

5.1 Conclusions:

The purpose of this study was to examine role of electronic channels in marketing efficiency, Electronic channels can be used for informational purposes or for enhancing communication between the firm and its customers. Electronic channels are a potential marketing communication channel. Electronic channels can also be a channel for sales, or a supportive channel through which pre- and post-sales services can be provided. Ultimately, e-channels can be an integral part of business.

Results of the analysis has proved that the use of electronic channels has benefits in marketing to enterprises and customers, since the most important part in the marketing process is to how we can connect with our customers and how to attract them, and make them more satisfied.

Sudanese market spite of the problem of economical blockade imposed on it, but there are many institutions that have introduced electronic channels of communication and adopted it as an essential in dealing with their customers and this has been demonstrated in this study also proved that customers more interactive with these channels.

Our study has shown that a lot of companies that has introduced electronic communication channels greatly facilitated the process of communication with their customers and that the use of these channels has contributed a lot in the following:

- Using electronic communication channels allow transferring data and information between company and its customers in simple, easy, fast and more secure ways. .
- Using electronic communication channels help companies to attracting customers from whole the world.

- Electronic communication channels helps to keep customers satisfied.
- Using electronic communication channels allow companies to reduce their products cost, such as costs related to sales, advertising and management.
- Using electronic communication channels help companies to increase their incomes.

Also from the customer point of view study proved that:

- Using electronic communication channels allow transferring data and information between company and its customers in simple, easy, fast and more secure ways.
- Using electronic communication channels keep customers more comfortable.
- Electronic communication channels have become most widely used in product marketing.

5.2 Further Implications:

We can conclude that the research has our contribution sits mainly in use electronic channels in the marketing as very interactive tools in communication between the firms and it's also as more effective ways to reduce cost of communication process to both the firms and the customers.

We have more understanding to role of electronic channels on marketing efficiency by proved its efficiency in reduce costs of communication process and cost related to promoting company product How can protect this communication process and how can put certain methodology to use these channels.