
Marketing Channels Management and Its Role in Improving Communication with Customers: An exploratory study at Al-Basha Soft Drinks Company in Nineveh Governorate

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Abstract

From time to time, companies need to reconsider the management of their various marketing channels through monitoring, review, and development, especially in light of successive crises, including the total and partial closure of markets as happened during the COVID-19 pandemic. Companies also need to keep up with developments in modernizing their distribution activities and seeking competitive distribution outlets in order to maintain their position in their current market, or expand their marketing and distribution activities to increase their market share, thus achieving the goal of reaching the largest possible number of customers, based on the premise that there is a relationship between managing distribution channels and improving communication with customers, as customers today are a fundamental basis for enhancing the growth of companies' economies by meeting their needs and desires and communicating with them continuously. As well as diagnosing the reality of the research variables in the

researched company, and showing the strength of the relationship and impact between the main variables, and the research community was represented by the employees of Al-Basha Company for Soft Drinks / Nineveh, as well as the agents dealing with it, and the sample consisted of (70) people who have knowledge in the marketing field. It was used for statistical methods of simple linear correlation and simple linear regression coefficient, in addition to using (t) test to test the significance of the simple correlation coefficient, and (f) test to test the significance of the linear regression coefficient. The research reached a number of conclusions, the most important of which were: The management of marketing channels works to improve communication with end customers in particular, and the intermediaries and agents spread in the market across its multiple branches in general. E-marketing in light of the current technical developments, especially that the sale of products is now through websites and social media platforms, as well as activating the free delivery service provided by retail stores to end customers.

Keywords: Marketing Channel Management, Communication with the Customer.

1. Introduction

Marketing channel management is a cornerstone of successful modern marketing strategies, serving as the link between organizations and their customers. It not only delivers products to target markets but also effectively enhances customer communication and fosters long-term relationships. Through efficient marketing channel management, organizations can improve information flow, gain a deeper understanding of customer needs, and achieve higher levels of satisfaction and trust, positively impacting marketing performance and market competitiveness.

This research is structured around six main sections. The first section provides an introduction. The second section reviews previous studies that inform the current research in certain areas, aligning with its focus. The third section outlines the research methodology, presenting the research problem, its significance, objectives, data collection methods, hypotheses, and hypothetical research plan. The fourth section presents the theoretical framework, explaining key concepts, their importance, and other related topics. The fifth section examines the practical framework, and the sixth section presents several key findings.

2. Methodology

2-1. The Research Problem:

It is not hidden from marketers, that good managing of marketing channels and their selection in a planned manner would achieve the products' access to markets in the right place and time, that is, effective access to the target market, and this means achieving contact with customers located in that market. Whereas, the marketing channel is a path or an approach that the company takes with the aim of pushing goods and services in one direction (from the seller to the customer), and directing the profits obtained in the opposite direction (from the customer to the seller). Thus, there are a number of questions that we pose to identify and diagnose the research problem, as follows:

1. How do marketing channels management contribute to improving communication with the customer?
2. How do marketing channels management effect improving communication with the customer?

2-2. The Importance of Research:

The importance of research comes after defining the research problem. The management of marketing channels has a great importance in sustainability of the marketing activities provided by companies in a noticeable way, and marketing channels help in improving communication with customers in the short and long term. Moreover, now a day we notice that most companies are adopting modern methods and approaches in developing the marketing channel it adopts, especially the electronic one, which would enhance communication with customers, especially the final consumers, and increase the company's market share and profitability, and attracting new customers.

2-3. Research Objectives:

After identifying the research problems and their importance, a number of important

objectives can be identified as follows:

1. Identifying the concept and philosophy of marketing channels management, which is one of the main activities in the company.
2. Identifying how to employ modern technologies in the single distribution channel, and ways to communicate with customers.
3. Identifying the role of communication and its importance for companies.

2.4. Data collection methods:

The research data was collected from both the theoretical and applied sides through the following:

- The theoretical aspect of the research was framed through the use of marketing sources and references related to the topic of the current research, from books, marketing studies and websites specialized in the field of marketing and sales.
- With regard to the practical aspect of the research, it was relied on the design of a questionnaire prepared by the researcher, which includes a number of variables under which a number of phrases fall and using the five-point Likert scale (totally agree - agree - neutral - do not agree - do not completely agree). And it consisted of (70) questionnaire forms distributed to the management of Al-Basha Company for Soft Drinks and a number of agents and representatives of the company (wholesale and singular) in the city of Mosul. Statistical SPSS Ver. 28 is used in analyzing the questionnaire data and extracting arithmetic means and standard deviations, as well as extracting R2 and F values and comparing them with their tabular value, and other statistical tools.

2-5. The Research Hypotheses:

There are Two main hypotheses of the current research can be formulated as follows:

1. There is a significant correlation between the management of marketing channels and communication with customers at the level of significance 0.01. This hypothesis is derived from the following sub-hypotheses:
 - There is a significant correlation between each dimension of marketing channel management and each dimension of communication with the customer at the level

of significance of 0.01.

2. There is a significant effect of the dimensions of marketing channel management in communication with customers at the level of significance 0.01.

2-6. Hypothetical research plan:

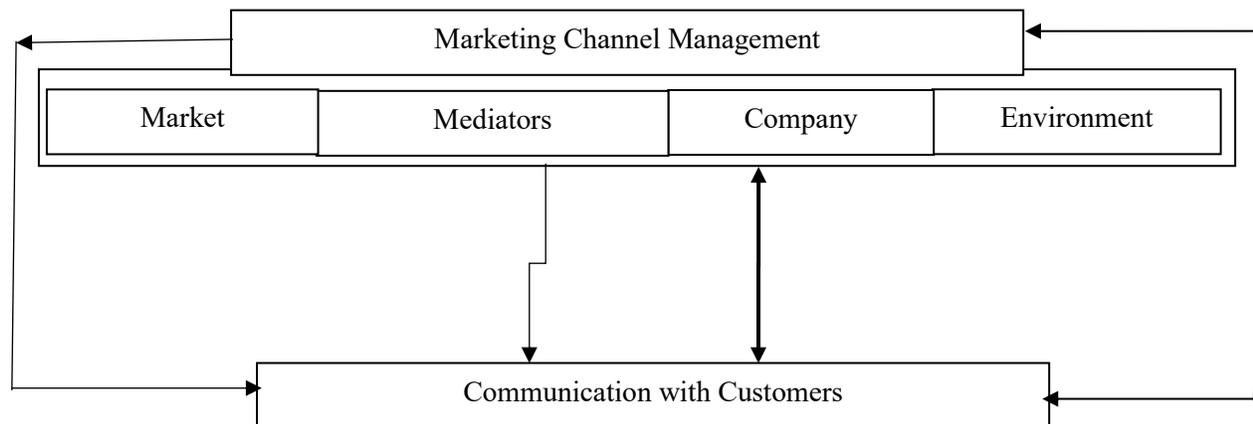


Figure (1): Hypothesis Research Model

3. Previous studies

(Sarel, 2002) indicated that “The Banks throughout the world are making substantial investments in technology to reduce the cost of distributing their products and services to customers. It is, however, becoming increasingly clear that the desired reduction in operating expenses is not being achieved. This paper highlights the need for banks to recognize that effective communication is critical for persuading consumers to adopt the new technology. It then presents an approach for selecting a cost-effective method for migrating customers to a new service technology. An empirical study at a large US bank that utilized the proposed approach and benefited from the systematic investigation of this issue is then described. Implications for financial service providers are provided”.

(Musso, 2010) also indicated that “The Innovation in marketing channels is a theme that has been treated in reference to specific areas of innovation or to single categories of subjects within channels. Fewer studies have been conducted with a perspective

referring to the channel as a whole. This work aims to analyze the theme of innovation in marketing channels with a perspective focused on the entire channel, with reference to its structure and flows (information, physical, negotiating), that drive the operations and link all the subjects. The analysis aims to provide a conceptual framework on the basis of which future investigations and insights can be conducted to capture the extent and effects of the changes that occur, as a result of innovation”.

In another study (Musso, 2012) indicated that “The analyzed the contribution of technological innovations to improve the relations and interactions among all members of marketing channels and those with the end consumer. The analysis focused on marketing channel as a whole, aiming at providing a conceptual framework for future investigations and insights that can be conducted to capture the extent and effects of the changes in technology. The technological perspective of innovation is analyzed by taking into account all types of channels, not just those at the retail distribution level. This perspective can be divided into an area of innovation in vertical relationships between channel members and an area of innovation in relationships with final demand. The main fronts of innovation in vertical relations between firms are: logistics, the joint management of supplying activities, and those joint activities with a high level of integration among partners, such as Vendor Managed Category Management. As regard to relationships with final demand main innovation fields are: checkout technologies, electronic and mobile payments, distance and on-line selling, and self-service technologies.

(Rob, et al., 2015), have seen reexamine several issues about disintermediation from the perspectives of tourism product/service suppliers (hotels) and traditional intermediaries (travel agencies), considering the move of the current distribution landscape toward disintermediation. Internet and mobile technologies offer various tools for consumers to search and purchase products/services from suppliers directly. Consequently, the necessity and role of traditional intermediaries in the industry become questionable.

4. Theoretical framework

4-1. The Concept of Marketing Channels:

The Marketing channel Management is a term synonymous with the term distribution channel, and this channel is a “way” or “path”, aimed at pushing products in one direction (from the producer to the consumer), and directing the profits obtained in the opposite direction (from the consumer to the producer) (Ston & Desmond, 2007). The term marketing channel is more prevalent in modern marketing sources and literature than the term distribution channel, and the reason for this is due to the activities carried out by channel members that can include adding value to the customer in terms of dealing, and how to provide products to them, that is, it represents the link between Producers and end consumers (Albakri, 2014).

Marketing channels are defined as “a group of companies that agree to cooperate in providing the product to the final consumer (Kotler & Keller, 2012). They perform a number of activities in the marketing channel to achieve interdependence between producers and their customers to achieve marketing objectives (Watson, et al., 2002). Any decision a company makes about marketing channels is reflected in all marketing decisions it makes now and, in the future, (S & Harris, 2015).

A Marketing channel can be a short direct channel, limited to the seller and the consumer, and may have several interconnected intermediaries (often independent but dependent on each other) Such as: wholesalers, distributors, agents and single sellers. Each intermediary receives the product at a certain price, then transfers it to the other intermediary at a higher price, to make a profit), and the process continues in this way until it reaches the final consumer (Segetlija, et.al, 2015).

The Marketing channel can be managed in the short or long term, and the short-term distributional marketing channels are affected by market factors, such as: the nature of the final consumer of the product, geographical location, extensive technical knowledge, the need to provide the product on a regular basis, and attention to large orders. The marketing of short-term products is also affected by several factors, such

as: the product being perishable, complex, or price (Varchenko, et al., 2021). Among the short-term product factors, the manufacturer has sufficient resources to carry out the functions of the marketing channel, has a large production line, or has the ability to control the channel; They are all important factors. Short-term competitive factors include: Manufacturer's satisfaction with the marketing intermediaries offering to promote their products (Armstrong, 2010).

As for the long-term market factors, they are represented by (consumers, geographical spread, lack of consumer knowledge of technical information, lack of need for regular service (after sales) and small orders (Ali, et al., 2021). The marketing channel of long-range goods is influenced by the fact that the commodity is: durable, typical and affordable. The product factors center on the manufacturer's lack of sufficient resources to take over the functions of the marketing channel, having a limited production line, and considering the control of the marketing channel as unimportant. Competitive factors include: the manufacturer's dissatisfaction with the performance of marketing intermediaries in their promotion of products (Kotler, 2018). And if there is something that contributes to making the marketing of products easy between the places of production, the places where they are sold and consumed, and in the specified place and time, the main point lies in managing and choosing the appropriate marketing channel, which is responsible for achieving this (Ali, et al., 2021).

Accordingly, the study of the issue of marketing channel management is one of the basic pillars for understanding how the work of marketing companies is managed, planned, implemented and followed up on the distribution of various products from their places of production to their places of consumption, in a manner that achieves the benefit of all parties involved in that distribution process for the product and the final consumer.

The emergence of smart phones and advanced computers, has given a strong base for companies to deliver their products to the target market, which would make customers in a position that they can get the products and all of its location (Kotler & Keller, 2012).

As for the topic of our research, it is common knowledge that the producing companies are the ones who always manage and lead the market, and that the intermediaries are their affiliates. Especially wholesalers and retailers, as well as the introduction of technology and its synchronization with marketing activities and its integration. It is no secret that the management of the marketing channel is from the share of the producing companies, as it has great financial, administrative, human and technical capabilities that outweigh the possibility of intermediaries (Segetlija, 2015).

Intensive promotion, as well as the freedom to choose the appropriate marketing channel in distributing products, especially in economic crises that afflict from time to time (Kotler & Keller, 2012). We state that the producing company has to manage and control the marketing channels in order to ensure that the sales volume is sufficient to cover potential risks such as investment and achieve appropriate returns.

With this, it has become certain that the greater the producer's ability to choose intermediaries and channel members, the greater his ability to define roles and distribute resources within the channel he chose to market his products, and it is assumed that the product's control over the marketing channel is not a sure end for many reasons and factors, including: (Aldhamoor, 2010)

- a. Unwillingness of the producing companies to lead, or their desire to focus their efforts on developing their products without paying attention to the problems of the channel members in terms of management.
- b. The producing company may not be strong enough to present its marketing policies, due to the relative strength of the intermediaries, as the mediator has wide freedom today to choose the producing company without others, as he is not obliged to sell the products if he does not fulfill his requests, especially if the alternatives available to the product of the few intermediaries.

4-2. The Dimensions of Marketing Channel Management:

There are four main points identified by many writers and researchers in the field of marketing and sales, and they are as follows:

1. Market: The starting point is the selection of the marketing channel, as the buying behavior in the target markets and market variables affecting the choice is taken into account, such as: the quality of the market, whether it is a final consumer or a retailer. Few, so personal selling is the preferred promotional element, and if they are many, then intermediaries (distribution channels) are used. The geographical focus of the market is also taken into consideration. If customers are concentrated in one area, they can be contacted directly through sales representatives of the same company, but if they are areas Their presence is disgusting, so they can be reached through intermediaries (traditional distribution channels) or through mobile phones, the company's website and social media platforms (electronic distribution channels) (Al-Dewachi, 2001).
2. Company: There are many variables associated with the product that affect the process of choosing marketing channels. Among these considerations is the perishability characteristic of the product in terms of the products being affected by transport and storage conditions, model, etc., as well as the size and weight of the products, and the technical nature of the product in terms of being a durable or consumer good (Rahul, et al., 2021). for example. Kitchen utensils are easy consumer goods that are sold through intermediaries (distribution channels), and the goods produced on demand are also taken into consideration: if the commodity is according to the customer's request, it is impossible to distribute through delivery channels because the customer is the one who contacts the product directly, and this is what we observe today through channels Electronic Distribution (Al Bakri, 2014).
3. Mediators: When choosing the quality of the marketing channel, the extent of its ability to provide marketing services efficiently, and the extent to which they follow acceptable marketing policies for the product is taken into account (Rahul, et al., 2021). He also notes the importance of intermediaries in marketing and promoting products that will serve to retain existing customers and attract new customers (AlDewachi, 2001).

Intermediaries are distribution companies that help to find customers and sell to them, including retailers, wholesalers and commercial agencies who buy and resell products, and contribute to the definition of the manufacturer's products, display and promotion and negotiate with customers, as well as working on the sustainability of communication between products. and customers on the one hand, and achieving higher revenues on the other (Kotler, 2018).

Today, the mediator contributes to providing products to customers at the right time and place, as well as using modern technologies represented by brokers' websites on the Internet and social media pages in responding to customer requests and inquiries about products, prices and quality (Kotler & Keller, 2012: 543). The Internet is at the forefront in marketing products and offering free offers to customers for any of the products through the sites of intermediaries around the world, at very reduced costs, and easy effort by the customer represented in clicking on the pages, which does not take much time and effort (Armstrong & Kotler, 2015).

4. Environment: The process of choosing the marketing channel is affected by environmental factors surrounding the company, such as economic factors and government legislation, as some countries impose certain policies on producers when marketing certain goods for fear of monopoly or for other economic reasons. (Al-Sumaidaie, 2014). It also notes that the development in the management of the marketing channel with regard to the use of modern technologies in marketing products and distributing them to the markets, as the Internet has played an active role in marketing products digitally, and promoting them electronically through companies' websites, pages and social media platforms represented by Facebook, twitter and other social platforms Virtualization (Christopher & Lauren, 2018).

Modern technologies are the turning point in marketing work, especially in the field of retail trade, which has expanded over the past years, and the retailer has become a major focus in supporting the commercial movement. Information for producing

companies through the electronic platform portal, so that the company is aware of the consumer's needs and desires and provides it to the retailer (Forger, 2019).

4-3. The Concept of Communication:

There are two approaches to defining the concept of communication: (Loudon and Loudon, 2020) The first approach: It is viewed as a process through which the sender sends a message to the other party, resulting in a specific effect.

This concept aims at defining the stages that communication goes through and studying them separately, as well as identifying their objectives and their impact on the communication process as a whole. The researchers defined communication as a process through which certain information or ideas are transmitted from the sender to the receiver in a purposeful manner Thus, communication is a process of multiplicity of means and a goal that is related or related to others and is necessary as an application of three elements, which are the process, the means, and the goal (Ali, et al., 2021).

As for the second approach, it sees communication as based on the exchange of existing meanings of messages through the interaction of members of different cultures, in order to convey the meaning and understand the message. It is also a synthetic definition, as it focuses on the components of meaning, which are divided into three groups: the reader of the subject, cultural and social experience, the subject and its signs and symbols, and awareness of the existence of an external reality to which the subject relates. In marketing companies, we note that the company depends in its communications on wholesalers and retailers as marketing and distribution channels for their products in the market, they are spread in more than one location, as well as there are agents who represent the company, providing products and after-sales services to customers and final consumers (Kotler & Keller, 2018), and there are also sales representatives who visit customers and end consumers to introduce and promote the company's products, and deliver them to them at the specified time and place (Obaidat, 2014).

Therefore, the marketing activities provided by companies need fast and reliable communications, there are communications via telephone, mobile, and there by remote fax machines or e-mail that send and receive written messages over the Internet, and by using these means of communication, multi-branch companies can change The price of one of its products in all its branches in a few minutes (Armstrong, 2010), and this matter before the introduction of modern technologies based on the Internet takes several weeks to inform every wholesaler or retailer working in the market (Aldewachi, 2001).

4-4. The Communication Elements:

The communicative process between the relevant parties does not take place unless it has six main elements: (Abdullah, 2010), (Bob, 2017) and (Bozhena, et al., 2019).

1. Sender: represented by the company, wholesalers, retailers, or sales representative, and aims to deliver a specific idea, information, good or service to the target market. It is noted here that the main point is that there is a goal behind the communication, which is the starting point for the communication process. The sender must realize the nature of the need that the other party has, and what knowledge or benefit he will obtain from this communication process. Marketing companies spend more time, money and effort in the communication process, but they may fail to achieve their desired goal. Perhaps this is mainly due to its lack of accurate understanding of the extent to which customers or the final consumer understand the meaning and content of the message or idea put forward by the company or the marketing channels operating in the market. The presented product does not, in fact, comply with the specifications and characteristics of what was presented in the process of communication and promotion (Al Mazahra, 2018).
2. The receiver: they are the customers, or the final consumers who receive the communication or advertising message, are affected by it or interact with it. It is a very important element, as it plays an important role in understanding the meaning of the message, and measuring the impact on the mindset of the customer or the

final consumer. The receiver may refuse or respond to that message, or may take a position of indifference, as there is no command for the receiver to automatically comply with the communicative or advertising message.

3. The means: It is the tool, or the channel used by companies or their marketing channels to transmit the message from the sender to the receiver, and they are channels that vary according to the nature and level of communication, as what matters to the marketing companies and their marketing channels operating in the market is personal communication, the means here It is not mechanical, (Pchelianska, 2019), but rather natural, such as the audio, visual and audio channels that the sender employs to transmit the message, and personal communication is based on more than one tool at the same time, such as talking with others through voice and listening, exchanging physical movements and nonverbal communication through visual channels and the rest of the senses such as touch For example (Makawi & Al-Sayed, 2015).

Thus, it is assumed that many factors are taken into account while choosing the appropriate means of communication for the nature of the message, including: choosing the means that is not confusing, and that attracts the attention of the future, and the choice of the means that helps focus on the content of the message, and that the means have the rapid ability to transmit the message, including the use of means of communication Modern mobile devices (mobile phones), Internet networks and browsing in them, as well as social virtual platforms, and the spread of sales representatives in the markets.

4. The message: It is the essence of the communication process, because it represents the content of the marketing communication process, it integrates with and corresponds to the marketing channels, and the message directed to the other party can be in the form of words, signs, behavior, writing, and pictures of products, but it is very important that it should be clear and meaningful for the future. When a message is sent to the consumer about a specific product through promotional

means, it is supposed to be sufficient to clarify the extent of the benefit that the final consumer will obtain from this product, where to find the product, what its price is, and the accompanying services when purchasing or after the purchase.

It is also noted that there are conditions that must be fulfilled in the message, in addition to the meaning contained in the message, which are: that it has a certain attractiveness so that the consumer desires to receive the message, understand it and interact with it.

The dimensions of attractiveness here may have a rational dimension, as it is in defining the technical and economic characteristics and specifications of the good or service provided to it, or it may be of an emotional dimension, which represents the simulation of the psychological and personal aspects that distinguish consumers, and what provokes them internal motives to interact with the content of the message and respond to it.

5. Feedback: It is called feedback in some administrative and marketing literature and information systems, which represents the expected reaction from the future while receiving the message, so that the recipient becomes a sender, puts his idea or question, and then transfers it to the one who sent the message to him, so the sender here becomes a recipient The feedback is both verbal and nonverbal. The feedback varies according to the different types of means of communication, for example, in personal communication, the process is direct and clear, and the recipient can have it directly during the communication process, so the feedback has a great impact on the recipient, but in mass communication, it is late and does not take place during the communication process and is postponed for a period of time.
6. Impact: It reflects the impact of the content of the message sent in the future, and the extent to which the receiver is affected by this message, as well as what change occurred to the receiver during and after receiving the message, the effect may be positive, and this reflects his acceptance of the communicative message, or it may be negative, and this reflects his rejection For the content of the communication

message, as it is noticed that there are many marketing companies, wholesale and retail stores that offer and promote their products and distribute them in the markets, they may be suitable for the customer or the final consumer, and this means that the company or the marketing channel has identified their needs and desires, in order to achieve satisfaction and gain their satisfaction and loyalty. . Or it is inappropriate, and this reflects negatively on the performance of the marketing company or its channels in delivering the communication and advertising message of its products in a way that satisfies the needs of customers and final consumers.

4-5. The Allocation of Communication Expenses:

Communication expenses in any organization can be determined by following one of the following methods (Christian and Jane, 2018) and (Makawi and El-Sayed, 2015):

1. Using the funds available in the organization: the organization determines the funds required for communication activities in light of the remaining funds for it after covering all other expenses, and this method is considered safe, since the organization will not spend additional funds outside its budget on communication activities more than its ability, but it may be These funds that have been spent do not meet the aspirations of the market or may not help it achieve its goals and may be exposed to the loss of opportunities available to it.
2. A percentage of the number of sales: here, allocations can be determined on the basis of the organization's revenues, so the expenses of communication activities can be determined as a percentage of the expected or previous sales, and this method is the most widely used, because of the ease of calculating and managing, although it is illogical for many reasons, including (Forger, 2019).
 - a. Determining the budget (a percentage of the expected sales): the expected sales must be determined, and then the budget is presented, while the expected sales depend on the amount of the budget for communication and promotional activities.

- b. Determining the budget (a percentage of previous sales): meaning a lower percentage of the communication activities budget in times of low sales, and a larger percentage in case of high, while there is a greater need to spend on communications in times of low sales, in order to encourage them and vice versa.
3. On the basis of competition: It is the least used method, as it is possible to spend either according to the major competitors, or according to the direct competitor, or according to the average rate of the costs of communication activities in the market as a whole, but it assumes that the competitor knows how to spend on communication activities correctly. It also assumes that the objectives of the organization or competition are one, and this is not true.
4. The method of relying on the discretion and experience of the promotion manager: however, it is not based on any rational basis.
5. (Forger, 2019) Said: The method of the task and the goal: It is assumed that the following steps be taken to implement them:
 - c. Defining and setting goals in a quantitative and measurable manner.
 - d. Determining the programs that the organization needs to achieve the goals.
 - e. Determine the cost of this program.

5. Practical Framework

5-1. About Al Basha Company for Soft Drinks in Nineveh Governorate:

Al-Basha Soft Drink Company was established in 2005, in the district of the city of Mosul, which is located 12 km from Mosul City. The company includes multiple and multiple administrative units, operating around the clock and covers its domestic market output from the gas producer of the gas (PSIPI) and Lemon, Apple, oranges), and the company has special cars to transport products to agents in the local market. E-mail by receipt of requests for processing from delegates and agents, and work on their processing in accordance with formal and ventilation considerations, but there is weakness in the management of the company's distributive marketing channel for this problem.

5-2. Description of search variables and diagnosis:

The following are the special tables as descriptive research variables for the sample spectator and the following:

Table (1): Description of descriptive search variables

Variables	Type	No.	%
Sex	Male	50	71.5%
	Female	20	29.5%
Sum		70	100%
Age	Less than 25 years	4	6%
	(25-30) year	9	13%
	(31-35) year	27	38%
	More than 35 years	30	43%
Sum		70	100%
Social status	Married	52	74%
	Single	18	26%
Sum		70	100%
Nature of work in the company	Managerial	8	12%
	Technical	4	6%
	Moderate	39	56%
	Sales men	19	26%
Sum		70	100%
Years of work in the company	Less than 3 years	22	31%
	(3-6) years	31	45%
	More than 7 years	17	24%
Sum		70	100%

5-3. Hypothesis testing:

In this section, we testing the main research hypotheses and discuss their results.

5-3-1. Test the simple link relationships between the search variables (marketing and communication technologies):

The first major hypothesis refers to "a significant link relationship between Marketing Channels Management and Communication variable with customers at a moral level of (0.01) at the overall level, and table (2) displays the results of the association values between the study variables and as follows:

Table (2): Link relationships between marketing channels management variables and contact with customers combined

Independent variable	Marketing Channels Management
dependent variable	
0.655**	Communication with Customers

n=70*

p ≤ 0.01

The results at the macro-index level illustrate a positive moral relationship between them reflected by the simple link coefficient of (0.655**) at a moral level (0.01). This is indicating that distributive channels have a role in improving contact with customers, especially the final consumers of the company's products.

Thus, the first major hypothesis that provides that "a significant link relationship between Marketing Channels Management and Communication with Customers at a moral level of 0.01" was accepted.

5-3-2. Test multi-link relationships between the dimensions of Marketing Channels Management and Communication with customers:

The sub- first major hypothesis refers to "a significant link relationship between the dimensions of Marketing Channels Management and Communication with customers at a moral level of 0.01 at the overall level, and table (3) displays the results of the association values between the study variables and as follows:

Table (3): The results of multi-link relationships between the dimensions of Marketing Channels Management and Communication with customers.

Independent variable Dependent variable	Environment	Mediators	Company	Market
shortening time	0.645**	0.582**	0.687**	0.610**
Interaction	0.635**	0.572**	0.684**	0.680**
Share	0.677**	0.583**	0.692**	0.594**
Credibility	0.682**	0.592**	0.658**	0.574**

n=70 *

p ≤ 0.01

Table (3) indicates a positive significant relationship between each of the dimensions of the Marketing Channels Management (Independent variable), and the dimensions of the Communication with Customer(dependent variable), The analysis refers to a positive significant relationship between the Market and shortening time, with the link coefficient (0.610**), and a significant link between the Company and shortening time, with the link coefficient (0.687**), So, the analysis Indicates a positive sign of a positive significance between the Mediators and shortening time, the value of the link (0.582 **), as well as a significant relationship between the Environment and the shortening time was (0.645**), In general, all the dimensions of the Marketing Channels Management was a strong link relationship with the Communication with the Customer, by studying the customer's needs and aligned and planned.

The Table (3) refers to the rest of the links between the sub-dimensions of the research variable (independent and dependent), which means acceptance of the second research hypothesis that "there is a significant link between each of the dimensions of Marketing Channels Management and the dimensions of Communication with Customers at a moral level of 0.01".

5-3-3. Test the impact of the Marketing Channels Management in Communication with customers:

Under the framework of methodological processing steps for research floods, So, after analyzing the relationship between the dimensions of Marketing Channels Management and the dimensions of communication with customers, the procedure for research and its invades requires determining the effect of the Marketing Channels Management variable on the Communication with customers variable, which was established by the third major hypothesis that There is an overriding effect of the Marketing Channels Management on the Communication with the Customer.

Table (4): the effect of the Marketing Channels Management on the Communication with the Customer.

Independent variable	Marketing Channels		F		R ²
	B ₀	B ₁	In table	Calculate	
Communication with Customer	0.735)0.812(0.841 (7.76) **	4.001	94.5	0.857

$p \leq 0.01$

$n = 70$

$df = (1, 68)$

The Table (4) refers to results of the regression analysis indicate that there is a significant impact of Marketing Channels Management on Communication with Customers, The calculated (f) Value is (94.5) is more scheduled (4.001) at freedom degrees (1,68) and a moral level (0.01) and the (R²) value is (85.7%), meaning that (85.7%) Of the differences explained by the independent variable in the dependent variable, and through the follow-up and testing of (B) value is (7.76), which is greater than its outstanding scheduled value (1.67) at freedom (1,68) and a moral level (0.01).

Thus, the third major hypothesis that indicates that "there is a moral influence of Marketing Channels Management in Communicate with Customers at a moral level of 0.01".

6. The Conclusions

After seeing the theory of theoretical framing and practical content results, reach a range of conclusions and as follows:

- 1- The concept of marketing channels is one of the contemporary concepts in the management of marketing activities, whether local or international.
- 2- Today's communications are very important in building the customer information base, as any company cannot work without an efficient communication system with its customers.
- 3- The results of statistical analyzes have indicated linkages and an effect between marketing and communication channels with customers, a moral and mobility, indicating that the availability of active marketing channels will improve customers with customers and ensure their continuity.

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