

## The Role of Face Book in E-Marketing - Condor Foundation as a Model

Okba Saida<sup>1</sup>,

<sup>1</sup>University Badji Mokhtar Annaba, sousoka@yahoo.fr ,

Received: 24/05/2022

Accepted: 28/10/2022

Published:28/12/2022

### Abstract:

Our world today knows technological development in all areas of political, social, cultural and economic life, in which internet represents the main indicator; in particular face book as a social network as a popular e-marketing tool enhancing economic development.

The main objective of this research is to investigate the role of face-book in e-marketing case study of condor's products; by investigating the role and the contribution of promotion, rather than facilities offered by Face book to Condor products. For this study, 100 Algerian consumers were reviewed to evaluate their opinion about Condor's e-marketing activities via face book.

**Keywords:** Face-book ; E-Marketing ; Condor.

**\*Corresponding author**

## 1. INTRODUCTION

In recent years, there have been many developments that have affected both of social, political, and economic life sectors. Due to modern technologies, chiefly the Internet, which is widely known for its ease, connection speed, low cost, and attractiveness that emerged with the advent of the second generation of the internet, that offered more opportunities to connect and communicate through social networking sites, and supremely Face book that enabled users to participate, deal, and interact all over the world.

Face book today, is an important means to make business and marketing activities, in view of the increasing number of users of social network that is growing broadly, and that's what prompted the institutions to choose it, in order to connect with their customers and promote their goods...etc. It "allows customers to obtain their needs from various goods and services regardless of their geographical location, and this type of marketing does not recognize geographical boundaries" (Nace, 2005, p. 40)

Therefore, large expenditures are provided for advertising campaigns, among institutions that dealt with e-marketing to attract as many clients and customers as well as to promote their goods and services the Foundation "Condor", which is a very important institutions in the Algerian economy being focused on the national market and covers African market miscellaneous products, especially home electrical consumer and meet the requirements that satisfy their needs. From here, and because of the importance of the subject, we tried to highlight it through the following fundamental question:

*To which dimension does Face book play a role in e-marketing for Condor's products?*

Which fall under the following sub-questions:

- 1-Does Face book play an important role in promoting Condor products?
- 2- How does Face book contributing in promoting Condor products?
- 3- What are the facilities offered by Condor via Face book?

## 1.1 Research Objectives

E-marketing or marketing through social networks, specifically Face book is one of the modern and important topics that need more explanations.

The importance of the subject of e-marketing for institutions as a new field for investment; keeping up with recent economic developments, integrating in world economy and opening up to the global world.

The importance of Face book as an already used social network in major economic companies, which necessitated the Algerian companies to keep up with these developments to achieve success.

Finally it is necessary to understand e-marketing, which is a modern concept and know its techniques to keep up with the global market and achieve the institution's goals.

## 1.2 Background

Face book is one of the most important social network sites, and it is not just a Social Forum, but it has become an easy technological base, through which anyone can do whatever they want (Mustafa, 2008, p. 21).

E-Marketing is the process of creating and maintaining customer relationships through online activities for sharing ideas, products and services that realize the targets of both sides (Imber, J. & Besty-Am, 2000, p. 200).

An exchangeable process, it allows for many commercial, financial, commodity and services exchanges, whereas, the ultimate goal of e- marketing is to satisfy both sides in the exchange process. The organization represented through its website, will receive direct monetary value or as a loyal percentage that can be converted into monetary values (Arabia, 2008, p. 7).

E-Marketing strategies depend on the application of information and communication technologies (Nace, 2005, p. 30).

## 2. Historical overview

The impact of Algeria's transition to a market economy and opening the doors to investment in both national and international market in front of properties and with the evolution of the world through increasing demand for electronic and household products," ANTAR TRADE" was founded; a private limited liability company "SARL" Ben Hammadi group "containing four other units:

« Argilor » Foundation ; a unit for wage production.

"Gerbior" Foundation; a unit for the production of solid wheat and its derivatives.

"Polyben" Foundation; a unit for the production of plastic bags.

"Gemac" Foundation; is a unit for the production of tiles and building materials.

The company operates according to the provisions of commercial codes, where it acquired a commercial register in 2002 and started in February 2003. The company was established in a suitable environment, so that, it's activities in Electronics in our country are growing due to the increasing demands of customers for such modern products, in addition to Algeria's initiative to create this Electronic sector in order to join the developed countries, which provided a competitive environment, especially that the company locally based on Bordj Bou Arreridj.

Ben Hammadi's company "ANTAR TRADE" it is a business English name which means; Antar for trade, also holds the business brand "CONDOR"; the symbol besides the brand refers to one of the biggest birds in the world living in South America and is known with flying high to be its lucky charm. The symbol means that the company is registered in the national library of publications and innovation, which guarantees its adequate protection of its products from forgery and imitation.

### 2.1 Geographical Overview:

« Condor » foundation is situated in the industrial zone of the wilaya of Bordj Bou Arreridj, a limited liability company. The total area of Ben Hammadi's collection " ANTAR

TRADE", which means Antar for trade or business is about 80104m2. The company's investment nature is the industry and the marketing of Electronics goods, there are about 1500 employees in the company spread over the units and interests due to the speciality. The company obtained an International Quality Certificate: ISO 2001 Version 2000.

### **3. METHODS AND MATERIALS:**

The appropriate approach for this study is descriptive, which helps in collecting data and information on the phenomenon " it is a way to describe and quantify the phenomenon studied by gathering codified information, collecting and analyzing and subjectifying it" (Belkacem & Hacem, 2004, p. 64), in order to learn how to use e-marketing as a modern concept in the Algerian company and which is represented here in CONDOR foundation.

All studying, distributing, and retrieving form process took place in mid-April until mai 2018.

#### **3.1 Data Collection**

##### **Observation :**

One of the most important tools used in descriptive studies, its role is to collect data on many behaviors that cannot be studied by other tools (Abd El- Hadi, 2006, p. 55). It is the concern or attention to something, an event, or phenomenon systematically through the use of senses, where we gather our experiences through what we see or hear about. Scientific observation means the attention to events and accidents in order to interpret them, detecting their causes and reaching laws that govern them (Atoui, 2007, p. 120).

2- Questionnaire: The questionnaire Form is one of the most important tools used by the researcher; "A list of questions to obtain information about a particular theme or subject, situation, or problem." (abederahman & Bedoui, 2007, p. 383).

##### **Questionnaire:**

We used in our research an electronic questionnaire form (online questionnaire), which is the appropriate for such studies, and was distributed randomly via face book.

Our electronic Questionnaire form included 15 questions that were mixed between open and closed questions that contain one or more answer, this type of questions was based on the preparation and the design of the questionnaire form to ensure accuracy in the answers for all respondents at different levels whether was educational or professional.

Questions divided into 4 axes which are:

- First axis: includes questions about personal data relating to a sample research.
- Second axis: includes questions about the importance of FACEBOOK in promoting Condor foundation's products.
- Third axis: includes questions about how FACEBOOK contributes in promoting Condor's products.
- Forth axis: includes questions about the facilities offered by Face book to Condor's goods.

**Study Sample:** Since the sample is a specific part of the quantity and quality that represents a number of individuals having the same attributes in the study community, and since the subject nature imposes any type of sample that is the most suitable, our thesis requires the use of simple random sample;a sample of 100 persons from Condor products' consumers has been selected.

### 3.2 Data Results

**Table (01):** Sex Variable

Types	frequency	Percentage
Males	52	52%
Females	48	48%
Total	100	100%

**Source:** Prepared by the researcher

Through table "1", we notice that there is some differences between the categories, so that, the percentage of males was 52%, and females' number was 48, therefore, 48% in total.

**Table( 02):** Age Variable

Age	Category	Frequency	Percentage
	Under 25 years old	14	14%
	From25 to 35 years old	56	56%
	From 35 to 45 years old	16	16%
	45years and older	14	14%
	Total	100	100%

**Source:** Prepared by the researcher

From table"02" which relates to age categories for respondents we notice that the age category between 25 and 30 takes 56% which is a considered percentage, then we found the age category between 35 and 45 by 16%; which is a lower percentage according to the first category. Finally, we find equally both of the age categories under 25 years and older than 45 years.

**Table (03):** Educational level variable

Educational Level	Frequency	Percentage
Primary School	4	4%
Middle School	14	14%
Secondary School	34	34%
High School	48	48%
Total	100	100%

**Source:** Prepared by the researcher

Through this table we notice that the largest percentage estimated belongs to High school level by 48%, is followed by the Secondary school level by 34%, the middle school level by 14%; and finally the primary school level by 04%. This confirms that Condor's products consumers are highly educated.

**Table (04):** Distribution of respondents by social status

Social Status	Frequency	Percentage
Married	62	62%
Single	38	38%
Total	100	100%

**Source:** Prepared by the researcher

Through the forth table, it's obvious that the majority of our reserch respondents are married by 62%, and it is a highly percentage, in contrast, only 38% are singles, which confirms that they are interested in electro-mechanical and electronic devices of Condor's Foundation.

**Table "05":** Distribution of respondents by profession status

Profession Status	Frequency	Percentage
Employers	55	55%
Tires	45	45%
Total	100	100%

**Source:** Prepared by the researcher

Through table "05", it is clear that most of the respondents are employers by 55%, in return, tires by 45%, which explains their consumption to some extent to Condor's products.

**Table (06):** distribution of respondents through monthly income

Monthly income	Frequency	Percentage
Weak	7	7%
Middle	56	56%
High	37	37%
Total	100	100%

**Source:** Prepared by the researcher



The sixth monthly income table shows that the majority of respondents have an average monthly income of 56%, while 37% have a higher monthly income, and 07% have a low monthly income.

**Table (07):** The main products acquired from Condor foundation

Main products	Frequency	Percentage
Phone	68	68%
Television	48	48%
Air-condition	34	34%
Washing machine	28	28%
Computer	16	16%
Fridge	10	10%
Vacuum cleaner	05	05%
Mixer	10	10%
Iron	10	10%
Toaster	03	03%
Total	228	100%

**Source:** Prepared by the researcher

Through this table, it is clear that the most important products of Condor that are acquired by our research respondents are arranged as follow: Phone by 68%,TV by 48%, AC by 34%, the washing machine by 28%, then the Fridge, mixer and Iron by 10%, Vacuum cleaner by 05%, and finally the toaster by 03%; which confirms that our research respondents are used Condor's products strongly in the sense of more than one product at the same time.

**Table (08):** motivated turnout Condor products

Turnout Motives	Frequency	Percentage
Product Quality	50	50%
Product price	30	30%
post-sales services	20	20%
Total	100	100%

**Source:** Prepared by the researcher

Through this table, which relates to the most important motives of the interest in Condor products, where we found that the majority of our research respondents (50%) choose the quality of our products, whereas, 30% of them choose the product price and 20% of them choose post-sales services.

**Table(09):** how to identify Condor's products

How to identify	Frequency	Percentage
Advertising	15	15%
Friends	34	34%
Face book site	51	51%
Total	100	100%

**Source:** Prepared by the researcher

Through the table's data we notice that most of our research respondents recognized our Condor foundation's products through Face book website by 51%, through friends by 34%, and through advertising by 15%.

**Table "10" : Features of Condor's official Face book Page**

Features	Frequency	Percentage
Advertising everytime	20	20%
Speed in Access to desired information	25	25%
Ability of inquiry and guidance	13	13%
Access to details of the services offered through advertising	12	12%
Efforts' reduction	30	30%
Total	100	100%

**Source:** Prepared by the researcher

Through the table's data, we notice that the most important feature of our research for Condor foundation official page on Face book is to reduce efforts by 30%, Then, we get 25% for speed in access to the desired information, thirdly we have 20% for advertizing every time, 13% for the ability of inquiry and guidance, and finally 12% for access to details of the services offered through advertizing.

**Table(11): How to acquire Condor's products**

How to Acquire	Frequency	Percentage
Via point of sale	69	69%
Via -Marketing	31	31%
Total	100	100%

**Source:** Prepared by the researcher

Through table "11", which includes how to acquire respondents of our research sample for Condor foundation products, it was found that the majority depends on the selling points by 69%, while 31% based on e-marketing.

#### 4. CONCLUSION

Through our study of Face book and its role in e-marketing "Condor foundation sample", in addition to the analysis, we have reached the following results:

- Sex Compatibility between males and females, and the majority are belonging to high school with 48%.
- Most of the respondents are married of 62%.
- Most of the respondents are workers of 55%, and tires with 45%.
- Most of them have an average income of 45%.
- Condor home-electrical the most consumed are: phone by 68%, TV by 48%, and AC by 34%.
- the most important motivation to acquire Condor products by consumer are: quality of the products by 50%, price by 30%, and after-sales services by 20%.

Face book plays an important and effective role in introducing Condor's foundation products by 51%, which confirms that is an important means in promoting products and services, through direct communication between the Foundation and consumers.

The main features of the condor's official face book page are:

Firstly: minimizing efforts by 30%.

Secondly: fast access to desired information's about the product by 25%.

Thirdly: exposure to advertizing at anytime by 20%.

-Condor products are acquired by 69% through sales points, then through e-marketing by 31%.

Despite the fact that e-marketing has many advantages we mention: (speed, facilitating services, minimizing efforts, and immediacy, which outperform traditional marketing strategies, however, is still uncommon because its cost, and it is used more by service institutions.

In addition to the Facebook pages designated by the Condor enterprise to view the product and its technical characteristics, it is necessary to provide a page for the consumer in

which he presents his ideas and opinions that contribute to the design of the product he wants to purchase.

The Condor enterprise should work to instill more confidence in the consumer through after-sales service as soon as possible and for free..

### 5. Bibliography List :

1. Abdallah Mohamed abederahman و ،Ali Bedoui .(2007) .*Social Research Methods* . Beirut: University Knowledge House.
2. Arabia, K. o. (2008). *General Organization for technical and vocational training*. General Administration for Curriculum Design and Development: E-Marketing.
3. Belkacem Slatnia و ،،Hacen El-Djillali .(2004) .*Methodology of Social Sciences* .Algeria: Al-Huda for Publication and Distribution.
4. Imber, J. & Besty-Am. (2000). *Dictionnary of Marketing termes, 3rd*. U.S.A: Barrons Business Dictionaries.
5. Jawdet Ezzat Atoui .(2007) .*Scientific Research Methods, Concepts, Tools, Statistical Methods* .Cultural Publishing and Distribushing House.
6. Mustafa, S. A. (2008). *New Media, Concepts, Methods and Applications*. Cairo: Sun-rise Library.
7. Nabil Ahmed Abd El- Hadi .(2006) .*Methodology Research in Human Sciences* . Lebanon :El-Ahliya for Publication and Distribution.
8. Nace, M. T. (2005). *e-marketing*. Oman: Dar El-Hammed for publishing and distribution.