

A DESCRIPTIVE STUDY ON E- MARKETING IN SUDAN

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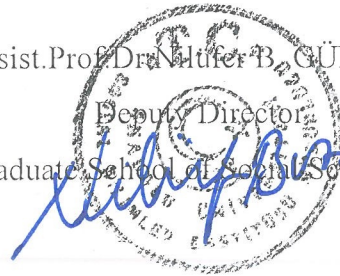
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ABSTACT

A DESCRIPTIVE STUDY ON E- MARKETING IN SUDAN

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The study aimed to examine the **descriptive study on e- marketing in Sudan** in order to provide a greater understanding of managers' perception of e-marketing adoption in their manufacturing companies beside analysing the costumers behaviour towards the e-marketing concept in Sudanese business environment.

To achieve these objectives, the study used the statistical methods to analyse the sample data derived from a questionnaire survey of 400 customers and 56 companies selected from the Federation of Sudanese Manufacturer lists with taking in consideration that the companies sample is limited in Sudanese, so they cannot be generalized.

The main results of the study showed that Sudanese business environment is very suitable for initiating the e-marketing operations for the companies and customers as well. The results clearly stated the necessity of e-marketing for the business growth in Sudan. The importance of the e-marketing came out from the high awareness of the costumers about the effective rule of e-marketing in growing the business environment in Sudan and its ability to make the marketing operations more easy and useful. Besides, the requirements for establishing the e-marketing in the Sudanese market highly exist with the needed infrastructure.

The study draws recommendations for both companies and customers side. In the companies' side, the study recommends, among others, increasing the awareness of the advantages of the e-marketing by conducting workshops, on-the-job training by the key drivers in Sudan and enhancing the infrastructure of the internet services through increasing the speed of the internet, rising the security level, and spreading the area of internet service and protecting the privacy of the users. For customers side the study recommends, among others, increasing the awareness of the customers regarding the advantages of the e-marketing by using the social media and the internet to inform the customers of the advantages of the e-marketing and discribe the marketing process for the customers and providing the guarantees for the customers about safe use of the e-

marketing by enhancing the security systems and respecting the privacy of the users as well.

Keyword : e-marketing, e-commerce (EC), descriptive analysis, internet, companies, customers, Sudan, Turkey.

ÖZET

SUDAN'DAKİ E-PAZARLAMA ÜZERİNE BETİMLEYİCİ BİR ÇALIŞMA

Anadolu Üniversitesi Sosyal Bilimler Enstitüsü, Mayıs -2018

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Çalışma, Sudan'daki e-pazarlama üzerine betimleyici bir çalışma incelemeyi, Sudan iş dünyasında e-alışveriş konseptine yönelik müşterilerin davranışlarını analiz etmenin yanı sıra yöneticilerin kendi üretim şirketlerinde e-alışverişi benimseme algısını daha iyi anlamayı amaçlamaktadır.

Bu hedeflere ulaşmak için, 400 kişilik bir müşteri anket çalışmasından ve Sudan Üreticiler Federasyonu listesinden seçilen ancak Sudanlı şirket örneklerinin sınırlı olmasını göz önünde bulundurarak, genelleştirilemeyecek 56 şirketten elde edilen örnek verileri analiz etmek için istatistiksel yöntemler kullanılmıştır.

Çalışmanın ana sonuçları, Sudan iş ortamının, şirketler ve müşteriler için de e-pazarlama faaliyetlerini başlatmaya çok uygun olduğunu gösterdi. Sonuçlar, Sudan'daki iş büyümesi için e-pazarlamanın gerekliliğini açıkça ortaya koydu. E-pazarlamanın önemi, e-pazarlamanın Sudan'daki iş ortamının büyümesi ve pazarlama operasyonlarını daha kolay ve kullanışlı hale getirme konusundaki etkin rolü konusunda müşterilerin yüksek farkındalıklarından kaynaklanmıştır. Ayrıca, gerekli altyapıyla birlikte Sudan pazarında e-pazarlamanın oluşturulmasına yönelik oldukça büyük bir ihtiyaç mevcuttur.

Çalışma hem şirketler hem de müşteriler için öneriler getiriyor. Şirketler için, diğerlerinin yanı sıra, Sudan'daki önemli aktörlerin atölye çalışmaları, hizmet içi eğitimler yapması, internetin hızının artırılması, güvenlik seviyesinin yükselmesi, internet hizmetlerinin yaygınlaştırılarak kullanıcıların gizliliğinin korunması yoluyla internet hizmetleri altyapısının geliştirilerek e-pazarlamanın avantajları hakkındaki bilincin artırılmasını önermektedir.

Bu çalışma Müşteriler tarafı için, diğerlerinin yanı sıra, müşterilerin güvenliğini artırarak, kullanıcıların gizliliğine saygı göstererek, e-pazarlamanın güvenli kullanımı konusunda müşterilere güvence sağlayarak müşterilerin e-pazarlama işlemlerinin avantajları hakkında bilgilendirilmesi amacıyla sosyal medya ve interneti kullanarak e-pazarlamanın avantajları hakkında müşterilerin farkındalığını artırmayı tavsiye etmektedir.

Anahtar Kelime: e-pazarlama, e-ticaret (EC), betimleyici analiz, internet, şirketlerin, müşteriler, Sudan, Türkiye.

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Finally, I would like to Express my gratitude and grief for my late Advisor Dr. Ayşe HEPKUL who died unprecedently.

01/07/2018

STATEMENT OF COMPLIANCE WITH ETHICAL PRINCIPLES AND RULES

I hereby truthfully declare that this thesis is an original work prepared by me; that I have behaved in accordance with the scientific ethical principles and rules throughout the stages of preparation, data collection, analysis and presentation of my work; that I have cited the sources of all the data and information that could be obtained within the scope of this study, and included these sources in the references section; and that this study has been scanned for plagiarism with “scientific plagiarism detection program” used by Anadolu University, and that “it does not have any plagiarism” whatsoever. I also declare that, if a case contrary to my declaration is detected in my work at any time, I hereby express my consent to all the ethical and legal consequences that are involved.

(Signature)

Mohammed Hassan Mohammed Hassan

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CHAPTER ONE

1. Introduction

The use of internet-based electronic commerce (EC) by business enterprises around the world is now a way of doing business (Chong, Pervan, and Bauer 2001).

Today, the world is witnessing a huge revolution in the field of development of information and communication technology, before that it was a traditional market where buying and selling took place directly, concepts have moved into the modern marketing that are faithful to the sale and purchase via the Internet and digital media in different forms based on marketing information systems. In the world, it is impossible for business and consumers to ignore the new technology. (Chong, Pervan, and Bauer 2001)

The internet is not just another medium or a distribution channel to reach the customers, but it is an important medium to find new customers as well as a medium to continue relationships with existing customers. (Limthongchai and Speece 2003)

There is a belief that e-marketing contributes to the advancement of businesses in developing countries. This belief is driven by the perceived potential of the Internet in reducing transaction costs by bypassing some, if not all, of the intermediary and facilitating link ages to the global supply chains. (Molla and Licker 2005)

The role of e-marketing is to develop companies and organizations toward accomplishing their short and long-term goals while encountering problems with complex and rapid changes of business and economic environment.

Given the competitive impact of this technology, EM has been the subject of several recent research investigations. These research investigations have reported that when deployed by organizations, e- marketing can serve to:

1. Enhance customer service;
2. Facilitate the management of value chain activities;
3. Improve inventory control;
4. Increase market reach; and
4. Reduce both marketing and distribution costs. (Shah Alam et al. 2008)

Distribution over the Internet has served as an alternative mode of transport, especially when the product is digital so that transfer takes over the Internet directly.

There is no doubt it would become clear to us that e-marketing has helped to shorten the distribution channels that would dispense with intermediaries, has led to lower

production and distribution costs, which contributed to respond to customers' urgent 24-hour requests. (Peterson, R. A., Balasubramanian, S., & Bronnenberg, B. J. 1997).

1.1. The Problem of the Study

The new trend of doing business has been radically changed with the introduction of internet to the world and specifically with the application of e-marketing. Hence traditional way of doing business cannot go for long sustainably. As it is a recent phenomenon, e-marketing in Sudan had no or it had little application in businesses. These may be attributed to absence of know how or skilled man power, lack of necessary technological infrastructures, financial problems or the nature and attitude of customers specifically and the society at large towards e-marketing. In relation to the above problems, this study has been needed to be conducted in this area.

This study was undertaken to clarify the issues about e-marketing in Sudan, while empirically supposing that this problem is seen from two main sides: both businesses into the application and customers into the use. Therefore, the research will lead to overcome the problem through a deep examination of new marketing tools management in the country and thus propose solutions about the e-marketing application and use in Sudan.

1.2. Importance of the Study

It is very rare to find descriptive study in literature on e-marketing about Sudan. This compels many researchers to rely on foreign literatures even if they are conducting studies into local organizations. The findings of this study would, therefore, serve as additional source of reference for future studies.

E-marketing plays a big role in increasing the volume of sales and increase profits, and improve the level of quality and this helps to strengthen the competitiveness of the companies. (Vaithianathan 2010)

Thus, the findings of this study would be useful in the first place to various types of businesses operating in Sudan and may also help government officials for enacting various trade rules and regulations and preparing incentives for motivating the application of e-marketing. The findings could also help them in identifying the major problems that hamper the development of e-marketing in Sudan generally and specifically can help businesses in incorporating and applying e-marketing whereas it

also helps identifying the attitude of Sudanese customers towards e-marketing. The findings of the study will reduce, if not fill, the gap created by the unavailability of literature e-marketing in Sudan.

1.3. Objectives of the Research:

Companies across the globe have adopted e- marketing in their operations and have reaped benefits thereof. While firms in technologically developed countries like US and UK have deployed e-marketing to its advantage, whereas companies in developing countries like Sudan failed to follow the suit. Though it has been widely acknowledged by the researchers that the adoption of e-marketing by businesses in developing countries is an important economic indicator of growth (Deakin Research Online 2002); many firms in Sudan still have not realized the potential benefits of e-marketing. This study aims to make a descriptive study on e- marketing and represents the starting point to enhance this topic in Sudan.

Specific objective

1. Study and analyze the problems that hinder the application of e-marketing in the developing countries especially in Sudan, which will improve the current situation.
2. Statement and identification of required elements for practical application of e-marketing and take advantage of them in the application and practice in reality.
3. Highlighting the role of e-marketing in building the companies competitive advantage and create value for their clients, which helps to attract them at the same time to increased sales of companies.
4. Identifying the level of e-marketing application in the third world countries including Sudan and other developed countries.
5. Make recommendations to concerning officials and business person to help them in making effective designs and implementation of strategies related to e-marketing.

1.4. Research questions:

1. What are the problems that hinder the application of e-marketing in businesses in Sudan?
2. What are the problems that hinder customers the use of e-marketing in Sudan?

1.5. Limitations of the Study

The following are the possible limitations that the researcher expects to face while conducting the study: -

- As the researcher is part of the study population, there might be bias not to disclose facts about his /her company.
- The study is conducted on many companies where some of them are purely local while other companies are foreign companies that operate in Sudan; therefore, it can be difficult to make full generalizations about the topic in consideration.
- The participants of the study are mostly customers, employees, managers and other stakeholders, which might lead to not giving full information because they might generalize that the researcher is already acquainted with the facts.
- Research requires availability of sufficient time, money & other resources which all are scarce.

The following are the proposed actions/activities in order to reduce the negative impact of the limitations: -

Giving training for the researcher on how to avoid researcher's bias which is mostly evident in quantitative studies.

Extensively studying the activities of the companies and relating them to the existing theories and literatures in order to increase the level of generalizability.

Before collecting data, giving proper briefing to the participants in order to make it clear that they should give the proper information without making assumptions.

1.6. Scope of the Study

The study is going to be done in a group of companies located in Sudan in the year 2017, due to budget limits. But this does not devalue the study, since the target companies are composed of those who are currently applying e- marketing and at the same time also includes those who does not apply e-marketing.

The study is going to concentrate on a descriptive study on e- marketing in Sudan. It will not cover the whole aspects of the businesses in consideration rather it is going to show the impact and relationship of e-marketing applications on businesses.

1.7. Definition of Terms

This section provides definitions of terms used in this thesis. For this study, the definitions will have to incorporate the dynamic ICT changes taking place in global business yet bearing meaning to e-marketing developments in a developing country context.

Electronic Commerce (E-C)

Is the process of buying, selling, transferring, or exchanging products, services, and/or information based on the following prevailing conditions in developing countries: 1) that Internet and e-mail are easily available in these contexts and will be used to communicate business transactions, and/or 2) the use of the World Wide Web (in short, the web) to enhance business activity (Turban, King, McKay, Marshall, Lee, & Viehland, 2008).

Electronic Marketing (E-M):

E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands.

(<https://www.encyclopedia.com/finance/finance-and-accounting-magazines/e-marketing>)

Internet and the World Wide Web (www):

The Internet is a global network of interlinked computer networks, whereas, the World Wide Web is a worldwide collection of electronic documents (Holden, Belew, Elad, & Rich, 2009, p. 3) that adds a graphical component to the Internet (Senn, 2004, p. 86).

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Introduction

The previous chapter introduced the research topic, an overview of the subject, and the research questions that this study seeks to throw some light on. This chapter concerns a review of related literature on e-marketing and its subsequent adoption among companies and medium enterprises in the country. The chapter will begin with past studies in the area of ICT adoption among companies and some customers and of its component namely, e-marketing.

2.2. Concept and Definition of e-marketing

E-Marketing (EM) is also known as internet marketing, web marketing, digital marketing, or online marketing. E-marketing is the process of marketing a product or service using the Internet. E-marketing not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers. (<https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/1679-e-marketing.html>).

Marketing efforts done solely over the Internet. This type of marketing uses various online advertisements to drive traffic to an advertiser's website. Banner advertisements, pay per click (PPC), and targeted email lists are often methods used in Internet marketing to bring the most value to the advertiser. Internet marketing is a growing business mainly because more and more people use the internet every day. Popular search engines such as Google and Yahoo have been able to capitalize on this new wave of advertising. (<http://www.businessdictionary.com/definition/internet-marketing.html>)

It is quite understandable from the facts presented so far that lots of researches conducted has proven that e-commerce and e-marketing is not being well used in developing countries.

Previous studies have shown that e-marketing in developing countries is not being used optimally as much as studies conducted in many countries. For example, studies were conducted in India, Ghana, Kumasi, Thailand, Botswana, New Zealand, Ireland, Kenya, Nairobi and Malaysia that proved this. It can be understood that so far little attention has been paid to the e-commerce and e-marketing research in many countries. Taking Sudan as a case study, many firms are yet to realize the potential benefits of e-marketing.

The study was exploratory research designed to investigate the use of firms across the globe and how they have adopted e-commerce (EC) in their operations and have reaped benefits thereof. While firms in technologically developed countries like US and UK have deployed EC to its advantage, it is not the same for developing countries as most firms in country like India failed to follow suit. Though it has been widely acknowledged by the researchers that the adoption of EC by businesses in developing countries is an important economic indicator of growth; many firms in India still have not realized the potential benefits of EC. This study examines the existing status of EC in India and reviews the available literature on e-commerce adoption in India and puts forth opportunities for future research. The study might serve as a starting point for further research in e-commerce in India. (Vaithianathan 2010)

The widespread impact of globalization and emergence of EC on smaller firms offers avenues for future research. A more longitudinal approach in terms of case studies provides a basis for building more comprehensive, prescriptive research. The future international marketing review (IMR) studies on the subject should also cover the SMEs in service industries to note differences between industries and the extent of willingness to adopt EC.

The selection of large companies in sample will allow comparisons between small and large companies regarding the adoption of EC. Future studies may place further emphasis on examining the factors that will influence the EC adoption from a cross-country perspective.

More efforts have to be made to remove or at least mitigate the impediments to a SME's willingness to adopt EC. The results of this study show that the lack of legal regulations is cited as one of the most serious limitations of EC and hence EC is rarely used for payment purposes. One of the most vivid implications of internet-based EC for SMEs is the potential for external communication and information gathering for market and product research. (Review and Bah 2005)

Research has shown that small and medium-sized enterprises (SMEs) are rapidly adopting the Internet and e-commerce. However, there is little systematic research into how such companies are adopting this new technology. This study addresses the research gap by seeking to understand how SMEs in the UK are adopting e-commerce, through an exploration of their level and sequence of adoption. The research, which was carried out by means of a mailed questionnaire, found four distinct clusters of adoption.

These formed a set of sequential stages, through which firms appear to pass during the adoption of e-commerce. The firms in the first cluster are currently developing their first e-commerce services; the second adoption cluster is using e-mail to communicate with customers, suppliers and employees. Those at the third level of adoption have information-based websites operating and are developing online ordering facilities. The most advanced adopters have online ordering in operation and are developing online payment capabilities. The association of the adoption stage currently reached by a firm with contextual variables both at an industry and an organizational level is investigated and discussed. (Limthongchai and Speece 2003)

A conceptual framework was developed to capture elements from extant e-commerce adoption literature that are defined in the research question. Data collected from each of the SMEs was analyzed to present the findings based on the elements described. These elements include the following: 1) the nature and characteristic of the business environment, 2) use of ICT and Web Applications; 3) managerial characteristics and perception of e-commerce; 4) factors that affect e-commerce adoption or the lack of it; 5) the interaction of the factors and how they determine the level of e-commerce adoption, and 6) the role of the local business environment.

The influence of the local business environment has had a bearing on the nature of e-commerce adoption in the selected small and medium-sized enterprises(SMEs), particularly the low interaction of institutions that are designed to support e-commerce, and the dual of role of government in fostering and creating an enabling environment, and at the same time acting as a business partner to the SMEs. A key role for the government of Botswana (GOB) is to enact an e-commerce policy and ensure that adequate attention is made towards SME concerns in the local environment. So far, the national ICT policy has lagged behind for five years in Botswana.

The main findings of this study are the factors for e-commerce adoption for each of the SMEs. The study emerges with factors of e-commerce adoption that have been derived from various patterns of e-commerce adoption as represented in the nature and characteristics of the SMEs. And provides an interpretive assessment of e-commerce adoption research in a developing country context of Botswana(Shemi 2012).

The scientific approach to online shopping is related to the characteristics of consumers, their decision to buy and affecting factors for shopping online. Based on the analysis of scientific literature, the affecting factors for online shopping are divided into the following 4 groups:

- Technological factors: good knowledge of information technologies and their use for obtaining the knowledge, capabilities for the use of applications and systems.
- Consumer-related factors: an attitude to online shopping, cultural types, loyalty, ease of use, consumer education and income, usability, risk and trust, provider recommendations and customer reviews, age and previous online shopping experience.
- Price factor while shopping online.
- Product/service factors: the availability of product information on the website, product type.

The study of consumers who shop online was focused on the most important factors of shopping online, which in the theoretical part of the paper were identified as the lower price, ability to find a different product, lack of time, wider choice, as well as easier and more convenient shopping. The study has showed that in most cases shopping in e-stores is preferred for its convenience and simplicity.(Technologies 2015)

Electronic Commerce is touted as a panacea for business growth and expansion in relation to both small and large firms irrespective of their geographical locations.

This paper began with an objective of determining how firms in developing countries develop, deploy and manage resources to implement and realise e-commerce benefits amidst their national constraints. For this objective, Resource-Based View (RBV) has offered the understanding that DC firms can orient their resources to circumvent their constraints and create and sustain e-commerce benefits.

The conceptual framework proposed emphasis needed for DC firms to focus on or seek to develop distinct resources that are valuable, rare, imperfectly imitable and non-substitutable. However, the development process of these resources is a cumulative, expansive and a highly path-dependent process which thus requires the commitment of the organization and a defined focus to achieve it. Identifying the resources is not enough, knowing how to dynamically integrate organizational processes and assets to be congruent with the changing business environment is what is critical.

Arguably, the model developed in this paper may be applicable to developed countries or more institutionally e-commerce ready contexts, however, the fact that the model moves away from the current research focus on institutional readiness and adoption factors to a more strategic perspective of reinforcing or developing resources to navigate institutional constraints and achieve and sustain ecommerce benefits, makes it more applicable to DCs or resource-poor contexts.(A Resource-Based Analysis Of E-Commerce In Developing Countries N.D.)

The sharp rise in interest and usage of Internet related technology by small businesses in the Lanark shire area clearly cannot be taken to imply that there will be any immediate or seamless transition to full blown electronic commerce. Most of the small firms are in the early stages of Internet adoption and few show any inclination to make the leap towards full integration or even attempting to explore how and where electronic commerce can be used to add and increase business value.

To investigate some of the issues that have emerged in more detail. One important issue appears to be 'e-awareness' and the provision of training and skills to micro and small businesses. Perry and Schneider (2001) showed that mass media knowledge of the benefits of electronic commerce was not in itself sufficient to lead to adoption within the context of small businesses. Only 25% of the businesses provided formal training in the technology which is not surprising given their size and limited resources. This has also been highlighted in other surveys by local enterprise companies (e.g. Scottish Enterprise Renfrewshire) which identified a low level of training being carried out across all company size grouping, especially lowest among the smaller businesses. What is evident is that although local and national policy makers have achieved a certain degree of success in persuading SMEs to get online, there is still much work needed. Policy makers need to address the level of consultant support and ensure that SMEs feel that they are getting value for money. Policy makers also need to address the current attitudes and support mechanisms with regards to how to develop a positive approach to training staff with the skills needed to capitalize on Internet related technologies.(Stansfield and Grant 2003)

Since small-medium sized enterprises (SMEs) play a vital role within many major economies throughout the world, their ability to successfully adopt and utilize the Internet and electronic commerce is of prime importance in ensuring their stability and future survival.

This paper highlights some of the important issues identified by SME managers relating to the adoption of Internet related technology that government policy makers will have to address if their initiatives aimed at increasing adoption among SMEs are to succeed. With a base response rate of 20% the data reveals interesting details relating to actual connectivity levels, attitudes with regard to how small businesses perceive the Internet and electronic commerce, as well as the impact of government policy on Internet connectivity and adoption.

The model of factors influencing perceived risk elements as advocated here may have implications for both future research and practice. More research is needed to identify additional influencing factors, such as personality traits. Another aspect that is recommended for future research is investigating, in a longitudinal study, the effects of perceived risk elements on actual buying behavior of the online consumers in the time to come.(Liebermann 2002)

E-commerce has closest internal relationship with e-marketing, to combining both of them, to make e-marketing based on e-commerce, is conducive to play the functions of each other and the overall advantages. This is not only useful to accelerate the development of e-commerce, it is necessary to promote innovation of e-commerce application model, improvement on e-marketing methods, and ultimately to promote the new economy era coming quickly.

We obtained that e-commerce e-marketing is different from a single e-commerce or e-marketing. It is an integrated e-marketing method by integrating online business management and transactions activities. It not only has the functions of general e-marketing, but also should have the full functions of e-commerce. It is the advanced form of e-commerce, and has more abundant content than general e-commerce.(Meng 2009)

Recent surveys focus on the adoption of e-marketing in both developed and developing countries. This study was conducted to investigate the factors that affect the adoption of e-marketing among small and medium enterprises. Its main objectives were to identify the various factors affecting the decision by SMEs owners and managers to adopt the technology or not.

In addition, determining the level of each factor affects decisions to adopt technology. The study aimed to find out how much SMEs are adopting e-marketing in their activities.

A quantitative approach has been used to determine the magnitude or extent of the factors that influence the adoption of e-marketing among SMEs. A qualitative approach is helpful to provide the researcher with a perspective. The findings of this study do provide a basic support for the inadequate activity of SMEs with concern to e-marketing. The study can therefore conclude that the main factors inhibiting the adoption of electronic marketing among SMEs in Kumasi are: technological incompatibility with target markets; lack of knowledge; stakeholder's unreadiness; technology disorientation as well as perception. (Rahayu and Day 2015)

The adoption factors for e-marketing can be considered as those factors that either facilitate or prevent the adoption of e-marketing. The factors would be looked at in a four-dimensional framework. According to Tornatzky and Fleischer, an organization adopts and uses ICT innovations because of three main factors: technological factor, organizational factor and environmental factor. However, since individuals or a group of individuals owns most SMEs in developing countries including Ghana, the Individual factor has been included. These factors are based on organizational, environmental, technological and individual dimensions.(Myers 2002)

For small and medium organizations to successfully implement e-marketing, an SME must have all the necessary infrastructures needed to conveniently adopt and implement a successful e-marketing. The needed infrastructure is an internet connection or other communication networks like the ethernet connected to electronic devices as laptop computers, personal computers and smart phones. The important element in all of this is the electricity needed to run these electronic equipments which is constantly available in developed countries but may not be the case with developing countries like Ghana which is at present experiencing the worst power crisis in the history of the country.

Several responses from researchers on the obvious obstacles of e-marketing adoption indicate that most SMEs fail to reap its benefits because of a lack of awareness of its potential to transform businesses. (Constantinides, 2010) others in the developed countries have been able to adopt e-marketing successfully. I hope that those in the developing countries like Ghana would eventually comprehend the benefits and impact of adopting e-marketing in their operations as the internet becomes popular in the 21st century.

According to global networked readiness rankings (GITR, 2012), businesses in developing countries like Ghana have a low readiness status for the technology, this might explain why they are not adequately motivated for e-marketing adoption. (Mohamad, Building, and Ismail 2009)

According to research, only large corporations in developed countries have actually taken up e-marketing and realized its benefits (Martinsons, 2008). (Kartiwi & McGregor, 2007) also notes that large business organizations in developed countries find it easier to adopt e-marketing into their operations because of the wide resources available at their disposal whilst SMEs in the developing regions find it a little harder to adopt e-marketing because they lack the expertise, the resources and the political and business environment in the countries does not encourage e-marketing adoption.

Even though SMEs may benefit from e-marketing implementation in several ways, it must be noted that its realization is not easily achieved. Majority of the stated benefits is gained through comparatively meek capital in new technologies.

On the other hand, it is vital to note that the benefits stated above are not tied to e-marketing.

It is noticed that the number of studies conducted by researchers and practitioners in the field of e-marketing from 2003 to 2010 is relatively limited. This can be justified by the relative novelty of e-marketing.

This provides an indication that e-marketing is relatively new for academics and practitioners and also provides reasonable expectations about the increase in number of studies related to e-marketing in the near future. The total number of studies was 365 studies, 73 % of it was empirical and 27 % of the total number of articles was not.

It is also noticed that the research activity output in e-marketing had decreased significantly between 2003 and 2008 within the literature period. Although the published articles had covered the following research areas: e-business, e-marketplace, Electronic Commerce, Electronic platforms, ICT adoption, Internet marketing, On-line trust, B2B, Performance evaluation, The Web, Electronic marketing, e-mail Making, e-readiness, e-relationships, e-security, e-service, e-supply chain management, Internet adaptation, Mobile marketing and some other research. Electronic Commerce was the major research area covered by the researchers in the field followed by Electronic Business and Internet marketing. Most of the empirical studies had been conducted in: the USA, Australia, New Zealand and the UK which was the biggest in number of studies conduct in the literature period..(El-gohary n.d.)

A qualitative research approach was adopted using one-to-one, in-depth semi-structured interviews with the marketing managers or IT professionals of ten small and medium sized enterprises (SMEs) who were directly involved in introducing the internet and e-marketing activities within their respective company.

The findings of this study indicated that e-marketing is still very much in its infancy for some SMEs in a regional economy (Northern Ireland) and that there remains significant scope in its potential use. Although the use of the internet by SMEs has generally continued since 2000 it appears that its overall impact is still low. SMEs perceived value of e-marketing is to enrich company promotion by advertising in more markets with less expense, using e-mail as a marketing tool and decreasing the costs of printing materials such as catalogues and glossy brochures.

The outcomes of the study illustrate the specific barriers and implementation issues encountered by SMEs, identify the consequences of implementing e-marketing on the SME businesses, and identify how SMEs within regional economies could better use e-marketing and facilitate better implementation in the future.(Gilmore, Gallagher, and Gilmore 2007)

The factors that influence e-marketing adoption by SMEs have been examined. The factors are multi-dimensional in nature, the most important three factors according to the survey, are understandability; ease of use and flexible use of the e-marketing technology.

Business should adopt e-marketing in their business activities, there is no need to adopt a „wait-and-see“ attitude towards the adoption of e-marketing technology. e-marketing is believed to improve business performance, improve productivity and job effectiveness.

The adoption of e-marketing by SMEs is expected to increase business returns (Dlodlo&Dhurup, 2013; Mora-Monge et al., 2010; Morikawo, 2004). Marketers in e-marketing should also incorporate the findings of the current study to ensure that SMEs are able to adopt e-marketing in their business activities..(Deh 2014)

Previous research suggests that perceived risk is an important ingredient in the consumer decision-making process. The purpose of the present study is to investigate what are the perceived barriers to internet usage and e-marketing by both users and non-users. By understanding these potential obstacles, more efficient marketing strategies will become available that will drive internet use and e-commerce. A detailed perceived risks map has been developed using a qualitative research paradigm.

Even though most supermarkets are not using the internet extensively now, there is need to consider this tool for the future. In fact with the globalization and the trend toward free trade, local supermarkets will find they are not only competing amongst themselves but also with foreign established retailers.

The internet is already a potentially powerful tool and global new customer “door opening”. The infrastructure could be unfavorable and the internet culture is yet to develop fully, but there is need for supermarkets to go online to serve the fast growing number of internet users in Kenya. Globally, they could target the nostalgic Kenyans living abroad with the local brands. (M 2001)

Analysis of the data indicated that most supermarkets irrespective of their sizes were aware of e-marketing. Though most of them have heard of e-marketing and they understand that it involves the use of the internet, they are yet to fully understand the concept of e-marketing. The results also showed that most supermarkets in Nairobi perceive e-marketing positively.

The findings from the analysis led to following conclusions:

- Most supermarkets view or understand e-marketing in a very narrow sense, that is, it involves selling and advertising on the internet.
- Supermarkets perceive e-marketing as being insecure, complex and costly. This perception needs to be corrected.
- Most supermarkets have not formed a strong and concrete perception about e-marketing. The possible conclusion is that the technology is still new in Kenya and supermarkets need to be educated further about this new marketing tool. (Adam et al (2002)

Compares business use of the Internet (Net) and World Wide Web (Web) across Australia, New Zealand and the UK. The reported inter-country comparison involves studies conducted by the authors in a similar time frame and using similar methodologies. Finds both similarities and differences across the three countries in how business uses the Web with UK firms more likely to be seeking strategic advantage from use of the Internet. In all countries, business use of the Web involves marketing communication; however, use of the Internet as a marketing channel for transactions is much lower. UK firms are more likely to use the Internet in relationship management than are Australasian firms. It can be concluded that there is less sophisticated business use of the Internet by Australasian companies relative to UK companies.

Moreover, use of such familiar technologies as the telephone for new uses such as financial service transactions, is also high. It is clear that further research is needed from the consumer perspective, to answer this question unequivocally.

Further concludes that there is a need for further research to resolve the conundrum facing marketing organizations in all three countries. (Deakin Research Online 2002)

E-marketing, marketing through internet, mobile marketing, web marketing and role of social networks and their component in term of perceptual differences and features which are important to them according to the literatures.

The review of the research contains some aspect of mobile marketing, terms like adaption, role of trust, and customers' satisfaction. Moreover some attributes of marketing through e-mail like Permission issue in e-mail in aim of using for marketing activity and key success factor base on previous literatures.

This review reveals advantages and issues related to each of the tools which were mobile marketing, e-mail marketing, web marketing and marketing through social network sites (SNS).

By reviewing variety of relevant literatures, this research can conclude that there are many tools that firms can use to distribute their promotional messages and create awareness for their customers. (Dehkordi, Rezvani, and Rahman 2012)

This study also contributes to and extends our understanding of the internet as a medium for commercial use in the manufacturing arena, identifying the rationales for adopting or rejecting the internet-based EC by the electronics firms. From a managerial viewpoint, the findings provide support for investment decisions, and for decisions relating to the development internet services that address and take the concerns and needs of companies into consideration.

The multiple regression analysis shows that Rogers' perceived characteristics of innovation –relative advantage, compatibility, complexity and observability were useful predictors.

Compatibility and relative advantage are the factors that primarily influence adoption of EC. Trial ability was not useful predictors of adoption by electronic firms in Malaysia.

Additional characteristics security and confidentiality was turned out to be a significant predictor of adoption. All non-adopters, light adopters and heavy adopters appeared to be aware of this issue.

This study provides a greater understanding of managers' perception of e-commerce adoption in their manufacturing companies. Those interested in promoting their business online may find these results helpful in guiding their efforts. (Shah Alam et al. 2008)

2.3. Comparison of this study with previous studies

A review of previous studies shows that there is a convergence between this study and the previous studies. This is related to the subject of e-marketing and e-commerce and their relation to achieving the objectives of the companies which is the purchase and sale of goods and services through the Internet.

All studies agree in part on e-marketing and e-commerce, which is a competitive advantage for companies.

In spite of this similarity and convergence between the previous studies and our current study, there are differences in the following points:

Most of these studies dealt with the subject of e-commerce and e-marketing, and their relation to the competitive advantage of companies.

E-commerce is a comprehensive study and review of the study of strategies at the level of the organization as a whole, while this study reviews the subject of e-marketing which is more specific and related only to the activity of companies and consumers in Sudan.

CHAPTER THREE

3. Research Methodology

This chapter deals with data preparation, analysis and interpretation gathered from respondents specifically managers of companies and customers working in every sectors and concerned government bodies based on the methodology stated. The data are summarized in a tabular form and are expressed in percentage.

3.1. Methodology

The method used in this research includes two main phases; first phase is reviewing relevant literature and proposed research model and the second phase is conducting questionnaires to explain and test whether or not the developed and proposed model has relevancy to the model. The research follows descriptive analytical method using the questionnaire as a tool for data collection and use the software and appropriate statistical methods for analysis and achieve the objectives of the study.

3.1.1. Research Design

This research adopts the quantitative research design in order to be able to systematically describe the characteristics of e- marketing in Sudan. This will also help to explain the research problems related to the study. It is also an ideal research design to illustrate the current situation of e marketing in Sudan and therefore suits to be used.

3.1.2. Research Model

A research model also explained in the literature part is developed after reviewing various literature and primary data. The model aims to test e-marketing.

3.1.3. Reliability

Reliability refers to the extent to which the same answers can be obtained using the same instruments more than one time. It indicates the extent to which it is without bias and hence ensures consistent measurement across time and across the various items in the instrument (Sekaran, 2003).

Generally, the research used the following statistical methods:

1. Graphic formats.
2. The frequency distribution of the answers.
3. The percentages.
4. Mean.
5. Standard Deviation.

3.3. Sources of data collection

To conduct the research study, both primary and secondary source of data is used in order to get adequate and relevant information about the topic.

✓ The primary sources

The primary data is gathered through questionnaire distributed to company managers and customers. The questionnaire used is both open ended and close ended.

✓ The secondary sources

Books and references and previous studies of online specializing in e-marketing and scientific journals.

3.4. Sample size determination

A sample is the complete collection of the elements that are of interest in a given investigation. As delineated in the literature review. In regard with this situation Sudanese consumers and companies constitute the population of the research.

The method of sampling was convenience sampling. Convenience sampling is a non-probability sample that selects the participants that are readily available for the study (Wimmer and Dominick, 2003). The sample population was also chosen for it offers the most convenient area for the researcher in terms of accessibility, familiarity and easiness since during data collection all the respondents were available to give answer.

A total of 456 people was used as a sample size out of which 56 enterprises and 400 customers are provided questionnaire and filled which means 100% were completed and returned.

3.5. Data Gathering Procedures

Procedures followed in the used survey are explained in that section, in addition to primary and secondary data from related published studies:

The purpose of the survey was clearly explained to the respondents in the questionnaire they were also requested for contributing objectively and carefully while filling the survey.

The researcher used all social class in his country regrouping both students, workers, retired people and also non-workers as research population.

The questionnaires were produced into google forms and sent to respondents through e-mails and social networks sites like Facebook and WhatsApp

Respondents were also asked to respond all the required sections and to not leave any parts of the questionnaire unanswered.

Data was collected from mid-April till mid-December 2017 in Sudan. Returned questionnaires were checked and analyzed first in google form then copied in Excel to ensure accuracy, consistency, reliability and credibility.

The data gathered thereafter was collated, coded and statistically treated using the Statistical Package for Social Science (SPSS).

3.6. Data Analysis

Once the raw data is collected through the questionnaire, quantitative methods of data analysis is used. This includes the use of percentages and frequency distribution tables to better describe characteristics in the study. Reliability and Cronbach alpha values were also used to assure the instrument used. The study also used SPSS program to conduct analysis. Detailed analysis of the data is discussed in the next chapter.

3.7. Ethical Considerations

To ensure confidentiality of the information provided by the respondents and to ascertain ethical conduct in this study, the researcher implemented the following activities:

The questionnaire was checked by professionals to ensure that all procedures followed the ethical rules and the design was such that it did not seek the names, addresses and contact details of the respondents, which was a good measure to protect privacy of the respondents (Appendix 2).

Acknowledge authors quoted in this study through citations and referencing.
Presented the findings as were reflected on the questionnaires to ensure honesty.

CHAPTERFOUR

4. RESEARCH ANALYSIS

In this chapter, we are focusing on demographic profile of the respondents first, then the findings of reliability, mean and standard deviation is applied to describe the result.

4.1. Customer response analysis

4.1.1. Response rate and questionnaire analysis:

The results were presented in two parts covering the study according to:

- Frequency distribution of study responses
- Percentage and analysis of the terms of study

4.1.2. Stability & reliability:

This is used to measure the stability and consistency of the questionnaire and the given responses and not to contradict itself. This is done in case the same results were to be obtained if the questionnaire was to be distributed on the same sample again.

Table 4.1. *Alpha Cronbach coefficient of determination of the terms of the questionnaire*

Number of Phrases	Value of the alpha coefficient Cronbach
22	0.718

Source: Survey data 2017

From Table 4.1. it is clear that the value of alpha-Cronbach coefficient was 0.718, meaning that the accuracy and reliability of the questionnaire is 72%. This means that the questionnaire has an excellent stability coefficient, which achieves the study objectives and makes the results of the statistical analysis acceptable.

Table 4.2. *Frequency Distribution of Gender's data*

Gender	Frequency	Percent %
Male	250	62.5
Female	145	36.2
Total	395	98.8
Missing value	5	1.2
Total	400	100%

Source: Survey data 2017

Table 4.2. show that majority of the respondents are males 250 which is (62.5%) while 145 respondents (36.2%) were females and the remaining 5 respondents (1.2%) are missing values.

Table 4.3. *Frequency distribution of Marital Status's data*

Marital Status	Frequency	Percent %
Single	171	42.8
Married	170	42.5
Widow	41	10.2
Divorce	12	3
Total	394	98.5
Missing value	6	1.5
Total	400	100%

Source: Survey data 2017

Table 4.3. show that the majority of respondents are single 171 (42.8%), while 170 (42.5%) of the respondents are married, 41 (10.2%) of the respondents are widows followed by 12 (3%) divorced and 6 (1.5%) missing data.

Table 4.4. *Frequency distribution of Age category's data*

Age category	Frequency	Percent %
18-25	252	63
26-35	133	33.2
36-45	4	1
46 & above	3	0.8
Total	392	98
Missing value	8	2
Total	400	100%

Source: Survey data 2017

Table 4.4. Show that the majority of the age-group of the sampled members is between 18-25 with 252 (63%), while 133 (33.2%) were between 26 - 35 age group, 4 (1%) were between 36 – 45 years old and finally 3 (0.8%) were 46 years old and above, In addition there are values missing from the analysis by (8) and (2%).

Table 4.5. *Frequency distribution of level of education's data*

level of education	Frequency	Percent%
No formal education	2	0.5
Preparatory	2	0.5
Primary school	26	6.5
higher education	216	54
Secondary school	143	35.8
technical and vocational	5	1.2
Total	394	98.5
Missing value	6	1.5
Total	400	100%

Source: Survey data 2017

Table 4.5. show that the educational qualification of the majority of the respondents are higher education 216 (54%), followed by secondary school 143 (35.8%), primary school 26 (6.5%), technical and vocational 5 (1.2%), and no formal education 2 (0.5%) for each category of the total sample. There are values missing from the analysis by (6) and (1.5%).

Table 4.6. *Frequency distribution of Employment status data*

Employment status	Frequency	Percent %
Government employee	87	21.8
Special employee	96	24
Free works	48	12
Student	118	29.5
Not work	46	11.5
Total	395	98.8
Missing value	5	1.2
Total	400	100%

Source: Survey data 2017

Table 4.6. show that the employment distribution for the majority of the sample are students 118 (29.5%), followed by special employees 96 (24%) , government employees 87 (21.8%), free works 48 (12%), while 46 (11.5%) of the respondents do not work and finally there is 5 (1.2%) missing value.

Table 4.7. *Frequency distribution of monthly income data*

Monthly income	Frequency	Percent %
Less than 500 \$	306	76.5
500-1000\$	56	14
1100-2000\$	22	5.5
2200-3000	4	1
More than 3000\$	6	1.5
Total	394	98.5
Missing value	6	1.5
Total	400	100%

Source: Survey data 2017

Table 4.7.show that the majority of respondents are in the category less than \$ 500 (306) 76.5%, followed by 56 (14%) from category of \$ 500-1000, 22 (5.5%) from category \$1100-2000, while 4 (1%) are within \$ 2,100-3000 and finally 6 (1.5%) of the

total sample are more than \$ 3000. There are values missing from the analysis by (6) and (1.5%).

Table 4.8. *Frequency distribution of respondents residence's data*

Place of residence	Frequency	Percent %
Sudan	297	74.2
Turkey	46	11.5
America	1	0.2
Europe	11	2.8
Africa	4	1
Other	36	9
Total	395	98.8
Missing value	5	1.2
Total	400	100%

Source: Survey data 2017

Table 4.8. show that majority of the respondents resides in the Sudan with 297 (74.2%), followed by Turkey 46 (11.5%), 11 (2.8%), in Europe, 4 (2.8%) in Africa, 1 (0.2%) America and 36 (9%) in other countries. There are values missing from the analysis by (6) and (1.5%).

4.1.3. e-marketing related questions

1) Do you use internet?

Table 4.9. *Frequency distribution of question (1)*

Question (1)	Frequency	Percent%
Yes	390	97.5
No	5	1.2
Total	395	98.8
Missing value	5	1.2
Total	400	100%

Source: Survey data 2017

Table 4.9. show that the answer to the first question have majority of the respondents say (yes) with (390) and (97.5%), and no answer (5) and 1.2% of the total sample. There are values missing from the analysis by 5 (1.2%).

2) How long have you started using internet?

Table 4.10. *Frequency distribution of question (2)*

Question (2)	Frequency	Percent %
Less than one year	10	2.5
1-2 years	15	3.8
3-6 years	83	20.8
7-10 years	148	37
More than ten years	136	34
Total	392	98
Missing value	8	2
Total	400	100%

Source: Survey data 2017

Table 4.10. show that majority of the respondents started using internet at 7-10 years with 148 and 37%, followed by those that are >10 years with 136 and 34%, 3-6 years with 83 and 20.8%, 1-2 years with 15 and 3.8% and less than one year with 10 (2.5%) of the total sample. There are values missing from the analysis by 8 (2.0 %).

3) Where do you access the Internet?

Table 4.11. *Frequency distribution of question (3)*

Question (3)	Frequency	Percent%
Work	65	16.2
Home	217	54.2
General place	45	11.2
Everywhere	66	16.5
Another	0	0
Total	393	98.2
Missing value	7	1.8
Total	400	100%

Source: Survey data 2017

Table 4.11. show that majority of the respondents used internet at home with 217 (54.2%) followed by everywhere with 66 (16.5%), at work 65 (16.2%), general place

with 45 (11.2%) of the total sample. There are values missing from the analysis by 7 (1.8%).

4) How many hours a day do you spend on Internet?

Table 4.12. Frequency distribution of question (4)

Question (4)	Frequency	Percent%
Less than one hour	9	2.2
1-2 hours	79	19.8
6-3hours	196	49
10-7hours	71	17.8
More than ten hours	38	9.5
Total	393	98.2
Missing value	7	1.8
Total	400	%100

Source: Survey data 2017

Table 4.12. show that majority of the respondents used internet for 3-6 hours with 196 (49%), followed by 1-2 hours with 79 (19.8%), 7-10 hours with 71 (17.8%), More than ten hours with 38 (9.5%) and Less than one hour 9 (2.2%). There are values missing from the analysis by 7 (1.8%) of the total sample.

5) Do you use e-marketing in purchasing goods and services online?

Table 4.13. Frequency distribution of question (5)

Question (5)	Frequency	Percent %
Yes	193	48.2
No	199	49.8
Total	392	98
Missing value	8	2
Total	400	100%

Source: Survey data 2017

Table 4.13.show that majority of the respondents did not use e-marketing in purchasing goods and services with 199 (49.8%), while 193 (48.2%) of the total sample used. There are values missing from the analysis by 8 (2.0%) of the total sample.

6) Do you have credit card?

Table 4.14. *Frequency distribution of question (6)*

Question (6)	Frequency	Percent %
Yes	129	32.2
No	263	65.8
Total	392	98
Missing value	8	2
Total	400	100 %

Source: Survey data 2017

Table 4.14.show that majority of the respondents have no credit card with 263 (65.8%), while only 129 (32.2%) of the respondents from the total sample have credit card. There are values missing from the analysis by 8 (2.0%) of the total sample.

7) If your answer to the above question is yes, do you use a credit card to buy online?

Table 4.15. *Frequency distribution of question (7)*

Question (7)	Frequency	Percent %
Yes	100	77,5
No	17	13,17
Total	117	90,67
Missing value	12	9,3
Total	129	100%

Source: Survey data 2017

Table 4.15.show that among the total respondents who have credit card which are 129, only 100 (77,5%) of them use a credit card to buy online while 17 respondents (13,17%) don't use credit card in e-marketing although they already have a credit card, and there are values missing from the analysis by 12 (9,3%) of the total sample of those who have a credit card.

8) Have you ever bought a good or service online?

Table 4.16. *Frequency distribution of question (8)*

Question (8)	Frequency	Percent %
Yes	201	50.2
No	189	47.2
Total	390	97.5
Missing value	10	2.5
Total	400	100%

Source: Survey data 2017

Table 4.16. show that 201 (50.2%) of respondents bought a good or service online while 189 (47.2%) of the respondents did not bought a good or service online. There are values missing from the analysis by 10 (2.5%) of the total sample.

4.1.4. special questions regarding e-marketing

Table 4.17. *Frequency distribution of question from 9-13*

No	e- marketing features for customers	mean	St. Deviation
9	Internet shopping offers the highest quality products in easy manner.	2.28	1.044
10	Internet shopping offers a greater diversification of products.	1.78	.744
11	Online shopping provides non-existent products in local markets.	1.76	.856
12	Online shopping provides products and services cheaper.	2.34	1.094
13	Online shopping makes easier the comparison between different products and services.	2.01	.980

Source: Survey data 2017

From the table above

The value of the arithmetic mean for Question 9 is (2.28) and the standard deviation is (1.044). this, according to the five-digit Likert index, means that the respondents agree with the question.

- The value of the arithmetic mean for the tenth question (1.78) and the standard deviation value (.744), according to the five-digit Likert, means that the respondents strongly agree with the question 10.
- The mean value of the eleventh question is (1.76) and the standard deviation (.856) and the five-digit Likert means that the respondents strongly agree with the question in question 11.
- The value of the arithmetic mean of question twelve is (2.34) and the standard deviation (1.094), according to the five-digit Likert, this means that the respondents agreed with the question.
- The value of the arithmetic mean thirteenth question (2.01) and standard deviation (0.980) was calculated according to the five-digit Likert. This means that the respondents agreed to the question in Question 13.

From the above we can infer that most of the customers by far agree on the various features the internet marketing offer in consideration with the wide range of goods and service it provides keeping quality and competitive price.

Table 4.18. *Frequency distribution of question from 14-18*

No	Benefits of e- marketing for customers	mean	St. Deviation
14	Online Shopping in general reduces shopping time.	1.65	.758
15	Online shopping is more comfortable than going by car to the market.	1.73	.853
16	Online shopping reduces travel to large cities for shopping.	1.69	.784
17	The idea of making a purchase via Internet is easy to use.	2.23	1.019
18	It's easy to use online shopping websites.	2.01	.839

Source: Survey data 2017

From the table above

- The value of the arithmetic mean fourteenth question (1.65) and the standard deviation (.758), according to the five-digit Likert, mean that the respondents strongly agree with the question in question 14.

- The value of the arithmetic mean 15th question (1.73) and the standard deviation (8530) and the five-digit Likert mean that the respondents strongly agree with the question in question 15.
- The value of the arithmetic mean sixteenth question (1.69) and the standard deviation value (7840), according to the five-digit Likert index, it means that the respondents strongly agree with the question in question 16.
- The value of the arithmetic mean 17th question (2.23) and the standard deviation (1.019), according to the five-digit Likert, mean that the respondents agree with the question in question 17.
- The value of the arithmetic mean 18th question (2.01) and standard deviation (.8390), according to the five-digit Likert scale, means that the respondents agree with the question in question 18.

The above table confirms that most of the customers strongly agree that internet marketing has the ability of saving a considerable amount of time and effort. Therefore, we can conclude that the shopping time and effort required by internet marketing is significantly lower than that of conventional way of shopping which gives internet marketing grater advantage.

Table 4.19. *Frequency distribution of question from 19-24*

No	Security and related issues of e marketing for customers	mean	St. Deviation
19	The completion of the buy request process via the internet is a complex issue.	3.11	1.117
20	The e-marketing process online is not safe.	2.61	1.007
21	Prefer to use the internet to identify and choose products and then buy them from shopping malls.	2.28	1.006
22	In general, there are more risks in online shopping than benefits.	3.01	1.053
23	Using a credit card for purchases via the internet is a safe process.	2.64	.978
24	Online sellers do not keep the personal information.	2.86	.939

Source: Survey data 2017

From the table above

- The value of the arithmetic mean 19th question (3.11) and the standard deviation (1.117), according to the five-digit Likert, means that the respondents are neutral on the question in question 19.

- The value of the arithmetic mean 20th question (2.61) and the standard deviation (1.007), according to the five-digit Likert, mean that the respondents are neutral on the question in question 20.
- The value of the arithmetic mean 21th question (2.28) and the standard deviation (1.006), according to the five-digit Likert, mean that the respondents agree with the question in question 21.
- The value of the arithmetic mean 22th question (3.01) and the standard deviation (1.053), according to the five-digit Likert, mean that the respondents are neutral in the twenty-second question.
- The value of the arithmetic mean 23th question (2.64) and the standard deviation (0.9780). According to the five-digit Likert, the respondents were neutral in the twenty-third question.
- The value of the arithmetic mean 24th question (2.86) and the standard deviation (0.939), according to the fifth Likert, mean that the respondents are neutral in the twenty-fourth question.

The above table generally deals with the customers attitude towards the safety, security, privacy and complexity of the overall internet buying and selling process. Hence, most of the customers were found to be neutral.

4.2. Companies Response Analysis

4.2.1. Response rate and questionnaire analysis

The results were presented in two parts covering the study according to:

- Frequency distribution of study responses
- Percentage analysis of the terms of study

4.2.2. Stability & reliability

This is used to measure the stability and consistency of the questionnaire and the given responses and not to contradict itself. This is done in case the same results were to be obtained if the questionnaire was to be distributed on the same sample again.

Table 4.20. Alpha Cronbach coefficient of determination of the terms of the questionnaire

Number of Phrases	Value of the alpha coefficient Cronbach
28	0.748

Source: Survey data 2017

From Table 4.20. it is clear that the value of the alpha-Cronbach coefficient was 0.612, meaning that the accuracy and reliability of the questionnaire is 61%. This means that the questionnaire has very good stability coefficient, which achieves the study objectives and makes the results of the statistical analysis acceptable.

1) What is your position in the company

Table 4.21. *Frequency Distribution of position's data*

Position	Frequency	Percent %
IT Manager	2	3.6
Marketing Manager	12	21.4
General manager	6	10.7
Other	36	64.3
Total	56	100%

Source: Survey data 2017

Table 4.21. show that the majority of the respondents are other 36 which is 64.3% while 12 respondents (21.4%) were marketing manager ,the respondents of general manager 6 which is (10.7%) and the remaining 2 respondents (3.6%) are IT manager .

2) Gender

Table 4.22. *Frequency Distribution of Gender's data*

Gender	Frequency	Percent %
Male	49	87.5
Female	7	12.5
Total	56	100%

Source: Survey data 2017

Table 4.22. show that the majority of the respondents are males 49 which is (87.5%) while 7 respondents were females is (12.5%).

3). Please specify your age.

Table 4.23. *Frequency Distribution of age's data*

Age	Frequency	Percentage%
Less than 25 year	6	10.7
25-35 years	39	69.6
36-45 years	6	10.7
46-55 years	5	8.9
above 55 years	0	0
Total	56	100%

Source: Survey data 2017

Table 4.23. Show that the majority of the respondents are 25-35 years 39 which is (69.6%) , while 6 respondents (10.7%) were less than 25 years and 36-45 years ,the remaining 5 respondents (8.9%) are 46-55 years .

4). What is your level of education?

Table 4.24. *Frequency Distribution of education's data*

Level of education	Frequency	Percentage%
No formal education	0	0
Higher education	26	46.4
Primary school	0	0
Secondary school	0	0
College education	30	53.6
technical and vocational	0	0
Total	56	100%

Source: Survey data 2017

Table 4.24.show that the majority of the respondents are college education 30 which is 53.6% , while 26 respondents (46.4%) were higher education .

5) Is the company local or foreign ?

Table 4.25. *Frequency Distribution of company location's data*

Location	Frequency	Percentage%
Local	42	75
Foreign	12	21.4
Other	2	3.6
Total	56	100%

Source: Survey data 2017

Table 4.25. show that the majority of the respondents are local 42 which is 75% , while 12 respondents (21.4%) were foreign , the remaining 2 respondents (3.6%) are other .

7). Which city in Sudan is your company located?

Table 4.26. *Frequency Distribution of company city's data*

City	Frequency	Percentage%
Khartoum	50	89.3
Bahri	3	5.4
Omdurman	1	1.8
Port Sudan	1	1.8
Other	1	1.8
Total	56	100%

Source: Survey data 2017

Table 4.26.show that the majority of the respondents are khartoum 50 which is 89.3%, while 3 respondents (4.5%) were Bahri , the remaining 1 respondents (1.8%) are Omdurman , Port Sudan and other(Kasala) .

8). Nature of your company

Table 4.27. *Frequency Distribution of company nature's data*

Company nature	Frequency	Percentage%
Manufacturing	11	19.6
Trading	11	19.6
Services	24	42.9
Other	10	17.9
Total	56	100%

Source: Survey data 2017

Table 4.27. show that the majority of the respondents are service (24) which is 42.9% , while (11) respondents (19.6%) were manufacturing and trading , the remaining (10) respondents (17.9%) are other .

9).What is the scope of your business activities?

Table 4.28. *Frequency Distribution of scope's data*

Scope	Frequency	Percentage%
Local	15	26.8
National	22	39.3
International	19	33.9
Total	56	100%

Source: Survey data 2017

Table 4.28.show that the majority of the respondents are national 22 which is 39.3% , while 19 respondents (33.9%) were international , the remaining 15 respondents (26.8%) are local .

10).How many employees work with your company in Sudan?

Table 4.29. *Frequency Distribution of employees number's data*

employees number	Frequency	Percentage%
Less than 10	4	7.1
10 – 24	11	19.6
25 – 50	1	1.8
51 – 100	4	7.1
101 -150	1	1.8
151 – 200	6	10.7
More than 200	29	51.8
Total	56	100%

Source: Survey data 2017

Table 4.29.show that the majority of the respondents are more than 200 (29) which is 51.8% , then 11 respondents (19.6%) were 10-24 , the respondents are 151-200 (6) which is 10.7% then the respondents are less than 10 and 51-100 (4) which is 7.1%, the remaining 1 respondents (1.8%) are 25-50 and 101-150 .

11). Since how many year working on this industry/sector?

Table 4.30. *Frequency Distribution of years of working's data*

years of working	Frequency	Percentage%
1- 10	26	46.4
11 – 20	10	17.9
21 – 30	9	16.1
31 – 40	6	10.7
41 -50	0	0
51 – 100	4	7.1
100& above	1	1.8
Total	56	100%

Source: Survey data 2017

Table 4.30. show that the majority of the respondents are 1-10 years 26 which is (46.4%) , then 10 respondents (17.9%) were 11-20 , the respondents are 21-30 9 which is (16.1%) then the respondents are 31-40 (6) which is (10.7%), the respondents are 51-100 (4) which is 7.1% , the remaining 1 respondents (1.8%) are 100 & above .

4.2.3. Questions general in the e-marketing

1) Do you use internet in your company?

Table 4.31. *Frequency Distribution of internet use's data*

internet use	Frequency	Percentage%
Yes	55	98.2
No	1	1.8
Total	56	100%

Source: Survey data 2017

Table 4.31. show that the majority of the respondents are yes 55 which is (98.2%), the remaining 1 respondents (1.8%) are No.

2). when do you started using internet in the company?

Table 4.32. *Frequency Distribution of time of using internet's data*

time of using internet	Frequency	Percentage%
Less than one year	6	10.7
1-3 years	16	28.6
4-6 years	9	16.1
7-9 years	3	5.4
More than ten years	22	39.3
Total	56	100%

Source: Survey data 2017

Table 4.32. show that the majority of the respondents are more than ten years 22 which is (39.3%) , then 16 respondents (28.6%) were 1-3 years , the respondents are 4-6 years 9 which is (16.1%) then the respondents are less than one year 6 which is (10.7%) , the remaining 3 respondents (5.4%) are 7-9 years .

3). How do you get your internet connection in the company?

Table 4.33. *Frequency Distribution of internet connection's data*

internet connection	Frequency	Percentage%
Thabit ADSL	18	32.1
Sudani MDSL	15	26.8
Zain connect	12	21.4
Canar connect	7	12.5
MTN Link	4	7.1
One connect	0	0
Total	56	100%

Source: Survey data 2017

Table 4.33. show that the majority of the respondents are Thabit ADSL 18 which is (32.1%) , then 15 respondents (26.8%) were Sudani MDSL , the respondents are Zain connect 12 which is (21.4%) , then the respondents are Canar connect 7 which is (12.5%) , the remaining 4 respondents (7.1%) are MTN Link .

4). Capacity of your internet connection?

Table 4.34. *Frequency Distribution of internet capacity's data*

internet capacity	Frequency	Percentage%
Excellent	8	14.3
Very good	24	42.9
Good	3	5.4
Other	17	30.4
Total	52	92.9
Missing value	4	7.1
Total	56	100%

Source: Survey data 2017

Table 4.34.show that the majority of the respondents are very good 24 which is (42.9%) , then 17 respondents (30.4%) were other , the respondents are Excellent 8 which is (14.3%) , then the respondents are good 3 which is (5.4%) , the remaining 4 respondents (7.1%) are missing value .

5) If you use the internet, do you have a website ?

Table 4.35. *Frequency Distribution of website's data*

Website	Frequency	Percentage%
Yes	36	64.3
No	20	35.7
Total	56	100%

Source: Survey data 2017

Table 4.35.show that the majority of the respondents are yes 36 which is (64.3%) , the remaining 20 respondents (35.7%) are no .

6). Which of the following would be a major objective for your business for the next three years?

Table 4.36. *Frequency Distribution of major objective's data*

major objective	Frequency	Percentage%
To reduce in size	1	1.8
Stay same size	0	0
Grow moderately	33	58.9
Grow substantially	22	39.3
Total	56	100%

Source: Survey data 2017

Table 4.36. show that the majority of the respondents are grow moderately 33 which is (58.9%) , then the respondents are grow substantially 22 which is (39.3%) , the remaining 1 respondents (1.8%) are to reduce in size .

4.2.4. e-marketing related questions

7). Do have you heard of e- marketing?

Table 4.37. *Frequency Distribution of e-marketing's data*

e-marketing	Frequency	Percentage%
Yes	54	96.4
No	2	3.6
Total	56	100%

Source: Survey data 2017

Table 4.37. show that the majority of the respondents are yes 54 which is (96.4%) , the remaining 2 respondents (3.6%) are No .

8). To what extent does management perceive in the role of e-marketing in the operations of the company?

Table 4.38. *Frequency Distribution of e-marketing role's data*

e-marketing role	Frequency	Percentage%
Very Unimportant	1	1.8
Somewhat Unimportant	2	3.6
Neutral	11	19.6
Somewhat Important	12	21.4
Very Important	30	53.6
Total	56	100%

Source: Survey data 2017

Table 4.38. show that the majority of the respondents are very important 30 which is (53.6%) , then the respondents are somewhat important 12 which is (21.4%) ,the respondents are neutral 11 which is (19.6%), the respondents are somewhat unimportant 2 which is (3.6%) ,the remaining 1 respondents (1.8%) are very unimportant .

9). Do you use e-marketing in purchasing goods and services online to the company?

Table 4.39. *Frequency Distribution of online purchase's data*

online purchase	Frequency	Percentage%
Yes	33	58.9
No	23	41.1
Total	56	100%

Source: Survey data 2017

Table 4.39. show that the majority of the respondents are yes 33 which is (58.9%) , the remaining 23 respondents (41.1%) are No .

10).What are the requirements of E- marketing?

Table 4.40. *Frequency Distribution of requirements of E- marketing 's data*

requirements of E- marketing	Frequency	Percentage%
Technical infrastructure of computers and network communications	38	67.9
Database management system and related software	7	12.5
The digital database content	1	1.8
Standard off the shelf software	0	0
Project management	1	1.8
Staff training and development	7	12.5
Other	2	3.6
Total	56	100%

Source: Survey data 2017

Table 4.40. show that the majority of the respondents are Technical infrastructure of computers and network communications 38 which is (67.9%) , then 7 respondents (12.5%) were Database management system and related software and Staff training and development , the respondents are Other 2 which is (3.6%) , then the respondents are The digital database content and Project management 1 which is (1.8%) .

Table 4.41. *Frequency distribution of question from 11-16*

NO.	e- marketing benefits to companies	Mean	Standard deviation
11	The cost of the Internet tends to outweigh benefits.	3.02	1.183
12	Our employees will waste time using the Internet.	3.55	1.008
13	The Internet is a valuable business tool.	1.62	0.865
14	Developing new products and services is vital for the success of our business.	1.46	0.602
15	Our ability to tap into markets across a wide geographical area is vital for success.	1.62	0.59
16	The Internet has no relevance to our business.	4.2	0.796

Source: Survey data 2017

From the table above

- The value of the arithmetic mean question 12 is (3.02) and the standard deviation (1.183), according to the five-digit Likert, mean that the respondents neutral with the question in question 12.

- The value of the arithmetic mean question 13 is (3.55) and standard deviation (1.008) was calculated according to the five-digit Likert. This means that the respondents disagree to the question in question 13.
- The value of the arithmetic mean question 14 is (1.62) and standard deviation (.865) was calculated according to the five-digit Likert. This means that the respondents strongly agreed to the question in question 14.
- The value of the arithmetic mean question 15 is (1.46) and standard deviation (.602) was calculated according to the five-digit Likert. This means that the respondents strongly agreed to the question in question 15.
- The value of the arithmetic mean question 16 is (1.62) and standard deviation (.590) was calculated according to the five-digit Likert. This means that the respondents Agreed to the question in Question 16.
- The value of the arithmetic mean question 17 is (4.20) and standard deviation (.796) was calculated according to the five-digit Likert. This means that the respondents Disagreed to the state question 17.

All in all, it can be said that companies strongly embrace the benefit that can be ripped off from going online in their business activities while they tend to avoid pessimist point of view like employees wastage of time because of internet.

Table 4.41. *Frequency distribution of question from 17-20*

NO.	e- marketing Safety and other issues for companies	Mean	Standard deviation
17	The Internet poses security threats to a business.	2.98	1.053
18	I think there are concerns of using the Internet.	2.84	1.058
19	The government should give more incentives to help firms get on the Internet.	1.7	0.658
20	The Internet is mainly for young businesses.	3.86	1.052

Source: Survey data 2017

From the table above

- The value of the arithmetic mean question 18 is (2.98) and standard deviation (1.053) was calculated according to the five-digit Likert. This means that the respondents neutral to the question in question 18.

- The value of the arithmetic mean question 19 is (2.84) and standard deviation (1.058) was calculated according to the five-digit Likert. This means that the respondents neutral to the question in question 19.
- The value of the arithmetic mean question 20 is (1.70) and standard deviation (.658) was calculated according to the five-digit Likert. This means that the respondents strongly Agreed to the question in question 20.
- The value of the arithmetic mean question 21 is (3.86) and standard deviation (1.052) was calculated according to the five-digit Likert. This means that the respondents disagree to the question in question 21.

The above table generally deals with the companies' attitude towards the safety, and security of the overall internet buying and selling process. Hence, most of the companies were found to be neutral while the showed a strong need for assistance from the government. On the other hand, companies strongly refuse that only young businesses need to apply e marketing.

Table 4.41. *Frequency distribution of question from 21-25*

NO.	Importance of e- marketing for Companies	Mean	Standard deviation
21	E- marketing is really just a fashion.	3.7	0.971
22	Our customers increasingly expect us to be on-line.	2.09	0.815
23	Good location is vital to business success	1.66	0.793
24	Building contacts is vital for business success.	1.48	0.539
25	Small companies stand to gain more from using the Internet than their larger competitors.	2.75	0.879

Source: Survey data 2017

From the table above

- The value of the arithmetic mean for question 22 is (3.70) and the standard deviation is (.971). this, according to the five-digit Likert index, means that the respondents disagree with the question.
- The value of the arithmetic mean question 23 is (2.09) and standard deviation (.815) was calculated according to the five-digit Likert. This means that the respondents Agreed to the question in question 23.
- The value of the arithmetic mean question 24 is (1.66) and the standard deviation value (.793), according to the five-digit Likert, mean that the respondents strongly agree with the question in question 24.

- The mean value of the question 25 is (1.48) and the standard deviation (.539) and the five-digit Likert, mean that the respondents strongly agree with the question in question 25.
- The value of the arithmetic mean question 26 is (2.75) and standard deviation (.879) was calculated according to the five-digit Likert. This means that the respondents Neutral to the question in question 26.

The above table generally reveals that, most of the companies agree on the importance and inevitability of e marketing for their companies while they disagree on the idea that considers e marketing merely as a fashion. Meanwhile, companies showed stayed neutral regarding the e marketing importance in relation with company size.

4.2.5. Business activities: Current and future plans

26.Has a web page.

Table 4.42. *Frequency Distribution*

Statement	Frequency	Percentage%
Yes	45	80.4
No	5	8.9
Planned	6	10.7
Total	56	100%

Source: Survey data 2017

Table 4.42. show that the majority of the respondents are yes 45 which is (80.4%) ,following by 6 respondents which is (10.7%) are (planned) , the remaining 5 respondents (8.9%) are No .

27. Purchases goods / services via the Internet.

Table 4.43. *Frequency Distribution*

Statement	Frequency	Percentage%
Yes	36	64.3
No	15	26.8
Planned	5	8.9
Total	56	100%

Source: Survey data 2017

Table 4.43. show that the majority of the respondents are yes 36 which is (80.4%),following by 15 respondents are (No) which is (26.8%) , the remaining 5 respondents (8.9%) are (planned) .

28. Sells goods or services via the Internet.

Table 4.44. *Frequency Distribution*

Statement	Frequency	Percentage%
Yes	29	51.8
No	18	32.1
Planned	9	16.1
Total	56	100%

Source: Survey data 2017

Table 4.44. show that the majority of the respondents are yes 29 which is (51.8%) ,following by 18 respondents are (No) which is (32.1%) , the remaining 9 respondents (16.1%) are (planned) .

29. Supplies product information via the Internet.

Table 4.45. *Frequency Distribution*

Statement	Frequency	Percentage%
Yes	49	87.5
No	5	8.9
Planned	2	3.6
Total	56	100%

Source: Survey data 2017

Table 4.45. show that the majority of the respondents are yes 49 which is (87.5%),following by 5 respondents are (No) which is (8.9%) , the remaining 2 respondents (3.6%) are (planned) .

30. Bids for contracts via the Internet.

Table 4.46. *Frequency Distribution*

Statement	Frequency	Percentage%
Yes	24	42.9
No	19	33.9
Planned	13	23.2
Total	56	100%

Source: Survey data 2017

Table 4.4.6. show that the majority of the respondents are yes 24 which is (42.9%),following by 19 respondents are (No) which is (33.9%) , the remaining 13 respondents (23.2%) are (planned) .

31. Uses the Internet to find out about our competitors.

Table 4.47. *Frequency Distribution*

Statement	frequency	Percentage%
Yes	42	75.0
No	9	16.1
Planned	5	8.9
Total	56	100%

Source: Survey data 2017

Table 4.4.7. show that the majority of the respondents are yes 42 which is (75.0%),following by 9 respondents are (No) which is (16.1%) , the remaining 5 respondents (8.9%) are (planned) .

32. Uses the Internet to find out about our customers.

Table 4.4.8. *Frequency Distribution*

Statement	frequency	Percentage%
Yes	42	75.0
No	12	21.4
Planned	2	3.6
Total	56	100%

Source: Survey data 2017

Table 4.4.8. show that the majority of the respondents are yes 42 which is (75.0%) ,following by 12 respondents are (No) which is (21.4%) , the remaining 2 respondents (3.6%) are (planned) .

33. Uses the Internet to find new suppliers

Table 4.49. *Frequency Distribution*

Statement	Frequency	Percentage%
Yes	48	85.7
No	5	8.9
Planned	3	5.4
Total	56	100%

Source: Survey data 2017

Table 4.49. show that the majority of the respondents are yes 48 which is (85.7%) ,following by 5 respondents are (No) which is (8.9%) , the remaining 3 respondents (5.4%) are (planned) .

34. Uses the Internet to build business connections

Table 4.50 *Frequency Distribution*

Statement	Frequency	Percentage%
Yes	50	89.3
No	2	3.6
Planned	4	7.1
Total	56	100%

Source: Survey data 2017

Table 4.4.10. show that the majority of the respondents are yes 50 which is (89.3%),following by 4 respondents are (planned) which is (7.1%) , the remaining 2 respondents (3.6%) are (NO) .

35. Monitors the number of visitors (hits) to our site.

Table 4.51. *Frequency Distribution*

Statement	Frequency	Percentage%
Yes	38	67.9
No	12	21.4
Planned	6	10.7
Total	56	100%

Source: Survey data 2017

Table 4.51. show that the majority of the respondents are yes 38 which is (67.9%) ,following by 12 respondents are (No) which is (21.4%) , the remaining 6 respondents (10.7%) are (planned) .

36. Has a separate on-line subsidiary.

Table 4.52. *Frequency Distribution*

Statement	frequency	Percentage%
Yes	22	39.3
No	19	33.9
Planned	15	26.8
Total	56	100%

Source: Survey data 2017

Table 4.52. show that the majority of the respondents are yes 22 which is (39.3%),following by 19 respondents are (No) which is (33.9%) , the remaining 15 respondents (26.8%) are (planned) .

37. Have made staff changes to make use of the Internet.

Table 4.53. *Frequency Distribution*

Statement	frequency	Percentage%
Yes	42	75.0
No	11	19.6
Planned	3	5.4
Total	56	100%

Source: Survey data 2017

Table 4.53. show that the majority of the respondents are yes 42 which is (75.0%) ,following by 11 respondents are (No) which is (19.6%) , the remaining 3 respondents (5.4%) are (planned)

38. Gives staff formal training on using the Internet

Table 4.54. *Frequency Distribution*

Statement	Frequency	Percentage%
Yes	42	75.0
No	8	14.3
Planned	6	10.7
Total	56	100%

Source: Survey data 2017

Table 4.54. show that the majority of the respondents are yes 42 which is (75.0%),following by 8 respondents are (No) which is (14.3%) , the remaining 6 respondents (10.7%) are (planned) .

CHAPTER FIVE

5. Results and Conclusion

5.1. Conclusion

In conclusion, the study was able to achieve its objectives by conducting the statistical and descriptive analysis on the targeted market and sample. Comparing with other studies, this study differentiated by providing in-depth analysis for the Sudanese market by examining the customers behavior toward e-marketing concept and their acceptance to buy and sell goods and services through the internet. On the other side, the study showed the ability of the local companies to provide the e-marketing services for the costumers with the standard criteria that guarantees the security and the ease of using e-marketing methods in the day-life marketing operations.

Thus, to enhance the performance of the e-marketing operations in the present and the future, the study suggests some useful procedures and recommendations to ensure this goal. Main recommendations were about ensuring the security systems used in the technical level in the e-marketing operations beside making it easier in the daily use from all categories of customers. Therefore, the study demands for more powerful rule for the government to enhance the e-marketing performance by supporting the companies related to this concept in parallel with increasing the awareness of the advantages of the e-marketing for the costumers as well.

5.2. Results

This section presents and summarizes the results obtained from the study for both customers and companies as follows:

5.2.1 The results for the costumer's side

From the education prospective, 54% of the respondents have a higher degree education, and 35,8 with secondary education which mean that the sample has the need level of education that guarantee the existence of the needed e-marketing requirements.

From the income prospective, 76,5% of the respondents have income less than 500\$ per month which mean the existence of the purchasing power, and in our case their ability to buy from the internet.

From the residence prospective, 74,2% of the respondents are staying in the Sudan state beside the existence of Sudanese in other countries like USA, Europe, Turkey and other countries which benefits the implementation of the e-marketing concept for Sudan.

Most of the respondents 97,5% use the internet for 3-6 hours per day with 49%. They use the internet at home with 54,2% and at work with 16,2%. Part of them 37% used the internet from 7-10 years and 34% used the internet more than ten years. This means that the Sudanese have the needed awareness of the advantages of using the internet which can help in providing the desired infrastructure of the e-marketing process.

For the e-marketing awareness, 50,2% of the respondents at least they bought a good or service from the internet indirectly and 48,2% used the e-marketing in purchasing through the internet directly. Which mean that the e-marketing process was the main reason for the trading through the internet with small percentage 2% of trading through the internet indirectly through other mediums.

In the other hand, 32,2% of the respondents have credit card and the rest don't, but this was not considered as a barrier for practicing the e-marketing because the respondents either buy the goods and services directly by their credit cards or indirectly through the medians.

The respondents agree with that the e-marketing gives the high quality, cheaper and the ability of comparison between the products which means the high flexibility the e-marketing gives to the costumer.

The respondents strongly agree that e-marketing gives the customer the needed diversification and the non-existent products in the local markets, which means that the e-marketing gives the customer more wider choices than the traditional marketing.

The respondents strongly agree that the e-marketing reduce time and travel beside being more comfortable comparing with the traditional marketing, which means that e-marketing is considered as economic choice for costumers which is a big advantage of it. In the other hand, it is easy to us the e-marketing either for purchasing or online shopping which confirms that the e-marketing is the most appropriate choice for the costumers.

There is lack of the awareness for the costumers about the safety, complexity and risk management procedures of the e-marketing. Thus, it may affect their situation towards the e-marketing concept.

5.2.2 The results for the Companies side

The results for the companies showed that there is diversity in the specializations in trading, services, manufacturing and others. Approximately, 75% of the companies were Sudanese companies and global companies all of them mostly located in the Khartoum in Sudan with 33,9 of it deals with the international scope. In which give a good privilege for the e-marketing process because these categories – especially trading and services-are highly appropriate for it beside the dealing with the outside world which demand for the implementing of the e-marketing process.

Most of the companies use internet and have a website for long time with very good internet infrastructure. With very good knowledge of the e-marketing concept by 96,4% of the respondent companies in which 58,9% of the companies used the e-marketing to purchase goods and services online, which reflects the concerning of the companies of using the e-marketing in increasing their profitability and its desire for growing it selves.

Besides, 98,2% of the companies thinking seriously of growing their business with time which give the e-marketing the chance to contribute in this growth by linking these companies with the customers to enhance the demand on their goods and services beside get the advantage of the global competition to reduce the cost of the importing goods and services.

Most of the companies think that the existence of the Technical infrastructure of computers and network communications is one of the most important requirements for implementing the e-marketing, which is already valid in the companies' infrastructure. Most of the companies are taking the e-marketing in the serious manner, which these companies think that e-marketing is not just a fashion, but it is important for the success of the company and its growth as well.

The companies are expecting a high rule from the government in enhancing the growth of the e-marketing process which matching with the desire of most companies which strongly agree with buying and selling using e-marketing.

5.3. Recommendations

In consideration with the analysis done above and the findings, the study has made the following recommendations to customers, companies and concerned bodies.

1. Increasing the awareness of the customers regarding the advantages of the e-marketing by using the social media and the internet to inform the customers of the advantages of the e-marketing and its effect on facilitating the marketing process for the customers.
2. According to the case of e-marketing indirectly through medias for customers, It is recommended to increase the rule of the medias to enhance the performance of the e-marketing in Sudan by facilitating the e-marketing process for the customers and even by training them to apply the contents of the e-marketing process.
3. Improving the performance of the content of the e-marketing by matching the customers' needs with the services the e-marketing is giving to them especially the competitive price, choice flexibility, goods promotion, high quality and goods diversification
4. Improving the performance of accessing the e-marketing process for customers by reducing time, easy access to the content, smooth purchasing operations and friendly user internet applications.
5. Providing the guarantees for the customers about safe use of the e-marketing by enhancing the security systems and respecting the privacy of the users as well.
6. Initialization of median e-marketing companies to organize, facilitate and enhance the e-marketing operations for customers through providing packages of services for them.
7. Increasing the awareness of companies regarding the advantages of the e-marketing by conducting workshops, on-the-job training by the key drivers in Sudan.

8. Enhancing the companies infrastructure of the internet services through increasing the speed of the internet, rising the security level, spreading the area of internet service and protecting the privacy of the users.
9. Linking the local companies with its peers from the other countries to get benefits from its experience in the e-marketing to enhance the performance of the local companies.
10. Organizing the e-marketing process by the government and the semi-governmental institutes by providing the needed facilities and drawing the suitable policies to enhance the performance of the e-marketing for the local companies.
11. Encouraging companies for educational and training institutes to conducting researches and programs in the favor of the e-marketing concept as a future recommendation of this study.
12. Linking the economic sectors together in order to increase the benefits from the achieving the integration between them by initiating the needed e-marketing between these sectors as an economic chain.

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APPENDIX
QUESTIONNAIRE FOR CUSTOMERS
ANADOLU UNIVERSITY
INSTITUTE OF SOCIAL SCIENCE
DEPARTMENT OF BUSINESS ADMINISTRATION
PROGRAM IN INTERNATIONAL BUSINESS ADMINISTRATION

Dear respondents

This questionnaire is designed for an independent research being conducted for the partial fulfillment of the requirements for the master's degree in international business administration. The topic of the study is '**A descriptive study on e-marketing in Sudan**'.

I would like to thank you in advance for your cooperation and willingness to fill up the Questionnaire. Your information will be used for Research purpose only and your responses are confidential.

Please response to the following questions by putting (✓) mark in the boxes provided and write needed information on space provided.

GENERAL QUESTIONS

1). Gender

Male

Female

2). Marital Status

Single

Married

widow

Divorce

3) Age category

18-25

26-35

36-45

46 & above

4). What is your level of education?

No formal education

preparatory

Primary school

higher education

Secondary school

technical and vocational

5) Job or Employment status

Government employee Special employee
Free works Student
Not work

6) Monthly income:

Less than 500 \$ 500-1000\$ 1100-2000\$ 2200-3000\$
More than 3000\$

7) Where do you live now?

Sudan Turkey America Europe Africa
 Other

E-MARKETING RELATED QUESTIONS:

Questions general in the e-marketing:

1) Do you use internet?

Yes No

2) How long have you started using internet?

Less than one year 1-2 years 3-6 7-10 More than ten years

3) Where do you access the internet?

at the work at the home general place everywhere another

4) How many hours a day do you spend on internet?

Less than one hour 1-2 hours 3-6 hours
7-10 More than ten hours .

5) Do you use e-marketing in purchasing goods and services online?

Yes No

6) Do you have credit card?

Yes No

7) If your answer to the above question is yes, do you use a credit card to buy online?

Yes No

8) Have you ever bought a good or service online?

Yes No

Questions special in the e-marketing:

Please tick (✓) in front of the ferry that agree your choice:

E- marketing features for customers	Strongly agree	Agree	neutral	disagree	Strongly Disagree
9. Internet shopping offers the highest quality products in easy manner.					
10. Internet shopping offers a greater diversification of products.					
11. Online shopping provides non-existent products in local markets.					
12. Online shopping provides products and services cheaper.					
13. Online shopping makes easier the comparison between different products and services.					
Benefits of E marketing for customers					
14. Online Shopping in general reduces shopping time.					
15. Online shopping is more comfortable than going by car to the market.					
16. Online shopping reduces travel to large cities for shopping.					
17. The idea of making a purchase via Internet is easy to use.					
18. It's easy to use online shopping websites.					
Security and related issues of e -marketing for customers					
19. The completion of the buy request process via the internet is a complex issue.					
20. E- marketing is really just a fashion.					
21. Our customers increasingly expect us to					

be on-line.					
22. Good location is vital to business success					
23. Building contacts is vital for business success.					
24. Small companies stand to gain more from using the Internet than their larger competitors.					

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QUESTIONNAIRE FOR COMPANIES

ANADOLU UNIVERSITY

INSTITUTE OF SOCIAL SCIENCE

DEPARTMENT OF BUSINESS ADMINISTRATION

PROGRAM IN INTERNATIONAL BUSINESS ADMINISTRATION

Dear respondents

This questionnaire is designed for an independent research being conducted for the partial fulfillment of the requirements for the master's degree in international business administration. The topic of the study is '**A descriptive study on e-marketing in Sudan**'.

I would like to thank you in advance for your cooperation and willingness to fill up the questionnaire. Your information will be used for Research purpose only and your responses are confidential.

Please response to the following questions by putting (✓) mark in the boxes provided and write needed information on space provided.

GENERAL QUESTIONS

1). what is your position in the company?

IT Manager Marketing Manager General
Manager Other

2). Gender

Male Female

3). Please specify your age.

Less than 25 years 25-35 years 36-45 years

46-55 years above 55 years

3). what is your level of education?

No formal education higher education

Primary school technical and vocational

Secondary school

4) Name of the company.....

5) Is the company local or foreign ?

Local foreign Other please specify.....

6). Which city in Sudan is your company located?.....

7). Nature of your company

Manufacturing Trading Services

Other please specify.....

8).What is the scope of your business activities?

Local National International

9).How many employees work with your company in Sudan?

Less than 10 10 - 24 25 - 50 51 - 100
101 -150 151 - 200 More than 200

10).Since how many year working on this industry/sector?

1-10 11- 20 21-30 31-40
41 – 50 51 – 100 100 & above

Questions general in the e-marketing:

1) Do you use internet in your company?

Yes No

2). when do you started using Internet in the company?

Less than one year 1-3 years 4-6 years 7-9 years More than ten years

3). How do you get your internet connection in the company? (Tick as appropriate)

Thabit ADSL Sudani mDSL Zain Connect
Canar Go MTN Link One Connect

4). Capacity of your internet connection?.....

5).If you use the Internet, do you have a website ?

Yes No

6).If NO, Why Not?.....

7). Which of the following would be a major objective for your business for the next three years?

To reduce in size Stay same size
Grow moderately Grow substantially

E-MARKETING RELATED QUESTIONS:

8).Have you ever heard of e- marketing?

Yes No

9).To what extent does management perceive in the role of e-marketing in the operations of the company?

Very Unimportant Somewhat Unimportant Neutral
Somewhat Important Very Important

10). Do you use e-marketing in purchasing goods and services online to the company?

Yes No

11.What are the requirements of e- marketing? (Tick as appropriate)

- Technical infrastructure of computers and network communications
- Database management system and related software
- The digital database content
- Standard off the shelf software
- Project management
- Staff training and development
- Other(specify).....

Please tick (✓) in front of the ferry that agree your choice:

E- marketing benefits to companies	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
12.The cost of the Internet tends to outweigh benefits.					
13.Our employees will waste time using the Internet.					
14.The Internet is a valuable business tool.					
15.Developing new products and services is vital for the success of our business.					
16.Our ability to tap into markets across a wide geographical area is vital for success.					
17.The Internet has no relevance to our business.					
E- marketing Safety and other issues for companies					
18.The Internet poses security threats to a business.					
19. I think there are concerns of using the Internet.					
20. The government should give more incentives to help firms get on the Internet.					
21.The Internet is mainly for young businesses.					
Importance of e- marketing for Companies					
22. E- marketing is really just a fashion.					
23. Our customers increasingly expect us to be on-line.					
24. Good location is vital to business success					

25. Building contacts is vital for business success.					
26. Small companies stand to gain more from using the Internet than their larger competitors.					

Business activities: Current and future plans

The business:	Yes	No	Planned
27.Has a web page.			
28.Purchases goods / services via the Internet.			
29.Sells goods or services via the Internet.			
30.Supplies product information via the Internet.			
31.Bids for contracts via the Internet.			
32.Uses the Internet to find out about our competitors.			
33.Uses the Internet to find out about our customers.			
34.Uses the Internet to find new suppliers			
35.Uses the Internet to build business connections.			
36.Monitors the number of visitors (hits) to our site.			
37.Has a separate on-line subsidiary.			
38.Have made staff changes to make use of the Internet.			
39.Gives staff formal training on using the Internet.			

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