



جامعة الموصل
كلية الإدارة والاقتصاد
قسم إدارة التسويق

التسويق الرقمي وتأثيره في تجارة التجزئة الإلكترونية/
دراسة تحليلية لآراء عينة من العاملين في متاجر التجزئة
الإلكترونية في مدينة الموصل

رسالة ماجستير
إدارة التسويق

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المستخلص

ارتكزت هذه الدراسة على استقصاء دور التسويق الرقمي وتأثيره في تجارة التجزئة الإلكترونية، إذ انبثقت مشكلة الدراسة من الصعوبات الفعلية التي تعاني منها متاجر التجزئة الإلكترونية، والمتمثلة في تشبع السوق نتيجة انخفاض عوائق الدخول التكنولوجية، وما يرتبط بذلك من صعوبة في تمييز العروض واشتداد حدة المنافسة كما تفاقمَت هذه المشكلة مع ارتفاع توقعات الزبائن الذين لم تعد تقنعهم جودة المنتج وسعره فقط، بل أصبحوا يطالبون بتجربة تسوق شاملة ومتكاملة.

ولمعالجة هذه الإشكالية، اعتمدت الباحثة على منهجية كمية، تم من خلالها تصميم استبانة لجمع البيانات من عينة ميدانية بلغت (192) فرداً يمثلون متاجر التجزئة الإلكترونية في مدينة الموصل. وتم تحليل البيانات باستخدام حزمة من الأساليب الإحصائية مثل (معامل الارتباط، ومعامل الانحدار، فضلاً عن الأوساط الحسابي والانحراف المعياري) لفحص طبيعة العلاقة بين المتغيرات.

وكشفت نتائج التحليل الإحصائي عن وجود علاقة ارتباطية وتأثيرية قوية لممارسات التسويق الرقمي في التغلب على تحديات تجارة التجزئة الإلكترونية. حيث أظهرت النتائج أن تحسين تجربة المستخدم عبر القنوات الرقمية يسهم بشكل مباشر في تعزيز الولاء والتفاعل، من خلال توفير محتوى شخصي وتجربة شراء سلسة. كما بينت النتائج أن الأدوات الرقمية تمنح المتاجر الإلكترونية مرونة وقدرة على الابتكار في عروضها والاستجابة السريعة لمتطلبات السوق المتغيرة، مما يعزز موقعها التنافسي.

بعد تحليل بيانات الاستبانة توصلت الدراسة إلى العديد من النتائج تحسين تجربة الزبائن عبر المنصات الرقمية يسهم في زيادة الولاء وتعزيز التفاعل، وذلك بتوفير محتوى مخصص وعروض آنية وتسهيل عمليات الشراء عبر واجهات تفاعلية مبسطة، والتسويق الرقمي يدعم التنافسية في السوق الإلكتروني عبر تمكين المتاجر من تقديم عروض مبتكرة ومرنة، مع الاستجابة السريعة للتغيرات في توقعات الزبائن أو المنافسة.

وتجسدت أبرز مقترحات الدراسة في تحسين تجربة التصفح والشراء عبر المتجر الإلكتروني، وقياس وتحسين الأداء باستمرار عبر مؤشرات دقيقة

الكلمات المفتاحية: التحول الرقمي، الأعمال الإلكترونية، تجارة التجزئة الإلكترونية

Abstract

This study focuses on identifying the role of digital marketing and its impact on electronic retailing. The research problem revealed practical difficulties faced by electronic retail stores, particularly in market expansion resulting from the reduction of technological barriers. This is linked to challenges in distinguishing offers and maintaining a competitive position, as competition has intensified. The issue lies in the inability of stores to differentiate their offers and expand their audience reach because they provide their services and products only to those who visit their platforms. Consequently, competition has become stronger.

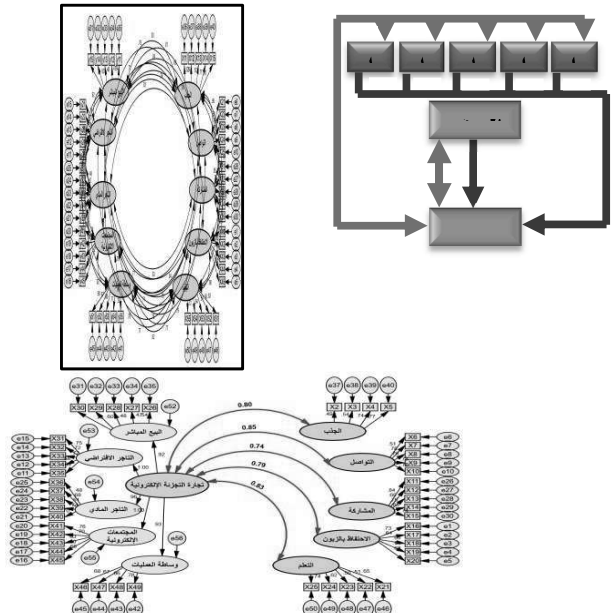
To address these challenges, the study relied on designing a questionnaire consisting of several items aimed at measuring the study variables. The initial sample was distributed to a group of respondents through which the necessary data were collected. A total of (192) valid questionnaires were retrieved, representing electronic retail store customers in the city of Mosul.

The data were analyzed using a set of statistical methods such as the correlation coefficient, regression coefficient, analysis of variance, path analysis model, and descriptive statistics to examine the nature of the relationships among variables. The statistical analysis revealed the existence of a significant correlation and impact relationship between the strength of digital marketing in enhancing the customer experience in electronic retailing. The results also showed that digital marketing helps improve the user experience across electronic platforms. The study found that these platforms allow customers to access content through innovative and easy-to-browse activities. Digital marketing also contributes to enhancing customer satisfaction with electronic platforms by offering appropriate tools and providing customers with the ability to innovate their offers and identify the rapid responses needed to meet the market's requirements, which strengthens their competitive positioning.

After analyzing the respondents' data, the study concluded that digital platforms contribute significantly to improving customer experience by increasing interaction and enhancing loyalty across various channels. This is achieved by providing professional and attractive content and offering a seamless customer journey through smooth and customized activities. Digital marketing also supports competitiveness in the electronic market by enabling stores to provide renewed, attractive offers in line with customers' expectations and future demands.

In light of the results, the researcher recommends the need to improve the customer browsing experience through electronic platforms and continuously enhance performance to achieve high levels of accuracy.

Keywords: Digital transformation, E-business, Electronic retailing.

HIGHLIGHTS	GRAPHICAL ABSTRACT
<p>Analyze the relationship between digital marketing practices and e-commerce performance in the .local environment of Mosul</p> <p>Demonstrate the impact of digital marketing on increasing online sales and achieving a sustainable competitive advantage in the e-commerce market</p> <p>Measure the level of influenc that digital marketing has in supporting e-commerce retail .operations</p> <p>Present a set of conclusions and recommendations to help organizations choose the most effective digital tools and .channels</p>	
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Digital Marketing and Its Impact on Electronic Retailing /An Analytical Study of the Opinions of a Sample of Employees in Electronic Retail Stores in the City of Mosul

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