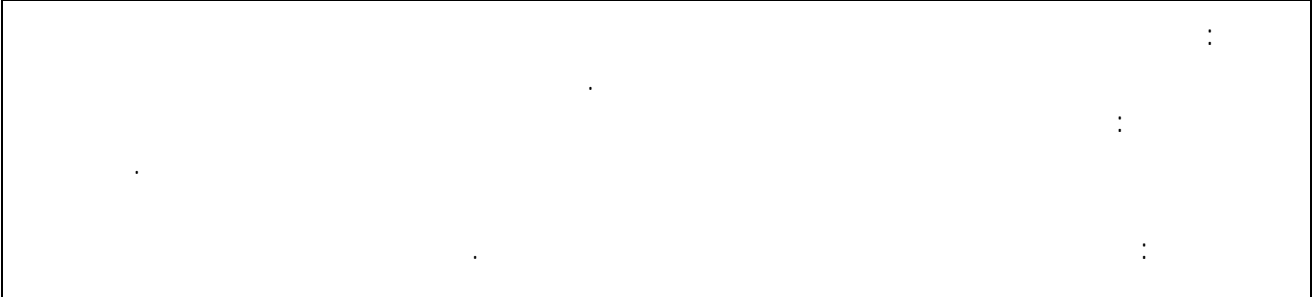


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1.1

1.2

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.5  
.6  
.7  
.8  
.9  
.10

1.3

<sup>(1)</sup> Schlosser and et al

<sup>(2)</sup> Ducoffe

<sup>(3)</sup>

<sup>(4)</sup>

: : **1.4**  
 (أ)  
 (ب)  
 (ج)

" " : : **1.5**  
 . . . . .  
 5

: : **1.6**

$$n = \frac{(Z_a)^2 * s^2}{d^2}$$

$(s^2 = p(1-p))$  :  $S^2$  :  $(Z_a)^2$  :  $d^2$

96 .  $d^2 = 1\%$   $a = 0.05$   $p = 0.5$   
 % 59 102  
 13  
 48

-: : **1.7**  
 : :  
 -: : :

(أ)  
 (ب)  
 2

: : **2.1**  
 .( ) ( ) ( )

1994  
(5)

Internet Advertising Bureau

2001

%52 :

(6)

%2

%3

%4

%21

%22

(1)

" "

2010 2006

(2) - -

2010 2006

.2006 2010

Cotler

: 2.2

"

"

Jeremy McCarthy

,Promotion  
People  
.7P's

,Price  
:

,Product  
3

: 4 P'S

.Place

Process

, Physical environment

:

:

- - - :

. . . .

"

"

: 2.3

(7)

.1  
.2

(8)

(9) feedback .3

(10) .4

(11) .5

(12) .6

.7

.8

2.4

( )

( )

( )

( )

- Search Engine
- Advertising via Websites and Forums
- E-mail Ads

Search Engines Ads 2.4.1

Google %85

keyword (13) AdWords

(1)

(14)

Google AdWords

.1

10

Google AdWords

: .2

: .3

) 200 .(

: .4

Advertising via websites and forums 2.4.2

(1) :

(4) .Text Ads

(3) .Pop-Up Ads

(2) .Banner Ads ( )

.On-Site Sponsorships

(5) .Video Ads

E-Mail Ads 2.4.3

)

(

(15)

;(16)

2.4.3.1

2003

meta-group

.1

.%3-1

%15-10

430

Forester's Market Research

.2

.( 0.005 )

2002

%35

.3

%27,

%38,

%17

%78

.4



:	( )	:	
:	(4)	:	<b>3.2</b>
.( )	%73.3	(5)	
%24.6		%2.1	
	% 56.2 (6)	( )	
	%16.7	%27.1	
( )			
( )	%64.7	(7)	
	%27.1		
	%8.2		
		:	<b>3.3</b>
( )			
:	Wilcoxon Signed Rank Test		
%5	( $H_1: median \neq 3$ )	( $H_0: median = 3$ )	(7)
	:		.1
			.2
			.3
			.4



(8)

" - "

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.1

.2

.3

.4

:

.5

:

:

5.1

" "

.1

:

.2

:

5.2

...

(2)

2010	2006	
(%)	( )	
100	0.72	2006
136	0.98	2007
192	1.38	2008
233	1.68	2009
276	1.99	2010

(1)

2010	2006	
(%)	( )	
100	2.54	2006
128	3.26	2007
170	4.32	2008
200	5.10	2009
230	5.85	2010

<http://www.Emarketer.Com> :

( ) (3)

		2000-2010	2010		-	-	
	%	%	%( )	2010	2000	2010	
1	39.6	21,891.1	28.9	152.2	0.2	44.0	
2	15.4	3,691.1	21.2	80.5	0.5	17.1	
3	9.4	10,342.5	33.0	31.6	0.1	10.4	
4	4.8	120.8	10.8	49.1	2.4	5.3	
5	4.3	9,300.0	13.6	34.6	0.1	4.7	
6	3.8	13,900.0	10.0	42.0	0.0	4.2	
7	3.6	1,897.8	10.0	40.0	0.2	4.0	
8	3.2	3,500.0	34.0	10.6	0.1	3.6	
9	2.9	7,900.0	9.6	33.4	0.0	3.2	
10	1.3	2,744.0	12.2	11.7	0.1	1.4	

<http://www.Internetworldstats.Com> :

(5)

73.3	
24.6	
2.1	

% (4)

66.7	32		
33.3	16		
85.4	41		
14.6	7		
14.6	7	3	
27.1	13	10	3
58.3	28	10	
4.2	2		
85.4	41		
10.4	5		

المصدر: من نتائج التحليل الإحصائي

(6)

(7)

64.7	
27.1	
8.2	

39.7	
16.5	
16.7	
12.5	
14.6	

:

" " (8)

Wilcoxon Signed Rank Test				
P. Value	W			
0.000 *	837	0.8626	3.9792	
0.949	273	1.31262	2.6458	
0.000 *	1007.5	1.15470	4.1667	
0.997	193.5	1.16616	2.4583	
0.999	157.5	1.22312	2.3125	
1.000	155.0	1.12337	2.1875	
0.000 *	801.5	1.00332	3.8125	
1.000	49.5	1.03464	1.6875	
0.000 *	1176	0.46841	4.6875	
0.965	57	1.05100	2.7083	)

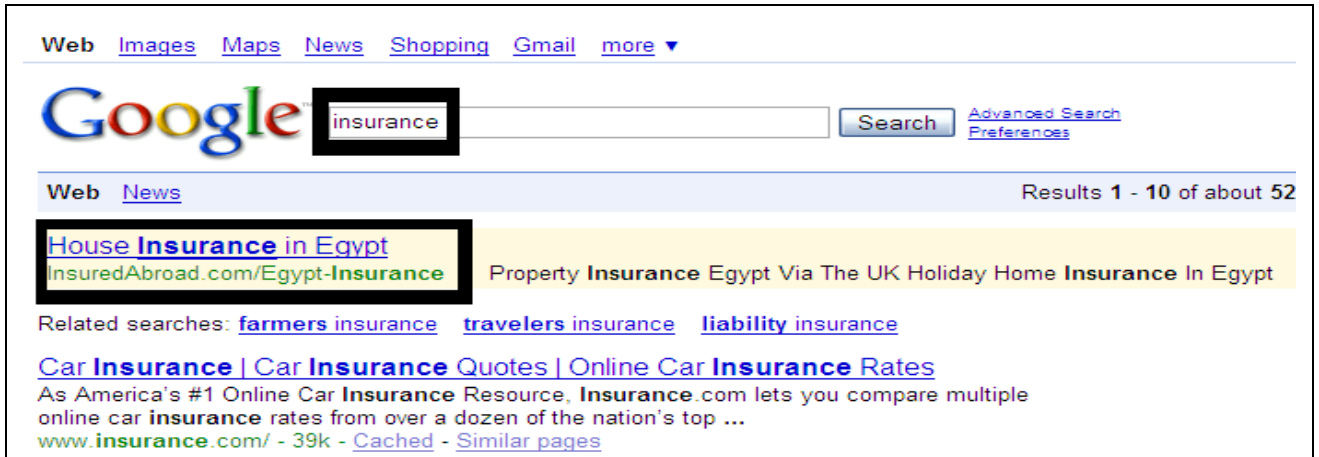
: .%5 \*

" - " " (9)

Mann-Whitney		
P. Value	Z	
0.188	- 1.317	
0.612	- 0.507	
0.102	- 1.635	
* 0.000	- 3.718	
* 0.000	- 3.809	
* 0.029	- 2.181	
0.534	- 0.622	
0.234	- 0.269	
* 0.000	- 6.537	
0.332	- 0.970	)

: .%5 \*

الشكل (1) الصفحة الإلكترونية لمحرك البحث "جوجل"



المصدر: من شبكة المعلومات الدولية "الإنترنت"

:

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- <sup>2</sup> Ducoffe, R.H., "Advertising Value And Advertising On The Web", Journal Of Advertising Research, 36, 5, 1996, pp 21–35.
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- <sup>4</sup> Shavitt, S.; Lowrey, P.; And Haefner, J., "Public Attitudes Toward Advertising: More Favorable Than You Might Think", Journal Of Advertising Research, 38, 4 (1998), 7–22.
- <sup>5</sup> غيداء عبد الله الجريفاني، التسويق الإلكتروني في المملكة العربية السعودية، ورقة عمل، الملتقى الإداري الثاني: الإدارة والمتغيرات العالمية الجديدة، 1997، ص ص 7 - 10.
- <sup>6</sup> Internet Advertising Bureau Report, Accessed Aug.,2010, <http://Www.Iab.Net> .
- <sup>7</sup> Hanson, W., "Principles Of Internet Marketing", (2nd Ed.), Englewood Cliffs, NJ:Prentice Hall, 1999, p 435.
- <sup>8</sup> <http://www.Kenanaonline.Com/Page/8330>, Accessed Aug.,2010.
- <sup>9</sup> غيداء عبد الله الجريفاني، "التسويق الإلكتروني في المملكة العربية السعودية"، ورقة عمل، الملتقى الإداري الثاني: الإدارة والمتغيرات العالمية الجديدة، 1997، ص 14.
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- <sup>11</sup> Janal, D. S., "Online Marketing Handbook", New York: Van Nostrand Reinhold, 1995, pp 231-244.
- <sup>12</sup> Hanson, W., "Principles Of Internet Marketing", (2nd Ed.), Englewood Cliffs, NJ:Prentice Hall, 1999, p 435.
- <sup>13</sup> <http://www.E-Marketips.Com/Articles/Website-Safety.Php>, Accessed Jan.,2011.
- <sup>14</sup> <http://www.Kenanaonline.Com/Page/8330>, Accessed Aug.,2010.
- <sup>15</sup> <http://www.Kenanaonline.Com/Page/8330>, Accessed Oct.,2010.
- <sup>16</sup> <http://www.Meta-Group.Com/Aboutus.Html>, Accessed feb.,2009.
- <sup>17</sup> <http://www.Tech-Faq.Com/Lang/Ar/>, Accessed feb.,2009.