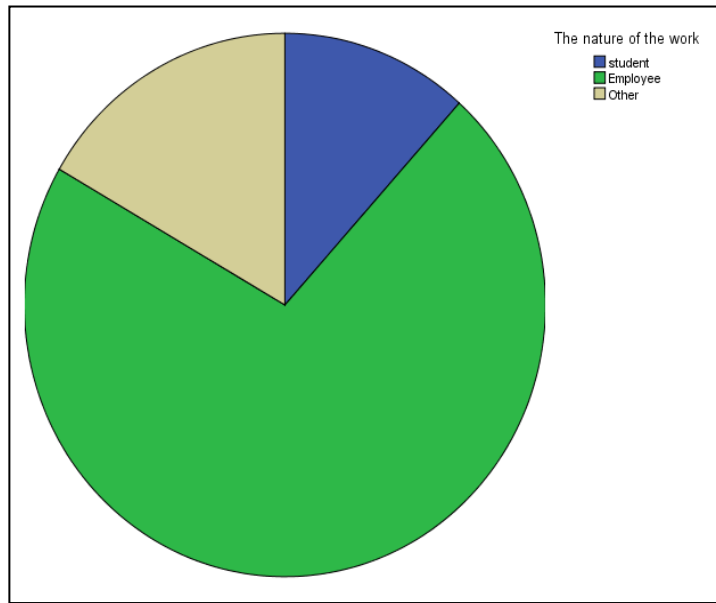


Figure (4-5): Occupation of respondents

With regards to the age groups of respondents, 41.7% of the total respondents are less than 29 years, 40% between 30 and 40 years, while 16.7% are between 41 and 50 years. 1.7% in the age above 60 years.

The Figure (4-2): below shows how to represent Age of respondents.

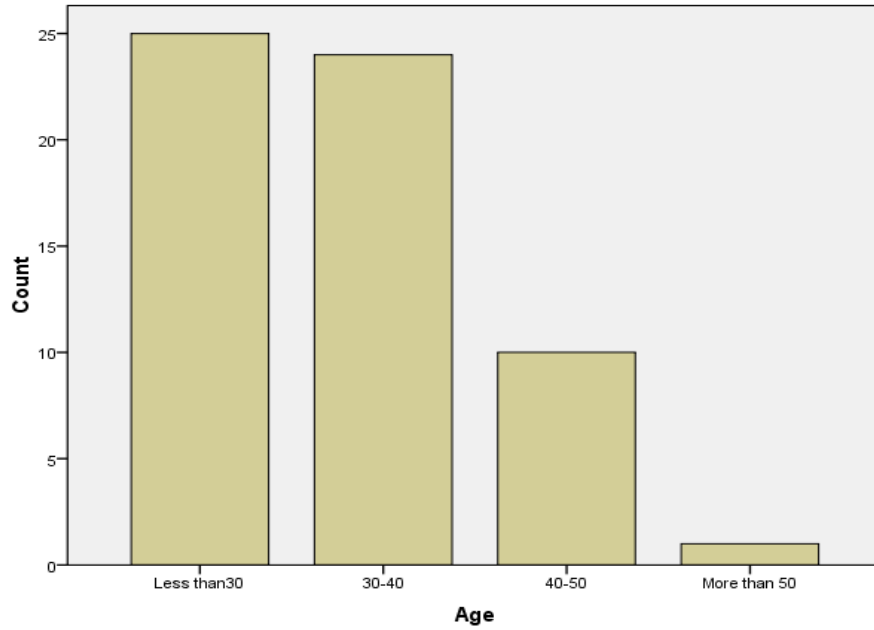


Figure (4.6): Age of respondents

The customer who use electronic channels:

90% of respondents are used electronic channels while just 10% don't use it.

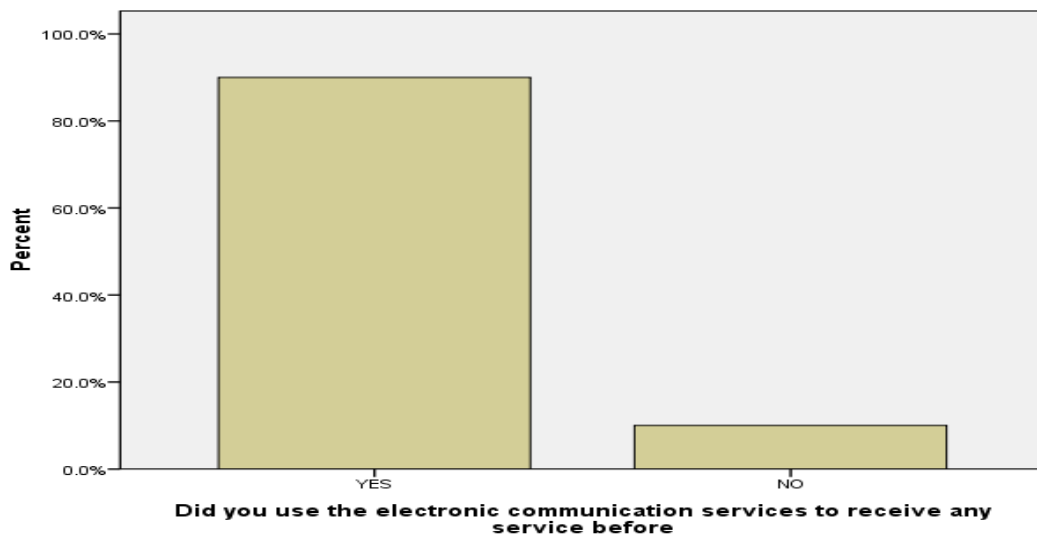


Figure (4-7): The customer electronic channels use

Variable 2-1:

I prefer use of the electronic communication channels than any other way:

variable	scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #1	Frequency	10	40	8	1	1	3.95	0.723	Agree
	Percent	16.7	66.7	13.3	1.7	1.7			

Table No (4-22): I prefer use of the electronic communication channels than any other way

Above table shows the result of” I prefer use of the electronic communication channels than any other way” the result is agree.

Variable 2-2:

A large sector of our national institutions has used electronic communication:

variable	Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #2	Frequency	11	33	7	8	1	3.75	0.968	agree
	Percent	18.3	55	11.7	13.3	1.7			

Table No (4-23): A large sector of our national institutions has used electronic communication

The table shows the result of” A large sector of our national institutions has used electronic communication” the result is agree.

Variable 2-3:

Electronic communication channels provide a service easier than traditional channels:

Variable	Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #3	Frequency	36	22	1	1	0	4.55	0.622	Strongly agree
	Percent	60	36.6	1.7	1.7	0.0			

Table No (4-24): Electronic communication channels provide a service easier than traditional channels

The table shows the result of “Electronic communication channels provide a service easier than traditional channels” the result is strongly agree.

Variable 2-4:

An electronic communication service provided by our national institutions has very effective:

Variable	Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #4	Frequency	5	15	14	23	3	2.93	1.087	Neutral
	Percent	8.3	25.0	23.3	38.3	5.0			

Table No (4-25): An electronic communication service provided by our national institutions has very effective

The table shows the result of “An electronic communication service provided by our national institutions has very effective” is neutral.

Variable 2-5:

Organizations that use electronic channels to communicate with their customers always gain my confidence and motivate me to deal with it:

variable	Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #5	Frequency	14	19	23	3	1	3.70	0.944	Agree
	Percent	23.3	31.7	38.3	5.0	1.7			

Table No (4-26): Organizations that use electronic channels to communicate with their customers always gain my confidence and motivate me to deal with it

Above table shows the result of” Organizations that use electronic channels to communicate with their customers always gain my confidence and motivate me to deal with it” is agree.

Variable 2-6:

Customer teaches level has effect in use electronic communication service:

variable	Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #6	Frequency	19	19	10	11	1	3.73	1.148	Agree
	Percent	31.7	31.7	16.6	18.3	1.7			

Table No (4-27): Customer teaches level has effect in use electronic communication service

Above table shows the result of” Customer teaches level has effect in use electronic communication service” is agree.

Variable 2-7:

Easiness of communicating via electronic channels helps improve quality level of service:

variable	Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #7	Frequency	25	28	6	1	0	4.27	0.778	Strongly agree
	Percent	41.7	46.7	10.0	1.7	0.0			

Table No (4-28): Easiness of communicating via electronic channels helps improve quality level of service

The table display the result of” Easiness of communicating via electronic channels helps improve quality level of service” which is strongly agree.

Variable 2-8:

Electronic communication services help me to communicate with any institutions in world:

variable	Scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #8	Frequency	36	20	2	2	0	4.50	0.725	Strongly agree
	Percent	60	33.3	3.3	3.3	0.0			

Table No (4-29): Electronic communication services help me to communicate with any institutions in world

The table shows the result of ” Electronic communication services help me to communicate with any institutions in world” is strongly agree.

Variable 2-9 :

Electronic communication channels meet my needs when communicating with institutions that get service from them:

variable	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #9	Frequency	15	35	7	2	1	4.02	0.813	agree
	Percent	25.0	58.3	11.7	3.3	1.7			

Table No (4-30): Electronic communication channels meet my needs when communicating with institutions that get service from them

Above table shows the result of ” Electronic communication channels meet my needs when communicating with institutions that get service from them” is agree.

Variable 2-10 :

Electronic communication services usable from any customer "students, academics, workers, employees and other sectors:

variable	scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #10	Frequency	34	21	3	2	0	4.45	0.746	Strongly agree
	Percent	56.7	35.0	5.0	3.3	0.0			

Table No (4-31): Electronic communication services usable from any customer "students, academics, workers, employees and other sectors

Above table shows the result of” Electronic communication services usable from any customer "students, academics, workers, employees and other sectors” is strongly agree.

Variable 2-11:

Communication procedures with institutions through electronic channels easy and simple:

variable	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #11	Frequency	26	23	9	1	1	4.20	0.879	Strongly agree
	Percent	43.3	38.3	15.0	1.7	1.7			

Table No (4-32): Communication procedures with institutions through electronic channels easy and simple

The table shows the result of” Communication procedures with institutions through electronic channels easy and simple” is strongly agree.

Variable 2-12:

Electronic communication services provide a lot of effort and money for both the enterprise and customers:

variable	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #12	Frequency	42	15	1	1	1	4.60	0.764	Strongly agree
	Percent	70.0	25.0	1.7	1.7	1.7			

Table No (4-33): Electronic communication services provide a lot of effort and money for both the enterprise and customers

The above table shows the result of “ Electronic communication services provide a lot of effort and money for both the enterprise and customers” is strongly agree.

Variable 2-13:

The level of data protection in the channels of electronic communication is very acceptable and motivates me to use it:

variable	scale	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable #13	Frequency	10	31	10	5	4	3.63	1.073	agree
	Percent	16.7	51.7	16.7	8.3	6.7			

Table No (4-34): The level of data protection in the channels of electronic communication is very acceptable and motivates me to use it

The tables show result of “ The level of data protection in the channels of electronic communication is very acceptable and motivates me to use it” is agree.

4.3.2 Questioner number two – summary:

Hypotheses number one:

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.

Variables:

1. Electronic communication channels provide a service easier than traditional channels
2. Communication procedures with institutions through electronic channels easy and simple
3. Electronic communication services provide a lot of effort and money for both the enterprise and customers.

Hypotheses #1	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable 1	Frequency	36	22	1	1	0	4.55	0.622	Strongly agree
	Percent	60	36.6	1.7	1.7	0.0			
Variable 2	Frequency	26	23	9	1	1	4.20	0.879	Strongly agree
	Percent	43.3	38.3	15.0	1.7	1.7			
Variable 3	Frequency	42	15	1	1	1	4.60	0.764	Strongly agree
	Percent	70.0	25.0	1.7	1.7	1.7			
Hypothesis result	Frequency	104	60	11	3	2	4.45	0.715	Strongly agree
	Percent	57.8	33.4	6.0	1.7	1.1			

Table No (4-35): 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

The table Display the result of three variables that used in proved the” 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” hypotheses are Strongly Agree.

Hypotheses number two:

Using electronic communication channels keep customers more comfortable.

Variables:

1. I prefer use of the electronic communication channels than any other way
2. Electronic communication service provided by our national institutions has very effective.
3. Institutions that use electronic channels motivate me to deal with it .
4. Electronic communication services help me to communicate with any institutions in world.
5. Electronic communication channels meet my needs when communicating with institutions that get service from them.
6. The level of data protection in the channels of electronic communication is very acceptable and motivates me to use it.

Hypotheses #2	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Std. Deviation	Result
Variable 1	Frequency	10	40	8	1	1	3.95	0.723	agree
	Percent	16.7	66.7	13.3	1.7	1.7			
Variable 2	Frequency	5	15	14	23	3	2.93	1.087	Neutral
	Percent	8.3	25.0	23.3	38.3	5.0			
Variable 3	Frequency	14	19	23	3	1	3.70	0.944	Agree
	Percent	23.3	31.7	38.3	5.0	1.7			
Variable 4	Frequency	36	20	2	2	0	4.50	0.725	Strongly agree
	Percent	60	33.3	3.3	3.3	0.0			
Variable 5	Frequency	15	35	7	2	1	4.02	0.813	agree
	Percent	25.0	58.3	11.7	3.3	1.7			
Variable 6	Frequency	10	31	10	5	4	3.63	1.073	agree
	Percent	16.7	51.7	16.7	8.3	6.7			
Hypotheses result	Frequency	90	160	64	36	10	3.78	0.865	agree
	Percent	25	44	17.8	10	2.8			

Table No (4-36): Using electronic communication channels keep customers more comfortable

The above table Display the result of six variables that used in proved the” Using electronic communication channels keep customers more comfortable hypotheses are Agree.

Hypotheses number three:

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

Variables:

1. Large sectors of our national institutions have used electronic communication.
2. Ease of communicating via electronic channels helps improve quality level of service.
3. Electronic communication services usable from any customer "students, academics, workers, employees and other sectors."
4. Did you used electronic communication services to receive any service

Hypotheses #3	Scale	Strongly agree	agree	Neutral	Disagree	Strongly disagree	Mean	Deviation	Std.	Result
Variable 1	Frequenc y	11	33	7	8	1	3.75	0.968		agree
	Percent	18.3	55	11.7	13.3	1.7				
Variable 2	Frequenc y	25	28	6	1	0	4.27	0.778		Strongly agree
	Percent	41.7	46.7	10.0	1.7	0.0				
Variable 3	Frequenc y	34	21	3	2	0	4.45	0.746		Strongly agree
	Percent	56.7	35.0	5.0	3.3	0.0				
Hypothesec result	Frequenc y	70	82	16	11	1	3.59	0.641		agree
	Percent	38.9	45.5	8.9	6.2	0.5				

Table No (4-37): Electronic communication channels have become most widely used in product marketing

The above table Display the result of four variables that used in proved the ” Electronic communication channels have become most widely used in product marketing “hypotheses are Agree