



## ELECTRONIC MARKETING AND ECONOMIC EMPOWERMENT OF RURAL WOMEN

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### ABSTRACT

The Research aimed to identify the types of products marketed by the respondents electronically, to identify the marketing methods used by the respondents, and what is preferred, identify the contribution of e-marketing in establishing women's own project, to identify the advantages and disadvantages of e-marketing from the point of view of the respondents, to identify the level of economic empowerment of rural women who market their products electronically, to identify the effect of Independent variables on The dependent variable( economic empowerment), and to identify the activities and extension efforts in the field of electronic marketing.

The research was based on the social survey approach by selecting a randomly sample of the respondents in Qalyubiya Governorate (90) respondents, (30) respondents with Qalyubiya Facebook groups and (60) respondents were selected through (Open Day) (is a day of rural women show electronic products through Facebook pages). Data were collected during June, July and August 2017 and using frequencies and percentages, Pearson's simple correlation coefficient, Step-Wise analysis to analyze research data.

### The most important result are as the follows

1- Most of the products that are marketed electronically are clothing (40%), Beauty Products (26.7%), Household products (7.8%), household

food (7.8%), indicating Products not related to rural products and its products indicates a change in some purchasing habits in the countryside, which can be traced to electronic marketing.

2-(41.1%) of the respondents marketed their products through social networking sites, while (53.9%) of the sample used the usual marketing methods (such as selling in shops, markets) and the use of social networking sites in marketing. Half of the sample (45.6%) prefer marketing through social networking pages, (23.3%) prefer normal marketing, and (31.1%) prefer to use both methods.

3-The results showed that e-marketing contributed to the establishment of women in their own project. About (55.6%) of respondents said that e-marketing was easy to market their products, and (51.1%) of respondents said that e-marketing encouraged them to do their own project.

4-The most advantages of electronic marketing from the point of view of the respondents is to interact at any time, and get the largest number of customers, and marketing outside the village, and determine the opinion of the customer easily, easy to spread products and easy access to customers through social networking pages, and it has some disadvantages, the most important of which is the difficulty of inspecting the product to ensure the quality (14.3%). It requires follow-up and continuity to the personal page or the group on which the products are displayed (16.4%), the seasonality of the sale, the absence of a fixed salary (6.7%), and (8.4%) of the respondents mentioned that there are no disad-

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vantages for electronic marketing from their point of view.

- 5- More than half of the sample (58.9%) is in the average empowerment category, while (37.8%) are in the low category, (3.3%) are in the high empowerment category.
- 6- The results of the study showed that there are four independent variables of the independent

variables, "e-marketing, training, family support, the judgment of the respondents on their project", all of which explain about 41.2% of the variation in the level of economic empowerment of the researchers.

- 7- All the participants were not exposed to any activities or extension efforts by the extension system.