

THESIS

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**Thesis Title: The Role of Marketing in The Success of
Medium Projects**

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DEDICATION

I dedicate this research whole-heartedly to my parents for their continuous support in whatever I choose to do in life and for their constant encouragement and on their understanding.

ACKNOWLEDGMENT

I would like to express my thanks and gratitude to all those who assisted me in completing this work, especially my direct advisor **Dr. Fodor Zita** who contributed greatly to the process of completing the research by providing me with ideas to better understand the problems and reflect on them accordingly.

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CHAPTER 1
General Framework

1.1. INTRODUCTION

Having a successful project or a successful company does not come from a vacuum, but the success of your project or company requires effort, unique ideas, and effective marketing. The company and the new project take its place in the target market and outperform the competitors, but control and control the market. This is the approach of large companies since its inception. In order to serve the consumer and target customer and therefore the role of e-marketing is very important for any successful project, which is the most reliable means to succeed companies and Medium projects.

Today's problems are no longer restricted to providing a service or producing a new product (commodity) in companies or factories, but the problem rather lies in how such company or factory is able to market its product or service and remain in the competitive market.

marketing is a sophisticated process understandable only to the successful. It can also be one of the modern arts as it is mostly related to imagination and reality. In addition, marketing indicates the adaptation of the product, price, location and promotion, also known as marketing promotion. Marketing does not begin by providing the service or producing the product (the commodity) but rather begins by seeking out the appropriate client through conducting studies on the targeted market. Some people may find it surprising when their project comes a cropper while they see that another competitive project is thriving, although the difference between the two projects in quality and prices is too slim.

1.2. STUDY PROBLEM STATEMENT AND QUESTIONS

The Medium projects play a prominent role in the national economy because they are important in providing the production and services they have found. However, these projects face weakness in marketing their products and entering the market and not directing energies and creative ideas to be pioneers in their ideas, In terms of physical, human and financial resources. The problem of the study lies in

" Identify the effectiveness of the marketing process in these Medium projects and what means to reach them to become competitive projects with a strong brand, achieve profits and make products with high quality that satisfy the customer's needs" (Bazreza, 1983).

Questions

The study problem is summarized in the following question: "How does marketing affect the success of Medium businesses and make profits?" this main question is divided into a series of sub-questions:

- Does the Product play a role in the marketing process in Medium businesses?
- Does the Price play a role in the marketing process in Medium businesses?
- Does the Place play a role in the marketing process in Medium businesses?
- Does the Promotion play a role in the marketing process in Medium businesses?
- Does the Competitors play a role in the marketing process in Medium businesses?
- Does the Quality play a role in the marketing process in Medium businesses?

1.3. HYPOTHESES OF THE STUDY

Study hypotheses can be determined in light of the problem covered by the study as follows:

- There is a significant effect of Product at the level ($\alpha > 0.05$) on marketing.
- There is a significant effect of Price at the level ($\alpha > 0.05$) on marketing.
- There is a significant effect of Place at the level ($\alpha > 0.05$) on marketing.
- There is a significant effect of Promotion at the level ($\alpha > 0.05$) on marketing.
- There is a significant effect of competitors at the level ($\alpha > 0.05$) on marketing.
- There is a significant effect of Quality at the level ($\alpha > 0.05$) on marketing.

1.4. OBJECTIVES OF STUDY

- Knowing the role of marketing in creating a distinctive Product that can enter the scope of competition.
- Knowing the role of marketing on control in the Price and attract customers.

- Knowing the role of marketing on Quality improvement and how it can affect in customer satisfaction.
- Knowing the role of marketing by using appropriate Promotin to attract customers.
- Knowing the role of marketing on Compititors.
- Knowing the role of marketing in achieving a high Competitive advantage in the market.
- Knowing the role of marketing on four P's (Price, Product, Promotion, and Place), linking them and find the relationship between them.

1.5. THE IMPORTANCE OF STUDY

The founder of any successful project, the Medium enterprises and even the institutions and companies, should pay attention at the beginning of the establishment of his project by conducting a feasibility study including a marketing plan explaining the marketing process that the company will follow within a specified period of time and The importance of marketing lies in (Ubiwhere, 2015):

- Creating a unique brand.
- Save the company's reputation by choosing the right mechanism to control in the four P's (Price, Product, Promotion, and Place).
- The novelty of the study, where it is a new scientific approach shows the correct mechanism of the marketing process.
- Enhance the project owner's understanding of the marketing results that can change the project for the best radically.
- Marketing is helpful in raising and maintaining the high standard of quality.
- Know how to display products in a way that is a highly competitive advantage characterized by the rest of the competitors in the market.
- Technology such as the web, mobile phones and social media affect modern marketing, it helps businesses grow and prosper.

1.6. VARIABLES AND MODEL

The dependent variable : Marketing Medium projects.

The independent variable: Marketing the projects have sub-variables represented in:

- Product
- Price
- Promotion
- Place
- Quality
- Compititors

Figure 1: The sub-variables of marketing considered in this study

(Source: own work)



CHAPTER 2

Literature Review

2.1. PRODUCT

The product and service takes a fundamental place in the marketing process. In order for this process to be more effective, there must be a good product that can be relied upon and trusted by the consumer. The successful product may be able to create a higher degree of enthusiasm. It also provides greater flexibility and independence in Pricing, promotion and distribution Product policy involves many aspects.

As for the benefits that answer the consumer's question, what will I benefit from this product? Discover your product: Learn more about the customer's point of view. You must place yourself in the customer's place and deduce what you need, but you should communicate with them to see what the product needs to develop. This may help you to know things you did not think of. So, you may ask the customer for suggestions to develop the product. Give importance to customer complaints and must be open minded and receptive to criticism. Unfortunately, in the Arab world, a large segment of business owners does not recognize the saying (the customer is always right) because, as I mentioned before, they think they will get rid of one customer and they can win other customers. Watch your competitors. Have they changed something in their product? What is important to know What are the specifications and benefits of your product? When you make a product for the first time in the market it will make you first on your competitors and will be centered in the minds of your first customers.

As an alternative to introducing a new product in the market, you may think about developing your product, so you will leave the impression that your customers or consumers hear and care for their opinions to satisfy them. The commodity does not go out to the market without studying and examining the time, place, time and interest desired by the public. Door to receive his opinions and suggestions online for example. (Jaber, 2006; Thamer, N. d).

2.2. PRICE

Pricing strategies or pricing policy for products are very important in the Medium private enterprise world, which depends on the success or failure of your start-up company. The price of products has a big impact on sales and profits. It also affects the customers' perception of your products and the purchasing decision and helps

distinguish your product from the products of your competitors., It is necessary to know that every price you have set up has to be a profit. Many entrepreneurs use the price to grow their market share or compete with others, such as the competition between Apple and Samsung.

There are many goals for pricing strategies that we can consider to find a way to price a product, but the goal you will determine will guide you in choosing the most appropriate pricing strategies for your products and the most appropriate pricing policy for products. Your determination of a particular pricing objective or strategy does not mean that it is necessary to follow this strategy throughout your life because it is possible to change the pricing policy of products over time and with market conditions. Once you set your pricing goals you can start pricing your products or services and use the best pricing strategy Your goals and objectives of your Medium business to be able to achieve. Choosing product pricing strategies and pricing policy for products requires you to review your financial goals, market situation, and competitors' prices. Choosing the appropriate strategy for your Medium business currently prevents you from changing goals and strategies in the future as your project grows (Zimbhoff&Schlake, 2015; Nagle *etal.* 2013).

Also, there is a clear relationship between the product and the price. The higher the quality of commodity content, the higher the price. This is because quality is associated with more cost elements. Moreover, the price has a certain impact on some consumers, the quality.

2.3. QUALITY

2.3.1. Quality management

In projects includes the identification of the most important quality standards required to implement the Medium project according to the financial constraints and the time limits predetermined so that the project meets the needs that have been done for them with the review of the requirements for achieving this quality at each stage of work in the project and verify the implementation of those standards This is done by monitoring and recording the results of the quality activities applied during the project implementation stages, which are used to evaluate the performance and make the

necessary proposals to improve the level of quality and meet the predefined quality standards of the project and the use of activating and improving the work. The quality management of the Medium projects will determine the quality requirements to be followed in the project and then determine the policies that will be used to implement these requirements with the continuous monitoring and monitoring to verify the implementation of these requirements during the various stages of work with the registration of the results of the implementation of the policies. And quality activities in order to evaluate these policies and activities and modify what needs to be modified. It is clear from the above that quality is not separated from the rest of the work stages in the project, but there is full interaction between quality and all phases of the project.

2.3.2. The nature of the project

its products or services and quality means meet the requirements of stakeholders according to the specific technical characteristics and according to the requirements of the customers as well as the quality management in the projects is the responsibility of all the workers in the project and is usually planning for quality and cost estimation in the planning for all elements of project work as a key part of project success.

- more general and thorough mastery of the word quality or just do a good job. Mastery comes as a result of continuous improvement to work to the fullest and best image to meet customer expectations or increase.
- Total Quality Management (TQM) is a business process that tries to increase the organization's ability to compete through continuous improvement of its products, services, employees, processes and working environment.
- Quality means "doing the job properly, in a required and acceptable manner".

The ultimate goal of any project must be customer service. When it comes to implementing TQM for Medium businesses, this is exponentially vital. Medium businesses often suffer from limitations on financial resources, personnel and equipment while experiencing the ever-increasing impact of unexpected shifts in consumer behavior. Intelligent Medium entrepreneurs should work with the team in a coherent manner, leading to more efficient identification of problems and solutions, and

implementation of processes and overall productivity across all project operations(Reis et al., 2014).

2.3.3. Characteristics of the projects

One of the most important characteristics of the projects is the close relationship between the duration of the implementation of the project and the cost of its completion, on the one hand, and the quality of the work on the other, as any change in either side of this relationship increases or decreases will clearly affect the other. For example, reducing the cost of a project would lead to longer implementation, given the lack of sufficient resources to bring in the best resources for its completion, not to mention the low quality of the project because of the attempt to complete the work by relying on low-quality resources.

Therefore, the quality requirements must be taken into account in preparing the project implementation plan so that the project can meet all the requirements it is expected to achieve upon completion. The "quality of the project" represents the level of conformity of its specifications with the specific requirements, to obtain the required quality of the project, we first have to determine the most appropriate quality measures and how to apply them. As for the construction projects, the standard specifications to be followed in the implementation of the project should be determined. The implementation of these specifications will result in an increase in the cost of the project, not because of the increased work volume, but because of the additional effort and increase in the safety requirements of the components of the project.

The next step is to define quality requirements, which include quality assurance and quality assurance activities to be carried out at the project implementation stage. Quality assurance activities include all the necessary processes to ensure that the project meets all the requirements of the quality standards agreed upon and approved for the project. The project team should also identify quality control activities, which aim to follow up some of the project's results to see whether they are consistent with the quality standards adopted and to identify ways of eliminating the causes of performance that are inconsistent with those standards (Khalil, 2017; Kontogeorgos&Σέμος, 2008).

2.4. COMPETITION

It is well known that the public sees you as a brand when you are at the beginning of your project. It is all about relationships and how you are put into the market already is what helps you quickly either in entering the world of success or not, especially if you do not have a lot of money to achieve it. Medium businesses do not stick to routine like big business. If they see that they are going in the wrong direction they can adjust the trend quickly without a negative impact, much more than large companies can do. Medium businesses can have a powerful arm for immediate competition to provide service. You can take advantage of personal brand, direct personal relationships in your Medium business and human touch to make your customers feel distinguished in your business and their interest. Be sure to set appropriate expectations. One aspect of the science of competition is thinking in a new way that your product and your business move a quick qualitative leap in general. It should be noted that the markets are now crowded and there is fierce competition, both large traders or traders of Medium size seeking expansion, start to reach the best methods of competition (Jaber, 2006).

How do you distinguish your product in the market among all these ??, steps you should focus on and try to develop.

- Manufacture the identity of your product and your work
- A clear marketing plan related to your identity linked to the message you provide.
- Try to provide additional services for your product

Achieving the continuous competitive advantage is the main objective that ensures the institution to remain in the arena of competition, at the global level, depending on the skills, knowledge and preparations that are available in the intellectual assets that interact and consistent between them for continuous excellence.

2.5. LOCATION

Everyone agrees on the importance of the location of the Medium project. It is so important that the strongest projects will collapse if they do not exist, and the project is opened in the right place. The fact is not all projects have the same needs. It is difficult to define a comprehensive and unified standard for the ideal location for a Medium

project. Not all projects need a great location, but it depends on the quality of the project you own, the brand name you make, the number of pioneers you want, you have to spend it, the project through which you will go to your customers - and not vice versa - does not of course require a great site and the first important things you should think about is how important transportation is to your project (Marović&Hanak, 2017).

Criteria for selecting the project site

The value of the rent: Despite the obvious importance of the value of the rent, it should not be the only factor to avoid the decision to rent. Of course, you have to keep your public expenses low, but setting up your business in a cheap and bad location is also a way to fail.

Location: Are there enough people in your immediate area, and a larger area to support projects of your type?

Transportation: If your project will depend on transportation, you should choose a location that is easily accessible to and from. And is public transportation available to this site?

Competitors: Where are competitors located? Having too many competitors nearby can definitely be a problem.

Clarity: Perhaps the place needs to see it clearly and not be in hiding, otherwise people will easily lose it.

Signboards: where good signs can make a big difference, make sure there are no legal restrictions or in the lease that hinders you from placing a banner that can easily be caught up.

Choosing the right location for your Medium business should be balanced. Ideally, the site should be appropriate, take into account factors such as: competition, costs and other factors - and without being too expensive. Most Medium businesses do not have the capital available to buy their premises immediately. Even if you can borrow to finance your purchase, you may feel that you have better uses of the capital you own. If you have decided to buy.

The selection of the project site is one of the most important steps of the feasibility studies. Depending on the validity of the project, choosing the best location is one of the

success factors of any project. Location considerations / factors vary according to the nature of the project's business, its proposed activity and the availability of raw materials (Al-Anbaa, 2015).

Optimizing the site is the one that achieves the highest possible profitability, this concept shows that the attention is focused on the role of both the factors of production, demand factors, production marketing and the impact of each in determining the optimal location (Marović & Hanak, 2017).

2.6. PROMOTION

Marketing and promotion strategies are part of the SME strategy. These strategies contribute to the provision of a variety of products and services to customers while ensuring the good distribution of these products at a reasonable price and thereby enhancing the competitiveness of the project. The advertising is used as part of these marketing strategies. Advertisements are a way of presenting products through different media. Advertisements are offered for a fee (Excellent SME, 2023). It includes limited content with the information needed by the customer, focuses on the elements of attraction and dazzling, clarifies the competitive advantages of the product and uses settlement strategies. Marketing and promotion strategies in attracting new customers as well as marketing and promotion strategies as well as the dissemination of news and information about institutions and their production. This is done through the media and various publishing methods, especially electronic ones. Personal sales are also part of successful marketing and promotion strategies. They deal directly with customers, convince them of the product, and receive appropriate feedback about their opinions in the product. Use what helps the founder The project is on development and PR also plays an important role in promoting marketing and promotion strategies in institutions, helping to create a positive idea for customers and also seeking to create direct communication channels with these customers (Khalil, 2017).

Effective promotion informs the consumer about new goods, their characteristics, and prices, as well as the modified and developed goods, indicating the times and places of sale at the various outlets. This means informing consumers, reminding them and encouraging them to acquire the commodity, especially if they enter the market for the first time.

It can be said that promotion aims at:

- Definition of consumers.
- Trying to convince the target and potential consumers of the benefits and benefits of the product.
- Provide various information and data about the product.
- work to change trends and views.
- Deepening the current positive attitudes of consumers about the product.

The promotion includes an attempt to influence the mind to convince consumers to purchase the products promoted by the project. This process of persuasion must be done through a process of communication, through which the flow of information of a persuasive nature, Promotion means a system of communication consisting of a set of elements complementary to each other, meaning that the system loses its effectiveness without the presence of all elements and the fact that the promotion of a communication system means that it involves the same components of the communication process is the source of communication and communication message and means, For message communication. (Rastislav, 2008).

The decision to quantify spending on promotion is one of the most difficult marketing decisions facing the project, so it is not surprising to find a significant disparity between the project and spending on promotion, Factors influencing promotion (Odediran&Windapo, 2014):

1. Promotion costs.
2. Objectives and policies.
3. Characteristics of the market objective.
4. Product attributes.

5. Cost.

CHAPTER 3
Previous Studies

Title 1: Viral marketing and its impact on consumer decision making in the sites of communication

Supervision: Rushdie Wady

Researcher name: Hoda Mohammed Thabet

Introduction: Viral marketing has made a lot of light on the agenda as a new technology in the marketing world, and most of it is because it is almost free and has low marketing costs when compared to the traditional marketing methods that rely on the marketing man and his face-to-face interaction with customers. New to any marketer by choosing a few people through web sites and has been widely used in developed countries.

The study problem: What is the effect of the use of viral marketing in some social networking sites on the decision to participate with consumers from the college of postgraduate college of commerce

Objectives of the message: Identify the extent of awareness of the study of the concept of viral marketing, A recent promotional in viral marketing, learn the role of physical stimulation in encouraging consumers.

The importance of the study: This study is particularly important as it will highlight the concept of viral marketing, Increasing the profits of companies and reducing their promotional costs (Abahe, N. d.).

Study variables: Independent variable: Viral marketing and its tools are (Electronic publishing methods, Physical stimulation, Viral advertising campaigns). The dependent variable is consumer buying decision.

Results: There is a statistically significant relationship at the level of ($\alpha \geq 0.05$) between influence of leaders and the decision to purchase different goods and services among consumers of social networking sites in the Gaza Strip, There are no statistically significant differences at the level of ($\alpha \geq 0.05$) of about the viral marketing of consumers from social networking sites users in the Gaza Strip due to the income rate, The purchasing decision is not related to income and Some products are very cheap Regardless of the consumer's income.

Recommendations The need to promote the role of viral marketing within the marketing strategy of business organizations and adopt it more widely to ensure a greater spread and success in the future, Information about the product consumers are looking for This information should be credible, attractive and integrated so that the consumer will find all the information needed in the content of the viral ad or campaign that appears through different social networking site , and neglecting the role of electronic publishing tools, especially Facebook and YouTube as a successful way to broadcast viral campaigns.

Title 2: Factors influencing customer acceptance of telemarketing campaigns

Prepared by: Mohammad Salah Shabir

Supervision: Rushdi Abdul Latif

Introduction: Marketing is a comprehensive system of overlapping activities for planning, pricing, and promoting goods, services and ideas that satisfy customer needs and the possibility of making a reasonable profit. The marketing environment changes constantly and continuously, creating many opportunities to develop new products and new ways to connect with customers. Marketing activities that have become as changing as before, and under the shadow of these developments varied methods and methods of marketing and access to customers and where the marketing by telephone (Al Baath University Syria, N. d.).

The problem of the study: There are a number of factors affecting the acceptance of customers for marketing campaigns via telephone and through the work of the researcher to the marketing center of the Palestinian Telecommunications Company felt that necessarily identify these factors.

The importance of the study: Help formulate and develop plans and strategies after identifying the strengths and weaknesses in the factors influencing the acceptance of customers for the campaigns to develop and improve the, meet the needs and desires of customers and achieve physical factors and reduce costs of research in this area.

Objectives of the study: Identify the factors influencing the acceptance of customers to the marketing campaigns provided by telephone to the company, Introduction of

personality traits and recipes of customers more interactive and acceptable for campaigns by phone, Identify and develop the capabilities and skills of marketing service providers.

Study variables: Independent variable (Telephone marketing, Marketing campaigns, Services of advisers in marketing, telemarketing, Marketing services). Dependent variable is Accepting marketing campaigns by telephone.

Results: Telephone marketing contributes a lot of time and effort to providing services to customer, Telephone marketing allows customers to engage with providers of products and services, Telephone marketing is a compelling way to provide services to customer and Customer feels comfortable during the telemarketing service.

Recommendations: To promote the awareness of the importance of shopping by phone which contributes to saving time and effort, the need to pay attention to the convenience of customers through the provision of telephone marketing, improvement, and continuous development of telephone marketing to become a convincing way to evaluate services to customers (Ben-Amroush, 2008).

Title 3: The impact of green marketing on consumer behavior towards the green product in the Gaza Strip

Researcher: Hanan Aga

Supervision: Dr. Rashdi Wadi

Introduction: Green marketing is one of the most important practices of business organizations, because it is connected to the surrounding world and the type of marketing science and the development of such as other sciences, medicine, physics, and the elements of the marketing mix in the win the loyalty and trends of consumers, green marketing is the effect on the purchasing decision of the consumer. Even in his ethics and became characterized by a different color, the scientists launched the green marketing is a translation of the requirements of social and ethical responsible for marketing

The problem of the study: It was noted that the culture in the Gaza Strip is still low compared to the countries of the world, and that the culture of the consumer is moving

towards the price of the product and its external appearance more environment-related aspects. Objectives of the study: To identify the reality of elements of the marketing mix as perceived by the consumer, and to identify the reality of consumer environmental behavior, to reveal the extent of consumer awareness of green products.

The importance of the study: The study is the best way to preserve the health of the human being and the environment and help them in dealing with many of the challenges facing the Palestinian society. This study presents a theoretical and budgetary framework that enriches the Palestinian library.

Results: The results showed that the reality of the elements of the marketing mix was imperfect, the results showed that the culture of environmental consumer is high, there is a statistical effect of the elements of the green marketing mix on the culture of the environmental consumer, the results of the study showed that the degree of consumer awareness of green products was average.

Recommendations: The need for business and corporate organizations to provide a variety of green alternatives to the needs of customers in the Gaza Strip, setting a suitable profit margin for the green product to facilitate the operations, marketing practices Preparation of programs, seminars, and conferences to demonstrate, the importance of green products under environmental conditions and problems of natural resources.

Title 4: The reality of the use of electronic marketing in the banks operating in the Gaza Strip.

Prepared by: Rend Omran Mustafa Al - Astal.

Supervised by: Dr. Rushdi Abdel Latif Wadi.

Introduction: Marketing is a vital activity of great importance to business organizations, public organizations, or even non-profit organizations whether they are commodity or service organizations, so banking marketing is one of the main activities of commercial banks that need to be focused on. With the remarkable results achieved in achieving the desired goals at the public and personal levels, increased interest of local commercial banks in the marketing of banking services few past and where it

offers its banking services in ways better to keep pace with the progress and prosperity of other international banks in this area. The promotion of online promotional activities for business promotion is a relatively recent issue. Before that, attempts to exploit the Internet in commercial promotion have been highly rejected. Internet users have not accepted the idea of using and exploiting this network for business but should focus on exploiting them in issues that serve science and humanity within human horizons (Bakri, N. d).

Study Problem : The problem of the study is summarized in the concept of electronic marketing and the advantages and difficulties faced by the bank (the bank, the staff, the customers, the website) in the process of e-marketing and what are the reasons that led to the direction of electronic marketing, and the availability of electronic banking services that meet the needs of customers banks. The website provides an electronic database that shows the data displayed and stored on the bank's web page, the degree of trust granted, as well as the privacy, confidentiality and security aspects of the presentation and delivery of the service to customers.

The importance of studying: The importance of the study lies in the novelty of the topic and the importance of linking the subject of e-marketing to marketing the banking service and helping decision makers in the banks operating in the Gaza Strip to recognize the importance of e-marketing in the marketing of banking services that affect the confidence of the administration in performing its tasks successfully, Attention to the online website of the bank's website, where it contributes to enhancing the management of banks and employees to the importance of electronic marketing, satisfying the needs and desires of the customers of the community members, and offering the banking services with high efficiency, which mainly affect the quality of service Presentation and introduction.

Objectives : Identify the contribution of banks in providing banking services and enhance the adoption of the concept and role of marketing and identify the characteristics of the basic database, accurate and comprehensive of all data saved and ensure the availability of elements of confidence and security in the use of banking transactions in electronic marketing and verify the link of customers with the bank degree of confidentiality And improve the conduct of online banking transactions and

finally identify the support of senior management to use electronic marketing and determine the extent of differences between the sample vocabulary (Arab British Academy of Higher Education , N. d).

Variables: Independent variables (e-marketing) The database, the component of trust and security, privacy and confidentiality, the support of senior management, research and development, the advantages of e-marketing achieved, the dependent variable is the level of e-marketing use.

Results: There has been a clear application by the banks operating in the Gaza Strip for electronic marketing from the point of view of the administrative levels. This refers to increasing the awareness of the decisions in the banks to the size of the challenges faced by the difficulties encountered in the application as a result of the siege imposed on the Gaza Strip Banks working in the Gaza Strip and positive levels were remarkably close to the results that appeared.

Recommendations :The recommendations are to focus on the customers and knowledge of the means that enhance access to it and help them to meet the requirements and desires and also to promote the most interest in the work of their interest in the use of electronic methods to benefit from the services of the electronic bank and work to promote the use of electronic marketing and increase its advantages and to change the traditional employment opportunities and the use of the latest The technological means for practicing banking work, as well as the provision of banks .

Title 5: The Effect of Marketing Communications on the Purchasing Behavior of Subscribers (Applicable Case to the Palestinian Cellular Telecommunications Company in the Gaza Strip).

Prepared by: Hisham Abdullah Al - Baba.

Supervised by: Dr. Rushdi Abdullatif.

Introduction: Communication is an integrated process through which all possible means of expression can be used effectively, whether it is movement, word or any form of communication, to achieve human understanding. Communication is one of the main elements of the interaction of individuals and communities in any society.

Communication is the social means through which understanding is made. Between individuals and groups. It is also one of the main means used by institutions to achieve its objectives by transferring information, data and opinions among individuals to make the right decisions in a timely and appropriate manner. Communication is a behavioral process involving the transmission of information and the exchange of ideas and opinions in order to understand or understand things between one person and another. Between one person and the other(Direct Marketing Association, N. d).

Study Problem:The main problem of the study is to answer the following question: What is the effect of the marketing communications means in the Palestinian cellular communications company Jawwal on enhancing the information that is being promoted to Jawwal subscribers and its impact on the purchasing behavior of the subscribers (Nasser, 1997).

Variables:Independent variable: The marketing communication methods used by the Palestinian cellular communications company Jawwal, the dependent variable: the purchasing behavior of users and the role of marketing communication means in promoting information that is promoted to subscribers.

Objectives: To identify the means of marketing communication and the most important means of marketing communications, and to identify the role of marketing communication means in enhancing information and how these effects affect the behavior of purchasing and identify the existence of differences of statistical significance due to age, gender, academic qualifications, Cellular.

The importance of study: It is considered one of the first studies that deal with the effect of marketing communication on the purchasing behavior of the users of the communication service with the Palestinian Cellular Telecommunications Company. The service enables the service provider to gather information from the surrounding environment and to identify the consumer needs. This helps improve his performance in the market and competition. The objectives of the marketer and the service provider to develop marketing strategies and policies that positively affect the buying behavior and knowledge of the means of marketing communication used by Jawwal.

Results:In the past years, Jawwal has formed a clear commercial brand and the concept of increasing subscribers reflects the company's advanced services to its subscribers and

its continuous pursuit of what is best for them. The company did not face a problem in knowing the subscribers about its services. This was clear from the positive result of the latest marketing communications used on Promotion of information as it reached 74 percent of all the means used by the company Jawwal where the company seeks to use integrated marketing communications.

Recommendations: The recommendations are to set specific objectives for the means of marketing communication so as to facilitate the process of evaluation and outsourcing to evaluate the preservation of objectively and also the institution to study it, especially after the entry of national competitor Mobile to the Palestinian market on the company Tata Telecom to maintain the leadership of the market to increase interest in the study characteristics and motives to maintain On its market share and enhance its subscribers, even though I am mobile of many offers and activities of economic and applied, but it needs to be strengthened and should continue to research the study of consumer behavior and consumer motivations and employ this information (Kinsey, 1982).

Title 6: The reality of internal marketing in the Palestinian cellular communications company (Jawwal) and its impact on the quality of services provided.

Prepared by: Attallah Azat Abdel Aziz Abu Odeh.

Supervised by: Dr. Rushdi Abdel Latif Wadi.

Introduction: Traditionally, marketing focused on exchanges between the organization and customers. However, the nature of the role played by the organization's employees in determining the level of quality, the traditional methods of external marketing practices are of limited effectiveness when applied in the field of services compared to physical goods. The area of services represents the product purchased by the external customer and one of the main means used by the organization to achieve excellence in the market.

The study Problem: The problem can be summed up in the question: What is the reality of internal marketing in the Palestinian Cellular Telecommunications Company

(Jawwal) and its impact on the quality of the services provided? We can also answer the following questions: Does Jawwal's management adopt internal marketing policies and programs and is there a high level of The quality of the services provided by Jawwal from the point of view of the customers.

Study variables: The dependent variable is the quality of the service provided to the independent variables. The researcher has adopted five main dimensions: (recruitment method, development and training programs, incentives and rewards, administrative support, dissemination of marketing information).

Objectives of the study: Identify the importance of the internal management of the company and the impact of the elements of internal marketing on the quality of service and customer satisfaction and determine the successful methods in achieving this satisfaction and evaluate the actual practices of the internal marketing policies and programs in the company and provide a range of suggestions and recommendations to the management of Jawwal and other companies on the extent of internal marketing In improving the quality of service and customer satisfaction and the modest contribution of enriching the Arabic library with scientific material related to internal marketing (Direct Marketing Association, 2013).

The importance of studying: "This is the first study that deals with internal marketing in the telecommunications sector in Palestine, which has not been discussed before, and examines the extent of Jawwal's adoption of the philosophy of internal marketing and its impact on the quality of service and customer satisfaction by linking these elements to each other.

Results:It was clear that the company management adopted and applied internal marketing policies and found that there is a high level of dimensions of internal marketing forty employees administrative training and dissemination of marketing information between what was found that the level of the company in the dimension was an average and that means the satisfaction of workers on average on incentive systems and bonuses can be clarified in the above JAWAL company selects the employees and establishes a policy that includes the appointment of people with experience and efficiency. JAWAL company continuously trains and develops its employees in raising the level of their various skills.

Recommendations :The study highlights the presence of the employees' satisfaction in the system of incentives and rewards applied in the company ,conducts the management research of a mobile company in the effort to meet the needs of the material and moral workers and gain the satisfaction of employees, which enables them to provide the quality of services provided to customers company management company Jawwal necessarily Attention Training and development programs and the implementation of training programs for modern frontline workers commensurate with technological changes and development in order to raise the level of skill and competence have special skills and the art of communication and empowerment relationship with customers (Saif, 2014).

CHAPTER 4
Research Method

The researcher has used the descriptive analytical method, which attempts to answer the basic question, and what the nature of the Phenomenon which is research theme, and analysis of the phenomenon, its environment, and clarifying the relationship between its components. the description is given mainly by units, conditions, relationships, groups, categories, or patterns that do exist. Also include related opinions and trends about it, as well as the operations contained and the resulting effects. The descriptive approach extends to addressing how the phenomenon works. This approach satisfies the research goals in order to compare and evaluate the results, raising our hopes to publicize a meaningful content to support the available knowledge of the research theme.

4.1. RESEARCH POPULATION AND SAMPLE SIZE

This population consists of ()members

The Study Sample:the sample was 30 members,

Questionnaire Contents

Questionnaire was provided with a covering letter explaining the purpose of the research, the way of responding, consist of (57) Sentences.

First Part: **product** consist of (10) sentences.

Second Part: **price** consist of (9) sentences.

Third part: **location** consist of (8) sentences

fourth part: **Promotion** consist of (10) sentences

fifth part: **quality** consist of (12) sentences

sixth part: **competitors** consist of (8) sentences

4.2. DATA MEASUREMENT

In order to be able to select the appropriate method of analysis, the level of measurement must be understood. For each type of measurement, there is/are an appropriate method/s that can be applied. In this research, scale third is used.

Table (1): Measurement scale

(Source: own work)

Scale	A Medium degree	Moderately	To a large degree
		1	2

4.3. QUESTIONNAIRE VALIDITY

Validity refers to the degree to which a questionnaire measures what it is supposed to be measuring. High validity is the absence of systematic errors in the evaluating questionnaire. When a questionnaire is valid; it truly reflects the concept, it is supposed to measure.(George, & Mallery 2006).

4.4. ARBITRATORS VALIDITY

Experts in statistics academic members from Al Azhar University were requested to evaluate that the used questionnaire is statistically valid and was designed well enough to provide the relations and tests between the study variables. The experts did agree that the questionnaire was valid and suitable enough to be used with some amendments. The arbitrators 'suggestions and amendments were taken into consideration in order to set the appropriate questionnaire as shown in the Appendix.

4.5. INTERNAL VALIDITY

Internal validity of the questionnaire was evaluated after conducting a pilot study by a sample, which consisted of 16 questionnaires, by measuring the correlation coefficients between each item in one field and the whole field.

Table (2): The correlation coefficient between each item (question) in the field and the whole field(Source: Business Dictionary)

Product			Price			Location		
Item No	Pearson coefficient	Sign	Item No	Pearson correlation	sign	Item No	Pearson correlation	sign
1	0.786	**0.00	1	0.871	**0.00	1	0.682	**0.00
2	0.590	**0.00	2	0.624	**0.00	2	0.937	**0.00
3	0.802	**0.00	3	0.700	**0.00	3	0.911	**0.00
4	0.669	**0.00	4	0.812	**0.00	4	0.860	**0.00
5	0.892	**0.00	5	0.861	**0.00	5	0.540	*0.01
6	0.663	**0.00	6	0.697	**0.00	6	0.556	**0.00
7	0.589	**0.00	7	0.637	**0.00	7	0.598	**0.00
8	0.547	**0.00	8	0.517	**0.00	8	0.588	**0.00
9	0.634	**0.00	9	0.539	**0.00			
10	0.553	**0.00						
Promotion			quality			competitors		
Item No	Pearson coefficient	Sign	Item No	Pearson coefficient	Sign	Item No	Pearson coefficient	Sign
1	0.889	**0.00	1	0.936	**0.00	1	0.619	**0.00
2	0.970	**0.00	2	0.951	**0.00	2	0.826	**0.00
3	0.979	**0.00	3	0.878	**0.00	3	0.924	**0.00
4	0.914	**0.00	4	0.831	**0.00	4	0.868	**0.00
5	0.904	**0.00	5	0.753	**0.00	5	0.959	**0.00
6	0.879	**0.00	6	0.914	**0.00	6	0.910	**0.00
7	0.935	**0.00	7	0.892	**0.00	7	0.935	**0.00
8	0.876	**0.00	8	0.928	0.00**	8	0.917	**0.00
9	0.949	**0.00	9	0.921	0.00**			
10	0.882	**0.00	10	0.774	**0.00			
			11	0.893	**0.00			
			12	0.960	**0.00			

**Indicates Correlation Significance at $\alpha \leq 0.05$

Results described in the Table (2) shown that the paragraphs of the questionnaire have a strong correlation coefficient and statistically significant at the level less than (0.05), this indicates that the questionnaire enjoying by high sincerity (Arab British Academy of Higher Education, N. d).

4.6. RELIABILITY

Reliability of a questionnaire is the degree of consistency in which it measures the level of consistency of the questionnaire results if it will be distributed several times under the same conditions. In other words, questionnaire reliability means that the questionnaire will give the same results if it will be distributed several times to the study sample in specific time periods. For the most purposes reliability coefficient above 0.7 is considered satisfactory (George and Mallery, 2006).

To measure the reliability can be achieved by using Cronbach's Alpha Coefficient and Half Split Method through the SPSS software .

Cranach’s Alpha Coefficient

This method is used to measure the reliability of the questionnaire between each field and the mean of the whole fields of the questionnaire. The normal range of Cranach’s coefficient alpha value between (0.0) and (+ 1.0), and the higher values reflects a higher degree of internal consistency. (George and Mallery, 2006)

Table (3): for Reliability Cronbach's Alpha

(Source: Hartman, 2018)

	No. of Items	Cron. Alpha
All Domains	57	0.926

As shown in Table No. (3) the Cronbach’s coefficient alpha was calculated and the results were in for equal 0.926 This range is high; the result ensures the reliability of the questionnaire(Hartman, 2018).

Half Split Method

This method depends on finding Pearson correlation coefficient between the means of odd rank questions and even rank questions of each field of the questionnaire. Then, correcting the Pearson correlation coefficients can be done by using Spearman Brown

correlation coefficient of correction. The corrected correlation coefficient (consistency coefficient) is computed according to the following equation:

Consistency coefficient = $2r/(r+1)$, where r is the Pearson correlation coefficient. The normal range of corrected correlation coefficient $2r/(r+1)$ is between 0.0 and + 1.0

Table (4):Split-Half Coefficient method

(Source: Whole Dictionary of meanings)

Questionnaire	person- correlation	Spearman-Coefficient
	0.875	0.933

As shown in Table No.(4), the corrected correlation coefficients value equal 0.933, this result ensures the high reliability of the questionnaire (Whole Dictionary of meanings).

Statistical Method

To achieve the research goal, researcher used the statistical package for the Social Science (SPSS) for Manipulating and analyzing the data. The following statistical tests were used to analyze the data and the study hypothesis:

- I. Frequencies, means and percentages to represent the collected data in meaningful figures.
- II. Pearson Correlation Coefficient was used to measure the correlation between two variables, where it was applied to test the questionnaire validity.
- III. Cronbach's Alpha coefficient was used to test the questionnaire reliability.

CHAPTER 5
Data Analysis

Study Fields Analysis

In order to answer the study questions “what does access to become competitive projects with a strong brand and profitability and making high-quality products meet customer needs?” The researcher used the mean and standard deviation of the weight mean and arrangement for each paragraph.

5.1. PRODUCT

Table (5): The respondents’ opinions towards the items of the paragraph

(Source: Business Dictionary)

#	Question	mean	standard deviation	Weight mean %	Rank
1	Define the product properly	2.667	0.547	88.89	2
2	View the product size and weight	2.567	0.679	85.56	3
3	View the product color and shape	2.733	0.521	91.11	1
4	Packaging of products	2.400	0.621	80.00	8
5	Evaluate the product between now and then.	2.400	0.770	80.00	8
6	Inquire and take customer feedback about the product	2.400	0.724	80.00	8
7	The possibility of improvement and development in the future	2.567	0.626	85.56	3
8	Marketing the product with full description and online social networking sites	2.533	0.571	84.44	5
9	Introduction of customer opinion regarding the product.	2.500	0.682	83.33	7
10	Form the product attracts customers	2.533	0.681	84.44	5
All items		2.530	0.642	84.33	

**Significance at = 0.01 * Significance at = 0.05 // Non Significance at = 0.05

- **Results in the table shows that the top second paragraphs are:**
 - Item N° (3) "View the product color and shape „the weight mean equal " 91.11%" and ranked equal "1"

- Item N° (1) “Define the product properly” the weight mean equal " 88.89%" and ranked equal " 2"
- **The lowest second paragraphs are:**
 - Item N° (5) “Evaluate the product between now and then.” the weight mean equal " 80%" and ranked equal " 8".
 - Item N° (6) “Inquire and take customer feedback about the product” the weight mean equal "80%" and ranked equal "8".

The results above denote the following facts:

The **Weight mean** “access to become competitive projects with a strong brand and profitability and making high-quality products (product) meet customer needs was 84.33%.

5.2. PRICE

Table (6): The respondents’ opinions towards the items of the paragraph

(Source: Business Dictionary)

#	Question	mean	standard deviation	Weight mean %	Rank
1	Customer satisfaction with product/service price	2.467	0.571	82.22	5
2	Product offer competitive price	2.467	0.629	82.22	5
3	Cost-based price calculation	2.500	0.682	83.33	3
4	Calculating price according to market standards	2.600	0.621	86.67	1
5	Calculate price by competition	2.567	0.728	85.56	2
6	Appropriate profit	2.167	0.747	72.22	9
7	Price calculation by value	2.467	0.681	82.22	5
8	Calculating price according to the planned profit	2.367	0.718	78.89	8
9	Mark price of product quality	2.500	0.731	83.33	3
All items		2.456	0.679	81.85	

**Significance at = 0.01 * Significance at = 0.05 // Non Significance at = 0.05

- **Results in the table shows that the top second paragraphs are:**
 - Item N° (4) "Calculating price according to market standards" the weight mean equal "86.67%" and ranked equal "1"
 - Item N° (5) "Calculate price by competition" the weight mean equal "85.56%" and ranked equal "2"
- **The lowest second paragraphs are:**
 - Item N° (8) "Calculating price according to the planned profit." the weight mean equal "78.89%" and ranked equal "8".
 - Item N° (6) "Appropriate profit" the weight mean equal "72.22%" and ranked equal "9".

The results above denote the following facts:

The **Weight mean** "access to become competitive projects with a strong brand and profitability and making high-quality products (price) meet customer needs was 81.85%.

5.3. LOCATION

Table (7): The respondents' opinions towards the items of the paragraph

(Source: Boubaha, 2011)

#	Question	mean	standard deviation	Weight mean %	Rank
1	Suitable location and proximity to the customer	2.300	0.750	76.67	2
2	Dealing with wholesale/retail	2.000	0.788	66.67	6
3	The presence of distribution points	1.800	0.847	60.00	7
4	Presence of branches selling	1.800	0.847	60.00	7
5	The possibility of opening new branches	2.267	0.740	75.56	4
6	Product delivery mechanisms	2.367	0.765	78.89	1
7	Provide equipment for manufacturing	2.300	0.794	76.67	2
8	Website strategy	2.133	0.681	71.11	5
All items		2.121	0.776	70.69	

**Significance at = 0.01 * Significance at = 0.05 // Non Significance at = 0.05

- **Results in the table shows that the top second paragraphs are:**
 - Item N° (6) " Product delivery mechanisms " the weight mean equal " 78.89%" and ranked equal " 1 "
 - Item N° (1) " Suitable location and proximity to the customer " the weight mean equal " 76.67%" and ranked equal " 2 "
- **The lowest second paragraphs are:**
 - Item N° (3) " The presence of distribution points. " the weight mean equal " 60%" and ranked equal " 7 ".
 - Item N° (4) " Presence of branches selling " the weight mean equal " 60%" and ranked equal " 7 ".

The results above denote the following facts:

The **Weight mean** "access to become competitive projects with a strong brand and profitability and making high-quality products (**Location**) meet customer needs was 70.69%.

5.4. PROMOTION

Table (8): The respondents' opinions towards the items of the paragraph
(Source: Boubaha, 2011)

#	Question	Mean	Standard deviation	Weight mean %	Rank
1	Using publicly funded ads	2.600	0.675	86.67	2
2	Using public relations	2.233	0.568	74.44	6
3	Use promotions and discounts	2.400	0.724	80.00	5
4	Prizes	1.900	0.845	63.33	10
5	View product specifications attracts consumers	2.633	0.615	87.78	1
6	Marketing through social media	2.533	0.629	84.44	3
7	Imaging and display product	2.533	0.819	84.44	3
8	Hiring a sales rep	1.933	0.828	64.44	9
9	Create campaigns	2.067	0.785	68.89	7
10	Participation in trade fairs	2.067	0.907	68.89	7

All items	2.290	0.739	76.33	
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**Significance at = 0.01 * Significance at = 0.05 // Non Significance at = 0.05

- **Results in the table shows that the top second paragraphs are:**
 - Item N° (5) "View product specifications attracts consumers the weight mean equal " 87.78%" and ranked equal " 1"
 - Item N° (1) "Using publicly funded ads" the weight mean equal " 86.67%" and ranked equal " 2"
- **The lowest second paragraphs are:**
 - Item N° (8) "Hiring a sales rep." the weight mean equal " 64.44%" and ranked equal " 9".
 - Item N° (4) "Prizes" the weight mean equal " 63.33%" and ranked equal " 10".

The results above denote the following facts:

The **Weight mean** "access to become competitive projects with a strong brand and profitability and making high-quality products (**Promotion**) meet customer needs was 76.33%.

5.5. QUALITY

Table (9): The respondents' opinions towards the items of the paragraph

(Source: Chand, N. d)

#	Question	mean	standard deviation	Weight mean%	Rank
1	Commitment to quality standards	2.767	0.504	92.22	1
2	The availability of the product casing to clarify the type and format	2.533	0.629	84.44	6
3	Monitor and correct the path	2.633	0.556	87.78	3
4	Listen and take customer's opinion regarding the quality of the product	2.633	0.615	87.78	3
5	Dealing with crises	2.200	0.714	73.33	12
6	The efficiency of the	2.700	0.466	90.00	2
7	Application of management information systems	2.300	0.702	76.67	10
8	Using methods for continuous quality improvement	2.367	0.718	78.89	9
9	Possibility to provide service around the clock	2.400	0.675	80.00	7
10	Product/service quality measurement	2.567	0.626	85.56	5
11	Employees performance evaluation	2.400	0.675	80.00	7

12	Improve customer service	2.300	0.702	76.67	11
All items		2.483	0.632	82.78	

**Significance at = 0.01 * Significance at = 0.05 // Non Significance at = 0.05

- **Results in the table shows that the top second paragraphs are:**
 - Item N° (1) "Commitment to quality standard" the weight mean equal "92.22%" and ranked equal "1"
 - Item N° (6) "The efficiency of the" the weight mean equal "90.00%" and ranked equal "2"
- **The lowest second paragraphs are:**
 - Item N° (12) "Improve customer service." the weight mean equal "76.67%" and ranked equal "11".
 - Item N° (5) "Dealing with crises" the weight mean equal "73.33%" and ranked equal "12".

The results above denote the following facts:

The **Weight mean** "access to become competitive projects with a strong brand and profitability and making high-quality products (**Quality**) meet customer needs was 82.78%.

5.6. COMPETITORS

Table (10): The respondents' opinions towards the items of the paragraph
(Source: Chand, N. d)

#	Question	mean	standard deviation	Weight mean %	Rank
1	Product/service is competitive in the market.	2.467	0.681	82.22	2
2	Price competition.	2.367	0.556	78.89	6
3	Gather information about competitors	2.200	0.847	73.33	8
4	Impact of competition on the continuation of the project	2.333	0.802	77.78	7
5	Market ethics commitment	2.833	0.461	94.44	1
6	Competition in quality	2.467	0.629	82.22	2

7	Competition in the distribution	2.400	0.675	80.00	5
8	The competition offers and campaigns	2.433	0.679	81.11	4
All items		2.438	0.666	81.25	

**Significance at = 0.01 * Significance at = 0.05 // Non Significance at = 0.05

- **Results in the table shows that the top second paragraphs are:**
 - Item N° (5) "Market ethics commitment" the weight mean equal " 94.44% " and ranked equal " 1 "
 - Item N° (1) "Product/service is competitive in the market." the weight mean equal " 82.22% " and ranked equal " 2 "
- **The lowest second paragraphs are:**
 - Item No(4) "Impact of competition on the continuation of the project." the weight mean equal " 77.78% " and ranked equal " 7 ".
 - Item No(3) "Gather information about competitors" the weight mean equal " 73.33% " and ranked equal " 8 ".

The results above denote the following facts:

The **Weight mean** "access to become competitive projects with a strong brand and profitability and making high-quality products (**competitors**) meet customer needs was 81.25%.

Table (11): The respondents' opinions towards the items of the paragraph

(Source: Damati, 2011)

#	Question	mean	standard deviation	Weight mean %	Rank
1	Product	2.530	0.642	84.33	1
2	Price	2.456	0.679	81.85	3
3	Location	2.121	0.776	70.69	6
4	Promotion	2.290	0.739	76.33	5

5	Quality	2.483	0.632	82.78	2
6	Competitors	2.438	0.666	81.25	4
All items		2.386	0.689	79.54	

**Significance at = 0.01 * Significance at = 0.05 // Non Significance at = 0.05

• **Results in the tables shows that:**

- Item N° (1) "Product" the weight mean equal " 84.33%" and ranked equal " 1"
- Item N° (5) "Quality." the weight mean equal " 82.78%" and ranked equal " 2"
- Item N° (2) "Price." the weight mean equal " 81.85%" and ranked equal " 3"
- Item N° (6) "Competitors." the weight mean equal " 81.25%" and ranked equal " 4"
-
- Item N° (4) "Promotion." the weight mean equal " 76.33%" and ranked equal " 5".
- Item N° (3) "Location" the weight mean equal " 70.69%" and ranked equal " 6".

RECOMMENDATIONS

- 1 - The need to support Medium and youth projects and stop them at the beginning of their lives
- 2- Provide advice and advice by persons with experience in the field of trade and projects.
- 3-Solving the problems of marketing Medium and micro enterprises.
4. The law for the establishment of a national fund for Medium and medium enterprises.
- 5 - The issue of incubators is still a big problem facing many of the initiators or those wishing to implement Medium and medium enterprises. Therefore, this is an important point to be taken care of.
- 6 - the need to find suitable ways to prepare the atmosphere for young people to switch to the new approach of implementation of Medium and medium enterprises
- 7-Efforts by governments to develop and provide various support programs to facilitate the success and expansion of Medium enterprises in various sectors.
- 8-Review policies, programs and incentives to exploit all potential for the development of Medium and medium enterprises
- 9-Providing specialized consultancy services and training support programs to help Medium and medium enterprises to meet the challenges by enhancing competitiveness by reducing non-tariff barriers and taxes allocated for Medium projects.
- 10-Review existing legal frameworks to promote foreign cooperation with Medium and local enterprises.
- 11-The need to facilitate the special procedures in loans on Medium projects
- 12-The need to work to attract practical expertise for the exploitation of Medium enterprise development
- 13-It is necessary to follow a clear strategic plan in order to expand your project

14-The need to work on the production of Medium projects because they have a role in creating new jobs.

SUMMARY

The thesis titled *The Role of Marketing in The Success of Medium Projects* aims to identify the role of marketing in attracting customers and making profits for Medium projects through the following pure axes (product, price, promotion, location, quality, competitors). It also seeks to assess the application of marketing systems and principles in the development of medium project and identify the most important marketing means that contribute to the profit of the owner of the project and based on the previous assessments provides a pure proposal for the development of medium enterprises.

A questionnaire was designed to collect data to better understand the role of marketing in the success of medium projects, and the researcher has used a descriptive analytical method for the research using SPSS. A descriptive analytical method is a research or data analysis approach that focuses on summarizing and presenting data in a structured and informative manner, often without making inferences or drawing conclusions beyond what the data itself reveals. It aims to describe the characteristics of a dataset, identify patterns, and provide a clear and comprehensive overview of the data.

In order to answer the study questions, the researcher used the mean and standard deviation of the weight mean and arrangement for each paragraph. The results of the study are expected to provide insight into the role of marketing in attracting customers and making profits for medium projects through statistical analysis with SPSS.

To conclude the research mentioned the most important recommendations in the need to support medium and youth projects and stand by them at the beginning of their lives and provide advice by people with experience in the field of trade, projects and economy, the owners of projects to use good means and developed marketing to attract the largest number of customers and improve the quality of their product for the best to achieve highly competitive with large and successful projects to achieve profit.

On the other hands, the marketing process of the product in Medium enterprises can face many problems. How can we summarize these challenges ?

Medium-sized enterprises can face a unique set of challenges and problems when it comes to marketing their products. These challenges can vary depending on the industry, market, and specific circumstances of the company, but here are some common problems and challenges they may encounter:

Limited Resources: Medium-sized enterprises often have limited budgets and resources compared to larger corporations. This constraint can make it challenging to compete effectively in the market, invest in marketing, or take on large marketing campaigns.

Market Differentiation: Defining a unique value proposition and differentiating from competitors can be challenging. SMEs need to clearly communicate what sets them apart from larger and smaller competitors.

Limited Data and Analytics Resources: Collecting and analyzing data for marketing purposes can be constrained by a lack of dedicated personnel and data analytics tools. This limits their ability to make data-driven decisions.

Customer Trust and Brand Building: Building trust and a strong brand identity takes time, and medium-sized enterprises may need to work harder to establish credibility in the market.

Financial Risk: Marketing campaigns and strategies involve financial investment. Medium-sized companies need to carefully manage this risk and ensure that their marketing efforts provide a return on investment.

Adapting to Market Changes: Staying agile and adapting to changes in the market, consumer behavior, or technology can be more challenging for mid-sized enterprises compared to smaller, more nimble startups.

Global Expansion: Expanding to international markets can be complex, requiring a deep understanding of different cultures, regulations, and customer preferences.

To address these problems and challenges, medium-sized enterprises should consider these recommendations and proposals for its Marketing:

Focus on Niche Markets: SMEs can excel by targeting niche markets where they can provide unique value and stand out from larger competitors.

Leverage Digital Marketing: Invest in digital marketing to reach a broader audience at a lower cost. This includes a strong online presence, social media, email marketing, and content marketing.

Customer Relationship Management (CRM): Implement a CRM system to manage and improve customer relationships, gather customer feedback, and personalize marketing efforts.

Invest in Employee Training: Develop marketing skills within your team through training and upskilling programs, or consider outsourcing marketing to agencies or freelancers.

Customer Feedback: Collect and act on customer feedback to continuously improve products, services, and the customer experience.

Networking: Attend industry events, join local business associations, and build strong relationships with other businesses to expand your reach and gain new customers.

Monitor Data and Analytics: Use analytics tools to track the performance of marketing efforts, identify what works, and make data-driven decisions to refine your strategies.

Focus on Branding: Create a strong and consistent brand identity that resonates with your target audience and sets you apart from competitors.

By addressing these challenges and implementing these recommendations, medium-sized enterprises can enhance their marketing efforts, build a strong brand, and compete effectively in their respective markets. It's essential to tailor strategies to the specific needs and circumstances of your business and industry.

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APPENDIX

This particular resolution themed graduation search **Marketing's role in the success of Medium businesses** as a marketing modern art was discovered by adapt (product, price, position and promotion) with each other does not start marketing service or produce product (item) Begin by seeking appropriate client through studies in the target market. So Medium enterprises play a prominent role in the national economy because it is important in providing products and services that they found. However, these projects face weakness in marketing their products and market access, lack of energy and creative ideas to be a leader in her thoughts, in terms Material, human and financial resources. The problem study in determining the effectiveness of the marketing process in these Medium projects and what does access to become competitive projects with a strong brand and profitability and making high-quality products to meet the customer needs.

The aim of this survey is to assess the role of marketing in the product development process and increase the profits of the business to achieve its goals, so please fill in proportion to the nature of the project.

- Name of questionnaire provider:
.....
Employee Partner founder Director
- Company name (optional):
.....
- Mobile phone number
(optional).....

- Year of establishment of the company (optional)
Before 1990 Between 1990 to 2000 between 2000 to 2010 after 2010
- Years of experience:
- Number of years working in the enterprise:
.....
- Salary level (optional)
Less than 1000 dollar Between 1000 and 2000 dollar more than 2000 dollar
- Education level (optional):
- Number of employees:
.....
- Type of product/service:
.....

Please answer the questions attached to tick (✓) the appropriate answer to that include variablesMarketing:

Work areas	The degree of implementation		
	To a large degree	Moderately	A Medium degree
product			
Define the product properly			
View the product size and weight			
View the product color and shape			
Packaging of products			
Evaluate the product between now and then.			
Inquire and take customer feedback about the product			
The possibility of improvement and development in the future			
Marketing the product with full description and online social networking sites			
Introduction of customer opinion regarding the product.			

Form the product attracts customers			
price			
Customer satisfaction with product/service price			
Product offer competitive price			
Cost-based price calculation			
Calculating price according to market standards			
Calculate price by competition			
Appropriate profit			
Price calculation by value			
Calculating price according to the planned profit			
Mark price of product quality			
location			
Suitable location and proximity to the customer			
Dealing with wholesale/retail			
The presence of distribution points			
Presence of branches selling			
The possibility of opening new branches			
Product delivery mechanisms			
Provide equipment for manufacturing			
Website strategy			
Promotion			
Using publicly funded ads			
Using public relations			
Use promotions and discounts			
Prizes			
View product specifications attracts consumers			

Marketing through social media			
Imaging and display product			
Hiring a sales rep			
Create campaigns			
Participation in trade fairs			
quality			
Commitment to quality standards			
The availability of the product casing to clarify the type and format			
Monitor and correct the path			
Listen and take customer's opinion regarding the quality of the product			
Dealing with crises			
The efficiency of the			
Application of management information systems			
Using methods for continuous quality improvement			
Possibility to provide service around the clock			
Product/service quality measurement			
Employees performance evaluation			
Improve customer service			
competitors			
Product/service is competitive in the market.			
Price competition.			
Gather information about competitors			
Impact of competition on the continuation of the project			
Market ethics commitment			

Competition in quality			
Competition in the distribution			
The competition offers and campaigns			

What are the problems and challenges in the process of marketing the product in Medium enterprises?

'

What are the main recommendations and proposals?

DECLARATION

On authenticity and public assess of thesis¹

Student's name: Azara Ibrahim
Student's Neptun ID: GCELRX
Title of the document: The Role of Marketing in The Success of Medium Projects
Year of publication: 2023
Department: Business Administration and Management (BSc)

I declare that the submitted **thesis**² is my own, original individual creation. Any parts taken from an another author's work are clearly marked, and listed in the table of contents.

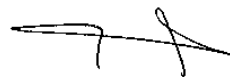
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CONTENT SUMMARY OF THE THESIS

Thesis title: The Role of Marketing in The Success of Medium Projects

Internal Supervisor: Dr. Fodor Zita

Created by: Azara Ibrahim

Institute of Agriculture and Food Economics

Business Administration and Management (BSc)

The thesis titled **The Role of Marketing in The Success of Medium Projects** aims to identify the role of marketing in attracting customers and making profits for Medium projects through the following pure axes (product, price, promotion, location, quality, competitors). It also seeks to assess the application of marketing systems and principles in the development of medium project and identify the most important marketing means that contribute to the profit of the owner of the project and based on the previous assessments provides a pure proposal for the development of medium enterprises.

A questionnaire was designed to collect data to better understand the role of marketing in the success of medium projects, and the researcher has used a descriptive analytical method for the research using SPSS.

In order to answer the study questions, the researcher used the mean and standard deviation of the weight mean and arrangement for each paragraph. The results of the study are expected to provide insight into the role of marketing in attracting customers and making profits for medium projects through statistical analysis with SPSS.

To conclude the research mentioned the most important recommendations in the need to support medium and youth projects and stand by them at the beginning of their lives and provide advice by people with experience in the field of trade, projects and economy, the owners of projects to use good means and developed marketing to attract the largest number of customers and improve the quality of their product for the best to achieve highly competitive with large and successful projects to achieve profit.

DECLARATION

Azara Ibrahim (name) (studentNeptuncode: GCELRX)
as a consultant, I declare that I have reviewed the final thesis/thesis/dissertation/portfolio¹
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