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**Communication in public relations and its role in attracting customers.
Field study of the MubilisGlazan Foundation**

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Abstract :

Since human beings began joining groups, contacting others and communicating with each other, they have formed relationships among themselves, so that these relationships have become an inevitable social phenomenon inherent in human life. They cannot live in isolation. They are a means of achieving cooperation, understanding and sharing interests with others, but they have been simple in view of their small societies, simplicity of life and modest human needs and requirements.

These relationships arise from the first association of the individual with his family and then the society that surrounds him and then the scope of the tribe, and the wider the society, the greater its social relations, so that

To say that the function of public relations existed with the very existence of man.

Keywords:Role**;**Communication**;** Public Relations**;** Enterprise **;**Customers

Definition of public relations:

Public relations are concerned with studying the
behaviour of individuals and groups, recognizing desires and influences, the drivers of such behaviour, and relying on proper meaningful communication and mutual understanding to create harmony among members of society. (Hatimi, 2015, p. 12)

The Institute of Public Relations defined them as planned, deliberate and supportive efforts to create understanding, trust and maintain mutual understanding between the Organization and its public. The term "public" is an appropriate term, as public relations concern all groups of society to which they relate. (Judges, p. 19)

Definition of public relations from a management perspective: Many definitions of public relations are abundant in scientific literature, some focusing on them as a communication process and others on public relations as a social philosophy of organizations working in society: public and private, profitability and non-profit, productivity and service. (Rasim, Geert, 2005, p. 36, 37)

Known as Hassan Halabi and Adil Hasan: The activity of an industrial or trade union enterprise, a company, a profession holder, a government or any other body, with the aim of establishing sound relations with the general public and with such diverse audiences as consumers, shareholders and others, in order to adapt to the environment and change social activity. (Belkhairy, Jabri, 2013, p. 170)

The French Society for Public Relations: "Public Relations is a method of behaviour and a method of information and communication, aimed at establishing and maintaining a relationship of trust between the Organization and various audiences within and outside the Institution, which is influenced by the Organization's activity (Abdallah Zubaidi, 2017, pp. 23, 24)

ivylee defined relationships as conveying the ideas and opinions of the public to the Organization, and conveying the Organization's news to the various audiences honestly and objectively, with a view to gaining the trust and support of the public. (Elbow, Abdul SattarIssa, 2020, p.276).

It has also been shown that public relations can contribute to senior management's functions and increase their ability to meet future challenges efficiently and positively. (El Badi, 1992, p. 211).

Question:

The internal communication of the institution is instrumental in supporting relations between management and employees and gains trust between them, and in particular seeks to improve the image of the institution externally The

Communication Cell is the body charged with communicating with the outside audience so that it is the front of the enterprise and seeks to gain the trust of the customer, thereby improving its mental image more than it is, The public who give the support and support that any private institution needs recently, with the importance of public opinion emerging. All institutions that aspire to succeed therefore seek to win the public's support, build a strong public opinion and support for their services, strengthen their relations and improve their image in the minds of the public.

Public relations strengthen Mobiles' functions by achieving the success, growth and development of the enterprise and achieving its objectives. Communication supports the relationship between management and employees and creates trust between them. Planning is capable of increasing the efficiency of the enterprise and working to develop its productive processes. No institution succeedsexcept in itspresence.

Hypothesis:

1- Communication contributes to improving the mental image of Mobilis Foundation, Glezan State

Field aspect:

- **Humanfield:**

The human area means the number of members of the institution in which the study was conducted, the Mobilis Foundation, Glezan State, and the number of employees at the Mobilis Foundation level was 7, the simple random sample was taken from the institution's external audience (customers)

Study curriculum:

The curriculum is a set of intellectual actions represented by the researcher in advance to access the knowledge he will acquire in order to find the truth of the research material. (Najm, 2015, p. 22)

Study descriptive curriculum selected

Form:

It is a tool for obtaining data, information and facts associated with a particular reality or phenomenon, in the light of a set of questions that are asked of the investigators to whom the questionnaire form is directed to answer. (Mashhadani, 2019, p. 170**)**

Official approvals were obtained to facilitate the application of the form to members of the study sample by Mobiles Foundation**.**
The sample of the study to be applied to them has been restricted, with a total number of 70 external audiences (the institution's clients)**.**
Sample Study
We relied on the simple random sample for customers and this type of sample is selected with complete random, giving all members equal possibilities to appear within it. The selection here is completely random and is one of the best types of samples if applicable. (Al-Khatib, 2009, p. 72)
which means unintentionally selecting social units because they allow each unit to be part of the research sample on an equal opportunity basis for all units of the research community (Ma 'an, 1997, p. 198)
In our study we relied on the distribution of 70 forms to the external audience of the institution and they were fully retrieved after the discharge and screening proc
ess, we cancelled 40 forms for errors and repetitions in the answers, while we relied on only 30 forms**.**
The following statistical indicators were used**:**
Duplicates and percentages: Used to recognize the characteristics of Mopelis enterprise customers of Glazan State**.**
 View and analyze data:
 Below is a description of the characteristics of the sample study according to the following personal data:
 Table No. (01): Distribution of study sample by sex

Percentage %	Repetition	groups
53.33	16	Male
46.66	14	Female
100	30	total

Sex is one of the most important characteristics of the sample that may help to

understand the data and interpret the results. Table No. (01) shows the distribution of the items of the sample researched by sex. The results of the analysis of the table showed that most members of the sample or customers of the institution were in close proportion and the proportion of males was estimated at 53.33%, while the second place returned to females was estimated at 46.66%.

From our reading of the results of this table, we note that the male and female sample members were at a close rate in dealing with Mobilis, hence it is clear to us that the dealers with the institution are not limited to a particular category.

Distribution of study sample by age

Table No. (02)

Percentage %	Repetition	groups
16.33	05	Less than 20 years old
43.33	13	20 to 30 years old
33.33	10	30 to 40 years old
3.33	01	41 to 50 years old
3.33	01	More than 50 years.
100	30	total

We note from Table 02 that the largest proportion of the enterprise's customers is between 20 and 30 years of age by 43.33%, followed by a category of 30 to 40 years of age by 33.33%, and then a third category of less than 20 years of age In the last place, it was estimated to be 3.33% of the 41 to 50-year-olds and over 50-year-olds.

We conclude that most members of the sample are young people and adults and this is due to their high educational and cultural level as well as their desire to use these services s access to such services ", we note that the category of less than 20 years was lower and this is due to their early acceptance of such services. Finally, we note that the category of 41 years to 50 years and older was weak, owing to their lack of cultural and educational

Distribution of standards.

Table No. (03)

studysample by scientificlevel

Percentage %	Repetition	groups
3.33	01	Elementary
16.66	05	Average
36.66	11	Secondary
40.00	12	University
3.33	01	Postgraduate Studies
100	30	total

In the case of the variable (scientific level), the number of students from the university level was 40.00% at the first level, while the secondary level was 36.66, the third was 16.66, while the number of postgraduate and primary school campaigns was 3.33%.

Mobiles deals more with the educated group with a good level of education than with other low levels.

Table No. (04)

Distribution of study sample by social professional category

Percentage %	Repetition	groups
40.00	12	Staff member
6.66	02	Student
20.00	06	Free Business
33.33	10	No Work
100	30	total

As for the variable (social occupational category), the category of employee was 40.00%, the first salary, the category without work was 33.33%, the second salary, the category of free business was 20.00%, the category of student was 6.66%, the fourth and last.

We conclude that the largest proportion of Mobile's employees belong to the category of employees because of their frequent need and use of such services, especially in their work. This does not preclude their interaction with other occupational groups (without work, freelance work, student) because each category uses and benefits from these services.

Table No. (05)

Distribution of study sample by family situation

Percentage %	Repetition	groups
60.00	18	Single
36.66	11	Married
00.00	00	Widower
3.33	01	Absolute
100	30	total

The data came to reflect that Mobiles traders are in the single category, as confirmed by 60.00%, while the married category was in second place by 36.66%, while 3.33% of the divorced category was in third place, and the widower category came in fourth and final with 00.00%.

Most of Mobiles' clients are single, due to their freedom, independence and vital activity. This does not mean that they do not deal with the category of married people who deal with different situations.

Table No.(06) Distribution of study sample by duration of dealing with Mobilis Foundation

Percentage%	Repetition	groups
36.66	11	Less than 2 years (02)
23.33	07	Two (02) to four (04) years
40.00	12	More than four (04) years
100	30	total

According to Table No. 06, the majority of members ofthe sample deal with Mobiles Foundation more than 4 years, estimated at 40%. The percentage of transactions in less than 2 years was estimated at 36.66%, and then last ranked the ratio of the duration of the transaction in two to four years, ranging from 23.33%.

Mobilis Foundation has seniority in dealing withits customers and this is due to its good interaction with them and the quality of its services while the least time was in dealing with them (less than 2 years) by 36.66%. This does not prevent the institution from trying to gain its audiences and strengthen its relationship with them. The ratio of two to 4 years' duration is estimated to be weak. This

does not mean that the institution does not have the confidence of its customers and seniority in dealing as our study in this result agreed with the outcome of the previous study of the researcher (KasirRizeiga in 2007-2006), where she found that the Foundation was very well known to its audiences.

Table No. (07)

Distribution of the study sample according to the reasons why they dealt with Mobilis Foundation**.**

Percentage%	Repetition	groups
50.00	15	Speed and quality of services
10.00	03	Reasonable and competitive prices
13.33	04	Miscellaneous Offers
26.66	08	Being a national company
100	30	total

Table 07 shows that the majority of the sample personnel deal with Mobilis and this is due to the type, speed and quality of service. It came in first place at 50%, and 26.66% were the answers of the sample people because it was a national company. In third place, the reason for the various offers ranged from 13.33%, Last place we find the reason for reasonable and competitive prices, ranging from 10%.

The reasons why customers use Mobiles services are due to the speed and quality of services. This means that the organization focuses on providing services at a high speed and has the quality and effectiveness compared to other organizations. Also, one of the reasons why customers use them is that it is a national company because every customer has to use a segment belonging to their home country for their ability to communicate within their home country. As for the various offers and the reasonable and competitive prices were low because the organization was not interested in providing good offers that were accessible to customers and did not lower prices, thereby making them compete for them.

Table No. (08)

Distribution of study sample by how to communicate with Mobilis Foundation.

Percentage%	Repetition	groups
00.00	00	Online
00.00	00	By Mail
6.66	02	Via Facebook Page
50.00	15	Over the phone
43.33	13	Through the Agency
100	30	total

From Table No. (08), it is clear that how customers communicate with Mobiles records the largest percentage over the phone, ranging from 50% Second, it was how to communicate across the agency, ranging from 43.33%. In third place we find that how to communicate on Facebook pages was a low percentage ranging from 6.66%, and via website and mail no percentage.

We conclude that customers communicate with Mobiles over the phone. This is due to the ease of communication and evidence that the organization receives customers' communications and addresses their problems such as requesting cancellation or activation of an offer. All this does not preclude some customers going to the agency as recorded in the table at some individuals. This is when the customer is difficult to service and cannot be processed over the phone such as buying a new product, packing a balance or requesting a complaint.

Table No. (09)

Distribution of the study sample by the entity with which they deal while in the institution.

Percentage%	Repetition	groups
36.66	11	reception
00.00	00	director
63.33	19	Customer Entrustee
100	30	total

According to Table No. (09), the majority of individualsare going in 63.33%, while others are in the front desk, 36.66%, and the manager's side has not recorded any percentage.

We conclude that Mobiles has allocated two destinations to receive its customers, namely the entrant of customers and the destination of the reception office. This is in order to create order in the reception, avoid chaos and control customers and guide them. This is in order to paint a good picture of the institution and its services with the customer while the manager is not interested in receiving customers, i.e. it dispenses with official communication.

Table No. (10)

Distribution of sample study according to employees' interest in meeting customers' requests

Percentage%	Repetition	groups
100.00	30	yes
00.00	00	no
100	30	total

We note from Table 10 that all members of the sample confirmed that Mobilis Foundation is very interested in meeting their requests by 100%.

We believe that Mobilis is primarily concerned with meeting customers' requests, listening to their concerns and solving their problems. This is the main objective of Mobilis is to gain customer satisfaction and confidence and strengthen relationship with them, leaving a good impression of the institution.

Our study in this result differed with that of the previous study of Rafiq Ahmed AbuzitDraghma in 2011, where in his study he found a lack of public relations in the performance of its role in all three universities and in our study proves the opposite, as we found that there is a great interest in clients.

Table No. (11)

Distribution of the study sample according to the good picture taken by the customer about the institution by meeting his needs.

Percentage%	Repetition	groups
100.00	30	yes
00.00	00	no
100	30	total

It is clear to us through Table 11 that all 100% members of the sample stated that they have a good image of the enterprise by meeting their needs.

We conclude that all Mobiles customers have a good and good picture of the organization and this is demonstrated by the organization meeting their needs.

The customer has confidence in its services, products and dealings and the desire to deal with them.

Our study disagreed with the outcome of the 2011 study of researcher Rafi Ahmed AbuzeitDraghma. In his study, he found a shortcoming of the role of public relations in building a good image among students while we studied that the institution successfully built and painted a good picture for its audiences.

Table No. (12)

Distribute the sample study according to the credibility of the enterprise's dealings with customers.

Percentage%	Repetition	groups
56.66	17	Always
43.33	13	Sometimes
00.00	00	Start
100	30	total

We note from Table 12 that 56.66% of customers have confirmed that the enterprise has always had credibility in dealing with them, while others have stated by 43.33% that sometimes it has credibility in dealing, while no percentage has been recorded in its lack of credibility in dealing.

Mobilis Foundation has credibility in dealing with its clients and this is what is authorized by some researchers, but this does not mean that the Foundation sometimes does not tolerate its services and credibility in dealing. This is what is authorized by some researchers and this can be due to pressures at work.

Our study in this result was consistent with the result of the previous study of the researcher (KasirRizeeqa 2007 2006) where in her study it was shown that the institution has credibility in dealing with its audience and in our study the institution also has credibility in dealing.

-Drawing the results of the field study:

-Hypothesis results:

Drawing the results of the field study

-   **Hypothesisresults:**

1- The results showed that there was consensus in the study sample's view of question No. (01) which reads "According to the transaction with Mobilis" that the majority of customers deal with Mobilis and this is confirmed by the percentage (40.00%). This result can be explained by the fact that Mobility has seniority in dealing with its customerss. This is due to its good interaction with them and the quality of its services while the least time was in dealing with them. (less than 2 years) by 36.66%. This does not prevent the Foundation from trying to gain its audiences and strengthen its relationship

with them. The ratio of the duration of dealing from 2 to 4 years is estimated to be low. This does not mean that the Institution does not have the confidence of its seniority customers in dealing.

Through our results, there is a consensus in the study sample's view of question No. (02) which reads "according to the reasons why they dealt with Mobilis", through the results shown the proportion reached (50.00%). This result can be explained by the fact that the reasons why customers use Mobiles services are due to the speed and quality of services. This means that the enterprise focuses on delivering services at a high speed and has quality and effectiveness compared to other organizations. Also, one of the reasons why customers use them is because each customer has to use a chip belonging to their home country for their ability to communicate within their home country. As for miscellaneous offers, reasonable and competitive prices were low because the organization was not interested in offering good offers that were accessible to customers and did not lower prices, thereby making them compete for them.

The results show that there is a consensus in the study sample's view of question No. (03), which reads "depending on how you communicate with Mobilis". Through the above results (5000%) this result can be explained by the fact that customers communicate with Mobilis over the phone This is due to the ease of communication and evidence that the organization receives customers' communications and addresses their problems such as requesting cancellation or activation of an offer, All of this does not preclude some customers going to the Agency, which is when the customer's service is difficult and cannot be processed by telephone, such as purchasing a new product, mobilizing a balance or requesting a complaint.

. Field statistical evidence shows that there is consensus in the study sample individuals' view of question No. (04), which reads "depending on who they deal with while in the institution."

1-   Through the results described above, the business trend is 63.33% This result can be explained by the fact that Mobilis has allocated two destinations to receive its customers, namely, the entrant and the destination of the reception office, in order to create order in the reception, avoid chaos and control over customers and guide them. This is in order to paint a good picture of the enterprise and its services to the customer while the manager is not interested in receiving customers, i.e. dispensing with official communication.

2-   Through our statistical results, we note that there is consensus in the study sample individuals' view of question No. (05), which reads: "Depending on the interest of the staff in meeting customer demands. "Through the results described above (100.00%), according to customers, Mobilis is primarily

concerned with meeting customers' demands, listening to their concerns and solving their problems. This is the main objective of Mobilis is to gain customer satisfaction and confidence and strengthen relationship with them, leaving a good impression of the enterprise.

3 Field statistical evidence shows that there is consensus in the study sample individuals' view of question No. (06), which reads: "According to the good picture taken by the customer of the institution by meeting his or her needs. "Through the results described above (100.00%), this result can be explained by the fact that all of Mobiles' clients have a good and good image of the organization and this is demonstrated by the organization meeting their needs. The customer has confidence in its services, products, handling and willingness to deal with them.

The statistical evidence gathered from the Foundation demonstrates the field of study that there is consensus in the study sample individuals' view of question No. (07), which reads "according to the credibility of the organization's engagement with clients." The results described above are 56.66%. This result can be explained by the fact that Mobilis Foundation has credibility in dealing with its clients. This is authorized by some researchers, but this does not mean that the institution sometimes does not tolerate its services and credibility in dealing. This is authorized by some researchers and this can be due to the pressures at work**.**

Through the statistical results obtained, we note that there is consensus in the study sample individuals' view of question No. (08), which reads "As suggested to Mobiles in order to strengthen its position in the market and improve its image in its external audience." Through the results described above, the business trend was 36.66% This result can be explained by the investigators' statements that they are very much demanding to strengthen their relationship with them and improve the quality of service. This shows that the organization still fails to strengthen its relationship with them and has a lack of quality of service. Therefore, the institution must take into account these shortcomings, i.e., to strengthen its relationship with the customer to gain satisfaction and confidence**.**

-1 Based on the results, we conclude that**:**

-   Communication contributes to improving the mental image of Mobilis Foundation, Glezan State. It means that the hypothesis is realized**.**

Conclusion

Public relations remain the only means for each institution's survival and preservation.

Institutions in all their fields and specializations are now more aware of the importance of the impression and opinion they leave among their audiences. and the extent to which it affects its future, as well as the full conviction that the achievement of an important place in the society to which it belongs and in order to gain its confidence, it must work hard to improve its service and dealings with its customers because of its permanent observation, whether by investors, Workers, clients, local authorities or competition institutions, hence increasing attention to the subject of the mental image and its relevance to enterprises.

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