To analyze the impact of E-marketing on sales within Telecommunication and Media businesses in UAE.
Acknowledgement

Firstly I would like to thank everyone including my parents, my university lecturers who supported and helped me in all my endeavors. I would also like to thank my supervisor Ms. Andrea Steel for the endless support on completing this research thesis. Last but not least I would like to thank all the individuals from different companies in conducting the survey and interview including the management of my company Intigral, as without their utmost approval and participation, I wouldn’t be able to complete my research.
Topic: “To analyze the impact of E-marketing on sales within Telecommunication and Media businesses in UAE.”

Declaration and Statements

DECLARATION

This work is being submitted in requirements for the Degree of MBA and has not previously been accepted in substance for any Degree and is not being concurrently submitted in candidature for any degree.

Signed........................................ (Candidate)

Date.......25 January, 2018..........................

STATEMENT 1

This dissertation is the result of my own work and investigations, except where otherwise stated. Where correction services have been used, the extent and nature of the correction is clearly marked in a footnote(s).

Other sources are acknowledged by footnotes giving explicit references. A Bibliography is appended.

Signed........................................ (Candidate)

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STATEMENT 2

I hereby give consent for my dissertation, if accepted, to be available for photocopying and for inter-library loan, for deposit in Cardiff Metropolitan University’s e-Repository, and that the title and summary may be available to outside organizations.

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I acknowledge that the above named student has regularly attended the planned meetings and actively engaged in the dissertation supervision process. He has provided regular timely draft chapters of the dissertation and followed given guidance.

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Abstract

Marketing is an important aspect every company needs to implement properly. Multiple marketing methods are on the rise and hence different marketing companies face a devastating threat of loss. We come across every business that faces an issue in marketing, possibly customer engagement issues, low attraction, less product lines and so on. The new concept of e-marketing has impacted many businesses globally with its release from 1999, companies has shifted their focus towards implementing this strategy to decrease spending’s on marketing on costly methods. Lots of time, money and energy are lost since marketing turns out to be a failure.

This research identifies and how the same has affected telecom and media companies and decreased the demand for newspapers, radio and magazine marketing. By use of qualitative and quantitative methods the researcher targets key individuals and get responses to find how much it has impacted these businesses.

The results from questionnaires and semi-structured interview contributed shows that businesses have been forced to implement new products and services, develop better strategies, create new business opportunities in different countries and enhance investment to remain sustainable in a very competitive economies including UAE. Many businesses show progress in traditional marketing usage but many has been forced to turn towards e-marketing methods to improve customer engagement, visibility, brand awareness, business relationships with clients and so on.
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List of Abbreviations

OTT – Over-The-Top Media Services
IOT – Internet of Things (New upcoming Technology)
ICT – Integrated Communications Technology
LTE – Long Term Evolution
VOIP – Voice over Internet Protocol
UAE – United Arab Emirates
TRA – Telecom Regulatory Authority
A.I – Artificial Intelligence
SME – Small and Medium Enterprises
SMS – Short Message Service
MMS – Multimedia Messaging Service
B2B – Business to Business
CRM – Customer Resource Management
OSN – Orbit Showtime Network
MBC – Middle-East Broadcasting Center
1. **Introduction:**

Title of Dissertation: ‘To analyze the impact of E-marketing on sales within Telecommunication and Media businesses in UAE.’

This chapter recognizes the aims and objectives of the study by making a clear understanding of the basis of research using various data, theory and analysis methods for the title provided above. This will also include a clear view of how the research is going to be conducted and providing an explanation for the methods to be used for data analysis and data collection.

1.1 **Background**

The concept of online marketing or E-marketing has further advanced through technology, where telecommunication and media companies are facing a difficult time in marketing their services. Marketing professionals have been dealing with a shift in technology and communication channels, this shift is so strong whenever companies like Google, Facebook, and other service announces an innovation it feels as though they invalidated everything people learned (Chang, 2014). Social media platforms like Facebook, Instagram, Twitter, and LinkedIn have altered the media market and made a chaos for the businesses in the Middle East (Assaf et. al, 2012). They ease marketing to engage with prospects, to stay in touch with their customers and understand their concerns by building upon trust (Chang, 2014). In order to develop and understand this issue, the researcher looks forward to building a constructive research.

Information can always come from anywhere, marketing content and News comes from different hired journalists who research, verify, write credible, well-displayed stories deliver these towards newspapers, television programs, radio and magazines and these methods are turning old as consumers move into other places to access their news and entertainment, as they do not need to subscribe to their local newspaper or TV network but they can look into twitter posts, blogs, social networks all from the tip of their smartphones (Tuten & Solomon, 2014). The target right now is to make information available through multiple mediums in small bits and pieces to allure readers and followers (Al Rostamani, 2016). Companies like Bank of America used Social networking to promote their strategy of Spurring the Economy to reduce commercial real-estate lending (Cocheo, 2009). Therefore companies cannot just focus on traditional marketing but incorporate into a mix of E-marketing and traditional marketing to create a balance and to increase their current customers (Barlow et. al, 2005). They must take advantage of the situation that is available through the online platforms about getting information on consumers and engage with relevant promotional strategies (Cowden, 2014).
Media and telecom face a grave challenge, the primary concern of all is how to stay alive and how to be relevant towards the economy for the obstacles are many (Al Rostamani, 2016). Companies have even come to their decline due to tremendous competition from online companies an example being 7 Days Newspaper in Dubai (Al Serkal, 2016). This research aims to investigate the usage of e-marketing in UAE so as to determine their preference by consumers. This will allow individuals to use such information in their organizations in the future to make sufficient decisions to change their marketing strategy with rising technology.

1.2 Rationale

The research has identified E-marketing as the suitable topic so as to be in line with the researcher’s currently employed organization ‘Intigral’, which deals with media production and distribution. The concept of E-marketing is highly recognized in the modern age where users have access to Internet-based services, and businesses utilize these services for marketing their products in order to develop their profits, sales and customer base. E-marketing offers multiple benefits to organizations but also has negative effects towards telecom and some media companies that are leading to huge losses. There is hardly much literature available on the topic of E-marketing and its impacts on telecom and media, so conducting a detailed research study on the topic will prove to be beneficial.

The companies in UAE are currently enduring reduced sales, particularly in broadcasting, communications, advertising and media sector due to the high amount of competition observed through newer services developed by companies abroad. The telecom sector has faced many effects from communication and broadcasting services that are rising through the Internet, as a result, they had to concentrate towards different B2B services to increase sales. Social media services such as Skype, Apple FaceTime, WhatsApp calling and certain VoIP applications have diminished the use of land phones issued by telecom providers from customer’s houses during the last era, this was one of the highly used services back from the 20\textsuperscript{th} century. These messaging and video calls allow individuals to meet and greet each other without using much-sophisticated systems, certain advertising and programmed applications give individuals great privilege and ease of access right from their homes whereby they have access to internet service to receive advertising like Dubizzle, internet broadcasting through Netflix, OSN and Wavo. Making a brief analysis of why organizations need to implement a better strategy will be discussed to make an understanding of possible scenarios to handle competition and increase sales such as cloud computing, online broadcasting, and so on.
1.3 Research Aim, Research Questions and Objectives:

The Aim of this research is ‘To understand the impact that has been led due to E-marketing and social media methods towards different telecommunication and media businesses currently operating in UAE’. The following questions were formulated in order to understand the stand of marketing in UAE through analysis within the literature review.

**Question:** How traditional marketing methods are functioning in the current market after the demand for E-marketing and its methods taking over business from such companies? Can traditional marketing companies develop new marketing strategies, methods or products to remain competitive?

The below given objectives will be detailed in the due course of the dissertation:

i. **To evaluate Different Marketing methods available to businesses these days.**

   This objective emphasizes on the methods that are already available to business enterprises these days in achieving their strategies and sales prospects, this involves some methods like Print advertising, television advertising, newspapers advertising, radio advertising and other content promotion companies. Traditional marketing is prescribed to be the old age advertising and requires some research to be conducted, so analyzing the different marketing trends in UAE is essential to conduct this research.

ii. **To analyze why E-marketing is the most preferred method used by businesses.**

   Businesses have shifted its resources to promoting marketing strategies which are cheaper, faster and with multiple benefits to achieving customer satisfaction and sales. Marketing online such through websites, social media, search engines and mobile phones are considered the most beneficial to consumers since networking users are rising tremendously in this era (Menon, 2008). This objective will give detailed information about the rise of technology and how it has favored the transition towards the new marketing and advertising advancements.

iii. **To analyze how the telecom and media businesses are dealing with such new marketing practices.**

   According to Hartung, A. (2010), “To succeed in today’s rapidly changing world, we have to face our focus more on competitors and less on executing our old success formulas. We have to be part of disrupting and changing markets in order to compete effectively”. The objective here is to make businesses understand the value of moving forward using better strategies to attract customers and stay in line with competitors or exceed consumer interests to drive better profitability. Most
relevant details on how the telecom and media businesses can do to better themselves will be discussed in this section.

1.4 Methodology

The primary study of this dissertation is on the concept of E-marketing, the outcome it brings onto telecom and media companies and in the later stage a brief discussion about the different ways these companies can benefit towards achieving a stand on the rising competition. The researching companies will be based in UAE that consists of mainly media companies, telecom, newspaper and magazine companies, radio companies and other small-scale businesses. The research will consist of qualitative and quantitative data analysis which will be by conducting semi-structured interviews and questionnaires that will be distributed to individuals in the media sector. The research will also be from the management and customer perspective so as to give a detailed understanding of the market segment according to individuals working in the business and in lieu of the objectives of the dissertation. Not all departments will be considered during data analysis and the data analysis will be reviewed using proper charts, figures and financial data. Methods by which telecom and media companies can stand out more in the UAE market will be analyzed by bringing examples from companies globally so as to tackle the competition and loss of sales.

For the purpose of interview, permission was obtained for the same from individuals with appointed timings. The individuals chosen are working in marketing, media development and IT departments within companies in the UAE. The interview and questionnaire was designed on the basis of the topic which consist of:

1. Understanding current marketing trends and individual usage behavior.
2. The management perspective on the adoption of marketing strategies to promote new services and products from the company.
3. Possible scenario on the advertising market in UAE.
4. Implementation of new marketing products and how telecommunication industry is tackling competition.
5. Analyzing the impact of E-marketing, internet broadcasting and Social media on the businesses.
1.5 **Scope and Limitation:**
The scope of this dissertation is understanding E-marketing and the changes it has brought to different businesses to implement new marketing strategies. This also will include how traditional marketing systems in media and telecom sector are diversely impacted by this new trend. The main focus of research will be on telecommunication and media sector in the UAE such as DU, Etisalat, Intigral, OSN Broadcasting and some media companies. Quantitative data analysis such as questionnaires and qualitative such as semi-structured interviews will be based on marketing outcomes on a selected individuals and this will be based on view from a management perspective. Not all departments in the companies will not be used for research but only IT, Marketing and sales departments. Concepts of marketing such as classified advertising, cold calling, TV promos, radio advertising, stocks, and relevant will be compared with E-marketing methods to get useful data for drawing out results and conclusions.

1.6 **Outline of the Dissertation**
The outline of the dissertation will describe each of the chapters that will be covered for understanding of the reader’s. They are as follows:

1.6.1 **Introduction**
This section will give information about reasons to choosing the topic of E-marketing and its methods, rationale about the intended topic and why doing E-marketing is worthwhile. Other sections such as the research aims and objectives chosen for the dissertation, methodology which will describe the research philosophy and outline of the dissertation will also be included to give the readers understanding of this thesis.

1.6.2 **Literature Review**
The existing literature of different known authors and their work will be critically reviewed in this section about current trends, the different methods which are in use today, understanding how companies are moving towards newer marketing systems and how it is affecting profitability in certain media and telecom companies.

1.6.3 **Methodology**
This section will describe the actions taken to find a research problem including the rationale of application of specific procedures, techniques which are used in identifying, selecting, processing and analyzing the information that is used to understand the problem, so as to enable the reader to critically
evaluate the study’s overall validity and reliability (Kallet, 2004). The methodology chapter both cases, data collection and analysis which will organize the research on the marketing concept. This section will also identify the different ways of data collection such as semi-structured interview and survey that will be implemented on chosen individuals from companies like OSN, DU, Etisalat, Qarma Intelligence, and Intigral and so on.

1.6.4 Findings:
In this chapter, methods chosen are looked into and analysis is made upon semi-structured interviews and questionnaires which are observed and interpreted. This will also explain how and why the result was identified how statistically companies use such marketing strategies.

1.6.5 Conclusions and Recommendations.
This chapter will elaborate the research findings and analysis by bringing forth a proper conclusion whereby companies can benefit from the research. The aims and objectives of the research will be covered one by one, along with limitations are found along with new recommendations on marketing strategies that will be suggested.
2. Literature Review:

2.1 Introduction

The following forms the review of literature from various sources such as journals and publications, elaborating different methods of marketing used by businesses. This is intended to cover the research topic “Impact of E-marketing on the sales within Telecommunication and Media companies in UAE” and an understanding of its aims and objectives.

The literature review in the following sections is designed and explained beginning with usage of current traditional methods by doing a brief analysis of media and telecom businesses in UAE. Then there will be a section about Understanding E-marketing which gives knowledge to the reader of this concept followed by a section describing its best advantages. The concluding chapter will be discussing the ways media and telecommunication organizations are dealing with the new trends and new strategies that they are currently developing.

Media has had great changes in the recent years, especially with rise of social media, online video streaming and online advertising; hence traditional marketing through magazines, radio and television face a difficult situation (Athey et al., 2010). As of now companies are on a brink of bankruptcy if not choosing alternative strategies and making changes; social media revolution by new technological developments makes everyone realize that E-marketing is the best strategy in their marketing circles (Becker et al, 2013). According to marketing academics, Greater marketing strength comes through E-marketing as it includes global accessibility, more convenience, essential information access, interactive communication and better customization options (Skudiene et. al., 2015). As per Strauss and Frost (2016) pg5, “E-marketing increases customer’s values and the firm’s profitability, through enabling new business models from broader communication channels and networks”. This research therefore views organizations by understanding the effects from the perspective of using and not using e-marketing.

2.2 Overview of Media and Telecom Organization’s in UAE:

During the past 15 years, the Arab region has undergone tremendous changes in advertising. As per research done by RNCOS the retail industry in the Arab states underwent tremendous increase in value to more than $400 billion, this also created a great demand for goods and services and capable entry point for big advertising (Assaf et. al, 2012). Some frequently used marketing companies that exist in the UAE are elaborated as follows:
2.2.1 Telecommunications:

In the UAE (United Arab Emirates) market, there are currently two major Telecom providers, Etisalat (Emirates Telecom Authority) and Du (Emirates Integrated Telecom Company) which are mainly owned by the government; also another one which joined the market few months back, Virgin Mobile, under the parent company Du (Kamli, 2012). There isn’t much competition between the two major ones as prices remain the same in most cases. The primary business systems and techniques of Telecom include Telephone, SMS, MMS, Television broadcasting, Mobile devices, Cloud Computing, Internet services, SME (Small and Medium Enterprise) business solutions and other (Ameen & Willis, 2016). SMS and MMS solutions has been declining globally due to vast messaging applications available on the internet as per research firm Strategy Analytics, so they are adopting new OTT (Over-The-Top media services) and alternative instant messaging services to remain profitable (Sahota, 2014).

2.2.2 Newspapers and Magazines:

The UAE market has many major newspapers namely Gulf News, Khaleej Times, The National, The Arabian Post; Arabic Newspapers such as Al Khaleej, Al Ittihad, Al Bayan and so on. Some newspapers were removed from the market due to low consumer attraction with high competition against online moguls, an example being 7Days (Al Serkal, 2016). Some usage statistics by Gulf News are shown below in Figure 1.

Since majority of UAE population consist of expats digital substitution is strong and print media continues to lose revenues over 20 per cent over the last five years with classified revenues reducing to 50 per cent (Khamis, 2017). Even though above researches claims can’t be ignored, according to the World Press Trend, there has been an explosion of magazines more than 40 brands which came up in Dubai Media City. This is mainly since magazines do not include much political content and the
advertising is not having much restrictions in the Gulf States, so they enjoy more freedom compared to newspapers and televisions (Assaf et. al, 2012).

### 2.2.3 Television and Radio:

According to research by Arab media outlook, Major Television broadcasting players in the United Arab Emirates include MBC, Rotana, Al Jazeera Group, Abu Dhabi Media and OSN (Orbit Showtime Network) which has been growing along the years with many channel launches day after day which can possibly prove that TV advertising is still a big demand (Aliouat et. al, 2016). Considering usage, 31% of the population uses TV in their free time in UAE and 9% on radio mostly when commuting around in vehicles, but most of them around 43% spent their time on the internet as per Arab Media Outlook (Aliouat et. al, 2016). Most of the channels developed by the media companies are sold to UAE telecom providers Du and Etisalat who delivers the content to its customers who uses their box.

### 2.3 Understanding E-marketing:

According to a research by Felicia Ramona (2014), e-marketing is considered the new all-time cost alternative to the limits of traditional marketing methods. Since being available in a well-developed economy like UAE, where the culture of consumerism is very high, also technology and globalization has had a mighty impact on this developing economy. Not much research has been conducted in Gulf States for e-marketing concepts on Telecom and Media sector and how they have created a corresponding effect. UAE was the first to adopt a non-bureaucratic government approach by creating a digital economy using ICT (Integrated Communication Technology) to enhance digitalization, by diverting their resources towards IT so as to make efforts to be not left behind. This was followed by other gulf countries who implemented the same as part of their economy such as Bahrain, Qatar and Saudi Arabia (Thomas and Simmons, 2010).

As per research done by Anna Cowden (2012), Chief Marketing Officer of McDonald’s says the days of mass marketing is done for and 63% of companies believe that, traditional marketing such as printed, television, and small online ads are still an effective way to market new products and services. The executives interviewed in the research also confirmed that, effectiveness of traditional marketing is declining due to two reasons; first being that the new mass media is very noisy and cluttered, other alternative new media methods are attracting more consumers (Cowden, 2012). Television advertising is very strong in some countries like USA as it has high ad revenues. Traditional marketing methods are trusted by long using customers as they are persuasive, even though e-marketing is effective in engaging with the customers effectively (Nielsen Co., 2013).
E-marketing consists of any electronic form of conducting marketing activities such as E-mail Marketing, Mobile Marketing, Social Media, Internet Advertising and Intranet Advertising (Thomas and Simmons, 2010). Majority of individuals are shareholders of social media, they engage themselves in activities like giving review of products and services on forums. There are multiple companies that engage in social media practices like Proctor and Gamble, General Electric, Kraft, Apple, Samsung and Starbucks to promote products and increasing brand awareness (Angel and Sexsmith, 2009). This allows companies to directly interact with their customers and give feedback. Social media consist of Facebook, YouTube, Twitter, LinkedIn and others where customers share ideas, comments, experiences, criticisms and feedback, this enables other customers to go through these comments prior to taking a sale or purchase (Tenaji and Cader, 2010). A research conducted in UAE concluded that 46% of 13000 are social media users, this showing UAE has the second largest member rate of Social networking sites throughout the world after US and Canada (Menon, 2008). Some websites and applications create turmoil for traditional marketing such as Souq, Zomato and Talabat in the UAE. Marketing is an easy through these applications where customers can directly purchase food with different kinds of options through them rather than companies reaching out to market their products through newspapers or magazines (Menon, 2008).

A research was conducted about social media usage on Oil and Gas industry professionals from around the world, where 48% of professionals surveyed said that “companies are not coordinating alongside social media” out of this 44% said that this happens since all the old workers do not care about social networks (Microsoft survey, 2009). As per Baker, B (2009) the Forrester Research concluded that in the US alone 37% of online adults are critics who post product reviews by commenting on blogs or forums and 67% of them read those reviews. So it’s essential for companies to create strategies to improve performance based on customer perceptions where social media is a main point of interaction. Consumers utilize online sites because of their desire to save their time, be secure, confident and access information rather than just save money; For example online funds management is much easier for mundane financial management, consumers tend to prefer comfort in shopping online rather than conducting financial transactions online (Laudon and Traver, 2008). Research conducted on competition about impact of internet on life insurance in 2002 showed that with increase in internet comparison shopping sites from the 1990’s, price of term life insurance placed on their sites significantly reduced by 8-15 percent (Brown and Goolsbee, 2002). Internet sites at first has to do with increase in price dispersion on demographic groups, but when the trend spreads more the dispersion falls (Brown and Goolsbee, 2002).
2.3.1 Advantages in E-marketing:

Competition in Media, Retail, Banking and other businesses are very high in the UAE and targeting customers in this changing environment is not an easy task as it used to be. E-marketing is the current best solution and allows marketers to up-sell products to customers; through use of online marketing methods, companies can introduce products and services and get valuable feedback at the same time (Salehi et. al, 2012). As explained by Kotler and Keller, marketing is basically entrusted towards increasing the beneficial features of products and services by removing the non-essential attributes that demands potential customers to take informed decisions prior to buying (Kotler et. al, 2012). Governments of major cities in the UAE entrusts businesses to create strict censored algorithm to promoting products and services in lieu to the Islamic nature of the country, an example being the online promotional tactics of banks for ‘Sharia’ complacent banking services (Roumieh and Garg, 2014).

Convenience is a key factor when it comes to being able to serve customers and not worrying about closing or opening times for business, e-marketing is able to provide this strong advantage where products can be browsed at home or in office and place orders anytime (Linton, 2012). Social media and e-communities has till date connected billions of customers with businesses around the world, this defining a new stage in internet history (Sheehan, 2013). This has helped to forge relationships that traditional marketing methods couldn’t bring forward. In a survey conducted by the Arab Media called Arab social media report on 8 Arab countries, 71% of the surveyed population said social networking site expands and strengthens societal relationships (Aliouat et. al, 2014). An in-store marketing would usually be more expensive so most retailers consider marketing online, as there isn’t much recurring costs of property rental and the company does not need to keep purchasing products; they only need to order the products when demand is high and they get to keep costs less (Linton, 2012). Targeting consumers have come a long way to being very simple, by use of well-developed software’s and demographic platforms that takes information about these consumers who are likely to use the products; this then allows the companies to use such information to market some of their products which suits their preferences (Blunt, 2017). Social media and other websites store huge amounts of data which is used to build new relationships (Mago and Trivedi, 2014). Many companies in UAE utilize social media only to promote products and services using e-business tools to make social Customer Resource Management (CRM) (Mago and Trivedi, 2014). Application of CRM principles forms an important part of e-marketing where data obtained will be used to generate focused customer
strategies, instantaneous communication on personalized basis and be cost effective (Roumieh and Garg, 2014).

Trust is an important factor one should realize while doing consumer marketing, the same applies to e-marketing where sufficient trust has to be entailed to the customer to build a relationship for creating value (Mago and Trivedi, 2014). Due to the complexity and diversity of the internet, lots of companies posting their advertisement deteriorates customer’s interest and makes them buy from their most preferred company, therefore it is necessary to understand the emotional and transactional aspects of consumerism (Gefen et. al, 2003). Social media is the suitable ally when it comes to understanding this consumer behavior and building upon connection with their friends and colleagues.

2.4 How telecom and media are dealing with new marketing trends:

According to Smith and Chaffey (2002), Companies will not be able to survive without having an internet based marketing component as part of their marketing strategy. For a business to perform effectively, they should make sure that an online presence is established. Physical shops should engage with an online presence so that customers have a taste of buying online their favorite items (Ying, 2016). Social media has reached great lengths in recent years, Facebook was able to achieve more than 100 million customers in nine months whereas for the other big media companies, it took more than 10 years to reach such a level (Al Deen & Hendricks, 2012). As per Pride et al. (2016), digital marketing will give companies much better benefits compared to other media components, such as connecting with market segments by understanding product statistics and buying behavior. He also emphasized on the benefits E-marketing has through electronic distribution that can remove inefficiency and enhance promotional tactics.

Certain applications like VOIP (Voice over Internet Protocol), WhatsApp and Facebook are restricted to voice calling in order for the telecoms to remain sustainable in the market, including Apples FaceTime thereby limiting users to enjoying the phone features completely (Freedomhouse, 2013). Banning such applications has increased over the years forcing customers to use only TRA (Telecom Regulatory Authority) authorized features in phones. This has created negative consumer perceptions towards the telecom industry and so they are always looking for other alternatives.

As of now UAE telecom sector only concentrates on growing revenue by mobile data, fixed VOIP and fixed broadband segments while 4G is said to be replacing 3G as the largest technology by 2019 (John, 2016). Their main focus should be on diversifying their service portfolios through implementing
multi-play services targeting the residential segments, through development and investment in Internet of Things (IOT) and machine to machine communication to business customers (John, 2016). IOT can smoothen the way people live, work, entertain and travel, also how government and businesses interact with each other (Ozyucel, 2017). Internet television Networks such as OSN play, OSN Wavo, Rocket TV, Online broadcasting is another technology that is developed by most broadcasting companies in UAE, in order to tackle competition arising from companies such as Amazon Prime and Netflix; These services allows viewers to watch new shows directly on their devices (Newbould, 2016).

Newspaper industry is facing a huge decline in most countries including the USA. Since recession of 2009 newspaper transactions and the price has increased, but profits did not return as planned so as a result large media companies started to spin of their newspaper operations (Purdy et. al, 2017). As per Dr. Al Ruwaini, print newspapers will be extinct in the Middle-East and North Africa by 2037. Some newspapers have capitalized on their business and launched online versions of their famous names, but since online advertising is cheaper than the print version it won’t make up for the loss (Staples, 2016). Therefore for newspaper businesses it is necessary to invest in other businesses as there is no evidence of having a bright future in UAE.
3. **Methodology:**

3.1 **Philosophy**

The research philosophy creates the outcomes to how we see the world, these outcomes thus helps to choose what strategies and methods we use to develop the research (Saunders et. al, 2009). Johnson and Clark (2006) elaborates, as business researchers we should abide by our philosophical understanding to apply the correct research strategy as it has impact not just on things we do but also on the investigative area we come across.

Positivism and Interpretivism are used by the researcher in deriving the results in this dissertation. Positivism is the factual knowledge obtained by measurements using data collection and interpretation where the results are observable and quantifiable which can later be connected statistically (Collins, 2010). A form of study in positivism is the deductive approach and this study will utilize a deductive approach of testing the hypothesis based on the research questions and literature review (Cameron and Price, 2009). Deductive therefore can be reasoned through this hypothesis using the propositions or premises of the theory. Deductive approach is tested against the observations where all data is analyzed, but induction starts with observations and then elaborating a pattern (Babbie, 2010). The reasoning starts with a theory and develops a hypothesis which is then put to test by data collection and analysis which then answer whether we can to confirm or reject this hypothesis (Snieder et. al, 2009).

There are other methods such as Ontology which deals with nature of reality, Epistemology which deal with acknowledging the informative knowledge in studies and Realism which relies on the ideas of independence from human mind (Saunders et. al, 2009).

3.2 **Research Strategy**

The primary data is gained with mixed methods of qualitative data analysis using Semi-structured spoken interviews and quantitative using questionnaires/surveys which are attached to appendix 3 and appendix 4 respectively. Semi-structured interviews were organized in a way that it was amended according to its progress with the interviewee’s. These individuals were selected upon receiving positive replies to emails and direct conversation. Some of the individuals are currently employed in researcher’s current organization and some of them who are in other media and telecom in UAE. This selection was done in order to get good information about their businesses marketing and e-marketing by conducting the interviews in line with the aims and objectives of this dissertation. Semi-structured interviews are mainly qualitative used for working purposes such as job interviews, news interviews,
questioning suspects and so on and this enables the interviewer to receive rich observational data (Bjornholt & Farstad, 2012). A questionnaire can be used in this research for the purpose of forming information from respondents for this survey. This will therefore help get more information from responders considering the different marketing methods in UAE.

3.3 Sampling Strategy

The questionnaires will be based on Likert scale using non-probability sampling which is distributed to a population of 31 individuals who accepted, out of 40 individuals who were asked from a total population of 100 from selected companies. The Questionnaire is distributed through emails and using delivery/ collection technique, after which it is being scanned and uploaded for analysis. The Survey consist of questions which are targeted from management and customer point of view, for analysis in regards to the aims and objectives of the topic.

The data sampling will be approached through random sampling, also the sampling frame for the questionnaires is on a population which will consist of individuals from media and telecommunication companies. The questionnaire is designed through categorical data where values are adopted to various categories in alignment with the characteristics of the selected topic and objectives (Saunders et.al, 2009).

3.4 Data Collection and Analysis Method

The possible way of collecting primary research data or new research data is using questionnaires and interview where every information can be gathered from human respondents. The secondary research or existing data is collected from available outlets such as company journals, already existing scholar articles, books, from well written and decorated authors.

Data collection on interviews will be carried forward using audio recording prior to the start of the interview and the length of the interview will be more than 5-20 minutes depending on the flow of the conversation between the two parties. A Pilot survey is used in order to qualify the questions based on the Questionnaires including a semi-structured interview with the participant so as to alter the questions afterwards depending on the clarity of the answers given. The survey and interview questions will be attached to the appendix in the end of the dissertation. The survey will have to be analyzed by manually transferring the responses into a Microsoft Excel spreadsheet and making conclusions based on the answers. Charts and graphs will be used to represent the research analytics to give detailed explanation for understanding to the readers.
3.5 Validity and Reliability

According to the Cameron and Price (2009), considering validity of the sources is essential prior to data collection to make sure the results are credible and the methods that are going to be used are valid and reliable. Reliable results are highly accurate, reproducible and consistent from one survey to the other, that’s if the results come from a group of surveyed individuals and the same results are gained (NCME, 2017). The literature review is well built on sources like University Met search, Google scholar, books which are written by famous writers, internationals journals association’s and government publication’s.

Saunders et al. (2009) gives understanding of 4 different features to providing validity to the research they consist of internal validity, content validity, prediction or criteria validity and construct validity. These measure depth of coverage of the researched content using chosen methods by proper analysis, confirmation and reasoning.

The below mentioned general classes can ensure reliability estimates to the research which is undertaken

a) Making sure to test-retest the process, this is a measure of reliability where individuals are tested twice and the two tests are then compared to give relevant contrast (Saunders et al., 2009).

b) Pilot testing which involves contrasting the sample size and making changes prior to conducting the main research through interviews and surveys (Saunders et al., 2009).

c) Inter-rater reliability which considers the agreeable answers between 2 or more responders indications (Trochim, 2006).

d) Inter-method reliability which analyses the context to which there has been a variation in the method or instrument use (Trochim, 2006).

3.6 Access

In order to conduct the research prior access was gained from individuals who were asked to participate in the research. Individuals from Intigral, Orbit Showtime Network, CARMA Media Intelligence, MBC (Middle-East Broadcasting Center), Aroma Constructions, DU telecom and other companies have been asked to take part in the research so as to get the qualitative and quantitative data. The selected candidates has sufficient understanding of the current marketing and media trends in the UAE, and has been working for their respected organizations for a long time.
3.7 Ethics

The ethics approval was gained prior to conducting the research from the Ethics Committee at Cardiff Met University. The approval code received is 2016D5508, thus enabling the researcher to conduct the research on selected participants.

The volunteers who participated in the research survey and interviews did so voluntarily and had full privilege to do so after taking positive responses from their respected departments or managers if required. A copy of the letter and participant information sheet is attached to the appendix and all individuals who took part in the survey wrote their names after acknowledging the consent forms. All individuals were given verbal confidentiality saying the research is strictly for University of Cardiff research purposes.
4. **Research findings and Discussion:**

4.1 **Introduction:**
The below chapter consists of the calculations and results of the surveys and interviews that were organized by the researcher as per the previously mentioned methodology. There are multiple questions which are separated using sub headings with charts and giving a detailed explanation of the findings. Due to time constraints the questions were designed to best suit the individuals chosen from the organizations previously mentioned so that they can return the same back at a faster pace.

4.2 **Pilot Tests:**
A pilot survey and pilot interview were conducted so as to enhance the questions before handing out. This will help the researcher to overcome any difficulty the pilot study reveals. A copy of the pilot questionnaire has been appended along with the portfolio of evidence. The pilot survey was conducted on an individual who completed and returned by delivery and collection method after which the researcher was able to make amendments. The pilot test of semi-structured interview was conducted on one of the chosen interviewee’s who answered the premade questions and later making amendments as required by the researcher. The questionnaires were distributed using delivery and collection process as mentioned by Saunders et.al (2009). The survey was collected from 31 individuals in total and the following will be the results from the calculations based on all individuals.

4.3 **Questionnaire Results**

4.3.1 **Hours Spend to gain information about different products and services:**

![Bar chart showing time spent to get information](Figure 2 – Time spend to get information on companies, products and services)

The hours spend to gain information about products and services daily was the first question asked, in order to understand individual’s usage of involving traditional as well as e-marketing methods as part of their daily routine. Majority of the users only spend an average of 1 to 2 hours daily to know about products and services from their free time. This is seen through the bar chart shown above. Others
encourage knowing about products and services for longer probably they work and indulge more shopping work and activities.

4.3.2 How satisfied is the individual of company’s current marketing strategies:

The second question asks if they are satisfied with their current marketing techniques in the company they are working for. 13 individuals gave a rating of 3, about 12 individuals gave a rating of 12 and only 4 individuals were highly satisfied giving a rating of 5 for their firms marketing strategies. This mean that some individuals are pretty satisfied with their marketing tactics and many other are looking for more improvement to a higher level.

![Current Marketing](image)

*Figure 3 – Current marketing strategies satisfaction rating*

4.3.3 Usage of Traditional marketing in the current business including internet:

Multiple questions were placed regarding the practice of traditional marketing in their respected companies in UAE and the individuals gave corresponding answers. The questions were:

a. Current method of marketing products and services:

![Traditional marketing](image)

*Figure 4 – Current traditional method of marketing*
The current method that is utilized by the pertaining companies to promote its products and services and spread information about themselves to achieve great market strength, majority of the individuals gave TV 32% and Internet 34%. Internet was placed in this question as some media companies promote only using this method. The weakest marketing utilized of the surveyed companies is the newspaper marketing where these businesses do not rely on it anymore as customer engagement is found disappointing.

b. Gaining information on different companies and products is easier using this method:

![Gaining understanding methods](image1)

In regard to the survey conducted, 48% uses internet as the primary source of gaining understanding and obtaining information about different companies, products and services. Newspaper was considered a weak source as per the employees and managers of surveyed companies which came around to be 0% and Radio at 6%.

c. Two way Communication is faster possible through this method:

![Communicative marketing usage in UAE](image2)
In order to be sustainable in a competitive environment, communication is a key component which plays a vital role. Only in the store marketing, Telephone and the internet provides a two way communication to their customers which has possible impact on the interaction and selling ability.

d. Investments in promotional activities are on this method:

![Currently Invested](image)

*Figure 7 – Currently invested methods*

Businesses that have engaged currently with communication channels have invested a lot on the method of TV being the highest of about 44% followed by Internet at about 32%. Methods of Radio, Newspaper and Magazine has a low input of 2% each.

e. We do not utilize this marketing methods anymore:

![Unused marketing methods](image)

*Figure 8 – Currently unused methods*

Of the surveyed individuals, majority do not indulge in Newspaper which forms a base of 36% and radio which forms 29%. About 12% do not utilize magazine marketing and 14% do not engage with in store marketing to promote their services whereas only 2% restrict to Television advertising.
f. Customer satisfaction is achieved faster using this method:

![Customer Satisfaction Diagram]

*Figure 9 – Customer Satisfaction*

Achieving customer satisfaction is essential to every marketing element, this is the main reason businesses create advertisements which aligns with customer preferences. Most of the individuals prefer internet, television, telephone and in store tactics to get satisfaction. Radio was not considered to be an option for customer satisfaction to the surveyed individuals as it got 0%.

g. This method is very weak for marketing these days:

![Weak Marketing Diagram]

*Figure 10 – Weak Marketing*

Certain types of marketing has not been considered by major companies in these recent months and years. Newspaper has a whopping 48% disadvantage of being thrown out of the shelf followed by radio about 20% and magazine which has about 14%. TV, Internet and in the store marketing has good usage as per the survey conducted.
h. This method is very safe for marketing in regards to fake news:

![Safety in Marketing](image1)

Safe marketing is always essential when it comes to the amount of fake news that is rising in the market. As per the surveyed base Television and in store marketing was found to be most safe in point of view from customers. Magazine and radio has less preference or was not selected by individuals as it was not considered by many.

i. This methods are used by UAE companies most of the time:

![Used around UAE by most companies](image2)

Most common method according to the individuals surveyed is the internet and telephone in UAE which consist am usage of about 43% and 16%. Only newspaper was considered diminishing at a rate of 3% from the market.
j. These methods use a lot of forceful advertising:

![Forceful Ads](image1)

*Figure 13 – Spreads forceful ads*

In order to get feedback on advertising that is sometimes forced onto users by certain companies, these marketing methods were considered. Internet which was recorded to be about 63% placing ads on different social media websites and other platforms. Telephone was recorded to be about 34% by cold calling customer at regular intervals by different sales companies.

k. This method is very demonstrative when placing advertisements:

![Demonstrative Ads](image2)

*Figure 14 – Very demonstrative in marketing*

Some marketing are really well demonstrative when they place advertisements, such as Television, and Internet which came about 47% and 20 percent of the population which shows that individuals prefer visual attractiveness.

l. It is difficult to know customer engagement with this activity:
Certain active methods such as Radio, Television, Newspaper and Magazines were found to have no ability to collect customer data so as to coordinate proper marketing strategies. Internet, Telephone and in store marketing had these advantages as they could focus on more customer based marketing depending on buying behavior, age and other statistics.

m. This method is diminishing from UAE market:

Market in UAE focuses mainly on building sales and making highest revenues. Marketing using Newspaper and Magazine has been found to be losing a lot of value in recent years with a 45 to 30% of individuals not even looking to advertise using this methods.
4.3.4 In a week, how many hours spend on engagement in most of the following methods?

![Graph showing engagement in various media](image)

The next question asks about the typical weekly usage as a customer of different media by individuals. A whopping 64% of individuals engage with internet activities and 32% in social network activities for over 16 hours per week. Lowest engagement was found to be towards newspapers where individuals do not utilize are at 35% and some who utilize less than 5 hours about 38%. This was followed by magazines that had a diminishing rate of no utilization by 26% of the surveyed individuals.

4.3.5 According to your understanding what influence does traditional marketing methods like Newspapers, Magazines, TV, Radio and other promotional tactics have on the following issues.

In order to understand traditional marketing tactics, we have to realize its responses towards the business that delivers it to the public. It is found that traditional marketing as per majority surveyed has a medium impact towards customer satisfaction, productivity, revenues, sales, competitiveness, Building customer loyalty and Interactiveness. Operating costs has a very big impact while advertising using traditional marketing supported by 42% of individuals, followed by brand awareness at 45%. Reputation of the company and risks taken have no impacts.
4.3.6 Which loophole (disadvantage) does E-marketing affect you with compared to other marketing methods?

E-marketing can be a very powerful marketing method but it also has some disadvantages, as per the individuals who took part in the survey majority has selected fraudulent advertisements as a disadvantage which could mean that most companies promote ads which are not always truthful such as discounts or fake news.

![Disadvantage](image)

*Figure 19 – Disadvantages of E-marketing*
4.3.7 How important is E-marketing business drivers or benefits compared to other marketing methods, choose from 1 being Very Low to 5 being very high.

![E-marketing Benefits](image.png)

E-marketing provides great opportunities for marketing, individuals were asked to fill the major benefits that has impacted them as a customer when experiencing online marketing. It is noted from the surveyed population that more than half opted from high to very high in most of the cases which include gaining information, time saving, technological advancements, realizing more benefits, price reductions, convenience, strong user interfaces, easier messaging services, engagement by companies, keeping track of customers and portability.

4.3.8 Which online service is most convenient for watching movies and series?

The next question moves to gain understanding on the notion about customer’s perception of internet based broadcast media, about the percentage of individuals who watch online media against piracy. 65 percent of the individuals use online media compared whereas 10 percent still prefer pirated contents using torrents. Most of the torrent sites are blocked in UAE which thereby diminishes its usage, this is done by the Telecom Regulatory Authority.
4.3.9 Please indicate your usage of each activity on the internet by ranking them according to grade from 1 to 5?

The next questions asks respondents to give rating towards activities they use internet for such as online shopping, social network and so on. Most of the respondents are highly engaged with online shopping giving it a rating of 4 by 35% and Social network which include a rating of 5 by 39%. A rating of 3 has been given for media sharing by 42% of the surveyed individuals followed by 38% who gave the same rating towards browsing of websites. The least ratings were received for podcasts and blogging where most of the working individuals do not seem to be engaged in.
4.3.10 According to your understanding what influence does e-marketing have on the following:

![Figure 23 – E-marketing impacts on the issues](image)

The same approach as delivered towards traditional marketing in question 4.2.5, has been adopted towards e-marketing and how it affects the different business issues in this question. The strong percentage of individuals is seen allotted towards medium positive impact for customer satisfaction, productivity, sales, revenues, and competitiveness, engaging customer loyalty, brand awareness and interactiveness. The rest has not got much impact towards operating costs, product costs, reputation of the company and the risks.

4.3.11 Choose your answer from strongly agree to Strongly Disagree.

Telecommunication companies are losing so much profit due to competition, shortage of products to filling demands and implementation of better strategies. It is therefore required to understand customer stand on the same.

1. 90 % of individuals believe to be losing interests on products and services that do not have new features up for grabs.
2. Media, banking and retail sector in the UAE is facing a major decline as majority 48% support this outcome, 35% says its ok and 16% tend to disagree.
3. A whopping majority of 80% supports the fact that telecommunications industry is trying to make new business relationships with customers unlike the old days where they had a take it or leave it attitude.
4. 93% of the people stress that making new strategies is essential to business development in telecom and media to adapt with a competitive economy.

5. More than 95% believe streamlining e-marketing techniques to marketing is essential for better progress.

6. Some telecommunication businesses in UAE promote marketing using SMS and telephones for forceful marketing and ban the use of certain applications like Skype and VoIP as and when they please. 68% believe and agree with this notion, 23% says its normal and other 32% tend to deny the fact.

7. Majority of individuals stress that telecom and media companies should engage with making deals with new software companies.

8. 80% of individuals surveyed believe that public Wi-Fi should be enabled to increase customer’s access to the internet.

9. Telecom companies in UAE offer rewards programs for Small and medium companies to engage in deeper business engagement, customer retention, acquisition and improving sales. 66% believe and support this process where as 13 % do not.
4.4 Semi-Structured Interviews Results – Qualitative Data Analysis

4.4.1 Different Marketing methods Available:

a. Which is your preferred method of marketing?

“We use a couple of methods in marketing our products well of course one of them is through prints, we use promos on television and of course internet which is a big part of our promotional marketing.” Interviewee 1

“Since our company already deals with television, for us we don’t have to rent or buy advertisement time on television. We just include our marketing campaign within normal television timings so within two programs we include our advertisements. We do occasionally a radio campaign, sometimes we do internet promotion through website advertisements, but our main campaign is through television advertising.” Interviewee 2

“We do a lot on digital so it's mostly online and social media but we do concentrate on niche publications that is relevant to our industry. It depends on the type of advertising, so if it’s for c-level people we consider the niche magazines and traditional outlets but if it’s for mass we engage with social and digital.” Interviewee 3

“As you know it is very easy to sit in front of a TV and watch our favorite programs. Marketing our content, marketing our products during a person watching a program on TV tends to be easy at least for the 5 to 10 seconds wherein we can build interest of the product during this part. Right the other part of marketing we use is through the internet where everybody use smartphones, they use Facebook, they use Instagram and other such social media applications, and this proves to be a big hit in marketing our product.” Interviewee 4

All interviewers have confirmed the usage of internet marketing as part of their regular promotional routine using social media, web advertisement. Other method involved is through the television advertising since broadcast media is the main option available.

b. Whether traditional marketing is preferred anymore? What are its advantage or disadvantage?

“The advantages of traditional marketing are you can reach customers who engage with these traditional forms of marketing. The new forms of marketing which is through social network and internet you usually targeting younger people, targeting tech savvy people, if these are your target
audience then it is better to use new methods. If you are targeting people who actually read physical newspapers magazines, then it is better to use traditional media.” Interviewee 2

“Well of course with traditional marketing such as print, people get to see it and the exposure is longer I guess unlike TV after 5 minutes or after 30 second commercial it is gone. With print it is there even if they leave from time to time if they leave the magazine somewhere or the newspaper somewhere it’s still there. And people can read it anytime.” Interviewee 1

“The advantage is like as I said earlier I think you can get a typical we can get old seasoned kind of employees or c-level people who can read the content you are trying to market, the disadvantage I should say is of course you know it doesn't reach a lot of people the circulation is much lower nowadays and that it's still expensive. But the engagement has reduced I should say for the last 5 years.” Interviewee 3

“There are times wherein we might use SMS through phone sending messages that might build interest in the mind of a consumer offering these promotional offers, but currently the level of newspaper wherein print media comes into the question it has been decreasing the past few years. So we try to avoid newspapers and magazines. Radio is slightly expensive option compared to sending our bulk SMS’s.” Interviewee 4

Most interviewees stressed on the fact that traditional marketing such as newspapers and magazines are necessary to streamline advertising to the right kind of people, preferably old seasoned trended people and the disadvantages are many as it does not reach the right audience at the right place. Radio is also considered expensive option to be used for marketing these days as per some interviewees and the engagement has reduced. Some companies through use SMS messaging to promote their services but are limited.

4.4.2 Why E-marketing is the preferred medium of marketing?

a. Engagement using social media for understanding customers.

“Social media is our life, we use social media just like you and I. We use social media on a couple of hours on a daily basis. And to stay on top of the change that happens on a regular basis we use these media applications on a daily basis. Daily basis we might use them more than a customer to know what the customer wants, what the customer needs, what his likes are and how long he is staying on a particular application. What is interesting him on the particular application and why is he unhappy on
a certain application. These details have to be taken into consideration if the current company has to survive in the market.” Interviewee 4

“Social media applications we always listen to what people are saying about us in our services on social media but it's Twitter, Facebook or Instagram and it really helps to improve our services and especially in terms of quality of the products that we provide and we also do this for most of our clients. So if we have a banking client, we always listen to what people are saying about them on newspapers and broadcast and Social media you know, and we give them reports about if people actually like you or not.” Interview 3

“Well Social Media is quite new and I can say it’s quite effective and we you know like especially today the hashtags and you know you can easily monitor the engagement of people just by looking at the hashtag on Twitter or Instagram and its quite useful and effective yes definitely but we still have to explore social media and study how we can benefit more from this method.” Interview 1

“Well we are currently use YouTube and Facebook to promote our advertisements.” Interview 2

The interviewees are completely having positive indications about social media which is really helpful in promoting their business in a variety of ways. It enhances followers for their companies and keeps it easy to track their customers buying behavior at any time and improve the quality of products and services at ease.

b. Effectiveness of E-marketing:

“Very effective, I mean e-marketing compared to traditional mode of marketing wherein we use to have door to door marketing, I mean we can’t think of having door to door marketing the way it used to be before where we used to offer such promotional offers using door to door marketing if you walk up to a house, just knock on the door and ask them for the name, ask them for their phone number where we give a free sample of our product like a soap, powder or a photo it is different nowadays.” Interviewee 4

“Well since most of the people are using social media where everyone has their Twitter and Facebook account it is definitely easier to reach those people. Just by showing ads on Facebook and on Twitter feeds.” Interviewee 1

“I think the best and it is just the way that you use these channels and optimally that helps you make an impact.” Interviewee 3
“We cannot really quantify the effectiveness, because the e-marketing that we use is Email marketing we sent out and as I told you we occasionally use YouTube and Facebook to advertise about our company. So e-marketing we cannot directly tell how it has affected us, but we have found that there is a spike in the amount of subscribers that we have since the time we started using this technique.”

Interviewee 2

E-marketing is highly effective as per the individuals that were interviewed, giving increase in customers, wider channels and modes of advertising which proves beneficial to their organizations.

c. Impact on sales due to E-marketing methods, concepts such as Netflix and other online contents, and competition on Telecom and Media.

“Well our company had to shift our primary product, like media right now is a very changing continuously. So the delivery method is different. Before it used to be like, people used to buy DVDs and all this, now we have engaged our customer through video on demand. So we have as separate section where we they can rent and buy movies on our platform. This is one way that we deal with it, another way is through their laptops and their iPad and their iPhone they can access our content directly and watch it directly wherever they are by a paid subscription service. Yep.”

Interviewee 2

“Mm, sales in general has been affected over the last year because of the situation and because of the situation of economy and everything, but with digital players I think businesses have been affected mostly, but it is not that bad there is still demand, yeah the business survives.”

Interviewee 3

“Well, Social media as I said before it is very useful at the same time is a competitive as we have streaming channels right now like Netflix as you mentioned, it’s easy for people to watch whole season instead of waiting for an episode every week.”

Interviewee 1

“I wouldn’t lie to you, yes there has been a decrease in sales. There has been a big challenge not only in our industry but compared to other companies each and every media and telecom company is facing a big challenge to keep up with companies such as Netflix which streams most of its blog programs, you tube which does the same. It is difficult and in the years to come it is going to be even more challenging, but I guess ah we are ready for it and you will see the change that is going to happen.”

Interviewee 4

All the individuals portray a negative impact from competition that they face strictly from online broadcasting, YouTube, Skype and VoIP and other media applications that are rising on the internet.
that are an issue to telecommunication and media companies. Normal marketing methods are decreasing due to such difficult advertising and strong methods on the internet.

4.4.3 **Dealing with new practices.**

**a. New marketing strategies:**

“I would recommend more engagement with customers and I would recommend campaigns where they would merge packages of services and products like internet along with TV so they give much cheaper connections or give better speeds. Since our technology has any advancements quite regularly so, the bandwidth improves and the way we present the platform to our customer that improves, so ya.” Interviewee 2

“Oh, it’s a very broad topic depending on the type of brand that you are but you have to be able to know what the new digital trends are because now it's all about videos so obviously you need to make more video content that is of a short span of time because not a lot of people spend a lot of time on the internet so you have to be very tactical and up to date.” Interviewee 3

“New ideas of course we are always coming up with I guess more engagement and integrating our products via social media like snap chat, Instagram these are the new social media devices that people use to marketing with these mediums.” Interviewee 1

Depending on the trends, new campaigns have to be developed such as more video content for customers. A number of other recommendations can be seen from the interviewee’s perspective.

**b. New business relationships:**

“Well I think partnering with different companies and collaborating with different media sources is something we should all explore as per new trends.” Interviewee 1

“I think they can collaborate better with local companies that supply internet services, cable and television services. Since we are talking about expanding to other markets, we have to collaborate with private and government companies in neighboring countries at least for now because later on we can think of going worldwide.” Interviewee 2

“Our company right now is focused on the GCC, Kuwait, Oman, Middle East and North Africa as well. We need to start moving out globally, focusing different countries like Afghanistan, Pakistan and India. Such countries if we move and offer different promotional offers it might make a change, a
difference and yes it is going to be challenging as there is going to be a break-even point where they will have to wait and see if we are going to get back the money we have invested.” Interviewee 4

“I think it's come to a stage now where teams cannot work in Silo, they all need to start working together. So marketing needs to be in touch with their social marketing teams, they needs to be in touch with their market research teams to get the insights and then build better strategies to position yourself differently in the market. So the game is changing now everyone needs to start speaking to each other and not working in silo.” Interviewee 3

Businesses are looking forward to enhancing relationship’s or partnering with new organizations to improve broadcasting, new cable services, concentrating on new countries like Pakistan, India, North Africa, Middle East and other Asian countries.

c. New products and services that can be an improvement:

“Products and services, if you are talking about various modes of marketing in media we come on new products on daily basis. But whether that product is really going to last in the market that is another question that we will have to take into consideration. There are people making apps on a daily basis, yes we are on the lookout for new talents, fresh talents on a daily basis. We go out and look at freelancers for what they can provide for us, and yes if there is something that interests us and can make a difference in the market in regards with competition that can increase revenue and sales, yes why not there’s always a possibility to accept such apps, such internet products for such marketing strategies.” Interviewee 4

“Yes, we have a product called Rocket TV that we were initially trying to sell to Kuwait and Bahrain and Saudi Telecom who is our parent company and our primary client. So that is the project that we are propelling right now but we have been having some setbacks but we are looking to have a positive outcome sometime early next year.” Interviewee 2

“Well there are a lot of thing now specially with the internet where everything changes so fast, we are trying to catch up in terms of how can we integrate the products in terms of our daily lives of our customers. For example you try to give access with their different devices like iPad, mobile phones, we try to bring our product to their device they are usually using which is normally iPad and iPhone. Of course they are using connecting that with their smart.” Interviewee 1

“At this stage no not really, there are certain plans in the pipeline to develop better research tools and an analytical and real-time tools that can give our clients insights on what's happening in terms of you
know consumer behavior and Trends but of course depending on the demand in the market is when these will come into play but there are plans being structured internally.” Interviewee 3

As per the interviewee there seems to be products under development to tackle new age marketing tactics as well as products that are going to bring better revenue streams for some companies but there needs to get lot of finance, talented human resources and other resources. Some of them are trying to give access to their platforms through the mobile devices, smart TVs and so on.

4.5 Discussion

The questionnaire was conducted on selected lot of people, where 31 applicant’s returned back the forms. This was done using delivery and collection technique and using email. The respondents were from media and telecom companies in UAE and the information obtained is sufficient in conducting the data analysis. Most of the objectives of the study were applied using this method, where individuals selected their preferred answers.

The interviews were conducted on 4 individuals who gave a good understanding of their stand on the marketing areas within their organization. All questions on various aspects of marketing and progress on business were asked to the participants who gave great reply according to their available knowledge. Questions about products and services currently offered, primary target market, most used marketing methods in their companies, whether they still use all available marketing methods and the most frequently used e-marketing methods were questioned. Since most of the individuals interviewed are in media and from a market intelligence company, sufficient data could not be achieved from interviews that were planned from other media and telecom companies. Due to their change of mind some were not interested in taking the interview and some participants had to leave country for vacation purposes.

As per the research conducted the researcher was able to accomplish a base of findings from the questionnaire and semi-structured interviews, according to their information given:

Most preferred Medium of marketing: TV, Internet
Best for two way communication: Telephone, Internet
Mostly unused marketing methods: Newspaper, Radio, Magazine
Preferred E-marketing method: Social Media using Facebook, YouTube
Currently losing value in UAE: Magazines, Newspapers
5. **Conclusions and Recommendations**

5.1 **Introduction**

The following forms the discussion and analysis of the research conducted using questionnaires and semi-structured interviews in the above chapter 4, in accordance to the literature review conducted during the course of the dissertation. The chapter will include conclusions by focusing on the aims and objectives of the study, research questions and how the study has proven to be a success. Recommendations will also be added to the research conducted so that it may become useful to other works in course of time for organizations, university students and others if required. This case study included different media and telecom companies in UAE, from selected employees working in marketing, IT and other necessary departments in order to get the desired results.

5.2 **Conclusion to the study:**

The research brings to conclusion the topic of study, to understand the impact of e-marketing on sales within media and telecom companies in the UAE. A quantitative method of questionnaires and a qualitative method of semi-structured interviews were used for research to arrive at the conclusions. The questions were delivered to the selected population in regard to the same, where a desired result was obtained. Overall results showed individuals responding to an average remark towards traditional marketing where they utilize such methods now only to target specific population preferably old and some mainly focusing moving completely towards e-marketing in the timeline to gain a wider range of consumers. This has proven to be profitable, also costs wise it has seen a tremendous decline in business expenses.

The literature review carried out focuses on author’s viewpoint of current technologies in the economy where consumers focus more towards rising technology, newer products and a wide range of internet based entertainment methods where they can keep themselves busy. The usage statistics during the quantitative study proved that about 90% of individuals use internet based products most of their week. The study also shows results that companies looking forward to developing new products in their pipelines, some even making products or applications on a daily basis, trying to make better relationships with other companies and some looking to expand to different countries to gain a profitable and sustainable future from new technology.

The research has fulfilled the Aim of the dissertation ‘To understand the impact that has been led due to E-marketing and social media methods towards different telecommunication and media businesses currently operating in UAE’, by showing that there is a great impact on the sales of media and
telecommunication companies in UAE due to e-marketing methods that are on the rise. It is found that telecom and media companies face a difficult situation in the UAE according to the authors understanding from the literature review conducted such as changing technology, low engagement, less amount of population depending on traditional marketing, losing relationships, trust and so on. This is understood through the research that the surveyed companies are faced with the point of forcing to implement change by way of making new marketing methods and new products which should be different by many characteristics and attributes.

The research question “How traditional marketing methods are functioning in the current market after the demand for E-marketing and its methods taking over business from such companies? Can traditional marketing companies develop new marketing strategies, methods or products to remain competitive?” is also answered from the conducted interviews and surveys. It is seen that traditional companies are losing engagement by consumers and marketers due to high prices in marketing products, low customer data gained and high competition. Customers prefer internet, TV and visual media in this new age where they can target multiple customers whereas newspapers, radio and magazines marketing are currently used to target only specific people. The surveyed individuals press on the issue that media and telecom businesses should change strategies, develop new products, merge with different companies and move to different countries to remain competitive and sustainable.

The research objectives in regard to the study conducted:

1. To evaluate Different Marketing methods available to businesses these days.

The study has cleared most of the questions where the overall results were achieved in regards to this objective. The survey of normal marketing techniques which proved that TV, newspaper, magazine, telephones, radio and in store marketing still has demand. TV is on high popularity in the Middle East, since being a tech driven country. During the course of the study it was found that most individuals spends about 5 to 10 hours minimum in front of a TV, since television advertising is considered one of the best even now. More and more companies are considering marketing through products using TV, making consumers more dependent on a TV with internet applicability.

Telephone is the second preferred marketing method after TV. Telecommunication companies in the UAE makes great deals with consumers to promote their brands, even if it comes to stopping calling using international brands such as Skype, Apple’s FaceTime, Facebook messenger, Google’s Watsapp from operating in UAE since telecom are government owned and controlled. They have a fixed pricing
system and has no competition in the country unlike other countries where multiple telecom operators compete to be successful.

As recognized by the authors in the literature review, newspapers, radio, magazines and in store marketing are decreased due to the vast majority moving towards visual media and video promotions that are better achieved through TV, computers and cellphones. Even though they are highly functional in the country, to achieve a better target audience some companies engage with multiple marketing methods. Very rarely do the surveyed individuals market or use newspapers, magazines and radio marketing where engagement is shown by majority to be less than 1 hour weekly. This proves that such industry’s face a big impact on sales from e-marketing concepts.

2. To analyze why E-marketing is the most preferred method used by businesses.

The researcher was able to achieve statistical evidence followed by qualitative evidence proving that most companies look forward to investing in marketing online, most questions stress about use of e-marketing where individuals preferred this as their best marketing option. Marketers prefer to use such alternative due to the great customer satisfaction, productivity, revenues, less operating costs, competitiveness, building brands, interactivity, communicativeness, and lower risks. Advertising on the internet as according to the findings is the cheapest alternative to traditional marketing as it provides ease of access, tracking of customer activity with the technological advancements and so on.

3. To analyze how the telecom and media businesses are dealing with such new marketing practices.

Stressing on the issue, it was understood the competition is very high for the companies and they are always on the lookout for new products, new business opportunities and talented individuals who can create better and faster products. The telecom companies in UAE look to create new relationships with SME’s to create a partnership and offer reward programs which helps them to be the primary business solutions. As sales do not increase sufficiently as they expect due to the decline in SMS, phone calls, use of illegal ways to connect to people in outside countries such as VoIP applications and rise of online media for broadcasting. High marketing using SMS is harassing customers which they need to rethink their strategy in order to keep customers happy. Customers lose interest in Telecommunication in the country as monthly charges are high. TV subscriptions are given alongside with telephone and ADSL connection and now they are concentrating to develop 5G and Internet of Things in the future. By making new relationships, buying software businesses, merging with other company’s telecom companies to develop and increase communication methods.
Telecom companies Du and Etisalat have started providing public Wi-Fi cloud in certain areas where they can attract a lot of tourists, students and other individuals to use such method to get Wi-Fi. This increases a lot of interest in people and majority of surveyed individuals have agreed to these services. As of now telecom and media companies are engaging in moving to other countries, making new promotional strategies through Facebook, Twitter, Instagram, and LinkedIn.

### 5.3 Recommendations

Current economic situations are not very stable as businesses are having a lot of issues. It is necessary to consider certain aspects of the economic situation prior to implementation of strategic objectives and investing in the wrong ideas. Lots of business has closed down in UAE since the economy is unstable.

It is necessary to take certain steps or recommendations based on the observations:

**Identify:** It is important to understand the type of platforms that suits the business as not all e-marketing will be suitable for the same. For example newspapers business cannot sell newspapers ads on social media. Rather it is better to create a page or a site about the company to market the brand name. This will enable the company to target the potential customers and create a follower base.

**Develop:** Making developments even when using traditional marketing is essential to the business. All organizations should engage with multiple marketing methods even if the investment level increases, create a team of talented individuals who are good at e-marketing and make a presence in the World Wide Web. Stronger titles give stronger responses. Telecom companies should create an online presence to deliver video content or develop better application for customer entertainment and engagement.

**Sustain:** As per the qualitative research conducted it is realized that companies are going through loss in revenue due to competition. It is necessary to work hard and utilize the potential of every individual, conduct regular training’s, recruit talented individuals, develop better strategies, engage with more tech hubs, enable business to business exchange of product data and identify new ideas to create new customer engagement tactics of marketing. This helps to sustain the business on the long run and they should keep the customers happy with regular updates on social media.
5.4 Limitations of the study:
The research had some limitations similar to researches conducted by other individuals. The work-university balance was difficult for the researcher due to time issues, stress on conducting the research and obtaining less data.

Another limitation was the availability of respondent’s for qualitative and quantitative data was difficult since most of the people are unavailable, did not give interviews for students, busy schedules, low references and so on. Future research can contain much more data by gathering more information about individual’s availability and keeping the focus of research on currently working companies and connecting with people months before. It is easy to lose individuals appointments, so it is better to conduct research within a short span of time.

Limitation of designing questionnaire and interview questions created tougher problems in analysis and therefore it is crucial to create a questionnaire months before the research takes place, make pilot tests and make changes at an early stage in order to avoid such issues.

5.5 Summary:
Conducting a research is very essential to progress in the researcher’s career goals and helps to gain more knowledge and skills. Hopefully this dissertation will add value to the future individuals who are looking to gain understanding about e-marketing on telecom and media. Using this research, it is possible for different companies to develop better strategies, increase investment on online marketing and create better products that suits the consumer base in UAE.
6. References:


To analyze the impact of E-marketing on sales within Telecommunication and Media businesses in UAE.


Appendix 1 - Participant Information Sheet
Prepared as per Cardiff Met. University Ethics Committee Guidelines

Ethics Reference Number: 2016D5508

Title of Project: To Analyze the impact of E-marketing on sales within Telecommunication and Media Businesses in UAE.

Purpose of Research:
This research is carried out in order for Mr. Sunil Oommen to pursue Master of Business Administration Degree from Cardiff Met. University. The main aim of this research is to evaluate the impact of E-marketing and its methods that are having a huge impact on sales and profits of Telecommunication and Media Businesses in the UAE. Marketing methodology is a changing factor in today’s economy, a study on this subject is essential to understand the consumer preferences that has a wide reach towards choosing the appropriate channels to promote their products and services. A comprehensive understanding of individual preferences and behaviors will enable him to conduct the research and make suitable findings that can bring forth proper conclusions and suggestions for the readers.

Why am I being asked to participate?
Your participation is important so as to collect data and make relevant conclusions to fill in on the data analysis, to make the readers understand that the new age marketing tactic of E-marketing is taking over traditional marketing methods. Your participation is voluntary and you as a participant can withdraw at any time, the research will not affect you or your company in anyway but help the researcher in achieving results.

Risks Involved
Possible risks can involve participant data security leaks, data confidentiality, individuals requiring to remain anonymous during the research and individuals who are requesting to remove their contribution by change of mind. These risks are completely avoidable, your data will be confidential and will be used only for research purpose at the university and your privacy will be completely maintained.

What types of Research methods are used?
The research will consist of a questionnaire or an interview or both which will be taken as per our appointments. The results obtained from the research will be gathered and analyzed which used to bring proper conclusions that can benefit everyone including students, businesses, and universities in the future.

For all additional information on the research and the methods send inquiry to
Sunil Oommen, Cardiff Met. University, MBA Student
Email: st20131237@outlook.cardiffmet.ac.uk
Appendix 2 - Participant Consent Form

Dear Sir/ Madam,

My name is Sunil, I am conducting this research in order to get data for my research project about E-marketing and its impact on sales in telecom and media businesses. The questions for interview and questionnaire have been made on the same topic and will it is beneficial if you as a participant can answer as accurately as possible. Please fill the form below accepting your participation:

I confirm that I have read and understood the terms/ conditions of my participation in the research.
☐ Yes ☐ No

I understand this is a voluntary participation and I am allowed to withdraw at any time.
☐ Yes ☐ No

I understand and agree to my input/ remarks being recorded in an anonymous manner in any publications
☐ Yes ☐ No

I agree to complete the questionnaire and participate in the study according to the above terms.
☐ Yes ☐ No

Participant Information

Full Name: ____________________________________________

Company: ______________________________________________

Designation: ____________________________________________

Date: __________________________________________________

Signature: ______________________________________________

MBA Student, Cardiff Metropolitan University

Contact: Sunil Oommen

Email: st20131237@outlook.cardiffmet.ac.uk

Student Name: Sunil Oommen  Student ID: ST20131237
Appendix 3 - Questionnaire

The aim of this research is to evaluate the impact of E-marketing and its methods that are having a huge impact on sales and profits of Telecom and Media Businesses in the UAE. Marketing methodology is a changing factor in today’s economy, a study on this subject is essential to understand consumer preferences that has a wide reach towards choosing the appropriate channels to promote a company’s products and services. A comprehensive understanding of individual preferences and behaviors will enable him to conduct the research and make suitable findings that can bring forth proper conclusions and suggestions for the readers.

The Completion of the questionnaire is voluntary, and your participation in this questionnaire will be taken as consent to use as contribution to the research. You as a participant can withdraw from the questionnaire at any time and the research will not affect you or your company in anyway.

Researcher Contact Details:
Name: Sunil Oommen
Email: st20131237@outlook.cardiffmet.ac.uk
Cardiff Metropolitan University

Participant/ Company Details
Name: ______________________
Age: Between ☐ 18 to 24  ☐ 25 to 34  ☐ 35 to 44  ☐ 45 to 54  ☐ 55+
Designation: ______________________
Company Name: ______________________

Industry currently employed in:
☐ Manufacturing  ☐ Media  ☐ Advertising  ☐ Medical
☐ Retail  ☐ Hospitality  ☐ Distribution  ☐ Banking
☐ Telecom  ☐ Aviation  ☐ Other (Please Specify) _____

I. Understanding available marketing methods

Please answer the following:

1. Which marketing method does your business prefer to spread information about products?
   (Select only one)

   ☐ Print Ads  ☐ Television Commercials  ☐ Store Promotions
   ☐ Outdoor media  ☐ Internet Websites  ☐ Radio
2. How many hours do you spend to get knowledge about different products daily? ______

3. Please indicate your usage of each activity on the internet by ranking them according to grade from 1 to 5?
   a. Online Shopping (EBay, Amazon, Souq) ______
   b. Social Networks (Facebook, Twitter, Instagram) ______
   c. Media Sharing websites (YouTube, Daily Motion) ______
   d. Browsing Websites ______
   e. Podcasts (Music) ______
   f. Blogging ______

4. Which of these do you engage in the most (Select two):
   □ Television  □ Mobiles  □ Shopping  □ Browsing Internet
   □ Radio      □ Newspapers □ Magazines  □ PC/Watching Videos

5. Communication to different parties is easier using:
   □ Television  □ Mobiles  □ Shopping  □ Internet
   □ Radio      □ Newspapers □ Magazines

Tick only one box on the below given statements, by reviewing your most agreeable understanding from strongly agree to strongly disagree.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tr>
<td>Tick only one:</td>
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<tr>
<td>6. I have very good knowledge about marketing.</td>
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<td>7. We only tend to rely on one advertising method to give knowledge about our brand to customers.</td>
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<td>8. Magazines and Newspapers are used very much for advertising purposes by the company.</td>
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<td>9. Our company invests a lot in promotional activities.</td>
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<td>10. Internet marketing is much preferred marketing method to reach our customers.</td>
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II. **Preferred method used by businesses**

Choose one answer for each of the following questions.

1. Which benefit does E-marketing have compared to other marketing methods?
   a. Provides a lot of information ☐
   b. Better shopping ☐
   c. Cheaper in price ☐
   d. Saves a lot of time ☐
   e. It is interactive ☐

2. Which loophole does E-marketing have compared to other marketing methods?
   a. Fraudulent ads ☐
   b. Forceful advertising ☐
   c. Lack of privacy ☐
   d. Low demonstration ☐
   e. Always changing ads. ☐
3. Which Online Service is most convenient for watching movies and series?
   a. Netflix/ OSN Play/ Wavo
   b. YouTube
   c. Torrents
   d. Other

<table>
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<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tr>
<td>4. Understanding customer preference is essential to business strategies?</td>
<td>☐</td>
<td>☐</td>
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<td>5. All companies are currently engaged with online marketing techniques like social media to increase customer base.</td>
<td>☐</td>
<td>☐</td>
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<td>6. Businesses have become customer focused and provides to their requirements most of the time.</td>
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<td>7. Technological advancements proves a best part in business marketing.</td>
<td>☐</td>
<td>☐</td>
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<td>8. E-marketing provides better benefits overall compared to other marketing techniques for all companies.</td>
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<td>9. It is easier to stream video online compared to Television channels.</td>
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<td>10. Advertising on the Television, radio, Newspaper and Magazines is Cheaper than Internet Marketing.</td>
<td>☐</td>
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<td>11. Messaging is easier using Skype, Watsapp and other applications which provides ease of access and from time perspective.</td>
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III. Dealing with new practices:

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<th>Statement</th>
<th>Strongly Agree</th>
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<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tr>
<td>1. Customers lose interest very easily in products and services that do not have new features.</td>
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<td>2.</td>
<td>E-marketing is taking over traditional marketing practices</td>
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<td>3.</td>
<td>Telecom and media business is trying to make new relationship with customers unlike old days when they had a take it or leave it attitude.</td>
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<td>4.</td>
<td>Making new strategies to overcome competition is essential.</td>
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<td>5.</td>
<td>It is important to streamline E-marketing as part of everyday marketing.</td>
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<td>6.</td>
<td>Telecom companies in UAE have implemented forceful advertising through SMS to stay profitable which are harassing customers.</td>
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<td>7.</td>
<td>Telecom and media companies should engage in making deals with or acquiring software companies so as to implement new methods of communications.</td>
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<td>8.</td>
<td>Telecom companies have started advertising mobile phones as part of a system to promote usage of internet and applications.</td>
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<td>9.</td>
<td>Cloud computing through the City provides easy access for customers who have difficulty accessing Wi-Fi.</td>
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<td>10.</td>
<td>Telecom companies in UAE offer rewards programs for SMES to engage in deeper business engagement, customer retention, acquisition and improving sales.</td>
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<td>11.</td>
<td>Telecom companies provides customers with multiple applications such as Telephone, Wi-Fi and Television so as to be productive and profitable.</td>
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Appendix 4 – Semi-Structured Interview Questions
The interview is conducted by Sunil Oommen, university ID: ST20131237 for the purpose of MBA Dissertation 2017.

I. Different marketing methods available:
1) What products and services does your company ideally deal with, if you could give a few?
2) Which is the most preferred mode of marketing in your company, is it using television, magazines, radio or other methods? And why do you use this specific marketing?
3) Who is your target market and how do you expect to gain such them?
4) How often do you move from one advertising platform to another?
5) Do you engage with newspaper marketing anymore?

II. Why E-marketing is preferred by businesses:
6) How often do you use social media applications to hear customer perception of your products, interactions and customer service, and how has this helped the business?
7) How has sales been affected particularly in the media and telecom sector since increased use of internet broadcasting and video platforms like Netflix, OSN Play, YouTube and new messaging applications such as Skype and Watsapp?
8) Has E-marketing or internet promotional tactics by other companies affected the sales for your company in recent years?
9) How many customers have you gained during the financial year after implementing E-marketing methods as the primary marketing strategy?
10) How has social media network diminished the usage of telecom?

III. How they are dealing with new marketing practices:
11) What new marketing strategies are you looking forward to develop or something that you would recommend to the management to tackle competition?
12) What value do you bring that will benefit the market in ways that your competitors would not dream of proposing?
13) What resource gaps and constraints do you need to overcome to achieve a better strategy? (finances, investments)
14) What new business relationships does the marketing team need to create in order to enhance business?
15) Are you planning to create a new products or software’s that will particularly be a possible new marketing method on the internet?