

Internet use in marketing the products of small projects and its relationship to some variables

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Abstract

Recent years have seen tremendous developments are to receive challenges, huge marketing One of the most important technological developments, which is online most important of which is by nature does not require high cost, as it is a good platform to connect companies with customers efficiently, have moved into small business web site, and put it side by side with giant companies and narrowed the distance between them in terms of production, distribution and human competencies. Therefore, This study aimed to identify the nature of the relationship between the use of internet in marketing the products of small projects and all of the age and educational level of the project owner and the functional role of the entrepreneur and the type of project and the legal form of the project and monthly income of the project, and determine the differences between male and female small business owners in the use of internet in marketing the products small projects, and to clarify the discrepancy between the study sample in the style of using the Internet for marketing of the project according to each of the nature of the profession practiced next to the project, and the social situation of the project owner and location of the project.

The tools included the study to form the initial data of the Mbhotp, and form general statements related to the project small, and a questionnaire on the role of internet in marketing the products of small projects have been distributed to a number (140) of women workers and workers in small enterprises in Riyadh by direct contact through visiting exhibitions and bazaars, women's , and by indirect contact through the Internet.

The most important results of the study that there are no differences between males and females in the use of the Internet in marketing the products of small projects, and there is a positive correlation between the monthly income of the project and method of use of the Internet and a negative relationship between age and method of use of the Internet at 0.05 level, and differing statistically significant difference between method internet use, according to the profession by practicing next small project at a level of significance 0.01 for engineering professionals and university professors.

The study recommends an open space for women to contribute to the experience of e-marketing to women-owned gustatory sense intuitively to deal with the announcement of the definition of the product. And Arab governments take action to create the legal environment and banking to ensure the security and confidence of customers, and reduce the cost of contributions to the Internet to be accessible to everyone and easy to work through them, expanding the network of the Internet and the infrastructure has, in addition to holding training courses for workers in small businesses to use information technology and hardware maintenance.