



وزارة التعليم العالي والبحث العلمي

جامعة الموصل

كلية الإدارة والاقتصاد

إسهام تقنيات التسويق الرقمي في تعزيز معرفة السوق /
دراسة تحليلية لآراء عينة من العاملين في شركة آسيا سيل
للاتصالات المتنقلة في المنطقة الشمالية

رسالة ماجستير

في إدارة التسويق

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المستخلص

سعت الدراسة الحالية إلى التركيز على متغيري تقنيات التسويق الرقمي ومعرفة السوق لأهميتهم الكبيرة للشركة المبحوثة، تكمن مشكلة الدراسة بمعرفة السوق على اعتبار معرفة السوق من أهم وأبرز الموارد للمنظمات التي تسعى للاستمرار والنجاح وتعتبر المعرفة هي العامل الأهم والأبرز والتي من خلالها يمكن التعرف على المنافسين والزبائن وتطوير السوق وقد هدفت الدراسة إلى تحديد طبيعة علاقة الارتباط المعنوي بين تقنيات التسويق الرقمي ومعرفة السوق، وتحديد القوى على مستوى التأثير لتقنيات التسويق الرقمي في معرفة السوق والمتمثلة (مواقع التواصل الاجتماعي، البريد الإلكتروني، الهاتف النقال، تسويق المحتوى) (المعرفة بالزبائن، المعرفة بالمنافسين، بحث وتطوير السوق) وتتمثل أهمية الدراسة في إبراز (تقنيات التسويق الرقمي) التي تساعد في معرفة السوق بشكل فعال، حيث يمكن الاستفادة من هذه التقنيات في محاولة القضاء على المشكلات التي قد تتعرض لها الشركة منها معرفة المنافسين والاحتياجات للزبائن وتطوير السوق ، ولتحقيق أهداف الدراسة تم اختيار شركة اسيا سيل كمجتمع للدراسة وتمثلت بعدد من مواقع شركة اسيا سيل في المنطقة الشمالية (موصل ، اربيل ، دهوك، سليمانية) وتم توزيع استمارة الاستبانة الكترونياً على عينة من العاملين بالمواقع المذكورة وبلغ حجم العينة (١٠١) وبعد تبلور الاطار النظري والدراسات السابقة قام الباحث بوضع مخطط فرضي يعكس طبيعة علاقة الارتباط والتأثير وتمت صياغة أربع فرضيات رئيسة لتختبر في شركة آسيا سيل لخدمات الاتصالات وتم الاعتماد على مجموعة من الأدوات والأساليب الإحصائية لمعالجة البيانات والمعلومات وتحليلها وتم استخدام البرامج الآتية Excel, SPSS (V26, AMOS V24) لأجل الوصول، وتوصلت الدراسة الى مجموعه من الاستنتاجات أهمها من خلال نتائج تحليل علاقة الارتباط بين متغير تقنيات التسويق الرقمي ومتغير معرفة السوق يظهر أن هناك ارتباطاً طردياً بين متغير تقنيات التسويق الرقمي ومعرفة السوق ، عند تحديد علاقة التأثير بين متغير تقنيات التسويق الرقمي ومتغير معرفة السوق تبين وجود علاقة تأثير لتقنيات التسويق الرقمي في معرفة السوق، ومن خلال نتائج التحليل الإحصائي تبين أن شركة اسيا سيل في المنطقة الشمالية تتبنى ابعاد معرفة السوق.

واعتماداً على الاستنتاجات المتوصل اليها من خلال الدراسة قدمت مقترحات منسجمة مع هذه الاستنتاجات فضلاً عن تقديم مقترحات واليات تنفيذ ودراسات مستقبلية ذات الصلة بمتغيرات الدراسة الحالية.

الكلمات المفتاحية: تقنيات التسويق الرقمي، معرفة السوق، شركة اسيا سيل.

Abstract

The current study sought to focus on the variables of digital marketing techniques and market knowledge due to their great importance to the company under study. The problem of the study lies in market knowledge, considering that market knowledge is one of the most important and prominent resources for organizations seeking continuity and success. Knowledge is considered the most important and prominent factor through which competitors and customers can be identified and the market can be developed. The study aimed to determine the nature of the moral correlation between digital marketing techniques and market knowledge, and to determine the forces at the level of influence of digital marketing techniques on market knowledge, represented by (social networking sites, email, mobile phone, content marketing) (knowledge of customers, knowledge of competitors, market research and development). The importance of the study lies in highlighting (digital marketing techniques) that help in knowing the market effectively, as these techniques can be used in an attempt to eliminate the problems that the company may be exposed to, including knowledge Competitors, customer needs and market development. To achieve the study objectives, Asiacecell was chosen as a study community, represented by a number of Asiacecell sites in the northern region (Mosul, Erbil, Dohuk, Sulaymaniyah). The questionnaire was distributed electronically to a sample of employees in the mentioned sites. The sample size was (101). After the theoretical framework and previous studies crystallized, the researcher developed a hypothetical plan that reflects the nature of the relationship of correlation and influence. Four main hypotheses were formulated to be tested in Asiacecell Communications Services Company. A set of statistical tools and methods were relied upon to process and analyze data and information. The following programs were used: Excel, SPSS V26, AMOS V24 to reach the goal. The study reached a set of conclusions, the most important of which is through the results of analyzing the correlation between the variable of digital marketing techniques and the variable of market knowledge. It appears that there is a direct correlation between the variable of digital marketing techniques and the variable of market knowledge. When determining the relationship of influence between the variable of digital marketing techniques and the variable of market knowledge, The market revealed a significant impact of digital ma

rketing techniques on market knowledge. Statistical analysis revealed that Asiacell in the Northern Region embraces the dimensions of market knowledge. Based on the findings of the study, proposals were presented that are consistent with these findings, as well as proposals, implementation mechanisms, and future studies related to the variables of the current study.

Keywords: Digital Marketing Technologies, Market Knowledge, Asiacell

Contribution of Digital Marketing Technologies to Enhancing Market Knowledge / An Analytical Study of the Opinions of a Sample of Employees at Asiacell Mobile Telecommunications Company in the Northern Region

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Master Thesis
In Marketing Management

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