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Effect of Interactive Marketing Dimensions on Marketing Efficiency: Exploratory Study for the Opinions of a Sample of Employees of AsiaCell Mobile Telecommunications Company in Karbala City

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Abstract. The research dealt with the topic of interactive marketing in its dimensions (trust, commitment, interaction, two-way communication, quality of service, speed of response) and its impact on marketing efficiency in its dimensions (customer satisfaction, marketing costs, marketing research and development). The researchers sought to present a theoretical framework based on rooting Intellectual and making a modest contribution with regard to the variables and dimensions of the research, which was conducted in the Asia Cell Company for Mobile Communications, Holy Karbala Branch. And information, and a set of statistical methods were used in order to process data and information, namely: the arithmetic mean, standard deviation, Cronbach alpha test, coefficient of variation, Pearson correlation coefficient, interpretation coefficient, test (T), test (F), and in conclusion, the research reached A set of conclusions, the most important of which are: - The employees of Asia Cell Company realize the importance of building a long-term trust relationship with customers for the purpose of enhancing the company's marketing efficiency. As well as all the correlations were positive and moral, which means that the company can benefit from the dimensions of interactive marketing to enhance marketing efficiency.

Keywords. interactive marketing, marketing efficiency, two-way communication, trust

1. Introduction

In light of the rapid development of information technology and intense competition between organizations, these organizations are struggling to maintain their existing customers and attract new customers in order to ensure their survival and growth and achieve benefits for their stakeholders, which is achieved by enhancing the process of constructive interaction with customers to reach long-term relationships With them, therefore, this research adopted the task of highlighting the issue of interactive marketing as an important marketing strategy carried out by organizations in order to ensure customer loyalty towards their products and brand directly. This research attempted to answer the following question, which reflects the problem of this

study (What is the effect of adopting the dimensions of interactive marketing on the marketing efficiency of the organization), and the choice was made to the Asia Cell Company for Mobile Communications in the Holy Karbala, and an intentional sample of (88) individuals was chosen. of the employees of the company under investigation. Current study revolves around trying to achieve the following objectives: regarding to providing solutions that marketing organizations suffer from in order to be able to achieve the best, develop and improve them. Besides, identifying the effect of interactive marketing on the customer satisfaction dimension of the organization under study. In addition, identifying the effect of interactive marketing on the marketing costs of the organization under study.

2. Conceptual framework

2.1. The concept of interactive marketing:

Today, marketing has taken several dimensions because of the possibility of interacting with the customer through various communication channels and modern communication technology, and with it several marketing concepts have developed, such as electronic marketing and Internet marketing, and in the midst of these developments, the concept of interactive marketing has emerged to give another dimension to electronic marketing and the provision of platforms There are many ways to interact with customers at all levels (Masoudi, 2018: 2), and interactive marketing is based on the idea that the quality of the product provided depends largely on the quality of interaction between the customer and the product provider, and the more effective this interaction is, the more it helps to achieve customer satisfaction. (Hsu-Hsienchi, 2011: 7), so interactive marketing can be considered one of the latest and most important concepts in the business world at the present time, as it expresses an evolving trend in the field of marketing through which marketing is transferred from a mere effort based on completing a business deal to a fruitful dialogue And building between the organization and the customer, which helps to achieve positive effects on performance levels, as well as retain existing customers and win new customers (Dhil lon, 2013: 56), by achieving continuity in the process of communicating with customers and collecting their opinions, keeping them and remembering them when needed (Atmaja et al., 2015: 82), which is a new marketing philosophy embodied in the long-term constructive interaction between customers And the organization that relies on information technology that enables enhancing customer loyalty and the need to establish and develop relationships with all parties that influence the activity of the organization (Atmaja et al., 2015: 82), and (Saleh and Adham, 2021: 22) believe that interactive marketing allows customers By recording their preferences on the websites of the organizations, provided that these organizations work to meet those preferences according to the customer's desire and as quickly as possible, and in the same context (Kendrick & Fletcher, 2002:207) indicated that interactive marketing is a combination of traditional marketing with customer relationship management methods and technology In order to build relationships and obtain new customers, (Vladislav, 2013:4) showed that interactive marketing is a complex system that evaluates and maximizes the value of customers and applies effective methods to stimulate and win their most valuable loyalty.

2.1.1 The importance of interactive marketing:

Interactive marketing has a great importance that we can review in the following:

(Al-Moubaideen, 2017, 206), (Abdul-Qawi, 2013: 23), (Al-Haidari, 2019: 43).

a) The active presence of organizations on social networks constitutes an exceptional and distinctive window for them to communicate with a wide segment of the target audience,

in easy and inexpensive ways, and within the highest levels of interaction and response for both parties.

b) Interactive marketing contributes to strengthening the position and strength of the organization's brand, as the strength of organizations' web pages on social networks is measured by the number of their fans and followers.

C) Interactive marketing provides more flexibility by allowing organizations to make the required modifications according to the customer's desire.

E) The organization's website is a front for it in front of customers, which makes it do its best to provide the best designs and use pictures, colors and attractive words for the customer.

e) Interactive marketing helps in raising the level of sales by carrying out intensive marketing campaigns and encouraging customers to repeat the purchase process.

F) Work to involve the customer in the production process by identifying their requirements and needs and translating them into products.

j) The possibility of competing in a distinctive creative manner that helps attract new customers and retain them as permanent customers.

2.1. 2 Dimensions of interactive marketing:

Many writers and researchers have dealt with the issue of defining the dimensions of interactive marketing, and we include in Table (1) some of them in order to select the most agreed-upon dimensions.

Table .1 The agreement of researchers' opinions on the dimensions of interactive marketing

Source	Dimensions
(Massoud, 2018)	(attendance, interaction, customer care)
(Corset, 2016)	Trust, customer contact, interaction, response to (complaints, quality of service)
(Nasser, 2017)	credibility, commitment, interaction, bilateral communication, quality of service, perceived interest, ease of use
(Burnham , 2003)	communication, commitment, trust, problem solving
(Hassan et al., 2013)	trust, commitment, interaction, two-way communication, quality of service, speed of response
(Surprise, 2018)	interaction rate, commitment, ease of use, bilateral communication, trust

In light of the foregoing, this research will rely on the most consistent dimensions among the literature adopted by (Hassan et al., 2013), namely (trust, commitment, interaction, two-way communication, service quality, response speed).

A) Trust: - Trust is not an abstract concept as much as it is an emotional state felt by the customer towards the outputs of a specific organization. Availability of an element of trust contributes to making the customer adopt positive behaviors towards the organization, which leads to repeated purchases of its products, and encourages other individuals to deal with it (Soliman, 215: 2015).

b) Commitment (loyalty): It expresses the customer's loyalty towards a specific organization and his intention to maintain a long-term relationship with it, which is an essential element in the success of the relationship between the two parties (Walter, et., al, 2002:42)), so it is a case Psychology generates an explicit or implicit promise by the customer to develop his relationship with the organization, and this promise is a prerequisite for the follow-up and continuation of the long-term relationship with the organization

C) Interaction: It expresses the flexibility of the organization's adaptation to the orientations and requirements of customers through multiple communication channels (Al-Taie and Al-Amidi, 2018, 10). A reality that he experiences and lives with every cooperation between them (Al-Attar and Al-Mamouri, 114: 2020).

E) Two-way communication: ((Wilson) believes that two-way communication is a process through which ideas are shared between two or more people, and it is characterized by the ability to communicate with each other in a mutual way, as it gives the presenter the idea to present and display ideas and for the recipient the ability to communicate And they understood each other (Saleh Wadham, 23, 2020).

E) Quality of Service: All organizations need to measure, monitor and improve the quality of their products on an ongoing basis in order to maintain their customers. Therefore, quality is the vital artery that supplies the organization with new flowing blood represented by customers with high loyalty and more levels of profitability. Thus, it is one of the most important The advantages that organizations compete with in the markets (Mudie & Pirrie, 2012:88). Quality reflects the customer's evaluation of the product, so it is considered one of the best and most successful measures in judging organizations in general (Al-Khalidi, 2006: 20).

F) Speed of response: It expresses the organization's desire to help customers and meet their needs as quickly as possible (Wilson, et., al, 2016:168), and to achieve this goal, the organization must see all the details related to its products and address all requests from the customer's point of view. Rather than from its point of view, since the criteria for speed of response differ between the organization's vision of the requirements of its internal operations and the customer's vision (Elmayar, 2011: 97)), and therefore the speed of response reflects the desire, ability and willingness of the organization to meet the needs and requirements of customers accurately and upon request (Al-Attar and Al-Mamouri, 2020: 117)

2.2. The concept of marketing efficiency:

The interest in achieving the element of efficiency has increased due to the scarcity of resources, and this has resulted in many concepts and theories, including the concept of marketing efficiency, which is defined as obtaining the most possible amount of marketing outputs using the least possible amount of inputs (Kroeger, 2007:10), and efficiency indicates Marketing also leads to an increase in the number of marketing output units produced with the input cost constant (Epstein, 2008:79), and (Kotler, 2000:88) summarizes the concept of marketing efficiency as reflecting the completion of marketing activities more efficiently, and (Nuri and Al-Dulaimi, 2018: 13)) that marketing efficiency means the optimal utilization of the elements of the marketing mix in a way that secures the achievement of a satisfactory level of outputs and the least possible amount of inputs, and the researchers believe that marketing efficiency is one of the most important measures of success, as it aims to achieve the maximum benefit from the available resources in order to reach the highest profits so It is concerned with using the right resources in the right places for them by weighing up the alternatives and choosing the best ones.

2.2.1 The importance of marketing efficiency:

The importance of marketing efficiency is embodied by the fact that it constitutes an important incentive and motivation towards achieving the optimal utilization of all the resources owned by organizations of all kinds (material, financial, human, information), and what also increased its importance is the complexities that accompanied the expansion of marketing activities of organizations from the regional level to International and global levels, which requires greater attention to confront the scarcity of resources, which has become an important and dangerous phenomenon (Al-Hamdani, 2007: 28), and marketing efficiency contributes to enabling organizations to reach their marketing goals that they seek through the best exploitation of the resources they possess (Kotler, 2009:105) and the importance of marketing efficiency can be explained by the following points: - (Abu Fara, 2001: 258)

A) Planning marketing operations: It is done by forecasting the needs of various resources and obtaining them at the lowest costs, and achieving ideal levels of marketing outputs.

B) Organizing marketing operations: It is done by clearly defining the authority and the limits of powers and responsibilities for all workers in the activity and in the manner that enables them to perform their work in the best way.

C) Influencing workers in the field of marketing: - It is achieved by examining the needs and motives of workers and identifying the best methods of leadership, motivation and communication in order to reach high levels of achievement.

d) Monitoring marketing operations: The purpose of monitoring implementation operations is for the purpose of ensuring that what has been implemented matches what was planned in advance, and to detect obstacles and problems in a timely manner, and thus avoid their exacerbation.

2.2.2. Marketing Efficiency Indicators:

A) Customer satisfaction: - It is one of the most important indicators of marketing efficiency, and it refers to customers' evaluation of the product, whether it is a good or a service, in terms of whether it meets their needs and expectations, so it expresses judgment on the quality of products based on what the customer expects (Zeitimal & etal , 2018: 4), and that customers' expectations and satisfaction with the product are caused by a group of factors that affect the customer's thinking, including the spoken word, personal needs, and previous experience (Akbar, 2014: 109), and each of (135: Lim & et al., 2018) that customer satisfaction is a series of interactions that occur during product presentation, as it is an emotional reaction that the customer feels during the experience of obtaining and using the product.

b) Marketing costs: The issue of reducing costs is one of the important and fundamental matters that organizations seek without affecting the level of quality of outputs and presenting them to the market at satisfactory and acceptable levels. Khan, 2013:85), and (Al-Saffar, 2009: 33) believes that the importance of this indicator is highlighted by the following points:

1- Knowing the extent of marketing efficiency by estimating and comparing marketing costs with production costs or prevailing prices.

2- Estimating the profits that can be generated from various marketing activities.

c) Marketing research and development: This indicator is concerned with providing information in the quantity and quality that organizations need in order to find new marketing opportunities and satisfy the needs and desires of customers that have not yet been satisfied (Al-Hamdani, 2007: 39). Through the information provided by market research activities that pertain to the target marketing environment (Zeitimal, 2007: 164), and (Kotler: 2020, 19)

believes that research and development activity is one of the important strategies for organizations, especially if these organizations are able to be the pioneers in this field. Without these operations affecting the costs incurred by organizations in order to maintain acceptable price levels for customers.

3. Data & Methodology

The AsiaCell Company for Mobile telecommunications, Holy Karbala Branch has been selected as a community to apply the practical side of the research, and the intended sample has been adopted from the research community, and it consisted of (88) individuals working in the AsiaCell Company for Mobile Communications for the period September 2022 to January 2023. The study utilize the questionnaire as main instrument. The questionnaire was relied upon as a main tool for obtaining data and information, and a set of statistical methods were relied upon to process data and information, namely: the arithmetic mean, the standard deviation, the Cronbach alpha test, the coefficient of variation, the Pearson correlation coefficient, the interpretation coefficient , (T) test, (F) test.

4. Results and Discussions

4.1. Instrument validity and Scales

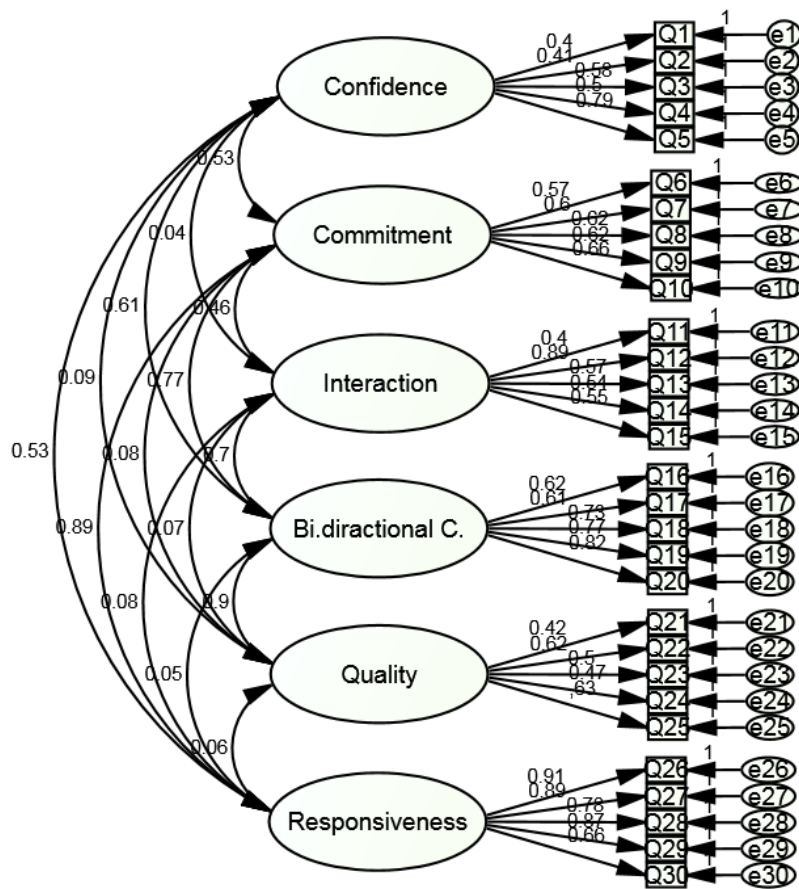
The researchers relied on six dimensions to measure interactive marketing, while the marketing efficiency variable was measured through three dimensions, noting that all research measures are based on the five-point Likert scale, and Table (2) provides a detailed explanation about these measures, with (Cronbach alpha) values that It measures the stability of the scale, and (Al-Mashhadani et al., 2012: 320) and (Urasachi, 2015, 681) counted that the accepted standard ratio in administrative research is (0.60) or more, and it is clear from the table that all values are statistically acceptable.

Table .2 The criteria used in the research with Cronbach alpha values.

Sequence	the scale	The number of paragraphs	Cronbach alpha
1	Trust	5	0.71
2	Commitment	5	0.71
3	Interaction	5	0.75
4	Bi-directional communication	5	0.60
5	the quality	5	0.61
6	Responsiveness	5	0.61
	Interactive marketing	30	0.88
1	Satisfaction Customer	5	0.70
2	Marketing costs	5	0.73
3	Marketing research and development	5	0.75
	Marketing efficiency	15	0.82

The researchers adopted confirmatory factor analysis for the purpose of verifying the constructive validity of the scale through the statistical program (AMOS, 23), as shown below: First: Confirmative Structural Validity of the Interactive Marketing Variable: The figure below shows the confirmatory factor analysis of the interactive marketing variable.

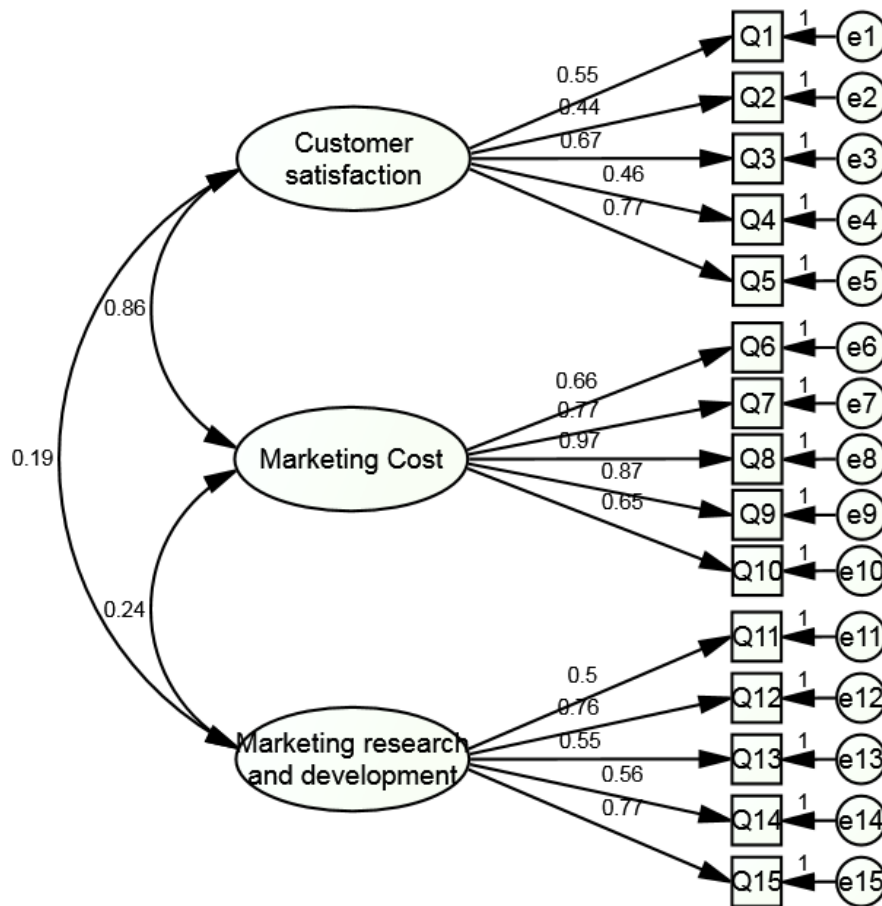
Figure .1 confirmatory factor analysis of the interactive marketing variable



The Model Fit Index (CMIN/df = 1.35, CFI = 0.95, TLI = 0.901, RMSEA = 0.055) was also within the accepted values, noting that the value of the Estimates Parameter exceeded or was equal to (0.40). .(

Second: The confirmatory constructive validity of the marketing efficiency variable: The figure below shows the confirmatory factor analysis of the marketing efficiency variable.

Figure .3 The confirmatory factor analysis of the marketing efficiency variable



The Model Fit Index (CIMN/df = 2.022, CFI = 0.94, TLI = 0.93, RMSEA = 0.070) was also within the acceptable values, noting that the value of the Estimates Parameter exceeded or was equal to (0.40).

Third: Descriptive Statistics:

It is noted in Table (3) the descriptive statistics of the research variables, noting that the hypothetical arithmetic mean of the scale of (3) was relied on mainly to know the extent to which the research sample was aware of the research variables:

Table .3 Descriptive statistics for the research variables

sequence	the scale	Arithmetic mean	standard deviation
1	Trust	3.75	0.97
2	Commitment	3.62	1.02
3	Interaction	4.02	1.01
4	Bi-directional communication	3.91	0.85
5	the quality	3.85	0.87
6	Responsiveness	3.95	0.80
	Interactive marketing	3.85	0.66
1	Satisfaction Customer	3.68	0.98
2	Marketing costs	3.84	0.93
3	Marketing research and development	3.69	1.02
	Marketing efficiency	3.74	0.75

4.2. Descriptive statistics for the interactive marketing variable:

Confidence: The arithmetic mean of the confidence dimension was (3.75). The value of the arithmetic mean is higher than the hypothetical mean, and this indicates the research sample's awareness of the importance of trust in interactive marketing, and this is supported by the fact that the standard deviation value was (0.97), which is a low value that indicates the strength of the convergence of the research sample's views regarding the aforementioned dimension.

Commitment: After committing, he achieved an arithmetic mean value of (3.62). The value of the arithmetic mean, although higher than the hypothetical mean, is the least of the arithmetic medians of the variable, and this indicates that it is poorly available compared to the rest of the dimensions. The research sample's viewpoints regarding the aforementioned dimension.

Interaction: The weighted arithmetic mean of the interaction dimension reached ((4.02). The value of the arithmetic mean is higher than the hypothetical arithmetic mean, and this indicates the strength of the research sample's awareness of the importance of interaction within the dimensions of interactive marketing, but it is noted that the answers of the sample members are dispersed because the value of the standard deviation reached (1.01), which is a value greater than most of the other values, and indicates a weak convergence of the research sample's views regarding the aforementioned dimension.

Two-way communication: After two-way communication, the arithmetic mean reached (3.91). The value of the arithmetic mean is higher than the hypothetical arithmetic mean, and this indicates the prevalence of this type of communication between the research sample and customers, noting that the answers of the sample were consistent and this is supported by the fact that the standard deviation value was (0.85), which is a small value.

Quality: The general weighted arithmetic mean of the quality dimension was (3.85) with a standard deviation (0.87), and this indicates the strength of the sample's perception of the quality of its services.

h) Response speed: The general weighted arithmetic mean of the response speed dimension was ((3.95) with a standard deviation (0.80), and this indicates the strength of the research sample's interest in quickly responding to customer requests.

In general, the interactive marketing variable achieved an arithmetic mean (3.85), which indicates the strength of AsiaCell's adoption of this variable. This is supported by the value of the standard deviation (0.66), which is a small value that indicates the consistency of the answers of the research sample.

4.3. Descriptive statistics of the marketing efficiency variable:

Customer satisfaction: The arithmetic mean of the customer satisfaction dimension was (3.68). The value of the arithmetic mean is higher than the hypothetical mean, and this indicates that the research sample realizes the importance of achieving customer satisfaction for the success of the company.

Marketing costs: - Achieve the marketing costs dimension in my calculation (3.84). The value of the arithmetic mean is higher than the hypothetical mean, and this indicates the strength of the research sample's awareness of the importance of marketing costs in achieving the company's marketing efficiency. .

Marketing research and development: The weighted arithmetic mean of the marketing research and development dimension reached (3.69). The sample because the value of the standard deviation amounted to (1.02), which is a greater value than the other values and indicates a weak convergence of the views of the research sample regarding the aforementioned dimension.

In general, the marketing efficiency variable achieved an arithmetic mean (3.74), which indicates the strength of the research sample's awareness of the importance of marketing efficiency in Asiaccell. This is supported by the value of the standard deviation (0.75), which is a small value indicating the consistency of the answers of the research sample.

4.4. Testing research hypotheses:

The researchers adopted a set of statistical methods to test the first main hypothesis that emerged from the research, as follows:

First: - There is a significant correlation between interactive marketing in its dimensions and marketing efficiency. The following sub-hypotheses are derived from it:

The first sub-hypothesis: There is a significant correlation of the trust dimension with marketing efficiency.

The second sub-hypothesis: There is a significant correlation of the commitment dimension with marketing efficiency.

The third sub-hypothesis: There is a significant correlation for the dimension of interaction with marketing efficiency.

The fourth sub-hypothesis: There is a significant correlation between the two-way communication dimension and marketing efficiency.

The Fifth Sub-Hypothesis: There is a significant correlation between the dimension of quality and marketing efficiency.

The Sixth Sub-Hypothesis: There is a significant correlation for the dimension of response speed with marketing efficiency.

Table.4 Correlation ships between research variables

sequence	dependent variable	independent variable	Marketing efficiency
1	Trust		0.61**
2	Commitment		0.79**
3	Interaction		0.40**
4	Bi-directional communication		0.58**
5	the quality		0.62**
6	Responsiveness		0.67**
	Interactive marketing		0.85**

Table (4) above indicates the results of testing the first main hypothesis and its sub-hypotheses, as follows:

1- The value of the correlation relationship between the dimension of trust and marketing competence was (0.61), which is a positive and significant value at the level of (1%), which means that the first sub-hypothesis is proven (there is a significant correlation between trust and marketing efficiency), that this indicates that The more the company increases the confidence of its customers, this is reflected positively in improving its marketing efficiency.

2- The value of the correlation between the dimension of commitment and marketing efficiency was (0.79), which is a positive and significant value at the level of (1%), which means that the second sub-hypothesis is proven (there is a significant correlation between commitment and marketing efficiency), that this indicates that The better the company's commitment to service, the better it is reflected positively in improving its marketing efficiency.

3- The dimension of interaction and marketing efficiency achieved a correlation of (0.40), which is a positive and significant value at the level of (1%), which means that the third sub-hypothesis is proven (there is a significant correlation between interaction and marketing efficiency), that this indicates that the more The interaction of the company's employees with customers increased, which was reflected positively in improving its marketing efficiency.

4- The value of a correlation between two-way communication and marketing efficiency was (0.58), which is a positive and significant value at the level of (1%), which means that the fourth sub-hypothesis is proven (there is a significant correlation between two-way communication and marketing efficiency), that this It indicates that whenever the company supports communication with customers, listens to their opinions and responds to them, this is positively reflected in improving its marketing efficiency.

5- The value of a correlation between marketing quality and efficiency was (0.62), which is a positive and significant value at the level of (1%), which means that the fifth sub-hypothesis is proven (there is a significant correlation between quality and marketing efficiency), that this indicates that the more The company enhanced the quality of its services, which reflected positively in improving its marketing efficiency.

6- The value of a correlation between response speed and marketing efficiency was (0.67), which is a positive and significant value at the level of (1%), which means that the sixth sub-hypothesis is proven (there is a significant correlation between response speed and marketing efficiency), that this indicates that The faster the company responds to customers' requirements,

suggestions and complaints, the more this will be reflected positively in improving its marketing efficiency.

7- In total, the value of a correlation between interactive marketing and marketing efficiency was (0.85), which is a positive and significant value at the level of (1%), which means that the first main hypothesis has been proven (there is a significant correlation between interactive marketing and marketing efficiency), that this It indicates that the more the company cares about enhancing its interactive marketing capabilities, the more this enhances its marketing efficiency

Second: The second main hypothesis: Interactive marketing has a significant effect on marketing efficiency, and the following sub-hypotheses branch out from it:

- 1- The first sub-hypothesis: Confidence has a significant effect on marketing efficiency.
 - 2- The second sub-hypothesis: commitment has a significant effect on marketing efficiency.
 - 3- The third sub-hypothesis: interaction has a significant effect on marketing efficiency.
 - 4- The fourth sub-hypothesis: Two-way communication has a significant effect on marketing efficiency.
 - 5- The fifth sub-hypothesis: Quality has a significant effect on marketing efficiency.
 - 6- The sixth sub-hypothesis: the speed of response significantly affects marketing efficiency.
- The table below shows testing the above hypothesis using simple regression

Table .5 Testing the second hypothesis

The dependent variable is the independent variable	Marketing efficiency		The calculated t value and its significance level	The calculated F value and its significance level	R2 value
	A	B			
Trust	2	0.47	7.10**	51**	0.37
Commitment	1.60	0.58	11.70**	139**	0.62
Interaction	2.55	0.29	4**	16**	0.16
Bi-directional communication	1.71	0.52	6.63**	44**	0.34
the quality	1.67	0.53	7.37**	54**	0.39
Responsiveness	1.26	0.63	8.31**	69**	0.44
Interactive marketing	-0.034	0.98	15.21**	231**	0.73

** significant at 1%

1- The trust dimension has a positive effect on enhancing the marketing efficiency of Asiacell by an amount of (0.47) if it is strengthened among customers by one unit. Noting that the value of (t) (7.10) and (f) (51) were significant at the level of (1%), while the value of the coefficient of determination (R2) was (0.37), which means that the confidence dimension explains its percentage (37%). From the changes that occur in the marketing efficiency of Asiacell, the researchers conclude that the first sub-hypothesis has been confirmed.

2- The commitment dimension has a positive effect on enhancing the marketing efficiency of Asiacell Company by an amount of (0.58) if it is enhanced by one unit among the employees of the company. Noting that the value of (t) (11.70) and (f) (139) were significant at the level of (1%), while the value of the coefficient of determination (R²) was (0.62), which means that after commitment, it accounts for (62%) From the changes that occur in the marketing efficiency of Asiacell, the researchers conclude that the second sub-hypothesis is proven.

3- The interaction dimension has a positive effect on enhancing the marketing efficiency of Asiacell Company by (0.29) if it is strengthened between employees and customers in the company by one unit. Note that each of the values of (t)(4) and (f)(16) were significant at the level of (1%), while the value of the coefficient of determination (R²) was (0.16), which means that the interaction dimension accounts for (16%). From the changes that occur in the marketing efficiency of Asiacell, the researchers conclude that the third sub-hypothesis is proven.

4- The two-way communication dimension has a positive effect on enhancing the marketing efficiency of Asia Cell Company by an amount of (0.52) if it is strengthened between employees and customers in the company by one unit. Noting that the value of (t) (6.63) and (f) (44) were significant at the level of (1%), while the value of the coefficient of determination (R²) was (0.34), which means that the two-way communication dimension explains its percentage (34). % of the changes that occur in the marketing efficiency of Asia Cell Company The researchers conclude that the fourth sub-hypothesis is proven.

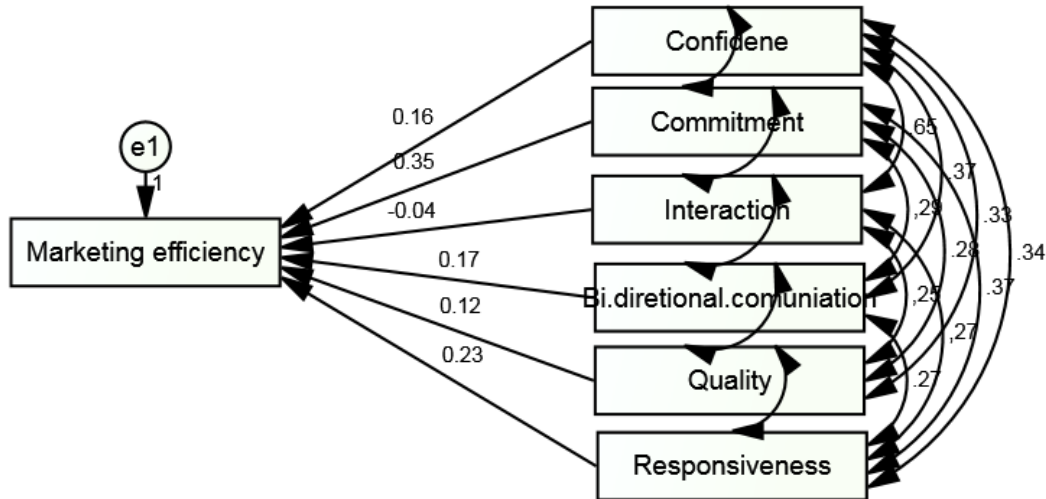
5- The quality dimension has a positive effect on enhancing the marketing efficiency of Asia Cell Company by (0.53) if it is enhanced in the company by one unit. Noting that the value of (t) (7.37) and (f) (54) were significant at the level of (1%), while the value of the coefficient of determination (R²) was (0.39), which means that the quality dimension explains its percentage (39%). From the changes that occur in the marketing efficiency of Asiacell, the researchers conclude that the fifth sub-hypothesis is proven.

6- The dimension of response speed has a positive effect on enhancing the marketing efficiency of Asiacell by an amount of (0.63) if it is enhanced in the company by one unit. Noting that the value of (t) (8.31) and (f) (69) were significant at the level of (1%), while the value of the coefficient of determination (R²) was (0.44), which means that the dimension of response speed explains its percentage (44%).) From the changes that occur in the marketing efficiency of Asia Cell Company, the researchers conclude that the sixth sub-hypothesis is proven.

7- In general, interactive marketing has a positive effect on enhancing the marketing efficiency of Asia Cell Company by (0.98) if it is enhanced in the company by one unit. Noting that the value of (t) (15.21) and (f) (231) were significant at the level of (1%), while the value of the coefficient of determination (R²) was (0.73), which means that interactive marketing accounts for (73%) From the changes that occur in the marketing efficiency of AsiaCell, the researchers conclude that the second main hypothesis is proven.

Then, by benefiting from the statistical program (AMOS, 23), the researchers tested the effect of interactive marketing dimensions combined on marketing efficiency as follows:

Figure .3 The effect of interactive marketing dimensions on marketing efficiency



			Estimate	S.E.	C.R.	P
Marketing efficiency	<---	trust	.156	.049	3.162	.002
Marketing efficiency	<---	Commitment	.354	.039	9.063	***
Marketing efficiency	<---	interaction	-.037	.043	-.863	.388
Marketing efficiency	<---	Bi-directional communication	.172	.048	3.561	***
Marketing efficiency	<---	the quality	.119	.047	2.509	.012
Marketing efficiency	<---	Responsiveness	.231	.049	4.745	***

It is noted from the above table that all dimensions of interactive marketing (except after interaction) had a significant impact at the level of (1% or 5%) on marketing efficiency, which means that it is possible to benefit from these dimensions combined for the purpose of enhancing the impact of interactive marketing on marketing efficiency. Note that the value of the determination coefficient was (0.84), which means that the dimensions of interactive marketing explain (84%) of the changes that occur in marketing efficiency.

5. Conclusions

The company's employees realize the importance of building a long-term relationship of trust with customers in order to enhance its marketing efficiency. There is a weakness in realizing the importance of the commitment of the company's employees to their duties in a way that enhances their marketing efficiency. Two-way communication is very important for the employees of the company for the purpose of communicating with customers and understanding their needs. The quality of service is considered an essential basis for the workers

in order to gain the loyalty of customers. The speed of response is an important competitive precedence for the researched company. By relying on research and development, it will reduce marketing costs, which constitute an obstacle to enhancing the marketing efficiency of the company.

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