

The Effect of the Marketing Culture on Improving the E-service Quality: A Comparative Study of Foreign and Domestic Information Technology Companies in the Arab Republic of Egypt

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Abstract : The research aims to clarify the effect of the marketing culture on improving the e-service quality for foreign and domestic information technology companies in the Arab Republic of Egypt. So the researcher sought to include the dimensions of the marketing culture, which are (customer service, management style, sales mission, internal communications, technology, wages and rewards, innovation) as measures of marketing culture for its effect on improving the e-service quality in this research. The research population consists of employees and customers of the companies under study. The research problem was the following question: What is the effect of the actual application of marketing culture on improving the e-service quality? To answer that, three main hypotheses were adopted, and they were tested by statistical means for the data collected through a questionnaire prepared and distributed for this purpose. Accordingly, the research presented a set of results, the most important of which are: the need to pay attention to the dimensions of the marketing culture to improve the e-service quality, foreign companies were the most popular companies in applying the marketing culture compared to local companies. The research also recommends designing a system to continuously measure the performance of electronic service providers and work on spreading the culture of innovation among employees, linking reward programs to the extent of commitment to applying the elements of marketing culture while doing business.

Keywords : marketing culture, e-service quality, measurement models, quality measurements

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