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Alaa Abdel Rahim Ahmed Zahran
Department of Media, Public Relations, Faculty of Arts, Department of Media, Public Relations, Mansoura University, Mansoura, Egypt

Interactive communications via social networks and their impact on the real estate marketing sector in Egypt: Field study

Alaa Abdel Rahim Ahmed Zahran

Abstract

The research aimed to identify the extent of the impact of interactive communications via social networks on the real estate marketing sector in Egypt. This study is considered one of the analytical descriptive studies and relied on the media survey approach. The study was conducted on four real estate marketing companies in Egypt, namely: Al Samar Real Estate Marketing Company. High Heritage Building Company. Dimensions Real Estate Company. New Plan Real Estate Company. The study also relied mainly on the questionnaire tool, in order to find out the opinions of public relations employees and managers of real estate marketing companies in them regarding the use of interactive means of communication, and the extent of the quality of those means, in application. On a sample of (94) individuals to measure the respondents' opinions on the use of interactive communication, and the extent of its impact on them in terms of increasing sales and customer response .

The study reached several results, the most important of which are: The use of modern means of communication made work not restricted to a specific number of hours or a specific place, reduced the number of public relations employees within real estate marketing companies, facilitated dealing with customers, and gained their trust. It indicated that the use of means of communication Modern technology has had a significant impact on the speed of communication with customers, providing their needs, and increasing the intensity of competition between companies. In addition, it has become the primary means during the company's dealings with customers and other companies. The results also indicated that the quality of the pages affiliated with real estate marketing companies seemed very clear in their interest in ensuring that the means of communication provide the required attractiveness that makes the number of visitors and customers increase day by day, and that the means used provide organized information that is always easy to access, and that the affiliated page provides The company provides all communication services with its officials or supervisors, and they pointed out that the use of multimedia, such as video, interaction, and many effects, played a major role in this.

Keywords: Interactive communications, social networks, real estate marketing

Introduction

Interactive communication is closely linked to the spread of the use of the Internet, and with all the services it provides, which can be summed up in achieving communication and interaction in a combined manner. The importance of interactive communication using electronic computers lies in the fact that it focuses on the series of interwoven messages through the Internet. There is no doubt that the real estate sector is one of the most dynamic sectors in the economy, because it has become one of the sectors that bring money and various investments into countries, as a result of what this sector contributes to pushing the pace of the economy and the growth of the domestic product due to the increase in investments in it in Egypt at our time. Thus, real estate has become an integral part of the economic policy list in an attempt to attract the confidence of investors and attract them from all over the world.

In light of the real estate marketing companies' efforts to spread and reach the largest number of targets, investors, and businessmen, they have sought to use new systems to

Correspondence
Alaa Abdel Rahim Ahmed Zahran
Department of Media, Public Relations, Faculty of Arts, Department of Media, Public Relations, Mansoura University, Mansoura, Egypt

improve their services, keep pace with changes in the labor market, and become familiar with the developments of the era in technology and the Internet in the communication and marketing process. The current research aims to identify the nature of Performing the public relations function in real estate marketing companies, the impact of the use of communication technology on the real estate market, the best methods and means that they use, the extent of the effectiveness of these means in achieving the required goals, and the extent of awareness of officials in real estate marketing companies about the role of interactive communications for public relations in developing employee engagement with the organization.

First: previous studies

Previous studies are considered the real keys to building a research study of scientific value because they provide the researcher from his first day of research with what he needs. Therefore, the researcher who wants to complete a new research project must review previous studies that were conducted in the same field, which are considered the basis for the research topic. The proposal, but if the researcher does not adhere to previous studies, and neglects them as one of the most important rules of scientific research, his research attempt becomes a kind of fantasy, and leads him to repeat the results reached by others, without having the opportunity to add anything new to his study. Therefore, the researcher decided to use these studies, both Arab and foreign, to link them to the subject of their study, and to identify their position in those studies. The researcher divided them into several axes, as follows:

Study: Carla Guillermina Mendoza Arce, et al., (2024) [28].

Title: Marketing strategies for companies using artificial intelligence tools

The study aimed to analyze how business performance can be improved through marketing strategies created using artificial intelligence. For this reason, the descriptive and field method was used. With qualitative and quantitative approaches and interpretation method.

The study reached several results, the most important of which are: that artificial intelligence in marketing has come to contribute and facilitate the decision-making process, and to design and create digital strategies that focus on the efficiency and effectiveness of the procedures and content implemented, through analyzing large amounts of data. And make timely decisions based on patterns and algorithms, so that SMEs can revolutionize the way they deal with their customers and promote their products or services.

Study: Tareq Nael Hashem. Khalid Atieh (2024) [44]

Titled: Marketing flexibility in the era of industrial digital transformation. Sector analysis

The study aimed to analyze the concept of marketing flexibility in the era of digital transformation (data-based decision making, automation and customization, cross-functional cooperation, and agility). The quantitative methodology and questionnaire were adopted and distributed to a sample of (38) marketing managers within the industrial sector in Jordan.

The study reached several results, the most important of which are: Digital transformation can pave the way for improving digital marketing flexibility. Transformation also

provides marketers with data, automation tools, cross-functional collaboration opportunities, and an agile methodology to respond quickly and accurately to changing market conditions, which helps them adapt more quickly and compete effectively.

Study: Ni Nyoman Kerti Yasaa, et al., (2024) [39].

Titled: The role of digital marketing strategy in improving sustainable business performance

The study aimed to explain the role of business strategies based on Tri Hita Karana and digital marketing strategies in improving sustainable business performance. The population of this study was traditional small and medium enterprises working in the field of tai weaving in Bali; The sample size was 195 managers of traditional ikat weaving SMEs using a purposive sampling method.

The study reached several results, the most important of which are: that the government and environmental orientation had a positive and significant impact on the performance of sustainable businesses. The environmental orientation had a positive impact on the business strategy of Tri Hita Karana Company. The environmental orientation also had a small impact on the digital marketing strategy. Moreover, the strategies Business and digital marketing of Tri Hita Karana has been positively and significantly affected by sustainable business performance.

Study: Imad Abdel Khaleq Al-Tahan, et al., (2024) [16].

Title: Institutional ingenuity is an introduction to achieving marketing requirements in real estate companies

The study aimed to identify the role of institutional ingenuity in achieving the requirements of agile marketing in real estate companies. The research relied primarily on the descriptive and analytical approach, and the consolidation of the basic theoretical concepts related to the subject of the research, in addition to a field study on a questionnaire form for a sample of workers in real estate companies in Cairo.

The study reached several results, the most important of which are: There is a significant correlation between the dimensions of institutional ambidexterity (Exploitation and discovery) and achieving the requirements of agile marketing in real estate companies. Agile marketing is a new marketing approach in which the marketing team determines the scope of focus for high-value activities, implements those activities collaboratively, then measures their impact, then continuously evaluates and improves the results.

Study: Mustafa Shalabi Muhammad, et al., (2023)

Titled: The role of digital marketing in making the purchasing decision in the real estate sector.

The study aimed to identify the role of digital marketing in making a purchase decision in the real estate sector. an applied study on real estate companies in Greater Cairo. This study relied on the descriptive analytical method for a simple random sample of 360 individuals from customers of real estate companies in Greater Cairo. The survey tool was used to collect data.

The study reached several results, the most important of which are: There is a positive impact of digital marketing in its dimensions - the website, social media, telemarketing, email - on making a purchase decision, but it is clear that

there are some individual dimensions of digital marketing that do not affect some of the individual dimensions of the variable. The affiliate making the purchasing decision.

Study: Aser Ahmed Khamis, (2023) [2].

The impact of employing metaverse technologies on the real estate marketing mix

The study aimed to explore and analyze the impact of employing metaverse techniques on the real estate marketing mix in the Egyptian market. The researcher relied on a review of the metaverse literature and its applications in marketing, in addition to the exploratory study method through two in-depth interview tools, and polling the opinions of a sample (135) of marketing experts in development companies.

The study reached several results, the most important of which are: There is a statistically significant relationship between employing metaverse techniques in the real estate market and the real estate marketing mix, and there is a statistically significant effect at a significant level (0.05) of employing metaverse techniques on the real estate marketing mix, and there are no statistically significant differences between the opinions of Sample study on the impact of employing metaverse techniques on the real estate marketing mix in the Egyptian market.

Study: Asmaa Haroun Mohareb Zaalouk, (2023) [5].

Titled: The role of interactive marketing practices in improving the quality of educational study service

The study aimed to measure the role of interactive marketing practices in its dimensions (two-way communication, advanced technological treatment of the organization's website, continuous updating of the contents of the organization's website, mobile marketing, and effective control) in improving quality, through its application to higher education institutions in Matrouh Governorate, a questionnaire was relied upon using a regular random sample, as its number reached (348) questionnaires valid for statistical purposes.

The study reached several results, the most important of which are: the existence of a statistically significant relationship between the dimensions of interactive marketing and the quality of educational service. The research also found that there is a difference between the attitudes of the sample members to the colleges of Matrouh Governorate towards the dimension of interactive marketing and the quality of educational service according to the type of college ownership (Governmental - private).

Comment on previous studies.

First: In terms of subject matter: Most previous studies tended to identify the role played by interactive communications via social networks, but they differed regarding the type and form of the role it plays or performs, and the method it used to achieve its goals. Some of them pointed to the role it plays in improving the quality of communication. The educational study service, while others pointed to its role in developing health awareness, and another touched on its role in serving the marketing process in all its forms, especially real estate marketing, and so on.

1. Second: In terms of the sample: The samples used in previous studies varied, in terms of their type and methods of selection (intentional, random, etc.), the steps that were followed when selecting them, and the

percentage that was applied to them compared to the original sample size (Study population). The motives and justifications for choosing it, and its relationship to the study. The researchers confirmed the extent of the existence of a close relationship between the original community of the study and the research being studied, so that the results of the study could be generalized to the original community.

- 2. Third: In terms of the method:** Previous studies and our current study have shown the extent of reliance mainly on the media survey approach, but there are some studies that differed, and our current study differed in following the comparative approach, and others followed the content analysis approach, and few studies combined the analytical and comparative approaches, and the descriptive approach. and analytical; The scientific research method taken by the researcher varies depending on the phenomenon or problem under study, its circumstances and characteristics, and how it is used and employed to achieve the desired results and goals
- 3. Fourth: Data collection tools:** Most previous Arab and foreign studies resorted to using the questionnaire form as a study tool, and this is what our current study was based on, while many other previous studies resorted to using the analytical study tool, and some studies indicated, in presenting their justification for this, that Each study is of a special nature and differs from other studies in the tools used, in terms of the geographic population, the sample used, and the method of application.
- 4. The most important conclusions from previous studies and ways to benefit from them:** Deepening the researchers' understanding of the subject of the study, starting with the study problem and its importance, as well as formulating the main objectives of the study problem, setting questions, formulating hypotheses, and the theoretical framework, and it also helped in understanding and interpreting the results reached in a more profound way; This is in terms of interest in applying modern scientific and methodological standards, and from this standpoint the researcher benefited from previous studies in determining the following aspects (research methodology. data collection tools. planning the general structure of the study).

Study problem

The problem of the study crystallizes around the impact of the Public Relations Department's use of various interactive communication tools, such as social networking sites, the Internet, and others, on developing the real estate market in Egypt, as well as knowing the role of interactive tools in attracting customers and increasing the percentage of sales inside and outside Egypt.

The importance of the study

The importance of the study is that it measures the effectiveness of using interactive communications via social networks in developing the real estate market in Egypt, the impact of using these tools on attracting customers and increasing the percentage of sales for these companies, and how to benefit from these tools in the development of the real estate market compared to using traditional

communication tools.

First: The theoretical (Scientific) importance

1. The importance of interactive communications in public relations activities in real estate marketing companies, as public relations practitioners now use it in all the activities they carry out.
2. The importance of the study also crystallizes in the fact that it measures the effectiveness of the Public Relations Department's use of interactive communication tools in developing the real estate market in Egypt, the impact of using these tools on attracting customers and increasing the sales rate for these companies.

Second: Applied (practical) importance

Providing a model proposed by the researcher for use in interactive communications, which helps the public relations practitioner in those institutions to learn about the best practices for the role of public relations departments, and their use of interactive communication methods in real estate marketing companies as a set of scientific models whose experiences can be benefited from in establishing good ones. And avoid making the same mistakes that some public relations practitioners may fall into.

Study objectives

1. Identify the impact of using communication technology on the real estate market compared to old methods, and the best interactive methods in real estate marketing companies, measure the effectiveness of these methods in achieving the required goals, and evaluate this performance.
2. Revealing the extent to which officials in real estate marketing companies are aware of the role of interactive public relations communications in developing employees' engagement with the organization.
3. Study the reality of interactive communications in real estate marketing companies, and the extent to which workers in these companies are aware of the role they must play in this regard.

Study Questions: To what extent does interactive communication via social networks impact the real estate marketing sector in Egypt? Several sub-questions are derived from this question

1. What are the best methods and modern means of communication used by real estate marketing companies, and how effective are they in achieving the required goals, and evaluating this performance? What are the rules and methods of real estate marketing?
2. What are the effective, effective and appropriate marketing plans for the real estate market, and how can the necessary needs of the consumer or real estate user be adequately provided?
3. To what extent are officials in real estate marketing companies aware of the role of interactive communications in developing employees' engagement with the organization?

Study hypotheses

1. There is a statistically significant correlation between the use of interactive communication and developing

the performance of real estate marketing companies.

2. There is a statistically significant correlation between interactive communication tools, various social networks, and the performance of real estate marketing companies.
3. There are statistically significant differences between real estate marketing companies' use of interactive communication tools. social networks. and customer response.
4. There are statistically significant differences between the variety of interactive communication methods used by real estate marketing companies and the response of customers.

Methodological procedures for the study

1. **Type of study:** This study is a descriptive and analytical study that aims to describe a specific phenomenon or a specific situation. It is also based on discovering new things and solving ambiguous matters that others have not been able to solve before. The researcher can also study reality in a very precise way, It identifies the reasons that led to the occurrence of the phenomenon and contributes to discovering solutions to it, in order to obtain a set of results that describe the phenomenon that is the subject of the study and determine its characteristics. In this context, the study attempts to determine the nature of the relationship between interactive communications via social networks and the impact on the social media sector. Real estate marketing in Egypt.
2. **Study Methodology:** The current study employs the media survey approach to monitor the relationship between interactive communications and its impact on the performance of real estate marketing companies in Egypt. It is also considered one of the most prominent approaches used in the field of media studies, with the aim of obtaining Information about the phenomenon or phenomena under study.
3. **The study population and its sample:** The study was conducted on four real estate marketing companies in Egypt: Al Samar Real Estate Marketing Company, High Estate Building Company, Dimensions Real Estate Company, New Plan Real Estate Company; These companies were chosen due to their seniority, as they were established more than fifteen years ago. The researcher also made a prior visit to these companies and interviewed their managers and public relations officials before applying to them.
4. **Data collection tools:** The study relied mainly on the questionnaire tool, in order to find out the opinions of public relations employees and managers of real estate marketing companies in them regarding the use of interactive means of communication compared to traditional methods, the quality of those means, and what are the methods they use most. The questionnaire represents (94) A single.
5. **Content honesty (Reviewers):** The researcher worked to achieve this type of honesty by presenting the questionnaire to a number of reviewers specialized in media and research methods, in order to judge the suitability of the evidence for conducting the study and achieving its objectives and questions. Some amendments were made to the guide and its categories according to the judges' comments, making the guide

suitable for application and capable of achieving the objectives of the study.

6. **Internal consistency validity:** The internal consistency validity of the questionnaire was verified by applying the questionnaire to the sample again using the R-test, and the Pearson correlation coefficient was calculated between the scores of each test item using the statistical program (spss). The same result appeared.
7. **Stability of the test (Reliability coefficient):** The Cron-Nbach alpha value, which is equal to 60%, is considered acceptable for judging the reliability of the questionnaire. The higher the value of the alpha

coefficient, the greater the degree of reliability. Honesty is one of the questionnaire questions, but if it is equal to zero, this is evidence of a lack of consistency in the data.

8. **The result of the Cron-Nbach alpha correlation coefficient:** The data in the following table indicates that the value of the Cron-Nbach alpha coefficient was high for all items of the questionnaire (812.0). This means that the reliability coefficient is high and the questionnaire in its final form is applicable and suitable for analysis and answering the questions of the study.

Table 1: Item-Total Statistics

Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cranach's Alpha if Item Deleted
122.30	761.242	.684	.
125.72	2381.932	.684	.
Reliability Statistics			
Cranach's Alpha		N of Items	
812.0		91	

Reasons for choosing the topic

The importance of real estate marketing companies in increasing economic and investment activity in Egypt by stimulating the buying and selling movement in the real estate market, by helping individuals search for real estate, and by helping real estate companies to market their projects, and they also play the role of mediator between the seller and the buyer. Starting from the marketing stage of the property until mediation between the property owner and the client.

Study terminology

1. **Interactive communication:** The response between the two parties is considered the essence of interactive communication. The response takes place between two parties and is characterized by its ease, and it is a type of behavior specific to the means of communication.
2. **Marketing is defined as:** the activity that helps to identify the needs, desires and demands of consumers, plan and design the commodity, transfer its ownership, and distribute it. Kotler defines it: as the activity directed by individuals to satisfy needs and desires through the process of exchange
3. **Real estate marketing:** a group Marketing activities and events aimed at transferring ownership of real estate, or renting it, knowing the residents' current and future needs for it, and working to satisfy them in a way that achieves the well-being of society, the goals of the organizations working in it, and providing consultations in the field of prices, location, and others.

First: Media richness theory

The results of many studies conducted in the past few years confirm that the World Wide Web, in turn, carries characteristics similar to personal communication, and is therefore classified among the richest media with the ability to activate the communication process. It has been confirmed. Dan Ortega. That social networks It is characterized by an increasing amount of media richness, as it allows its users to pass and exchange many messages, files and media content that is dynamic compared to traditional means. The concept of dynamism refers to the possibility of adding new content, or modifying the message

during the process Real-time communication between members engaged in interactive activities in social networks.

The position of the theory of method richness in the current study

It is also possible to explain the technical and media features and features used by real estate marketing companies in marketing their real estate products, and their suitability as a media means capable of communicating ideas, the extent of their ability to communicate with the public, as well as the extent of their ability to deliver their advertising message. This is considered one of the most important modern technologies forcefully invading the social media arena. It also highlights the importance of the richness of this media outlet, in that it helps in highlighting the features of the media outlet, in that it is the shortest media way to reach the largest number of individuals from all segments, categories, and classes of society. This means that it is one of the fastest forms of delivering media messages., especially those broadcast on social networking sites, in terms of being a means to attract viewers, to display the situations, incidents, and opinions that revolve around them, and to know the interests and tendencies of the consuming public; Its use also highlighted the richness of the media, in that it can help real estate marketing institutions improve the quality of their outputs and provide services rich in audio and video to the public.

Second: Dialogical communication theory

This theory refers to communication aimed at exchanging information, opinions and ideas, or negotiation, where the relationship between two-way symmetrical communication and dialogic communication is seen as one being a process, and the other a product. Symmetrical communication provides practical procedural means through which the organization communicates with its audiences interactively. As James Grunge explained in the symmetrical communication model, the organization should design structural systems to conduct communication. This means that symmetrical communication is a process that involves a series of steps, while dialogic communication refers to a type A form of interaction that is concerned with managing,

building relationships, and arriving at common and mutual understanding; So it's more of a product than a process; Dialogical communication theory in public relations says that organizations must be willing to interact with the public in honest, ethical ways in order to create effective channels of communication between organizations and their publics.

The position of the current study regarding the theory

Dialogue theory was applied in this study to identify the principles of reciprocal dialogue theory, empathic communication, risk-taking, and commitment that public relations practitioners apply to communicate with the company's audience via the Internet, and to what extent public relations practitioners are keen to establish a dialogue between the organization and its audience through the website. And social networking sites (Facebook, YouTube, Twitter) for the real estate marketing companies under study.

The interactive nature of the web facilitates the possibility of this dialogue occurring. E-mail can be used, links can be designed to communicate with leaders and workers, links can be used to express opinions, comment and criticize, submit complaints and suggestions, and comment on the opinions of other members of the company's audience. All of these techniques help in building dialogue with the company. Audiences in achieving the personal dimension of communication, and learning about the indicators of dialogic communication that are available through the website and social networking sites in real estate marketing companies. Using the site ease of use index, the index of providing useful information through the site, the site visitor retention index, the site encouragement index, the index Opportunities for interactive dialogue within the website and social media sites of real estate marketing companies.

Theoretical framework for research: interactive communication

Interactive media is the latest breakthrough in the field of communication technology, as traditional programs (press - radio - television - telephones) were transferred over the Internet, and thus all people were given the opportunity to access these programs and interact with them, with the aim of benefiting from technology in persuasion and guidance through the means of communication. Today, the world is living in a new phase of technological development in which the results of multiple revolutions have blended, namely the information revolution that included the explosion of knowledge and gave us control over it and benefiting from it through this technology, and the revolution of modern means of communication, which is considered the most advanced of human civilizational developments, and they united together to achieve communication in Its current form. Interaction is the influence of one person on another, and it is linked to their inclinations and desires and are habits that affect their thinking and are affected by them. The emergence of a thought in any person results from his feeling of the situations and events that surround him, which helps him to overcome this situation, and changing this thinking means turning away from this situation. Quite the idea; But the emergence of a new idea that achieves his goals makes him strive to achieve them and define his opinion and ideas, and it cannot be changed by other ideas unless there is an influential force capable of persuasion. From this it becomes

clear that the meaning of interaction in communication is the sender's ability to influence the recipient's thinking and attitudes on the basis of logical thinking and mental influence.

Objectives of interactive communication

1. **Directive goal:** This type of goal can be achieved when communication aims to provide the future with new trends, or to modify and stabilize old trends that are present and desired. It has become clear through numerous studies conducted in this field that personal communication is more capable of achieving this goal.
2. **Educational goal:** This goal, or type of goal, is achieved when communication is directed toward educating recipients about matters that interest them, and is intended to help them, increase their knowledge, and broaden their horizons regarding the events taking place around them.
3. **Educational goal:** When communication is directed towards providing the future with new experiences, skills, or concepts.
4. **Entertaining or promotional goal:** This goal is achieved when communication is directed towards bringing joy, pleasure, and enjoyment to the same recipient.
5. **Administrative goal:** This goal is achieved when communication is directed towards improving workflow, distributing responsibilities, and supporting understanding among workers in the institution or body.
6. **Social goal:** Communication provides the opportunity to increase the contact of masses with each other, thus strengthening social ties between individuals. In fact, communication combines more than one goal at the same time.

Characteristics of interactive communication

1. The use of the Internet is not limited to specific purposes, but rather many purposes can be combined at the same time. It is also a very important factor of attraction for its users when compared to other means of communication.
2. It is characterized by its interactivity and direct response, which makes the Internet a distinct means of communication from all other means of communication because it also includes the characteristics of both personal and mass communication.
3. Interactive communication goes beyond the boundaries of human communication to communication and interaction with the means of communication itself, and not between the individual and the parties to the communication process.

Real estate marketing and its importance

Real estate marketing can be defined as: a group of marketing activities and events aimed at transferring ownership of real estate, or renting it, knowing the current and future needs of the population, and working to satisfy them in a way that achieves the well-being of society, the goals of the organizations operating in it, and providing consultations in the field of prices, location, etc, Real estate marketing is derived importance from the fact that it is one of the main factors in stimulating the movement of the national economy. Therefore, real estate marketing highlights its importance through the following points:

- 1. Benefiting from internal real estate investments:** The internal real estate investment sector has grown significantly, and real estate companies, whether housing or real estate companies, have begun to multiply and have a presence in the local and global markets. These investments have a major role in moving the wheel of the national economy, resulting from the movement of banks to finance apartments and buildings, whether for the seller or the buyer, and the movement of labor that contributes to the construction process, and advertising bodies, whether newspapers, magazines, and others, which contribute to the real estate marketing process. This, therefore, makes the market increasingly growing.
- 2. Benefiting from foreign real estate investments:** Foreign investments are defined as: those investments that are made outside their home countries, whether direct or indirect. The presence of foreign companies through their branches, joint companies, or national companies that hold a license from foreign companies contributes effectively to advancing the economic development process.

Interactive advertisements within real estate marketing companies

1. The persuasive power of interactive advertisements urges the recipient to interact, and it works in two ways: either individually, or together. The first method: which is the central method, and depends on logic. As for the second method: it depends on the feelings and methods

- of attracting the recipients of the advertising message.
2. Interactive advertising requires the highest levels of attention in terms of image, sound, movement and the advertising message. The advertisement, for example, must be attention-grabbing, and the use of visual effects in the advertisement allows recipients to respond to the advertising message faster.
3. The ability of interactive advertising to retain the customer and attract his attention. Thus, interactive advertising is considered a type of promotion using modern technology.

General results of the field study

Table 2: The extent to which companies use modern means of communication

Variable	frequency	percentage	(Std, deviation)	(Average)	Ranking
Yes	79	86.8	47.37	45.5	1
no	12	13.2			2
total	91	100%			

The data in Table No (2), that the vast majority of the respondents reported that the company they work for uses modern methods during the marketing process, which the respondents attributed the reasons for their use to the fact that it attracted many customers to it, and it also made the company more famous and widespread, in addition to the ease of communication with the customer. Company, and access to it.

Table 3: Degree of companies' use of modern means of communication

Mean of communication	Degree of use					
	Excellent		Good		Poor	
	F	%	F	%	F	%
E-mail.	38	48.1	27	34.2	14	17.7
Social media.	44	55.7	26	32.9	9	11.4
The video.	23	29.1	31	39.2	25	31.6
The phone.	28	35.4	43	54.4	8	10.1
Electronic website	39	49.4	22	27.8	18	22.8
Fax.	21	26.6	24	30.4	34	43
Sample volume=79						

The data in Table No (3) the vast majority of respondents indicated that social media and telephone are the most used

modern means of communication within real estate marketing companies.

Table 4: The time when companies began using modern means of communication in dealing with customers

Variable	f	Percent	(Std, d)	Average	Rank
Since the company was founded.	11	13.9	3.6	13.16	5
Not long ago.	14	17.7			3
The company is developing with the development of modern means of communication.	18	22.8			1
It combines different means of communication	16	20.3			2
She deals with traditional means, and has changed her method.	12	15.2			4
Prefer to deal directly with customers.	8	10.1			6
The total	79	100%			

The data in Table No (4) The vast majority of respondents confirmed that their affiliated companies are updating their means of communication, developing them, and intending to

use modern ones. They also vary in their use of different means of communication.

Table 5: On the impact of using modern means of communication in companies to communicate with customers

Variable	F	Percentage	(Std, devi)	(Average)	Ranking
No change occurred	9	11.4	6.3	15.8	5
Using old methods is better than modern ones	11	13.9			4
The change brought good results to the company.	25	31.6			1
There was some change, but the results were not noticeable.	16	20.3			3
Modern means of communication are more influential.	18	22.8			2
the total	79	100%			

The data in Table No (5) the vast majority of respondents indicated that the use of modern means of communication within real estate marketing companies had clear positive

results, including expanding the scope of the company’s work and increasing the number of its branches.

Table 6: The impact of modern means of communication on the development of the company. Multiple responses, n=79

Variable	(Std, devi)	(Average)	f	Percent	Rank
Attracted a lot of customers	15.77	35.6	47	59.5	1
It made the company more and spread			39	49.4	3
It combined a large number of clients, fame and spread			27	34.2	4
There has been no significant development or change.			13	16.5	5
Ease of communication and access to the company.			52	65.8	2
total			79	100%	

The data in Table No (6) the vast majority of respondents reported that modern means of communication had a great impact on developing the performance of real estate marketing companies, which seemed clear in that they were the reason for attracting many customers to them, and facilitated the communication process between the company and the customer, and this came at an average of 62.65%.

effective role in the communication process between the company and its customers, and this was an average of 53.8%.

Table 8: Reasons for using modern means of communication by real estate marketing companies. Multiple responses, n=79

variable	f	Percent	(Std, dev)	(Average)	Rank
Communication with customers	41	51.9	14.88	35.25	2
Marketing.	53	67.1			1
Publicity and announcement	28	35.4			3
Getting information.	19	24.1			4
The total	79	100%			

Table 7: About which social media means achieve effective communication between the company and its customers

Variable	f	Percentage	(Std, dev)	(Average)	Ranking
Facebook.	37	46.8	10.89	33.2	2
Stringing.	18	22.8			5
Youtube.	29	36.7			4
WhatsApp.	34	43.0			3
website	48	60.8			1
The total	79	100%			

The data in Table No (7) the above that the vast majority of respondents indicated that websites and Facebook played an

The data in Table No (8) the vast majority of respondents indicated the main reasons that prompted them to use modern means of communication within real estate marketing companies, due to the marketing process as a primary factor, followed by communication with customers. This came to an average of 59.5%.

Table 9: The negatives that the company faced in its use of means of communication

variable	f	Percent	(Std, dev)	(Average)	Rank
Difficulty dealing with people of all nationalities.	14	87.5	1.70	13.25	2
Attention to attractiveness and modernity is a basic condition for attracting any customer.	11	68.8			4
The spread of competing companies made competition very difficult.	15	93.8			1
A contact person must be available to answer any questions at all times.	13	81.3			3
N=16					

The data in Table No (9) the vast majority of respondents indicated that the large spread of competing companies made competition very difficult, and the difficulty of

dealing with all people of all nationalities are among the most important negatives that faced the company’s work in its use of modern means of communication.

Table 10: The extent to which the company provides means of communication

Variable	f	Percentage	(Std, dev)	(Average)	Ranking
Yes	46	50.5	17.15	30.3	1
Sometimes	33	36.3			2
No	12	13.2			3
Total	91	100%			

The data in Table No (10) that the vast majority of respondents reported that their marketing companies always

seek to provide many ways to communicate through modern means of communication.

Table 11: The extent of availability of communication through means of communication

variable	f	percent	(Std, dev)	(Average)	Rank
Provides communication via email and closed discussion rooms.	51	64.6	14.43	43.6	2
Provides communication through chat rooms open to everyone	44	55.7			3
Provides communication through all available means.	63	79.7			1
Contact is available via the page only.	26	32.9			5
Provides contact via email only.	34	43.0			4
N=79					

The data in Table No (11) the vast majority of respondents indicated that their marketing companies always seek to provide all their modern means of communication, in order

to facilitate the communication process and make it easier for customers and employees.

Table 12: About the quality of the company’s page on modern means of communication.

Quality range	No		Sometimes		Yes	
	f	%	f	%	f	%
The means of communication used provide the required attractiveness that makes the number of visitors and customers increase day after day.	11	13.9	26	32.9	42	53.2
The methods used provide a counter to identify visitors.	17	21.5	29	36.7	33	41.8
The methods used provide organized information that is always easy to access.	13	16.5	22	27.8	44	55.7
Modern means of communication contain advertisements in parts that are not visible to the customer.	22	27.8	26	32.9	31	39.2
Customers are responded to in less than 24 hours	18	22.8	24	30.4	37	46.8
There is constant correction of the language used grammatically, and does not use colloquial language.	27	34.2	21	26.6	31	39.2
The page needs certain programs to run its contents	10	12.7	37	46.8	32	40.5
The page contains (external) advertisements that hinder use	39	49.4	23	29.1	17	21.5
The page provides all communication services with administrators or supervisors.	12	15.2	19	24.1	48	60.8
The page provides links to other competing companies in the same field.	34	43.0	18	22.8	27	34.2
The page is updated approximately every month.	21	26.6	27	34.2	31	39.2
The page provides the latest company news and the latest offers.	18	22.8	28	35.4	33	41.8
The page provides easy navigation between its elements.	13	16.5	25	31.6	41	51.9
All company data is available on the page.	31	39.2	26	32.9	22	27.8
N=79						

The data in Table No (12) that the vast majority of the respondents indicated that the quality of the page belonging to the real estate marketing company they work in seemed very clear in their interest that the means of communication used provide the required attractiveness that makes the

number of visitors and customers increase day after day, and that the means used provide organized and easy information. Always accessible, and the company’s page should provide all communication services with its officials or supervisors.

Table 13: Shows the Anova measure on the quality of the company’s page on modern means of communication

Source of Variation	Sum of Squares	Df	Mean Square	F	P-value	F crit
Between Groups	1229.47	2	614.73	10.379	0.0002	3.238
Within Groups	2309.85	39	59.2271			
Total	3539.33	41				

The data in Table No (13) To a one-way ANOVA analysis of how good the company's page is on modern means of communication We test the hypotheses, the “null hypothesis,” in which we assume that the three averages of page quality are equal in number, or that the three averages

of the quality variables are not equal. Alternative hypothesis, or that at least one average differs from the rest of the averages, we find that the calculated f value of 10.37 is greater than the value of the critical f is 3.23, so we accept the alternative hypothesis.

Table 14: Shows the Anova measure on the extent to which the company uses modern and different means of communication

Source of Variation	Sum of Squares	Df	Mean Square	F	P-value	F crit
Between Groups	2711.6	3	903.88	24.624	0.2726	2.7694
Within Groups	2055.6	56	36.707			
Total	4767.2	59				

The data in Table No (15) To the ANOVA scale for one-way analysis of variance on the extent of use of modern and different means of communication In this table, the relationship between four groups in terms of the extent of

use of modern and different means of communication is shown. We test the “null hypothesis” hypotheses, in which we assume that the four averages of the degree of use are equal in number, or that the four averages of the degree of

use are not equal.the alternative hypothesis.or At least one average differs from the rest of the averages, as we find that

the calculated f value of 24.624 is greater than the critical f value of 2.7694, so we accept the alternative hypothesis.

Table 15: On the extent to which the company uses modern and different means of communication, and the impact of this on it

Degree of support the scale	Strongly opposed		Opposed		To some extent		Strongly Agree	
	f	%	f	%	f	%	f	%
Dealing with the customer face to face increases trust between the two business parties more than indirect dealing	28	30.8	21	23.1	19	20.9	23	25.3
It helped to communicate with the customer anytime, anywhere	12	13.2	17	18.7	33	36.3	29	31.9
Quick communication with customers and providing their needs	12	13.2	14	15.4	21	23.1	44	48.4
It helped spread the company's capabilities and offers easily	15	16.5	19	20.9	31	34.1	26	28.6
It saved time to communicate with everyone to attract and treat customers compared to traditional methods	13	14.3	17	18.7	37	40.7	24	26.4
It provided different ways to display the product and attract customers	17	18.7	9	9.9	31	34.1	34	37.4
It increased the competitiveness between companies	11	12.1	9	9.9	32	35.2	39	42.9
It made the customer more stringent in dealing with companies due to the large supply and availability	15	16.5	18	19.8	21	23.1	37	40.7
The company has become more open to other provinces and countries	14	15.4	12	13.2	36	39.6	29	31.9
It showed the positives and negatives of each company due to the multiplicity and breadth of companies	22	24.2	24	26.4	27	29.7	18	19.8
Sales within the company increased due to the use of these methods and distance from traditional methods	21	23.1	12	13.2	32	35.2	26	28.6
It provided information about the goods offered and information about other goods for different companies	12	13.2	17	18.7	33	36.3	29	31.9
Modern means of communication have become the basis for the process of communicating with customers, moving away from traditional means	13	14.3	12	13.2	44	48.4	22	24.2
The impact of companies' use of these methods on the number of public relations employees within the company	11	12.1	22	24.2	31	34.1	27	29.7
Modern means of communication have become the only way to reach customers	24	26.4	18	19.8	20	22.0	29	31.9
N=91								

The data in Table No (14) that the vast majority of respondents indicated that the use of modern means of communication had a significant impact on the speed of communication with customers, providing their needs, and

increasing the intensity of competition between companies, in addition to that it became the primary means during the company's dealings with customers and other companies.

Table 16: Results of using modern means of communication

Degree of support the scale	Strongly opposed		Opposed		To some extent		Strongly Agree	
	f	%	f	%	f	%	f	%
Reduced the number of public relations staff within the company	9	11.4	15	19.0	24	30.4	31	39.2
It made the work of a public relations employee more stressful than before as he was working all the time	29	36.7	30	38.0	11	13.9	9	11.4
Work is no longer restricted to a specific number of hours or a specific location	8	10.1	15	19.0	35	44.3	21	26.6
Provides ease of dealing with customers and gaining their trust	7	8.9	9	11.4	27	34.2	36	45.6
It gives the employee the freedom to make presentations in different and attractive ways	14	17.7	10	12.7	28	35.4	27	34.2
It made choosing a PR person and his team more difficult	10	12.7	11	13.9	26	32.9	32	40.5
I made the public relations employee bear all responsibilities within the company	17	21.5	12	15.2	27	34.2	23	29.1
It made the work more difficult and arduous in comparison than before	32	40.5	22	27.8	13	16.5	12	15.2
It saved employees' time and effort	10	12.7	11	13.9	27	34.2	31	39.2
Modern means of communication at work have become a priority for employees to use within the company	16	20.3	14	17.7	29	36.7	20	25.3
It made the company more famous and widespread	18	22.8	17	21.5	21	26.6	23	29.1
The company relies entirely on modern means of communication to communicate with customers	12	15.2	15	19.0	28	35.4	24	30.4
Old means of communication are more reliable than modern means	32	40.5	14	17.7	21	26.6	12	15.2
The company benefited greatly from modern means of communication	10	12.7	14	17.7	31	39.2	24	30.4
Modern means of communication are less reliable with customers	23	29.1	27	34.2	17	21.5	12	15.2
N=79								

The data in Table No (17) that the vast majority of respondents indicated that using modern means of communication made work not restricted to a specific number of hours or a specific location, reduced the number

of public relations employees within real estate marketing companies, facilitated dealing with clients, and gained their trust.

Table 17: The extent to which the content provided through modern means of communication expresses the company and its activities

Variable	f	Percentage	(Std, dev)	(Average)	Ranking
Yes	47	59.5	18.58	26.33	1
sometimes	21	26.6			2
no	11	13.9			3
total	79	100%			

The data in Table No (16) the above that the vast majority of respondents indicated that the content provided through

modern means of communication always expresses the company and its activities.

Table 18: Anova measure about the results achieved by the company as a result of using modern means of communication

Source of Variation	Sum of Squares	Df	Mean Square	F	P-value	F crit
Between Groups	2106.98	3	702.327	21.006	3.0334	2.7694
Within Groups	1872.26	56	33.4333			
Total	3979.25	59				

The data in Table No (18) indicates the ANOVA measure for the one-way analysis of variance regarding the results reached by the company as a result of the use of modern means of communication, which is used to verify the significance of the differences between the means of three or more groups in one dependent variable, and this is done through comparison between the means. All at the same time, instead of making pairwise comparisons using the T-TEST, because this test increases the probability of a Type I error occurring for each experiment. This table shows the relationship between four groups in terms of the extent of the results reached by the companies. Real estate marketing As a result of the use of modern means of communication,

we test hypotheses (the null hypothesis), in which we assume that the four averages of the degree of use are equal in number, or that the four averages of the degree of use are not equal (the alternative hypothesis), or that at least one average differs from the rest of the averages., where we find that the calculated f value of 21.06 is greater than the critical f value of 2.769, so we accept the alternative hypothesis, or we compare the significance value and the P-value, we find that the P-value 0.033 is less than 0.05, so we accept the alternative hypothesis.

Results of the study hypotheses

Table 19: Shows the correlation coefficient between the average scores of the respondents in terms of using interactive communication and developing the performance of real estate marketing companies

Variables	Correlation	Indication
The correlation coefficient between the average scores of respondents in terms of using interactive communication and developing the performance of real estate marketing companies.	**0.871	Function 0.005

The results of the statistical coefficients in the table indicate that there is a statistically significant correlation between the average scores of the respondents in terms of using interactive communication and developing the performance

of real estate marketing companies, as the value of the Pearson correlation coefficient = 0.871, which is a statistically significant value at a significance level of 0.005.

Table 20: Shows the correlation coefficient between the average scores of the respondents in terms of the use of various smart interactive communication tools and the performance of the public relations department within real estate marketing companies

Variables	Correlation	Indication
The correlation between the average use of various smart interactive communication tools and the performance of public relations management within real estate marketing companies.	**0.710	Function 0.005

The results of the statistical coefficients in the table indicate that there is a statistically significant correlation between the averages of use of various smart interactive communication tools and the performance of public relations management

within real estate marketing companies, as the value of the Pearson correlation coefficient = 0.710, which is a statistically significant value at a significance level of 0.005.

Table 21: Testing the coefficient of variation between the average scores of respondents on a scale of their attitudes towards real estate marketing companies' use of interactive communication tools and customer response

Variables	Variance	Moral level
The coefficient of variation between the average scores of respondents on a scale of their attitudes towards real estate marketing companies' use of interactive communication tools and customer response	71.006	Function 0.005

The results of applying the coefficient of variation test in the table indicate that there is a noticeable discrepancy between the average scores of the respondents on a scale of their attitudes towards real estate marketing companies' use of

interactive communication tools and customer response, as it was found that the value of the discrepancy is 71.006, which is a statistically significant value at a significance level of 0.005.

Table 22: Testing the coefficient of variation between the average scores of respondents on a scale of their attitudes towards the diversity of types of communication and its tools by real estate marketing companies, and customer response

Variables	Variance	Moral level
The discrepancy between the average scores of respondents on a scale of their attitudes towards the diversity of .types of communication and its tools by real estate marketing companies, and customer response	81.013	Function of 0.005

The results of applying the coefficient of variation test in the table indicate that there is a noticeable discrepancy between the average scores of the respondents, in terms of measuring the respondents’ attitudes towards the diversity of types of communication and its tools by real estate marketing companies, and customer response, as the value of the discrepancy is 69.74, which is a statistically significant value when Significance level 0.005

General results of the study

1. The general results of the study showed that the vast majority of the respondents were ordinary company employees, who did not hold any leadership or administrative position, as they were young, did not have sufficient experience to assume administrative positions, and had intermediate education. It indicated that the number of years of their experience in. The field of public relations and real estate marketing ranges from one to five years.
2. The general results of the study indicated that the vast majority of the respondents reported that the company they work for uses modern methods during the marketing process, and the respondents attributed the reasons for their use of them to the fact that they attracted many customers to them, and that they made the company more famous and widespread, in addition to The ease of communication and access for the customer with the company, and she pointed out that social media and telephone are the most used modern means of communication within real estate marketing companies.
3. The general results of the study showed that the vast majority of respondents confirmed that real estate marketing companies update their means of communication and develop as they develop; She pointed out that the use of modern means of communication within real estate marketing companies had clear positive results, including expanding the scope of the company’s work and increasing the number of its branches, attracting many customers to it. It also facilitated the communication process between the company and the customer. In her presentation of modern means of communication, she indicated that Facebook played an effective role in the communication process between the company and its customers, with an average rating of 53.8%.
4. The general results of the study showed that the vast majority of respondents indicated that the main reasons that prompted them to use modern means of communication within real estate marketing companies are due to the marketing process as a primary factor, followed by communication with customers. This came at an average of 59.5%, and they attributed the importance of using these methods in managing public relations in real estate marketing companies to the extent of their ability to attract customers and communicate with them directly, and to get their opinions about the importance of public relations in the

- marketing process inside and outside the company.
5. The general results of the study indicated that the vast majority of respondents indicated that the average training received for public relations employees responsible for modern means of communication is approximately every year, and indicated that there are no problems caused by the use of these means within real estate marketing companies, and that most Common problems lie in dealing with customers, and technical problems on the company pages themselves.
 6. The general results of the study indicated that the large spread of competing companies made competition very difficult, and added to that the difficulty in dealing with all people of all nationalities, and that it always seeks to provide all its modern means of communication, in order to facilitate the communication process and make it easier for customers. And employees.
 7. The general results of the study indicated that the use of modern means of communication made work not restricted to a specific number of hours or a specific location, reduced the number of public relations employees within real estate marketing companies, facilitated dealing with clients, and gained their trust. It indicated that the use of means of communication Modern technology has had a significant impact on the speed of communication with customers, providing their needs, and increasing the intensity of competition between companies, in addition to it becoming the primary means during the company’s dealings with customers and other companies.
 8. The general results of the study indicated that the quality of the pages belonging to real estate marketing companies seemed very clear in their interest in ensuring that the means of communication provide the required attractiveness that makes the number of visitors and customers increase day after day, and that the means used provide organized information that is always easy to access, and that The company’s page provides all communication services with its officials or supervisors, and they indicated that the use of multimedia such as video, interaction, and many effects played a major role in this.

Study recommendations and proposals

Based on the results reached by the researcher and what seemed clear to him about the use of interactive communications in public relations departments, and its impact on the performance of real estate marketing companies, the researcher sought throughout these lines to provide some recommendations that benefit those in charge of decision-making towards activating modern means of communication within institutions. Real estate marketing, researching its deficiencies and defects, developing modern proposals to develop it, and concluding those recommendations with some research proposals that contribute to benefiting researchers in the field of public relations and media.

General recommendations

1. Real estate companies should seriously and realistically study the population's evolving need for housing that is compatible with their needs and desires, the customs and traditions in which they believe, and the environment in which they live, as well as their need for commercial and industrial complexes and markets, and work to meet them as soon as possible, and at the appropriate prices.
2. It is better for real estate companies to create public companies to finance the purchase of residential homes, commercial and industrial shops by citizens on easy terms, with simple interest paid by the beneficiaries in appropriate installments in line with their living standards (Income levels), and to simplify the procedures for obtaining these loans.
3. It is preferable to simplify lending procedures in real estate companies through the Real Estate Bank and the Housing Bank, speed up the completion of transactions for obtaining these loans, and increase the amounts of current loans because they are not sufficient at the present time.
4. Reconsidering building a modern electronic system integrated with public relations departments for real estate marketing companies. With the practical application of modern technology in enriching and activating marketing operations.
5. Working through modern means of communication to build a good reputation in the field of real estate marketing; He developed many proposals and visions towards the full activation of modern means of communication.
6. Paying attention to customers' aspirations through modern means of communication, and meeting their desires for a distinctive, integrated real estate product; Choosing a highly qualified work team in dealing with modern means of communication.

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