

Research Topic

Brand Awareness & Corporate Image Survey

General Public & Businesses

Submitted by:

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Executive Summary / Abstract

- Brand **Awareness**: Evaluate awareness levels of Emirates Transport vs. other key competitors among General Public.
- Imagery/Perception: Identify key strengths and perceptions of Emirates Transport vs. Competition.
- Services Awareness: Evaluate awareness of services provided by Emirates Transport's.
- Media Habits: Identify touch points for Emirates Transport in order to increase awareness and improve communication.

Chapter 1: Introduction

Emirates Transport is embarking on expanding their presence and activities through effective marketing strategy and communication, it has been very successful in growing business across several business lines and is currently servicing large clusters of public and private clients.

Emirates transport is in the conversion phase from being a traditional governmental entity to a government investor entity which requires deeper focusing on customers, entering new markets & access the required services, on the other hand, Emirates Transport is in the process of creating its three years strategic marketing plan to increase awareness of the brand, and drive marketing initiatives in various sectors where the organization operates.

In this context I'm going to conduct a comprehensive research plan across business and general public to evaluate the reach and weight of the corporate brand for better decision making regarding its marketing initiatives.

First of all I'm going to Give a reference to the market size for certain sectors provided by Emirates Transport:

Market size of light vehicle rental and leasing:

- Total Market Size of Car Rental and Leasing was estimated at AED 2.6 billion in 2015 which is likely to grow at a CAGR 5.0%, to reach at AED 3.1 billion by 2018 and AED 3.4 Billion by 2020
- Currently, there are close to 60,000 units and 90,000 units leased and rented, in the market, respectively, to corporate and individuals
- Emirates Transport, AVIS, Hertz, Thrifty and Diamond Lease are the key players in the leasing market with an almost equal share of business
- There are about 25-30 small players in rental business that predominantly provide these cars for leisure activities for individuals and to small companies on an ad-hoc basis
- Increasing population, rising incomes and aspirations and emerging business models in mobility would give a major boost to the car leasing market.

Market size of staff transportation:

- Total Market Size of Staff Transportation was estimated at AED 2.5 billion in 2015 which is likely to grow at a CAGR 5.8%, to reach at AED 3.0 billion by 2018 and AED 3.3 billion by 2020 (does not consider expo 2020 effect)
- Currently, there are more than ~18,000 buses which are used for staff and labour transportation and to meet an ad-hoc requirement to transport people for tourism, events and conference, factories and Manufacturing sites.
- Majority of the buses used for this purpose range from 9- seaters to 50-seaters
- With a boom in the UAE's construction and industrial sector, constant growth would be seen in movement of labour and staff

Market size of private school transportation:

- Total Market Size of Private school transportation is estimated at AED 0.85 Billion in 2015 which is likely to grow at a CAGR 6.0%, to reach at AED 1.02 Billion by 2018 and AED 1.14 Billion by 2020
- Currently, there are ~487 private schools in the UAE
- Dubai to invest in new schools and increase from 173 to 250 schools by 2020

- Currently, only 60% of the students in Dubai use school transport and RTA wants to increase this to 70% by 2018
- There are about ~15,000 odd vehicles on the road catering to private school transport which are about 30-seater and less. With more students opting for school transport, the transport service providers can replace 24 and less-seater buses with 55 – 60-seater buses

Market size of maintenance services:

- Total Market Size of Maintenance Services is estimated at AED 6.7 Billion in 2015 which is likely to grow at CAGR 6.1%, to reach at AED 8.0 Billion by 2018 and 9.0 Billion by 2020
- Most of the taxi companies have own workshops and do not use other service providers to maintain their fleet. Large rental companies maintain their vehicles through owned workshops. Medium and small rental car companies use 3rd party service providers (for outside warranty vehicles), we witnessed certain cases where large fleet companies are willing to outsource fleet maintenance.
- Emphasis on tourism industry by the UAE Government will drive growth of Private Transport Buses. Industrial activities will continue to drive demand for labor transport buses.
- Demand for School buses will mainly be driven by Private Schools in the coming years.
- Most Heavy Truck owners have their own workshops to have control over the maintenance cost of the fleet.

Market size of goods and petrochemical transportation:

- Total Market Size of Goods Transportation is estimated at AED 8.4 Billion in 2015 which is likely to grow at CAGR 7.4%, to reach at AED 10.4 Billion by 2018 and AED 12.0 Billion by 2020
- Total Market Size of Petrochemical Transportation is estimated at AED 3.4 Billion in 2015 which is likely to grow at CAGR 5.9%, to reach at AED 4.1 Billion by 2018 and AED 4.5 Billion by 2020
- The major sectors covered by Goods Transportation include Automotive, Cement, Chemicals, Consumer Electronics and Appliances, Engineering Goods, FMCG Products, Food, Metals and Textiles
- Outsourcing of the transportation activities is one of the key trends which picked up very fast in UAE and largely supported by value added services offered by key players which includes 3rd party logistics, warehousing, freight forwarding, customs clearance, distribution, last mile connectivity. In nutshell entire supply chain management
- Etihad Rail likely to impact goods transportation in near future, but the impact on the companies who are providing complete supply chain solution will be limited
- The growth in petrochemical transportation depends on the high potential growth estimated for petrochemical production with high focus on specialized products, adding capacities for products never before produced in UAE
- Etihad Rail has transported more than 5 million tonnes of Sulphur replacing 330,000 truck shipments in last 18 months
- Etihad rail has hindered the growth of petro-chemical transportation through tankers on road, though the internal movement of liquid Sulphur till it reaches the processing plant is through road transport

Market size of fleet management & asset tracking “Global Perspective”:

- Globally Fleet Management (as a whole) is more than AED 60 billion industry
- The global definition of Fleet Management includes managing fleet of companies as 3rd party (vendor services), fleet analytics, vehicle tracking & fleet monitoring, telematics. In terms of vehicles it includes Trucks, Light Goods, Buses, Corporate Fleets, Container Ships, Aircrafts
- Globally the fleet management market is segmented on the basis of system components and technologies, services, vehicle types, industry verticals, and regions. Based on system components and technologies, the fleet management market is segmented into three categories

Market size of taxi service in Ajman & Fujairah:

Taxi Service in Ajman:

- The Total fleet size of taxis running in Ajman region are about 1,800 taxis and nearly 40% of the fleet is managed and operated by Speed Trans (50% partnership with ET) and ~34% by Cars Taxi. Total Market Size of taxi service in Ajman is AED 153.6 Million.
- Advantage Taxi was one of the leading taxi operator in Ajman in 2010, closed down its business in June 2010 due to less number of taxi drivers and less occupancy
- Taxi Service is considered as an indispensable mode of transport in Ajman, given the poor connectivity and less number of public transport buses on road
- Ajman Police Transport Corporation manages and operates a dedicated fleet of taxis driven by ladies in this region – MAHRA Taxi, which are about 50 fleet and they are looking at expanding to 100 taxis

Taxi Service in Fujairah:

- The total fleet size of taxis in Fujairah are about 540 taxis and about 87% of the fleet is managed and operated by Cars Taxi. Total Market size of Taxi service in Fujairah is AED 44.6 Million.
- Fujairah Transport Authority operates a dedicated fleet of taxis driven by ladies – Fujairah WOMEN’s TAXI, which are operated on booking basis for the schools and other institutions which employees women. (about 50 taxis and not included in market size estimation)

Market size of motorcycle leasing:

- Total Market Size of Motorcycle Leasing was AED 32.0 Million in 2015, which is likely to grow at CAGR of 16.0%, to reach AED 49.8 Million by 2018 and AED 67.0 Million by 2020
- Currently, there are close to 5,000 units leased in the market to companies
- Easy Lease and Emirates Transport are the key players offering Motorcycle Leasing to Companies

There are close to 8-10 small players in motorcycle leasing that are predominantly into renting Motorcycle for leisure activities; a small portion of their business contributes to renting motorcycle to companies who are in the food delivery business.

Second: I want to give a brief about Emirates Transport:

Emirates Transport was established pursuant to Federal Law No. 17 of 1981, with the purpose of regulating, managing, and supervising the operation of transport and maintenance services for various government, federal, and local entities as well as private sector organizations.

ET pursues a top-notch strategy in the transport and technical services sector throughout the UAE. This strategy is implemented through 19 business centres, 7 subsidiary organizations and 36 locations across the UAE, encompassing 9 branches; namely Abu Dhabi, Al Ain, Western Region, Dubai, Sharjah, Ajman, Central Region, Ras Al Khaimah and the East Coast branches; where ET provides services to more than 300 main stakeholders through its fleet of over 12,000 buses and vehicles.

- **Vision**

Excellence and leadership in sustainable transport and services.

- **Mission**

To offer the highest levels of luxury and comfort to our partners and clients, through an innovative team of human resources, offering diverse transport, maintenance and rental services, in conjunction with facility management and supplementary services, in accordance with the applicable health and safety and environmental standards.

- **Values**

Safety | Care | Creativity | Participation

Excellence | Transparency | Responsibility

Sectors of Business Centres:

ET comprises four sectors of business centres which form a multi-channel investment base and contribute to the delivery of a diversified system of services to customers. These sectors are:

- **School Transport Sector**
- **Transport and Rental Sector**
- **Auto Services Sector**
- **Logistic Services Sector**

I: School Transport Sector

This sector provides school transport services through the Government School Transport Centre serving all public school students throughout the UAE, in accordance with the agreements signed with the Ministry of Education and the Abu Dhabi Education Council (ADEC), and the Private School Transport Centre which serves private schools in the UAE.

In addition, the School Services Centre provides support services to educational institutions, and clients wishing to advertise their services on ET buses and vehicles can do so by contacting the Advertising Services Centre.

- **Government School Transport Centre**

The centre provides school transport services to all government school students through ET's nine branches spread across the country.

- **Services**

- School transport services for government schools.

- **Private School Transport Centre**

The Private School Transport Centre provides school transport and school bus rental services through ET's nine branches spread across the UAE to all students and private schools desiring to avail such services.

- **Services**

- School transport services for private schools.
- School bus rentals for private schools.

II: Transport and Rental Sector, including:

Government Transport Centre

The centre provides transport and rental services to ministries and federal agencies, by supplying vehicles appropriate for the agencies' various functions, along with qualified drivers. The centre also has an Agricultural Machinery Unit, which provides specialized services to farmers.

Abu Dhabi Transport and Rental Centre

The centre provides all kinds of transport and rental services; it manages and operates long term public transport and rental services to a great number of corporations and leading companies in Abu Dhabi, Al Ain, and the Western Region.

Emirates Transport and Rental Centre

Aims at delivering a diversified range of high-quality and efficient staff transport services to public and private organizations in Dubai, Sharjah, Ajman, and the Central Region.

Emirates Car Centre

The centre manages and operates taxi services, and provides tourist transport and car rental services. The Emirates Limousine Unit forms part of the centre and provides luxury car transport services to individuals and companies. The centre offers its services nationwide.

Ras Al Khaimah Transport, Rental and Technical Services Centre

The centre provides a diversified range of highly professional and specialized transport, rental and maintenance services in the Emirate of Ras Al Khaimah.

East Coast Centre for Transport, Rental and Technical Services

The centre provides a diversified range of transport, rental and maintenance services, according to the best applied practices, across the East Coast (covering Fujairah and Sharjah eastern region).

III: Technical Services Sector, including:

Abu Dhabi Centre for Technical Services:

The centre provides auto services, vehicle maintenance and repair services, management of auto workshops and other supporting services for clients in the emirate of Abu Dhabi.

Emirates Centre for Technical Services:

The centre provides auto mechanic services, including periodic repair and maintenance, in Dubai, Sharjah, Ajman, and the Central Region (Al Dhaid and Umm Al Quwain) for all clients in all sectors.

IV: Logistic Services Sector, including:

Emirates Centre for Logistic Services

The centre provides a range of services covering shipping, customs clearance; goods land transport, and rental of freight trucks.

Petrochemical Transport Centre

Manages, operates, and maintains liquid sulphur transport tanks, petrol tanks and oil and gas transport services for public and private sector companies.

Emirates Driving Institute

Offering driving lessons for light and heavy vehicles, including buses, under the supervision of qualified teachers.

Chapter 2: Summary of Literature Review

Brand Awareness

(The New Strategic Brand Management, edited by Jean-Noël)

How brands create value for the customer:

As long as the business world has recognized the value of creating a brand recognized and clearly defined. Building brand awareness from the top entrepreneurs to entrepreneurs seeking every day in their communities, and from traditional online businesses, is the most important marketing practice today. I will always be as consumers continue to search for their favorite products.

Your customers are navigating a bewildering set of channels and frantic marketing products before making a buying decision. We even bombarded product brands that we barely conscious of them a lot of time.

In order to compete in today's shaky marketing environment, companies need to reach customers in America in the future. They need to start building brand awareness in the classroom before buying, and the brand loyalty patterns are set.

It is important to point out that brands do not necessarily exist in all markets. Even in the case of a trademark in the legal sense they do not always play a role in the purchasing decision-making process for consumers. There may be other more important factors. For example, a search for "the sensitivity of the brand. "Brand trademark confidence reduce the perceived risk, and there is as soon as there is a perceived danger. It brings confidence. Once the perceived risk by the buyer disappears, the brand no longer has any interest. It is only the name on the channel for professionals, and it ceases to be a cue choice, a directory or a value-added source. The expected risk was greater if the unit price is higher or the repercussions of a bad choice sharper. Thus the purchase of durable goods is a long term commitment. Moreover, because humans are social animals, we judge ourselves on some of the choices we make, and this explains why the building has been a big part of our social identity across the logos and brands that we wear.

Distributors' own-brands (and perhaps tomorrow's discount products) domino- ate: canned vegetables, milk, orange juice, frozen pizzas, bottled water, kitchen roll, toilet paper and petrol. At the same time producers' brands still have a dominant position in the following categories: coffee, tea, cereals, toothpaste, deodorant, cold sauces, fresh pasta, baby food, beauty products, washing powder, etc. For these products the consumer has high involvement and does not want to take any risks, be they physical or psychological. Nothing is ever acquired permanently, and the degree of perceived risk evolves over time. In certain sectors, as the technology becomes commonplace, all the products comply with standards of quality. Therefore we are moving from a situation where some products 'failed' whereas others 'passed', towards one where all competitors are excellent, but some are 'more excellent' than others. The degree of perceived risk will change depending on the situation. it, the style and design of the packaging. From trust to stimulation beyond trust, brands can also bring excitement, joy, empathy and stimulation. This is their second. Fanta are strong brands, because they went from a no-risk function to a stimulation function. Enjoy!

How brand awareness creates value: the halo effect: modern marketing research shows that brand awareness is not just a cognitive scale. It is in fact associated with many of the dimensions of the

image value. Awareness carries a reassuring message: despite the fact that it is measured at the individual level and awareness of the brand is in fact a collective phenomenon. When the brand is known, everyone knows is unknown. This leads to spontaneous conclusions. As shown in Table 1.6, closely awareness associated mostly with aspects such as high quality, trustworthiness, reliability, and proximity to the people, the proportion of quality / good price, easy access and traditional design. However, it has zero correlation with the innovation, the upper class, style, seduction: if aspects such as these are the main differentiation of the brand, and it must be earned on their own merit. These authors make a distinction between three types of product characteristics:

- The qualities which are noticed by contact, before buying; the qualities which are noticed uniquely by experience, thus after buying;
- Credence qualities which cannot be verified even after consumption and which you have to take on trust. The first type of quality can be seen in the decision to buy a pair of men's socks. The choice is made according to the visible characteristics: the pattern, the style, the material, the feel, the elasticity and the price. There is hardly

Need for brands in this market. In fact those that do exist only have a very small market share and target those people who are looking for proof of durability (difficult to tell before buying) or those who wish to be fashionable. This is how Burlington socks work as a hallmark of chic style. Producers' brands do exist but their differential advantage compared to distributors' brands (Marks & Spencer or C&A) is weak, especially if the latter have a good style department and offer a wide variety at a competitive price. A good example of the second type of quality is the automobile market. Of course, performance.

How brands create value for the company:

Why financial analysts prefer companies with strong brands? Because they are less risky. Therefore, the brand operates in the same manner for the financial analyst for the consumer. Brand eliminates the risk. It is included with certainty, and to ensure the removal of risk in the price. By paying a high price for a company with brands gaining financial analyst, near some of the future cash flows. If the brand is strong and it benefits from a high degree of loyalty and thus the stability of sales in the future. Ten per cent of the buyers of mineral water Volvic are regular and loyal and represents 50 per cent of sales. Brand reputation is a source of demand for durable and attractive, high-quality, value-added and a picture to justify a higher price. A brand is the dominant entry barrier to competitors because it serves as a reference in this category.

The need to create awareness if you had to launch a new product on each of these markets. In determining the financial value of the brand, the expert must take into account the sources of any additional revenues which are generated by the presence of a strong brand. Additional buyers may be attracted to a product which appears identical to another but which has a brand name with a strong reputation. If such is the company's strategy the brand may command a premium price in addition to providing an added margin due to economies of scale and market domination. Brand extensions into new markets can result in royalties and important leverage effects. To calculate this value, it is necessary to subtract the costs involved in brand management: the costs involved in quality control and in investing in R&D, the costs

Of a national, indeed international, sales force, advertising costs, the cost of a legal registration, the cost of capital invested, etc. The financial value of the brand is the difference between the extra revenue generated by the brand and the associated costs for the next few years, which are discounted back to today. The number of years is determined by the business plan of the valour (the potential buyer, the auditors). The discount rate used to weigh these future cash flows is

determined by the confidence or the lack of it that the investor has in his or her forecasts. However, a significant fact is that the stronger the brand, the smaller the risk. Thus, future net cash flows are considered more certain when brand strength is high. Figure 1.3 shows the three generators of profit of the brand: the price premium, more attraction and loyalty, and higher margin. These effects work on the original market for the brand but they can be offered subsequently on other markets and in other product categories, either through direct brand extension (for example, Bic moved from ballpoint pens to lighters to disposable razors and recently to sailboards) or through licensing, from which the manufacturer benefits from royalties (for example all the luxury brands, and Caterpillar).

on the difference between the marginal revenues and the necessary marginal costs associated with brand management.

A brand name is the value that that brand derives from its customers' consumption and the extent to which it is supported by other relevant parties. It is important to note that trademarks are not products, as they cannot be imitated or affect long-term relationships with customers, and are perceived as less functional and cannot be eliminated. The value of a brand measures its attractiveness in the marketplace and highlights how consumers' beliefs turn into action. The value of the mark may affect the company in terms of:

- Top margins
- Greater profits
- Increased oral exchange of views
- Product Identification (in commodity markets)
- The ability to launch after's for products
- Low price sensitivity
- High level of consumer satisfaction
- Competitive mode more powerful

“”Kapferer, Jean-Noël. **The New Strategic Brand Management**, edited by Jean-Noël Kapferer, Kogan Page, 2012. Pro Quest EBook Central.

Consumer behaviour

(Anticipate, edited by Jeff, and Bill Thomas)

Definition of consumer behavior:

Before addressing the definition of consumer behavior we must first define what we mean by the consumer, who is defined as: "a person who buys or has the ability to purchase goods and services offered for sale, to satisfy personal and family needs and desires." It is understood from this definition that every person is considered a consumer, so the main motivation for him is to satisfy his needs and desires as available and available on the one hand, and according to his capabilities and purchasing power on the other hand.

The consumer behavior has given him many definitions, including the following:

Consumer behavior is defined as: "The behavior that the consumer stands out in the search for the purchase or use of goods, services and ideas, which is expected to satisfy his desires or needs according to his available purchasing capabilities."

Consumer behavior is defined as: "all direct and indirect actions and actions by consumers in order to obtain a good or service in a particular place and at a specific time."

Consumer behavior is defined as: "The group of mental and muscular activities associated with the process of evaluation and differentiation, access to goods, services and ideas and how to use them."

The effective implementation of a strategy that focuses on the customer takes courage to start, and the perseverance to stay the course despite the setbacks, and a drive inexhaustible to achieve results and mutual profitability for the third level. It's not for the faint of heart and is not the right approach for all customers. To put this last comment in perspective; let's look at three beliefs usually focus on the customer and what is wrong with all of them.

1. The customer is always right.
2. Whatever it takes— keeps them satisfied.
3. All customers are important.

Providing feedback to the customer is something companies need to be (or get) comfortable doing. Each time the company misses or ignores an opportunity to help the customer learn or improve, it makes the next instance even that much harder to effectively address. Before too long, the relationship has become painfully one-sided. They're always right and you're always wrong.

Almost all new customer– supplier relationships begin with a transaction where the customer behaves in one way and the supplier behaves in a certain way as a result of it (or vice versa). The customer pays the supplier and the supplier provides a product or service. Some suppliers are content with that transaction model. Many are not. They know that a competitor's cheaper, faster transaction is waiting around every corner.

Most companies at Level I start their customer focus journey because they have experienced some type of customer risk such as rising customer complaints, increased turnover, unusual pricing pressure, lower contract renewal rates, and so forth. Some companies, though the minority based on our experience, start their Level I efforts as a preventative maintenance initiative as a new competitor, new customer, or new market enters the scene and although the company has no currently known problems or risks, they don't want to be surprised and caught unprepared. Level I companies most often begin their customer focus efforts with some type of process or program to assess the voice of the customer (VOC). VOC activities include a wide range of steps or processes a company takes or applies to enable, solicit, encourage, and use customer input. The most common benefit a company seeks

from a VOC effort is to uncover instances and causes of any customer dissatisfaction, complaints, defections, or other problems. In essence, VOC efforts help to detect the customers' unmet needs. There are a number of different techniques companies use to discover such problems. We'll briefly describe some of the more prevalent ones:

- Customer surveys
- Customer focus groups
- Customer interviews
- On-site assessments
- Customer communities

Tobe, Jeff, and Bill Thomas. Anticipate, Incorporated, 2012. ProQuest Ebook Central, .Created from gbsge-ebooks on 2017-02-23 21:04:33.

Customer satisfaction

(Innovating Analytics, edited by Larry Freed)

The meaning of measuring customer satisfaction is different from what it means to measure company performance. In fact, quality may be good but customer satisfaction will not be the same. Customer satisfaction can generally be measured by one of these methods:

- * Indirect measurements;
- * Qualitative measurements;
- * Quantitative measurements.

First requirement: Indirect measurements

These measurements are not related to an analysis of the satisfaction or dissatisfaction behaviour of the client per se, but rather to the study and analysis of the elements associated with the companies activity which is affected by the product of customer satisfaction or dissatisfaction. These elements are:

- market share;
- retention rate or loss of customers;
- Repeat receiving the same services.

1. Market share:

The market share is determined on the basis of the number of customers to reflect the increase in the market share of the company by increasing the number of its customers, and the loss of a customer necessarily means the loss of part of the market share.

The degree of customer satisfaction can be determined by increasing the market share of a company, for example, by increasing the number of its customers, which explains that customers are satisfied with the services provided by the company service.

2. Retention rate or loss of customers:

We mean by keeping customers continuing to deal with the company, and here we turn from talking about the impact of satisfaction in building loyalty to the extent to which the client's loyalty is expressed to the level of satisfaction. It is assumed that the loyal customer remains faithful to the company as a result of achieving the companies satisfaction level.

The four drivers of business success:

We have to focus on the impact of word of mouth as the engine of your business success, and the best way to measure it. It reported briefly on the list of three other key drivers of financial success with customers, and to develop a comprehensive list of four:

1. Customer retention, keeping your current customers.
2. Customer upsell, selling more to your existing customers.
3. Marketing-driven customer acquisition, acquiring via various marketing and advertising efforts. new customers
4. Word-of-mouth-driven customer acquisition, acquiring new customers who are brought to your organization by the recommendations of others.

In today's ultracompetitive business environment, what I've called Accelerated Darwinism, only the strong survive, and success and failure can happen at an alarming rate. You need to excel at a minimum of one of these drivers to have a chance at survival. If you are great at three or four of these drivers, you have a chance to do great things and be an industry leader. As companies mature, often their strengths shift among these revenue and growth drivers.

customers' satisfaction with their experiences drives customer retention, customer upsell, marketing-driven customer acquisition, and word of-mouth acquisition— all of which drive

financial success. As satisfaction increases, sales increase. As satisfaction increases, transactions increase. As satisfaction increases in one channel, it drives sales in other channels. As satisfaction increases in comparison to the competition, the likelihood to purchase increases while the likelihood of purchasing from a competitor dramatically decreases. And as satisfaction increases, positive word-of-mouth True Promoters increase and negative word-of-mouth True Detractors decrease.

Many people use the terms “customer satisfaction” and “customer experience” interchangeably and there are some overlaps between the two concepts. The first important point is to consider a broad definition of “customer” for both definitions. Customer should mean any person or organization that interacts with a company as a customer, prospect, trading partner, or in some other similar capacity. A customer should not be restricted to mean a person or organization that buys goods or services from a company. A customer experience is the interaction between a customer (as defined above) and an organization. A customer experience is the sum of the components of the individual experience, and a few examples are elements such as service, quality, value, price, and product. In some instances the customer experience will be defined to be a collection of experiences an individual or organization has with a company or other organization. Customer satisfaction uses the broad definition of customer and is the way we measure the customer experience. A simple definition of customer satisfaction is the level that an experience meets your needs relative to your expectations. Customer experience is what you are measuring and satisfaction is the metric we use to do that measurement. When you are measuring a distance, you can use feet or inches or kilometres or miles. When you are measuring the customer experience, you should use satisfaction because it is the most accurate, precise, credible, predictive, actionable measure of the customer experience.

However, satisfaction is not binary: a customer is not either dissatisfied or satisfied. Most fall somewhere on a spectrum from very dissatisfied to very satisfied. Companies who say 85 percent of their customers are satisfied are missing the point. Think about an experience you had recently, could you answer a yes/no question on your satisfaction? Probably not.

Freed, Larry. *Innovating Analytics*, edited by Larry Freed, John Wiley & Sons, Incorporated, 2013. Pro Quest EBook Central.

Qualitative survey

(Qualitative Research in Business, edited by Walle, Alf H. Publisher Cambridge Scholars Publishing Date 2014-11-01)

In recent decades, the reputation of qualitative research in work grew. This development is reflected by trends include the rise of the natural movement in consumer research and the emergence of anthropology acts as a sub-influential and growing. Most business researchers and acted accordingly. Draw conclusions by manipulating evidence can be observed and assessed using quantitative and statistical analysis was the norm. To do so is the antithesis of the typical qualitative investigation, which sees people in their natural environment and focus on their thoughts and feelings and opinions, and so forth.

Research is more efficient if conducted for the purposes of quality and self-conscious. Once the understanding of these goals, and to create the appropriate research design becomes easier. And begin a review of the literature related to the research project, the stream-based process. This is followed by a decision on what the data required to achieve the objectives of the project (s) and

how they will be assembled. How the results are displayed in the final product also needs to be addressed. On numerous occasions, information, once collected, can be used in a variety of ways. By planning to use the data for multiple projects, researchers can increase their productivity.

Learning objectives:

- 1- Realizing that research should be based upon predetermined goals
- 2- Understanding the nature and uses of a literature review
- 3- Becoming aware of the tools that can be used to gather data
- 4- Keeping a target audience(s) in mind
- 5- Recognizing the strategies involved in the write-up.
- 6- Appreciating the impact of the media selected for a project
- 7- Envisioning how to conduct research that can be used for multiple final projects

Determining goals: A first step in planning an investigation is to develop an appropriate research design. Doing so helps keep the study focused and provides ground rules that better ensure success and a more efficient use of time and other assets.

SURVEYS , FOCUS GROUPS , AND INTERVIEWS

Surveys, focus groups, and interviews involve research subjects who know they are being studied. Information is solicited from individuals who are asked to respond to the best of their ability. Consciously or subconsciously, however, informants might provide inaccurate responses. Benefits of these tools include the fact that they can be completed quickly, typically at a cost that is comparatively low. The subject, furthermore, responds specifically to queries of direct interest to the investigator. The pros and cons of these methods are discussed, along with insights regarding their use and possible misuse.

Learning Objectives:

- 1- Perceiving the benefits and deficits of surveys, focus groups, and interviews.
- 2- Mastering the basic techniques of these tools and learning how to strategically employ them.
- 3- Understanding potential sources of error and ways of dealing with or mitigating these distortions.
- 4- Envisioning the range of options available and how they can be strategically deployed.
- 5- Being able to justify the use of these methods for both practitioner and scholarly research.

**Walle, Alf H.. Qualitative Research in Business, edited by Alf H. Walle, Cambridge Scholars Publishing, 2014. ProQuest Ebook Central, .
Created from gbsge-e books on 2017-03-14**

Quantitative analyses

(Complexity of quantitative analyses used in mixed research articles edited by Ross, Amanda; Onwuegbuzie, Anthony J Author Information)

The data analysis stage is one of the most important stages of the study or scientific research. It is at this stage that the various data collected and collected by using a qualitative or quantitative method are reviewed and analyzed.

At this stage, the researcher will review and analyze the data that he has collected in detail, serving the objectives of the study or the scientific research on which he works.

Data analysis is practical - I find it personally - interesting and need less mental effort compared to the literature department / theoretical framework of the study / Literary Review. There is no place was this growth witnessed in the complex, as it did with respect to data analysis. In particular, it has resulted in the growing sophistication and accessibility of computers for researchers to be able to conduct quantitative analyses are increasingly more complex and qualitative analyses (for example, qualitative comparative analysis). However, no doubt it has seen the biggest advances in analytical techniques in the field of research mixed methods, or what is known more aptly as mixed search, which is defined as involving 'mixing or combining quantitative and qualitative research techniques, methods, approaches, concepts or language into one study. It includes analysis of mixed use both analytical techniques of quantitative and qualitative within the same framework, guided by either a priori, a posteriori, or repeatedly (representing analytical decisions that occur both before the study and during the study). It may be based on one of the research models varying methods menu (for example, pragmatism, emancipator transformative) so that meets one of the following more than justifications / purposes: triangulation, integration and development, and the initiation and expansion. Divergent analyses include one analysis or both types of data (i.e. quantitative or qualitative data, or quantitative data and qualitative data), which occur either at one time (i.e., in any chronological order), or sequentially in two phases (in which qualitative and quantitative analysis stage. It precedes the analysis phase, or vice versa, and the results from the initial analysis stage of a later stage) or more than two phases (ie over again). It may not react until the branches analysis stage interpretation of the data resulting from the analysis of the basic parallel mixed, although the more complex analysis of the mixed parallel forms can be used, and that happens in a limited way in front of the stage interpretation of the data interaction. It can design and mixed-based analysis, where it is linked directly to the design of mixed methods (for example, the techniques of analysing mixed sequential use of sequential designs mixed methods). Instead, the mixed analysis can be based, in any mixed analysis happens in one or more stages of the stage (for example, data) conversion. In varying analyses, branches either qualitative or quantitative analysis may give priority or almost equal priority as a result of prior decisions (ie determine the perception in the research stage) or decisions that appear during the study period (i.e. a posteriori or repeated) decisions. The mixed analysis could represent case-oriented, variable-oriented, and process/experience oriented analyses. The mixed analysis is guided by an attempt to analyse data in a way that yields at least one of five types of generalizations (i.e., external statistical generalizations, internal statistical generalizations, analytical generalizations, case-to-case transfer, and naturalistic generalization). At its most integrated form, the mixed analysis might involve some form of cross-over analysis, wherein one or more analysis types associated with one tradition (e.g., qualitative analysis) are used to analyse data associated with a different tradition.

Interestingly, the discipline with the highest prevalence of mixed research articles has been mathematics education. Specifically, this prevalence rate has been found to range from 29% to 33%. Thus, mathematics education provides a good starting point to assess the complexity of analyses used in mixed research studies. With this in mind, the purpose of the present study was to examine the usage of various quantitative analysis approaches/techniques in mixed research articles in a flagship mathematics education journal, namely, Journal for Research in Mathematics Education (JRME), over the past 5 years (2006-2010). More specifically, in this mixed research study, we examined the complexity of the quantitative analysis techniques used. Our extended purpose was to create a model that might be applied to other fields. In addition, we wished to shed light on any under-implementation of higher level quantitative techniques utilized within mixed research articles representing the mathematics education field.

(Quantitative analyses used in mixed research articles, Ross, Amanda; Onwuegbuzie, Anthony)

Awareness of the survey

(Situation Awareness, edited by Daniel P, Dr Jenkins, et al., Ashgate Publishing Ltd, 2012)

The aim of the Situation Awareness methods review was threefold: to identify and understand the range of available SA measurement methods available; to develop an in-depth guide for analysts and practitioners wishing to use the methods reviewed; and to evaluate the approaches in terms of their suitability for assessing SA during real world tasks in complex collaborative environments. The measurement of team SA in complex sociotechnical systems poses a great challenge to the HF community. The environment is typically complex, dynamic and information rich and team members are often distributed across different geographical locations. Due to the collaborative and dispersed nature of team-based activity, an assessment of both individual and team SA is required in order to provide accurate measures of SA. As a result, any method that is used in such environments should possess the following three distinct capabilities:

1. The ability to measure SA simultaneously at different geographical locations . In order to gain a true measure of team SA, all the agents involved should be simultaneously assessed for their SA. However, due to the dispersed nature of collaborative activity, agents are typically remote from one another. Therefore, SA should be assessed at each of the different geographical locations involved. Any technique used to assess team SA should therefore be capable of simultaneous administration at different locations. For example, the level of SA at different command locations (command centre, mobile units and foot units) may need to be assessed to ensure that the team involved has an adequate level of shared SA and that task relevant information is communicated efficiently. This would require a concurrent assessment of SA at the command centre, the mobile units and also commanders in the field.
2. The ability to measure both individual and team SA . Team endeavour comprises both teamwork and task work. Individual team members therefore have individual roles and possess individual goals, mental models and SA, whilst simultaneously pursuing team goals and maintaining a level of team SA. Any measure of team SA should be capable of describing and assessing SA both from viewpoint of the individual team members and the team as a whole.
3. The ability to measure SA in real-time during real world tasks. Typically, simulations of scenarios are used in order to assess SA. However, due to the dynamic, collaborative and dispersed nature of team-based activity, it appears that this may not be possible, and real world

exercises conducted 'in-the-field' may be used. As a result, simulations of task scenarios and querying SA during task 'freezes' may not be appropriate. Team SA measures need to be applied during real world activities and so should be capable of assessing SA in real world collaborative environments.

Jenkins, Daniel P, Dr, Guy H, Dr Walker, Neville A, Professor Stanton, Professor Neville A. Stanton, Professor Don Harris, Dr. Eduardo Salas, and Professor Neville A. Stanton. Distributed Situation Awareness, edited by Daniel P, Dr Jenkins, et al., Ashgate Publishing Ltd, 2012. Pro Quest Ebook Central.

Trust element

(Consumer Trust in Brands, edited by David Morgan Dr Jörg Funder Professor Shyda Valizade-Funder , Andrew McCarthy Chairman, British Brands Group October 2015).

Brand Trust Model: It has been developing trust a brand that includes strategic, operational and tactical measures that support the proposal of brand value model. Model identifies two key components of trust - competence and kindness.

We define efficiency as a set of skills and characteristics such as capability, reliability, or Confidence that will enable the brand to perform tasks in line with expectations, and obligations, and the consumer. Efficiency is the ability to fulfill the promises and tend to be task-specific and issue (related to trust "the transaction").

We know the good, such as the trademark owner / brand- having intentions and motives useful for Consumers or the factors that affect them and that the brand is committed to a common set of principles that finds acceptable to the consumer, for example, telecommunications credible, and a strong sense of justice, morality, and the consistency of the previous procedures, and procedures in line with the words of the brand (the confidence of the character of "emotional")

.How to Drive and Maintain Trust: To understand this, the project considered a number of attitudinal and behavioural relationships – marketing activity, reputation, functional performance and emotional resonance.

- Marketing activity: perception as an innovator creates the most trust; this is more important than social media presence or advertising perception. These effects are confirmed by purchasing behaviour, which also shows the importance of innovation activity. Perceived promotional activity, on the other hand, has no impact on trust and actual levels of promotion are related negatively to trust: It seems, and this is in line with the desk research, that brands relying too much on price discounting to move their product, may undermine the credibility of their offering.
- Reputation: being a brand with a reputation for being 'current' (modern, for today) is most related to trust. Being a brand with a heritage/history comes next whilst being either local or global has the least impact.
- Function: being of consistently good quality is highly relevant to trust whilst superior quality and value for money are important but less so.
- Emotion: as with function, one attribute stands out and that is being 'prestigious' more than being 'fun' or 'exciting' as a brand.

The Role of Consumer Trust in the Economics of Brands:

Consumer trust is developed through:

- Consumers perceiving a gap between how things are and how they could have been, meaning that consumers grasp that trust may be needed consumers may not see the issue of trust arising

(and hence no need for them to trust) if they do not believe that the nature or quality of products might vary or that there could be scope and ability to innovate.

- Consumers obtaining information about how things are with the brand and its associated products.

Consumers obtain information about brands from a range of sources. The most important ones are:

- the imagery on the product itself;
- marketing and advertising;
- consumer experience of the product itself;
- consumer interaction with the producer (e.g. manufacturer) or supplier (e.g. retailer) of the product, including filling in consumer satisfaction questionnaires, using the company's website or seeking to make a complaint; consumer dissemination.
- the producer's more public relations – e.g. any discussions in the media, positive or negative, of the firm or its employees (not necessarily restricted to the product in question).
- what the sources of information say about the brand and how consumers weight or interpret the information they obtain. Brands convey information to consumers in a number of important dimensions, including in particular:
 - what the brand's products do or are – their abilities and functionality;
 - how consistent and reliable the brand's producers and suppliers are in getting products to consumers that either do what is intended or at least fail only with predictable regularity in predictable ways; how aligned the brand's broader objectives are with the consumer's

Consumer Trust in Brands, edited by David Morgan Dr Jörg Funder Professor Shyda Valizade-Funder , Andrew McCarthy Chairman, British Brands Group October 2015

Brand familiarity

(Employer Brand Management, edited by Richard Mosley)

The Customer Brand Experience:

One of the most important elements of the success of institutions is their ability to catch up with the latest variables and maintain their ability to compete and stay in the market in light of the revolution in the era of information technology. The enormous accumulation and accessibility of information has led to an urgent need to organize and manage this information, and organizations must use their full balance of collective intelligence to make the most of it in achieving the strategic objectives of enterprises and their use to support decision-making.

Although there is a growing interest in the concept of knowledge management, there is no specific definition of it, which is defined as those processes that assist organizations in generating, selecting, organizing, using, disseminating, and finally transforming important information and experiences that the organization possesses which are necessary for various administrative activities Problems, learning, and strategic planning. A process through which institutions create value from their knowledge-based intellectual elements in order to achieve best practices.

The concept of knowledge management provides information and is made available to all employees of the organization and its beneficiaries, based on maximizing the information available in the organization and the individual experiences inherent in the minds of its

employees.

Therefore, one of the most important features of the application of this concept is the optimal investment of intellectual capital, and turn it into a productive force that contributes to the development of individual performance, and raise the efficiency of the institution.

The world of the American administration, "Peter Drucker," that the world is already dealing with the industries of knowledge whose ideas, products, raw materials, and the human mind are the tools, to the extent that knowledge has become the main component of the modern economic and social system.

There is no doubt that information technology plays a central role in knowledge management programs through its ability to accelerate the production and transfer of knowledge. Knowledge management tools help to collect and organize knowledge of groups to make knowledge available through participation. It has been providing reliable positive experience is always the primary concern of brand management. In the mid-1880s, before the invention of the term, one of the first pioneers of the brand's great, William Weaver, founded his fortune on his consistently reliable and "sweet-smelling" the sun of soap, the polluter market on a regular basis by the producer lowest and reliable. The declarations imagination, but it was a brand and "word of mouth" that ensured the ultimate success. Experience In the early 1900s, and was a pioneer retailers such as Gordon Selfridge clear similarly about providing outstanding customer experience consistently. The man who first coined that phrase: "The customer is always right" 2 description of the original vision of God a new department store, Selfridges, and alaphhaj them shopping experience like no other "(which included innovations such as the Coffee Shops store) and train its staff in the 'Selfridges the way 'to ensure a consistent level of outstanding customer service.

THE EMPLOYEE'S ROLE IN DELIVERING THE BRAND EXPERIENCE

There is significant evidence to suggest that interpersonal factors are often more important than operational factors, and that engaged and satisfied employees are more likely to deliver a consistently positive service experience. 7,8,9 The evidence would also suggest that employees are increasingly key in developing sustainable service brand differentiation, not only through the development of a consistently positive service attitude, but through the emotional values that tend to be evoked by a particularly distinctive style of service. It is generally agreed that these intangible brand characteristics are far more difficult for competitors to copy than the operational components of a service brand experience. 10 If you study the most successful service brands the most obvious point of similarity is the stress they place on the role their people play in delivering a distinctive brand experience.

INTERNAL BRANDING

Over the last 10 years there has been a shift in emphasis from internal marketing to internal branding, which takes more of an 'inside-out', value-based approach. Internal branding seeks to develop and reinforce a common value-based ethos, typically attached to some form of corporate mission or vision. The roots of this approach can partly be traced to the resource based view of strategy, 23 though the more evident driver in terms of widespread readership was the highly influential 'Built to Last' study which sought to demonstrate that companies with consistent, distinctive and deeply held values tended to outperform those companies with a less clear and articulated ethos.

Mosley, Richard. Employer Brand Management, edited by Richard Mosley, John Wiley & Sons, Incorporated, 2014. Pro Quest Ebook Central, .

Corporate reputation

(How to Measure and Manage Your Corporate Reputation, edited by Hannington, Terry
Publisher Taylor and Francis Date 2004-02-28)

One of the most important factors in building good reputation is credibility in performance, production, services, sales, publicity, and everything related to the company or organization with the target. Marketing and relationship experts have identified four key factors for building reputation: Credibility “as mentioned above”, and Trust

Through the adoption of the overall quality and hard work and continuous in communication with the target and strengthen the relationship with him and his service, and open the wonderful opportunities in front of him in order to profit and benefit from the products and services of the company, and highlight all that reflects interest in it.

Which can be called "self", which does not resort to the mobilization of others and to benefit directly and indirectly from their benefits and successes, or unilateralism in excellence to achieve unique uniqueness of the organization, and the uniqueness of creative unconventional. The responsibility for internal responsibility towards its employees, internal affairs and public social responsibility is its responsibility to its society and its target segments through a number of means and actions.

Perhaps these are the most important factors for the formation and building of good reputation for organizations and companies, according to recent studies and research in the world of marketing, communications and public relations. There are ways and means to achieve these factors and implement them in innovative ways that benefit the reality and profitability of organizations and companies

Recent research in business strategies suggests that the reputation of a company or organization is a strategic asset of great value to each company. This research has shown that good reputation is a great help for companies in their quest for better financial performance and sustaining this performance. A clear study can be made to identify how a high-ranking company has become a superior brand, and puts managers in the hands of a framework that effectively promotes the reputation they desire for their companies. While most of the literature focuses on advertising as the company's primary and primary tool for promoting reputation, this book provides a realistic and detailed picture of what is needed to build a superior brand. It should also be noted that one of the major contributions to this research emphasizes the role played by both the value of the client and the culture of the institution in the process of building reputation, and reveals the shortcomings of the company's advertising and sponsorship of social or sports events or minor changes in the company's identity in this area.

What is A Corporate Reputation?

The key differentiation between brand and reputation is that reputation is created by responses to a set of questions the answers to which define the qualities of the organisation. Brand, however, is very much linked to your reaction to a visual symbol. Reputation is defined by the responses to the types of questions stakeholders ask about a company to form their perception of the organisation.

Every way that your organisation touches your key stakeholders will build its reputation, for better or for worse. But some of these interactions will hold the potential for a greater impact on your reputation than others. The key to understanding these critical touch-points is to understand that reputation is a collection of emotions peppered with a few facts. The critical touch-points will be those that affect the recipient's emotions in the most profound way. Understand these critical touch-points and we will be well along the track of avoiding some of the more obvious ways of developing a less than positive reputation.

To identify the full picture of your reputation we need to start the research phase of our 360° analysis.

Building an effective questionnaire: The questionnaire needs to explore a consistent set of subjects across all groups so that a core sample can give you a 360° picture. Specific questions may be needed for specific groups but beware that the activity is not hijacked to become a customer satisfaction survey. The questions asked in this type of survey are usually quite different. The reputation survey should encourage open responses to open questions and the results will have the greater weight placed on the qualitative elements. In effect the survey is probing the emotional response to the organisation and its specific qualities, not simply gathering satisfied/quite-satisfied data. The objectivity of the questions is critical and having an external research organisation should avoid unconscious bias creeping in resulting in you finding what you want to hear and not the truth. The development of the questionnaire is a significant step in the process. As it is developed the tendency may be to divert it into a multiple-choice optional questions set. When you set the available options via this type of survey you have some control over the answer given. This allows you to avoid highly critical or uncontrolled responses. But the key to this type of research is to have no control over the results, only to find the truth. The objective of the exercise should be kept firmly in your sights at all times. Your objective is to explore the emotional response of the subject to the reputation of your organisation in their industry and to understand their personal opinions. Having them rank, for instance, the minutiae of your offer and to rank it against the competition is not your objective. Neither is it to respond to a set of emotional trigger words with a cold or hot response. The objective is to have an open conversation around the issue of reputation and to gather some reference data points. However when you are researching your staff, if you decide to have a very wide sample, you may have to use a multiple-choice format for the non-face-to-face or telephone interviews.

THE MOST EFFECTIVE QUESTIONS: The question set is an important issue. At the heart of a successful 360° study is a core set of questions that is asked of all respondents. These questions give you the ability to compare core groups and highlight differences between their perceptions of the organisation. Every question set should begin with basic data collection. The name of the person interviewed may not be recorded because of your promise of anonymity but you will need to collect information about what they do and for which organisation. Some of the first questions will explore job role and organisation sector and size. For customers it is important to understand their role in the decision process, for contracts of the type your organisation is concerned with. Some details on purchase history such as purchases in the last year are also highly relevant. Obviously if the interviewee is not involved in the decision process and they have not bought this type of service in the last year, or other relevant time period, any comments they give are less significant in plotting the direct and immediate impact on your new business prospects. However their responses are useful corroborating information

about your overall reputation. You might like to ask for some information about which media is most influential in providing information about companies and vendors of the type of service you are concerned with.

Common issues the research may have revealed:

- Often differences exist between what your customers and prospects value most highly in your organization and what your staff believes to be your more appealing attributes. The danger with this is that you will be sending the wrong messages to your external stakeholders. Each time they emphasise the wrong attributes they create a barrier between themselves and your customers and prospects. This is not helpful in building long-term close and trusting relationships. .
- Your organization may have an arrogant, insular or over-confident culture that irritates some customers.
- You could be lacking in confidence and resorting to unjustified hyperbole in your communications.
- Staff may be low in motivation and trust in your organization, which of course spreads like the bubonic plague to your other stakeholders.
- There may be weak or broken processes that provide poor customer service.
- You may have disjointed or weak external communications, which prevents stakeholders from understanding who you are and what value you bring.
- You could have brand recognition issues.
- Poor public relations management could be allowing negative media comments to affect your reputation or you may not be capitalizing on the opportunities the media presents you.
- You may not be communicating effectively with influential industry analysts.
- Your sales process may have skill, competence or organizational problems.
- Perhaps you have lost touch with the evolving demands of your customers and market.
- The organization may have a weak value proposition.

Hannington, Terry. How to Measure and Manage Your Corporate Reputation, edited by Terry Hannington, Taylor and Francis, 2004. ProQuest Ebook Central, .
Created from gbsge-ebooks on 2017-03-14

Chapter 3: Methodology:

Previous research has been according to pertaining brand knowledge and customer satisfaction, to know how to gain customer confidence. It is important topics that have been mentioned earlier is how customers know the brand of the organization and what is the degree of confidence with them, has also been a focus on the special link the relationship between the brand knowledge and the organization's reputation studies, which has an impact on the relationship between the customer and the organization in order to gain access to weaknesses and challenges for the organization. And therefore can through this study that are put key points to resolve obstacles to stimulate and activate the marketing services organization which achieves its strategic objectives and profitability over the future.

The primary objective of this research report is to understand current thinking on brand and to identify the drivers and impact of brand awareness on consumer behavior, brand competitiveness and companies' and countries' economic performance. The research has also considered the dimension of policy makers and standards bodies. This report presents a generic model that defines and illustrates the contributing factors to building consumer trust in the fast-moving consumer goods industry across UAE. For the purposes of this article, we have extracted and summarized the key elements that we think may present useful insights for the reader, although the sheer breadth and depth of our findings cannot really be well covered in such a short summary.

Brand is most commonly referred to as the name, term, design, symbol, or any other feature that identifies one seller's goods/services as distinct from those of other sellers.

This report comprises original research into brands and consumer trust and is based on two sources of data:

- consumer purchasing behavior using continuous household panels "World panel".
- consumer attitudes obtained from specific surveys.

The focus of the study is on general public and business companies. The consumer surveys were conducted in these particular study in January 2017 and the results linked to current and historical household panel data in the world plus UAE panel in the behavioral dataset.

The objectives of this stage are to identify:

- Consumer brand awareness.
- If trust matters.
- who is trusted?
- Customer satisfaction.

From this standpoint, I was split scope of this research of Action required statistics and using global statistics and modern software programs, such as SPSS, to classification existing customers of the individuals and companies numbering as well as with potential customers as follows:

General Public Study

Overall Output:

- Scores associated to ET are presumed to be highly claim based which is derived by a main disassociation and positioning of the brand. The perception is fixed primarily between two images, (1) a Federal Authority that overall manages transportation and regulates relevant activities, (2) A Government based entity that provide transportation service, primarily to businesses.
- Therefore, we understand that many awareness and scores reflect various views and experiences which are very likely neither relevant nor related to THE Emirates Transport brand as a standalone entity nor the experience that the public might have had directly with Emirates transport

Emirates transport Awareness:

- Among General Public, Emirates transports is struggling with low awareness on a spontaneous level yet goes up only when aided with a fair awareness base on total level.
- This Fair awareness and familiarity base is not fully translating to favourability and accordingly on Trust resulting in low advocacy given the lack of service experience which discontinues consumers from speaking distinctly about the company for the absence of their involvement with the company.

ET Services awareness:

- The general public are aware of the business services provided by Emirates transport such as Taxi services, School transportation for public and private schools, lower awareness of consumer services of Vehicle Rental and Limousine Services.
- However, with associating irrelevant weaknesses with ET such as bad smell in the taxi, impolite drivers,... etc. reflects the misinterpretation of the services that ET provides as the taxi services is a small line service in ET but the general public assume that ET is a regulatory entity that provides the taxi services along with other entities given the governmental identity of the company.

Emirates transport perception:

- Primarily for the governmental identity of Emirates transport, the general public perceive ET as a trust worthy company that addresses the society needs and contributes to the UAE economy. Yet, struggles to associate Emirates transport with functional characteristics due to either lack of knowledge of the services provided by the company or no direct interaction with the entity.
- Awareness of ET is depending on the word of mouth among general public, less awareness coming from media. Hence, ET needs to start communicating to the general public on its

consumer services in order to enhance its image and increase consumers' awareness of the entity by focusing on the functional drivers of trust for a Transportation entity, superior customer service, providing services that are worth what they pay for & high quality services.

Business Study

Overall Summary:

The results show good levels of awareness for Emirates Transport as a brand when looking at a combined awareness result considering both current customers and potential customers which is mainly driven from current customers.

When considering only potential customers the results still reflect a competitive brand awareness yet with a similar range of key competitors across services such as Hertz and Fast.

When further analysing awareness and perception details and considering services provided we see that current customers do have a fair awareness across multiple services provided by Emirates Transports regardless of their active usage of each. When this is compared with potential customers we witness a major drop across all services provided which could relate to marketing and communication given that the major source of awareness for all customers was identified as the internal / Emirates Transport website, which means that customers identified emirates transport services through their personal search and effort rather than direct made available information through direct communication and marketing.

Brand Imagery:

As was the case in the B2C segment, the overall preference for companies when dealing with a partner is

the government sector for various reasons such as reliability, trust and being well managed.

Yet what is also noticeable is that the preference of potential customers is almost equally split between government sector and private sector and this is because the potentials are mostly private and they have a preference to dealing with similar private sector companies and some of which multinational and do consider global/ regional partnerships.

Emirates Transport is generally clearly identified as a government entity across the business community in general. When reviewing this at the correct customers level we see that there is a minimal confusion between Emirates Transport being a local or federal government entity. Where this the brand confusion is more spread in the potential customers segment where these companies have different perceptions spread across local, federal and sometime even private sector at a smaller fraction.

Emirates transport is performing significantly high on Trust which is mainly derived from the identity of being a governmental entity.

However, on other attributes such as high quality services, a major contributor to UAE economy, listens and responds to the needs of the customers,..etc. Emirates transport has average performance (neither negative nor positive) which is mainly driven from the lack of awareness of the different services provided by Emirates transport for potential customers.

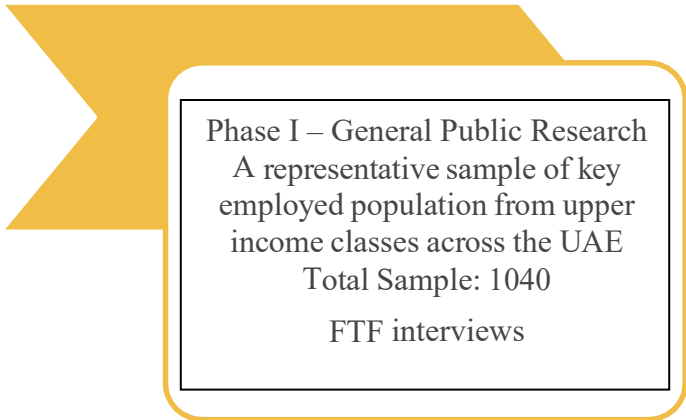
Chapter 4: Presentation of Data: Empirical Study

Research Approach:

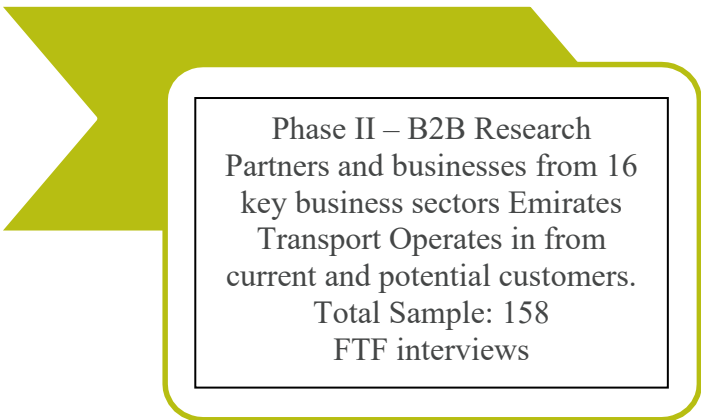
- ❑ Conduct a comprehensive research plan across business and general public to evaluate the reach and weight of the corporate brand for better decision making regarding its marketing initiatives.
- ❑ Face-to-Face one to one interviews were the basis of the collection of information for the study. The interviews was conducted randomly and through the snow balling technique.
- ❑ Sampling with seed referral method, since door to door methodology is not feasible because of legal constrains, all respondents was selected according to the pre-specified selection criteria at varied sampling points was used for selection of sample. These may include in-home, street catch, shopping malls, café and coffee shops, parking lots, etc. Interviews was conducted at a convenient venue for the respondents.
- ❑ The survey was conducted by trained interviewers and as per Competitiveness & Information Centre at Emirates Transport standards.
- ❑ All data provided are based on the respondents unbiased choices with no influence by any of the Emirates Transport interviewers.
- ❑ Interviews was conducted either in English or Arabic, depending on the preference of the respondent.

Methodology:

- Below is the proposed approach that will enable *Emirates Transport* to meet all the needed objectives amongst their target audience.
- **The research is conducted across the key two Targets;** Namely Businesses and General Public to understand the perception, expectations & needs of key target audience and provide key insights that will enrich any future marketing efforts for the corporate brand as well as separate business lines



Phase I – General Public Research
A representative sample of key employed population from upper income classes across the UAE
Total Sample: 1040
FTF interviews



Phase II – B2B Research
Partners and businesses from 16 key business sectors Emirates Transport Operates in from current and potential customers.
Total Sample: 158
FTF interviews

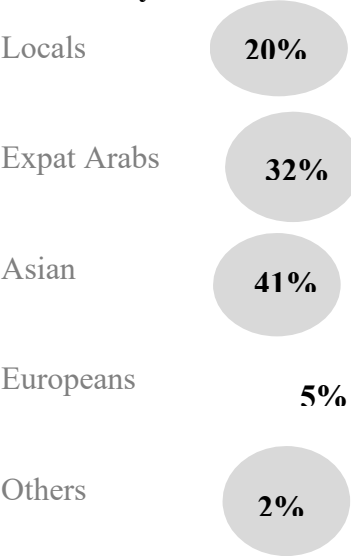
Chapter 5: Analysis of Data

GENERAL PUBLIC RESEARCH (B2C)

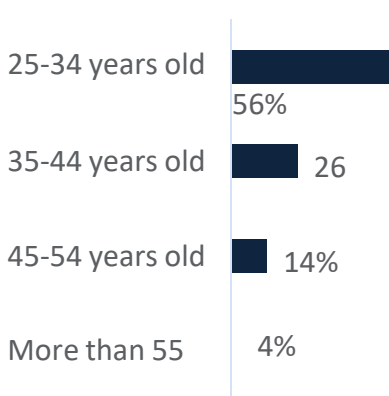
Quantitative Sample Definition & Sample Design:

Sample Design

Nationality:



Age:



Gender:



Total Sample: n=1040

Cities	100%
Abu Dhabi	30%
Dubai	39%
Sharjah	21%
Other Emirates	10%



RESEARCH FINDINGS:

Very often, I have to write reports, which are documents containing factual and objective information that I have collected through research. Analytical research reports, which are written after having gathered important information from primary research resources such as surveys or experiments, rather than published documents, present original data that you collect and analyse. Learning to write them well, especially the Results and Discussion section, sometimes called Findings or simply Results, is an important skill I need to learn.

This chapter suggests ways to write the Results and Discussion section of analytical reports in effective and convincing ways. To accomplish this, I need to do the following:

- Use text and visual aids properly
- Interpret results
- Use headings and sub-headings
- Use language of reporting appropriately
- Refer to figures correctly

In the Results section, I expected to present the data in words with the help of tables, charts and graphs to make my data clear and easy to understand. However, I should remember that to write a report; I do not draw a report. The text is primary. The graphics support the text.

Conclusion

After putting a lot of effort into gathering information, I want my report to contain factually accurate information that is objectively reported and conveyed in accurate or appropriate language. The key to writing an effective results and discussion section in a report is to ensure that my reader is able to access data easily and understand what the information means to my research. To achieve the former, I have to use headings, text and figures effectively. Additionally, ensure that the language I use it reflects my voice, the source of the finding and the actual finding.

Top of Mind Awareness: (1st entity mentioned by the respondent)

Mind to Mind Awareness is a way of measuring the extent to which brands are categorized in the minds of consumers. The percentage of customers who respond without claiming a trademark or product is usually when asked to call a certain category of generic products. The subconscious mind (or TOMA), is a very simple concept with very large effects. Remember our brand question at the beginning of this article, the service you named has gotten its way to the top of your mind. The concept of "higher mind centers" is as uncomplicated as that, and the best part is that it is fully measurable. Coming up with a plan to get to the top of your customers' minds, however, may prove to be a bit more complex. With so many options available, how can you be sure that your brand's marketing strategy gives you a fighting chance to be "top of mind" in your particular sector.

Brand campaigns have a unique purpose: to increase awareness of the product, service or issue, as well as to expand their offering. To help achieve these goals, you can use your AdWords campaigns to drive the most traffic to your website or encourage customers to interact with your brand.

Once you've set up your brand campaign goals, you can choose the best places to show your ads on, and measure success by monitoring impressions, conversions, and other statistics. In general, you'll need to show ads to as many people as possible within the target audience.

Typically, most advertisers with brand goals are focused on increasing brand awareness. They may want to track conversions, such as page views rather than sales. For example, an advertised goal in a new energy market may be to raise awareness and interest in this drink among as many sports fans as possible, but not necessarily to sell virtual units online.

However, attaining top of mind status generally follows this formula:

1. **Make a Passion:** Today's consumers are less concerned with the facts than with how the brand makes them feel. Emotional satisfaction (or elimination of negative emotions) is calculated each time the client calculates the net interest from dealing with any brand. Know what an ideal customer experience is hoping to face or avoid, and then find ways to do it.
2. **Remain present:** The consumer rarely makes a purchase immediately after knowing the brand for the first time. The consumer must be exposed to a brand message about 20 times before they purchase. Although this had been written more than a century ago, logic remains true episodes.
3. **Be available:** Once consumers become aware of your brand, they will want to learn more about this product. This can only be done if your brand is available. So employs solid (search engine optimization) tactics to search the web. Create an information-related website. Create social media pages like Facebook and Google on those channels that serve your best ideal client. Buy domain names that pertain to your brand. Always remember: the greatest brand is only as big as it's available to the consumer. Otherwise, the next brand becomes the biggest brand.
4. **Continually deliver value:** perfect customers, potential customers, new and older clients should feel all the value when they interact with your brand. A regular blog that contains useful

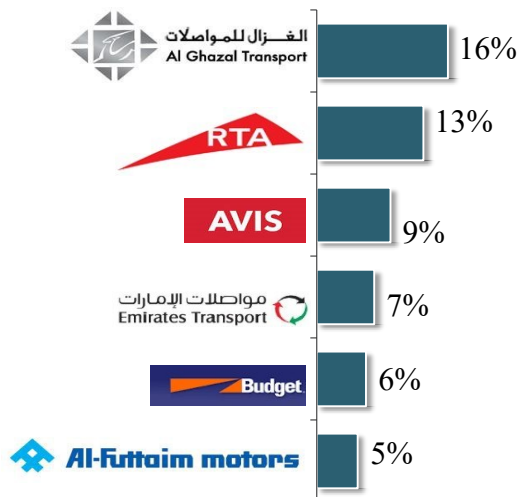
information that will interest your ideal customer will achieve this as well as sharing information and experience with them on various social media.

5. Be Different and Unique: Many brands think they can become superior to the mind by imitating their competitors. All this does is entrench the highest competitive position of mind, by reminding people of that brand. Instead, find a gap, an unresolved problem or a new way to solve it.

6. Create a fuss: In essence, marketing is about getting attention. The best way to get attention is to start talking about your brand. What will make your target audience talk? Recommend your brand to their families and friends? Study their behavior. Learn what is important to them. Find out what they like to talk about. Only then will you know how to get their attention, keep it ... and put it to work for you, and get the attention of others.

Q1a. Thinking about all of the various government, semi government and private transport companies and organizations, which ones comes to your mind first?

- Al Ghazal Transport has the highest top of mind awareness, followed closely by RTA then Avis.
- Emirates transport comes in the 4th place with 7% awareness on Top of mind level.
- ET awareness is higher among locals and Arabs residing in Dubai.



The above table reflects the awareness of each entity on Top mind awareness (1st mention by the respondent spontaneously) on total level and across nationalities and cities highlighting the main drivers of awareness among each group separately.

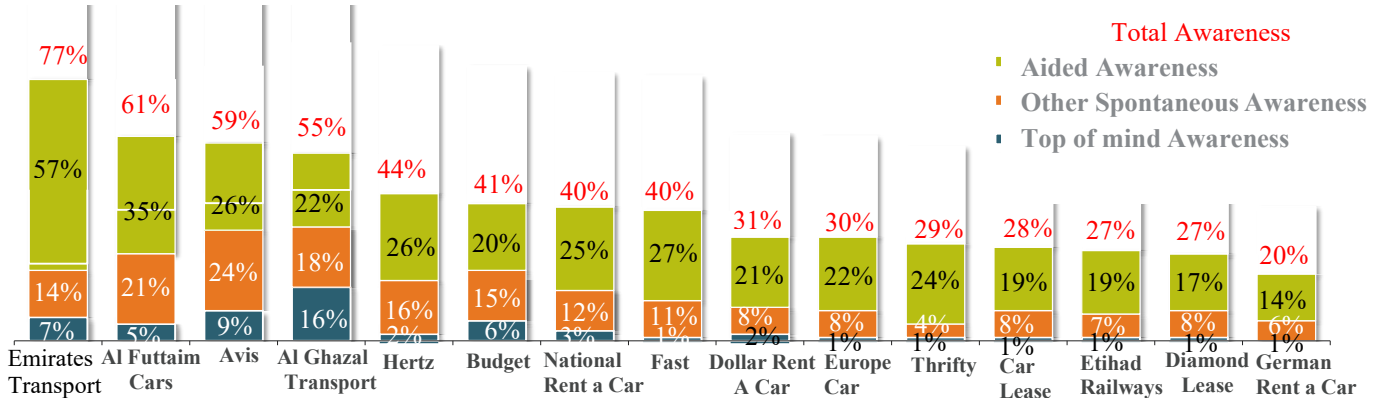
	Base	Local Emirati (G)	Arab Expatriate (H)	Asian Expatriate (I)	Europeans (J)	Abu Dhabi (P)	Dubai (Q)	Sharjah (R)	Ajman (S)
B	1040	203	336	429	57	316	403	215	88
Al Ghazal Transport	16%	23%(I)	22%(I)	9%	12%	28% (QRS)	9%	13%	6%
RTA	13%	11%	11%	17%(HJ)	4%	3%	17%	17%(P)	26%(PQ)
Avis	9%	7%	9%	10%	4%	8%	10%	9%	8%
Emirates Transport	7%	10%(I)	9%(I)	4%	4%	5%	9%	6%	2%
Budget	6%	5%	7%	5%	9%	5%	7%	5%	7%
Al Futtaim Cars	5%	5%	8%(I)	3%	4%	2%	6%(P)	9%(P)	7%(P)

In order to simplify the driver visually each group was associated with a specific letter which allows comparison of awareness levels with significant difference, (i.e. Al Ghazal Transport has scored 23% among local Emirati having the (I) letter -which reflects Asians according to the

table above- next to it, indicates that Local Emirati has significantly higher awareness of Al Ghazal than Asians.

Total Awareness:

Emirates transports comes in the first place on Total awareness, yet has low awareness on a spontaneous level where over 57% noticed ET on aided level after seeing the logo. Generally, transportation companies are relatively low in awareness.



Top of mind Awareness: is the first entity mentioned spontaneously by the respondent

Other Spontaneous awareness: is all the other entities that were mentioned by the respondent spontaneously

Aided: is the awareness of the respondent after being aided with a showcard with the entities logos

Total Awareness: is the sum of all the awareness of each entity on all levels (Top of mind+other spontaneous+Aided= Total awareness)

CORPORATE REPUTATION

Familiarity:

This search for an idea that institutional knowledge is positively associated with a well-established reputation. The results showed that very familiar companies, consistent with the theory of behavioral behavior and attitude theory, provide more consistent information with both impressive and condemnable tasks to less familiar firms. In addition, the context of the judgment could determine whether the companies concerned had reported positive or negative provisions.

The idea that people can simultaneously keep contradictory images of well-known companies can help explain inconsistent results about the relationship between familiarity and reputation. The effects of familiarity received little attention in the areas of public relations. This study used structural modeling modeling to predict the impact of familiarity on the company's shares, measured by willingness to invest in a company or buying its products or services using many intermediate variables such as nationality, reputation and personality.

Think about the logo style that includes your name. The pursuit of an appearance that will retain appeal over many years, which avoids looking faddish or derivative. Always remember that the most effective logo is the powerful "shorthand signal" that successfully enhances the position of the company in the market. The problem is that these slogans are beginning to appear indistinguishable from geometrical clusters yesterday.

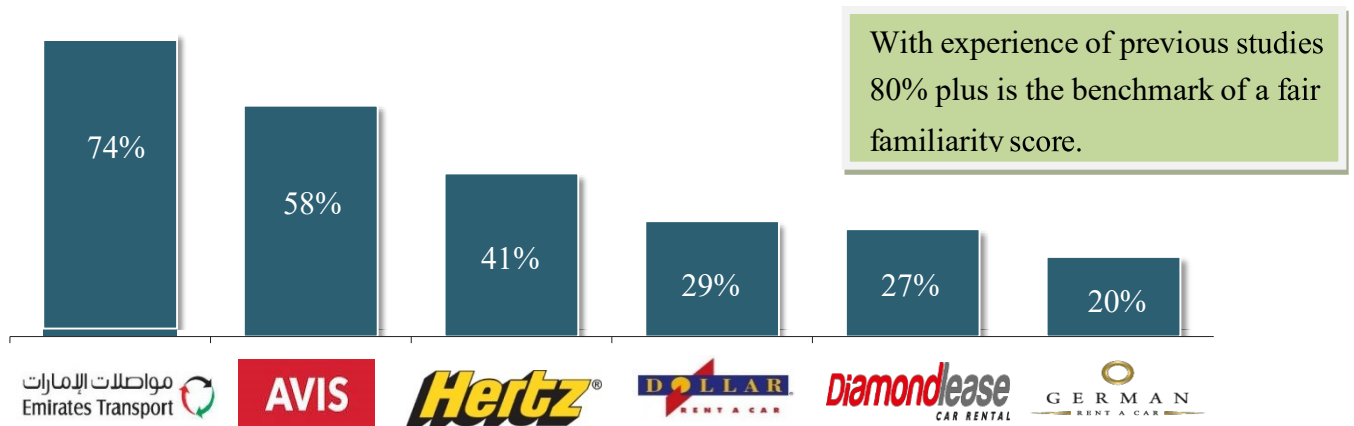
Q6. For each of the following organizations, please indicate how well you feel you know each one, taking into account all the ways you have learned about or had contact with it. Would you say that you know each organization very well, somewhat well, just a little, that you have heard of the organization but know almost nothing about it, or that you have never heard of it?

The familiarity of the transportation companies is low.

Emirates Transport holds the highest familiarity in comparison to other transportation companies.

Answers are based on Top 3 Boxes score which are:
(Very well, Somewhat well & Just a little)

Familiarity scale 1-5: where 5=Very Well and 1= Never heard of it



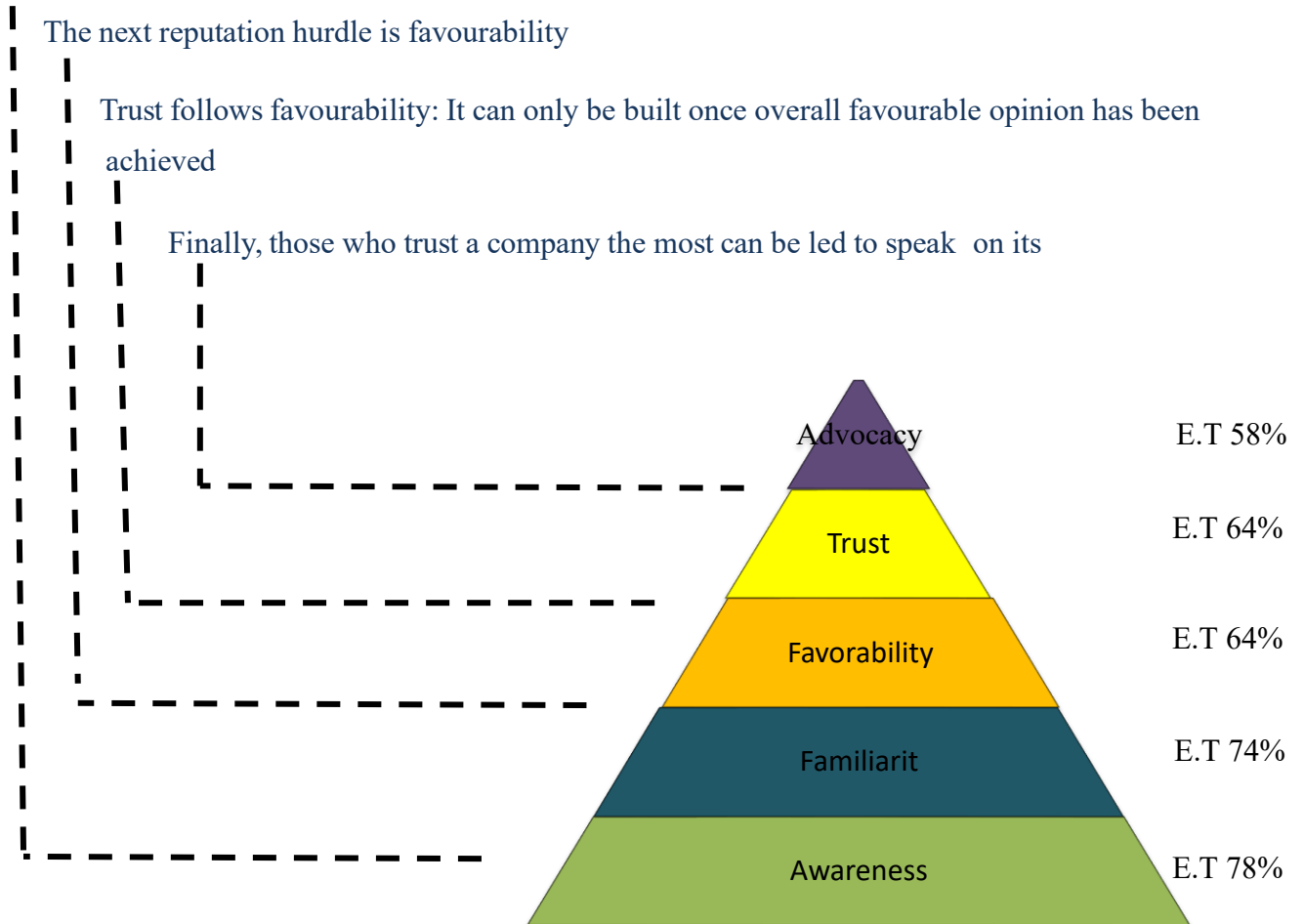
Building Blocks of Corporate Reputation:

This article explores five key reference engines that guide the organization's reputation. The five conceptual frameworks, institutional theory, agenda theory, stakeholder theory, impressionism, theory of identity, resource theory, and social construction theory have had a disproportionate impact on corporate reputation theories. These theoretical frameworks have influenced the conceptual thinking that has taken place in the reputation of literature. It is noted that the reputation of companies grows from three major sources.

Reputation management is first and foremost about building relationships with existing and potential key customers of the company, which include communicating with employees, engaging with customers, responding to investor concerns, cooperating with the government and partnering with the media and everything in between.

The five most important research reasons are priceless and non-negotiable when planning a communication strategy to increase brand reputation among customers:

1. **The internal effects of the organization:** Staff are the most important stakeholder in the organization and are undoubtedly the most important work in the organization. By knowing what is important to internal stakeholders and directly addressing staff concerns and expectations, the essence of the organization's reputation will be very strong.
2. **Comparison:** Knowing the relationships of external stakeholders with the organization's competitors gives it the advantage of knowing what and what needs to be done to overcome shared experiences among stakeholders with its competitors.
3. **Importance:** Most organizations often assume what stakeholders have value and what they want to be aware of, but all stakeholders are unique and require tailored messages that speak directly about their needs.
4. **Stakeholders 'expectations:** Once again, their stakeholders' expectations differ from the way they want to participate. Therefore, institutional communication often fails because organizations are connected through wrong channels, at the wrong time, at the wrong frequency, in the wrong tone or with the wrong message, which ultimately means that messages are carefully placed and never reach the right target audience.
5. **Proactive Approach:** By looking for stakeholders 'expectations and in-depth understanding of their requirements, organizations are provided with proactive knowledge and tools to communicate rather than responding to stakeholders' criticisms or changing expectations. In order to gain a strong reputation, people must be aware of the close and familiar with the organization .



Where does Emirates Transport Stand?

- Emirates transport has a fair awareness base, Where the general Public are as well familiar with ET.
- Fair awareness and familiarity base is not fully translating to favorability and accordingly on Trust.
- So, ET needs to extend its services to the general public to increase favorability by focusing on the most important drivers for trust amongst the general public...

Trust for Emirates Transport:

A trust company is a legal entity acting as a credit agent, agent or agent on behalf of a commercial person or entity for the purpose of managing, managing and ultimately transferring such account to a beneficial party. The entity acts as custodian of the secretariat, real estate, custody arrangements, asset management, transfer of securities, registration of useful property and other related arrangements.

There are many trust companies available to the consumer, which range in both sizes and fees. Large companies offer more products and services, but may lack the personal touch of small businesses.

Trust companies offer a wide variety of services, with the most common wealth management position becoming a fiduciary or agent. Trust companies offer asset management services such as bill payment, check writing and other features. Trust companies also offer brokerage services, with a wide range of investments available to customers.

The trust company is contracted to act as a client trust. Therefore, all investment decisions are made by a trust company that works for the client. This is useful for individuals who are not qualified enough to make their own financial decisions. Customers who do not want or care about managing their daily money can also benefit from using trust.

Trust companies are also good alternatives to prevent family bubbles in the future when it comes to dealing with real estate. If the division of real estate assets will cause family disorders, the company can be used trust as a third party.

The trust agreement should describe the name of trust, trust property, appointment of the trustee, appointment of trusteeship, authority over the property of the secretariat, and when beneficiaries can assign a successor to trust, fees and expenses because of trust confidence, trust purpose and management and distribution of trust during the life of the grantor.

Confidence building, trust is, "the state of readiness for non-custodial interaction with someone or something." Certainly there are different types of trust as well. There is internal trust, between staff, managers, and senior management. And then there is trust between your organization and your customers.

To a few core trust principles:

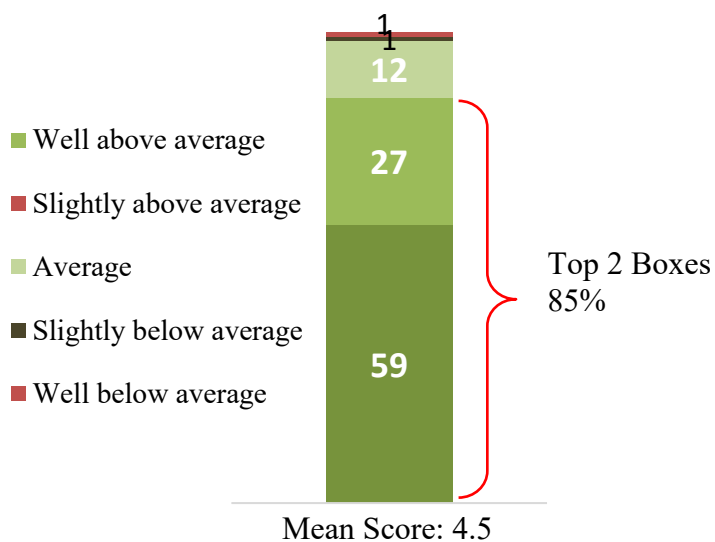
1. Trust ability, or let people make decisions, engage them in discussions, confident that their opinions and inputs will be helpful.
2. Contractual trust, or be consistent in terms of maintaining agreements and managing expectations.

3. Trust communication, or share information, provide constructive feedback and talk with good purpose about people.

Q10. You have scored/rated Emirates transport [Mention answer in Q9_1] when it comes to an entity you trust, please tell me why did you say so?

Those who are aware of Emirates transport: n=802

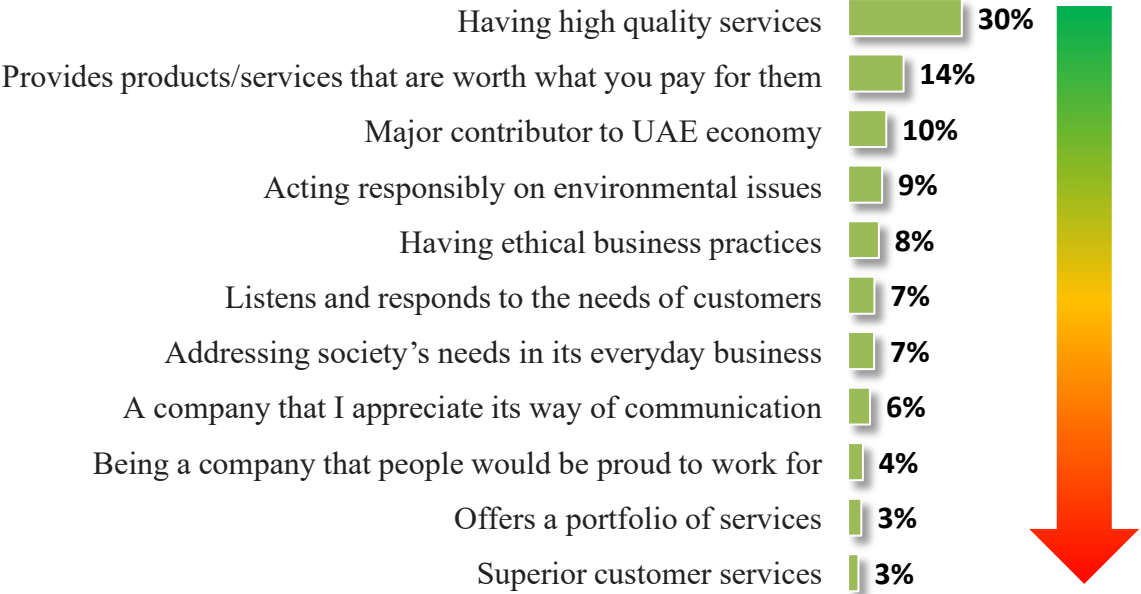
Emirates transport is highly trustful among those who are aware...



- Governmental Organization 17%
- Reliable Company 19%
- Distinctive service 13%
- Diversity of services/products/ wide range of transportation 9%
- High quality of services 8%
- Good reputation / heard good reports about them 7%
- Meet/ understand customer needs 7%

Key Drivers Which Drives Trust:

The TRUST element related is mainly driven by having high quality services, Provision of services that is worth what they are paying for, Contributing to UAE economy and acting responsibly on environmental issues.



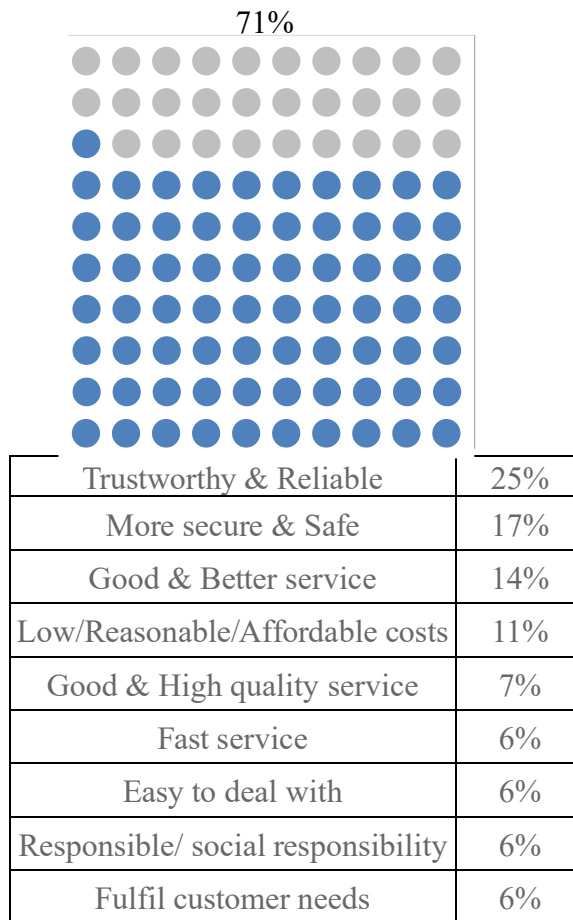
Governmental or Private Service Provider:

Q5a. If given the option of dealing with government or private service providing organization, which one do you prefer doing business with?

Q5b. you mentioned that you would prefer dealing with..... “Mention Answer in Q5a”, can you please tell me, why?

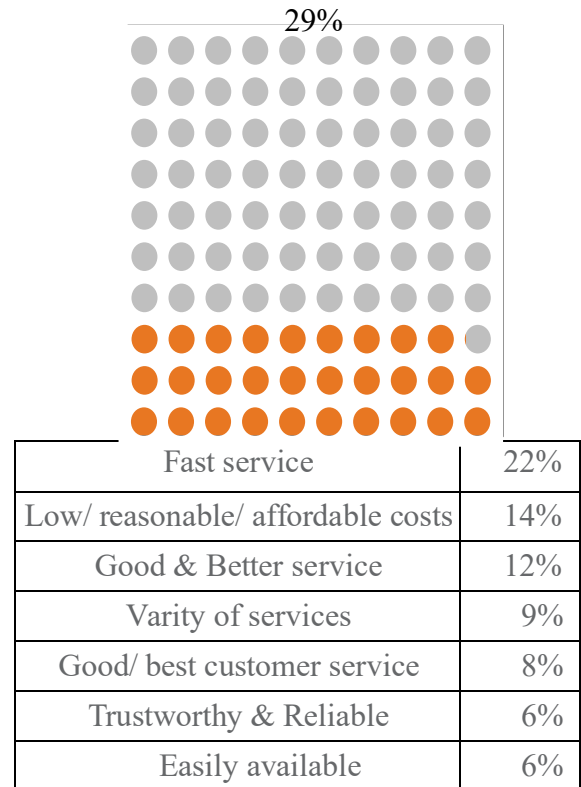
Dealing with Governmental Service provider is more preferred:

Reasons for preferring the Government service providers: n=741



Government service providing organization

Reasons for preferring the Private service providers: n=299



Private Service providing organization

Government service providers are more Trustworthy/reliable, secure & Safe that provides better services with affordable prices. While, Private service providers perceived to be fast with variety of services.

Emirates Transport Strength and Weaknesses:

SWOT Analysis is a useful way to understand the strengths and weaknesses of an organization, identify opportunities for it and the threats it faces.

Used in the business context by companies and organizations, it helps you carve a sustainable niche in your organization's market. Used in a practical context, it helps you to better develop your organization's life to benefit the organization's talents, capabilities and opportunities.

Census of internal factors: strengths and weaknesses

Internal factors include your resources and expertise. The general areas to be considered are:

- Human resources: employees, volunteers, members in a broad sense, target audience.
- Physical resources: location, construction and equipment (does your building have a strategic location? Does it need renovations?)
- Financial resources: grants, funding agencies and other sources of income.
- Activities and tracks: The programs you manage and the systems you use.
- Past experiences: the essential components of learning, success, and your reputation in society.

Census of external factors: opportunities and threats

A wide network must be allocated to the outside of the estimate and analysis. No organization, group, program or neighborhood is immune to external events and forces. When you combine this part of the "Strengths, Weaknesses, Opportunities and Threats" list, consider all your links, both good and bad.

Forces and events that are not included in the Group include:

- Future trends in your area (have research found new treatments?) Or in culture (do current films highlight your cause?) .
- Local, national and global economy.
- Sources of funding: institutions, donors and legislation.
- Demographic (population) situations: changes in age, race, gender (gender) and culture of those who serve or in your neighborhood.
- Natural or physical environment (Is construction where you are located in a growing area of the town? Does the bus company cancel some transport lines?).
- Legislation: Do new government requirements or requirements make your work harder ... or easier?
- Local, national or global events.
- How do we analyze "strengths, weaknesses, opportunities and threats"?

The appointment of a leader or facilitator of the group has good listening and group management skills and can make things move and stay on course.

Name a registrar (who records the record) to support the facilitator if the group is large. Writing on a Flip Chart or on a large board can be used to record points of analysis and discussion.

You have to make all participants present themselves, depending on the nature of the group and the time available. Subsequently, stakeholders are distributed to smaller groups. If you have multiple groups of stakeholders together, make sure to mix small groups to get a variety of views and give them the chance to present themselves.

The size of small groups depends on the size of the large group, small groups can range from three to ten members. If the size is larger than that, some members may not participate.

What makes SWOT particularly strong is that, with little thought, it can help the organization to uncover the opportunities that you are in a good position to exploit. By understanding the weaknesses in the organization's work, you can manage and eliminate the threats that will catch the company differently.

Strength:

- The benefits of the organization
- You do better than any other competitor
- The unique or least expensive resources that others can benefit from
- Do people see in the market as a force for the organization
- The factors mean that the organization "gets a sale"
- The unique selling proposition of the organization?

When considering the strengths of the organization and thinking about competitors. For example, if all the competitors of the niche provide high quality products, then the high-quality production process is not a force in the organized market, it's a necessity.

Weaknesses:

- Can the organization improve
- Should be avoided
- Can people see in your market as weaknesses?
- The factors that lose sales?

Again, think of it from an internal and external perspective: Do other people seem to look at weaknesses you do not see? Do your competitors do any better than you?

It is better to be realistic now and to confront any unpleasant realities as soon as possible.

Opportunities:

- Good opportunities can the organization identify
- The interesting trends identified by FAO

Useful opportunities can come from things like:

- Changes in technology and markets are widespread and narrow.
- Changes in government policy related to your area of business.
- Changes in social patterns, population profiles, lifestyle changes, etc.
- Local events.

Threats:

- The obstacles you face
- The organization's competitors doing
- The quality standards or specifications of the organization's business, products or services changed?
- Technological change threatening the status of the Organization
- The organization have bad debts or cash flow problems
- Any of the Organization's weaknesses seriously threaten its business

If you use SWOT as a serious tool, make sure you are strict in the way you apply:

- Only accept verifiable and verifiable data
- Definitely shorten the long lists of factors and prioritize them so you can spend your time thinking about the most important factors.
- Ensure that the options generated are transferred to later stages in the strategy formation process.
- Apply it to the right level - for example, you may need to apply the tool to the product or product line, not the entire company level worn out.
- Use it in conjunction with other strategic tools (eg, analyzing the USB and core competency analysis) to get a comprehensive picture of your situation.

Q11. Can you please tell me, what are the main strength points of emirates transport? Please state the top 3 strength

Q11a. And what do you think are the 3 main weaknesses of Emirates transport? Please state the 3 main weaknesses.

The General Public perceive Emirates transport as a Governmental company which consequently provide a variety and fast services, seen as reliable, trustful and secure. While, 42% doesn't see any weakness whereas others, have mentioned irrelevant weakness such as bad smell in the taxi, impolite drivers... etc.

Emirates Transport Strength

Emirates Transport Weaknesses

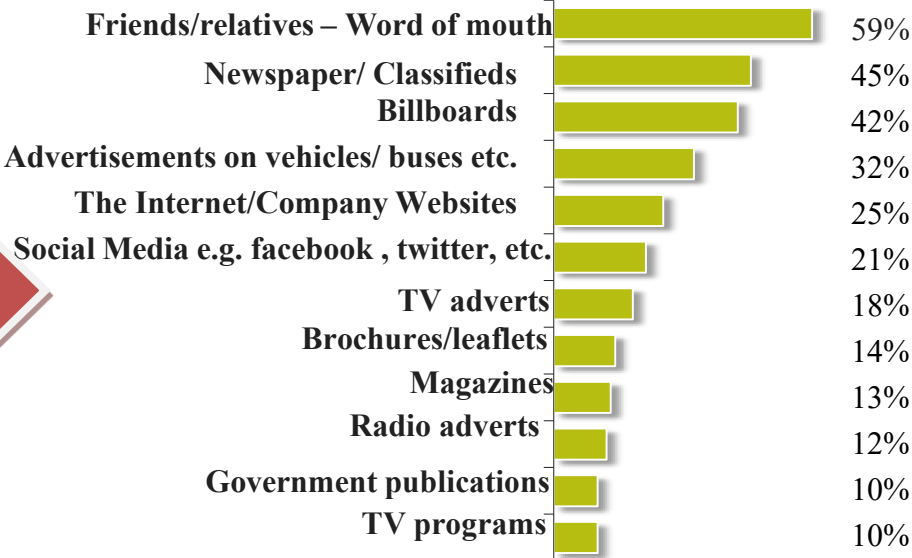
Variety of service	18%
Fast service	16%
Reliable & trustful	14%
Good service	14%
Safe & Secure	13%
High Quality of service	13%
Good & Affordable prices	13%
Easily available	12%

Expensive	15%
Bad smell in the taxi/vehicles	7%
Impolite drivers / staff	7%
Foreign drivers facing language problem as drivers	6%
Less / no advertisement	6%
Long waiting time	5%
Reckless drivers / don't respect highway code	4%
No/ poor online facilities / services	4%
Limited coverage	4%
Not enough variety of services	4%

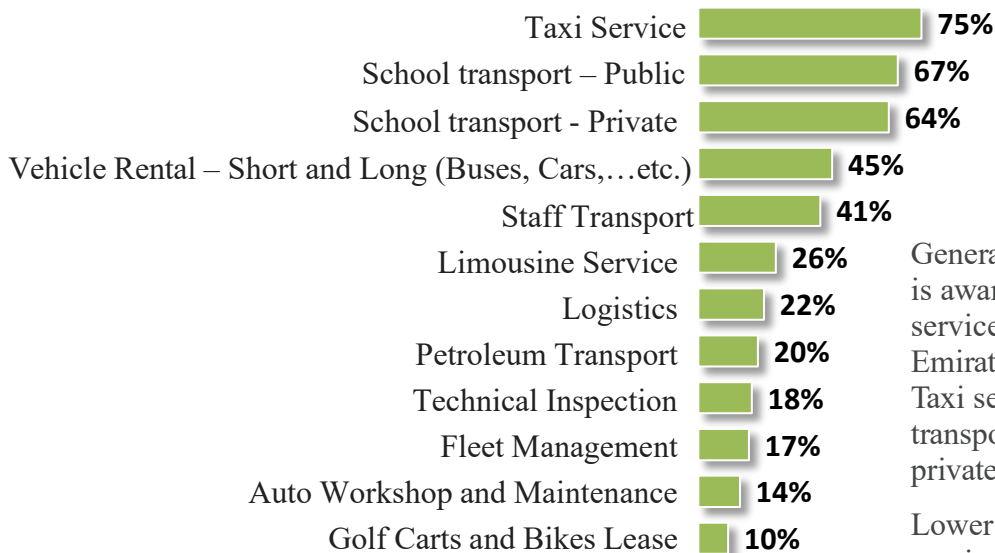
Source of Awareness of Emirates

Transport: Those who are aware of Emirates transport: n=802

Word of mouth plays an important role as a source of awareness of Emirates transport.
Followed by



Awareness of the Services provided by Emirates Transport: Total sample: n=1040



Generally, the general Public is aware of the business services provided by Emirates transport such as Taxi services, School transportation for Public and private schools.

Lower awareness of consumer services of Vehicle Rental and Limousine Services

MEDIA HABITS SECTION

To what extent is repeated media consumption behaviour a matter of habit rather than continuing and active self-instruction? The physiological and cognitive origins of habits are examined in the context of current research in neurology and social psychology. The result is a reconceptualization of media habits along a continuum from consciously enacted behaviours to those that are activated automatically by external stimuli. Communication research perspectives of the role of habits in media consumption are critically reviewed. From this analysis, habits emerge as automatic thought processes that are powerful predictors of media behaviour and a model of habitual media consumption is proposed.

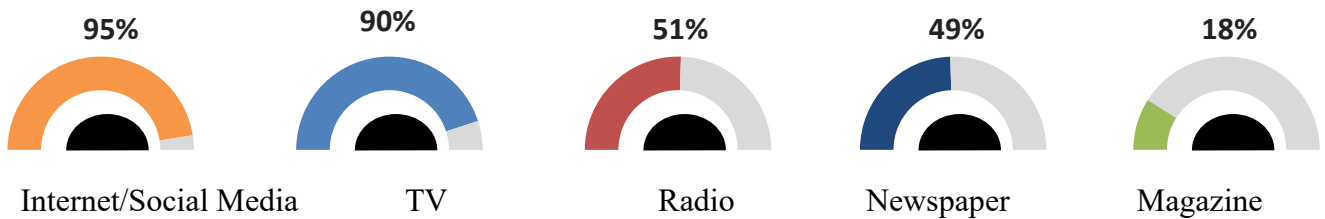
Many books, references and sources of information talked about the role of the media in institution building. A number of researches and experiments have been prepared in this regard to benefit from the use of various types of media in the construction and development of institutions. The past years also witnessed the establishment of several specialized universities and colleges to graduate armed media cadres With knowledge and knowledge of the role of media and other positive efforts.

The media is the backbone of any successful institution, and called for the media to be given the real role in building institutions and attention to the importance of it, and demanded media and employees working in this sector to focus on creativity and innovation in their work and the launch of positive initiatives that contribute to the definition of the role of the media and its advantages And the gains that can be achieved in building institutions, especially when talking to the decision-makers in the institution they work in, whether governmental or private, and sometimes not despair when the decision-maker in the institution does not believe in the role of the media or not give the These matters and the actions of decision makers will have an impact in the long term and will undoubtedly affect the results and results of institutions and at all levels and fields.

Therefore, the media and those working in this field in the institutions must have a role to clarify The image of the media and how to take advantage of this important element in the development and building of institutions and to benefit from the successful experiences of the countries of the world, especially in America and Europe

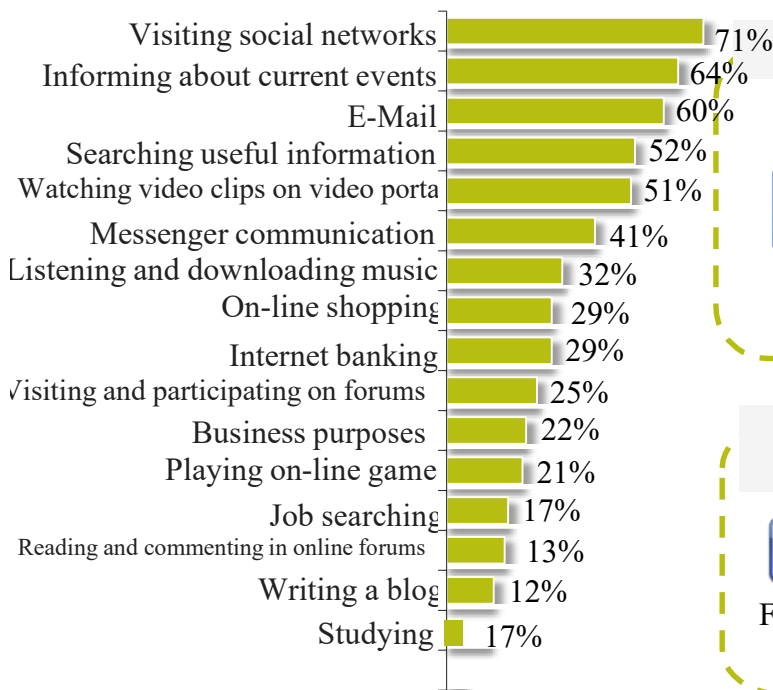
Media Exposure: Total Sample: n=1040

- Internet/Social Media has the highest exposure among General public with 95%, followed by TV with 90%.
- Radio and Newspaper usage is quite limited while Magazines is quite low..



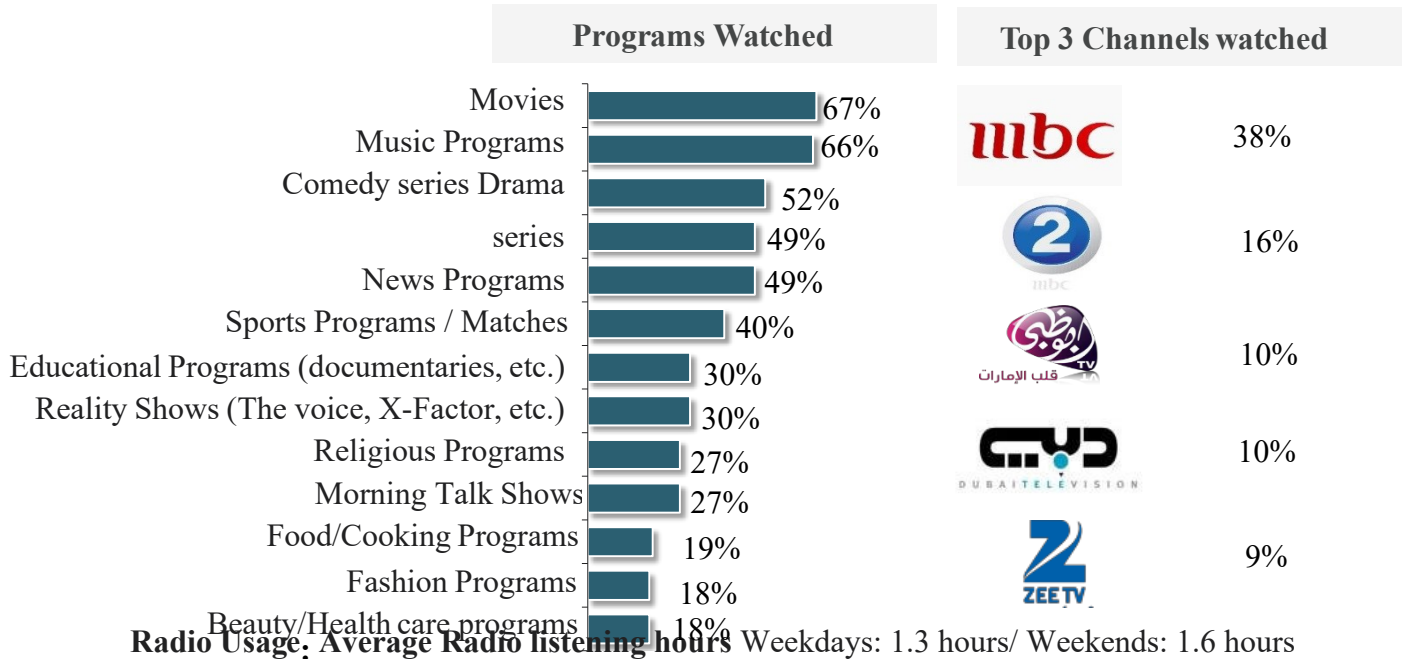
Internet/Social Media Usage: Those who uses internet: n=986

Purposes for Internet Usage/Activities:



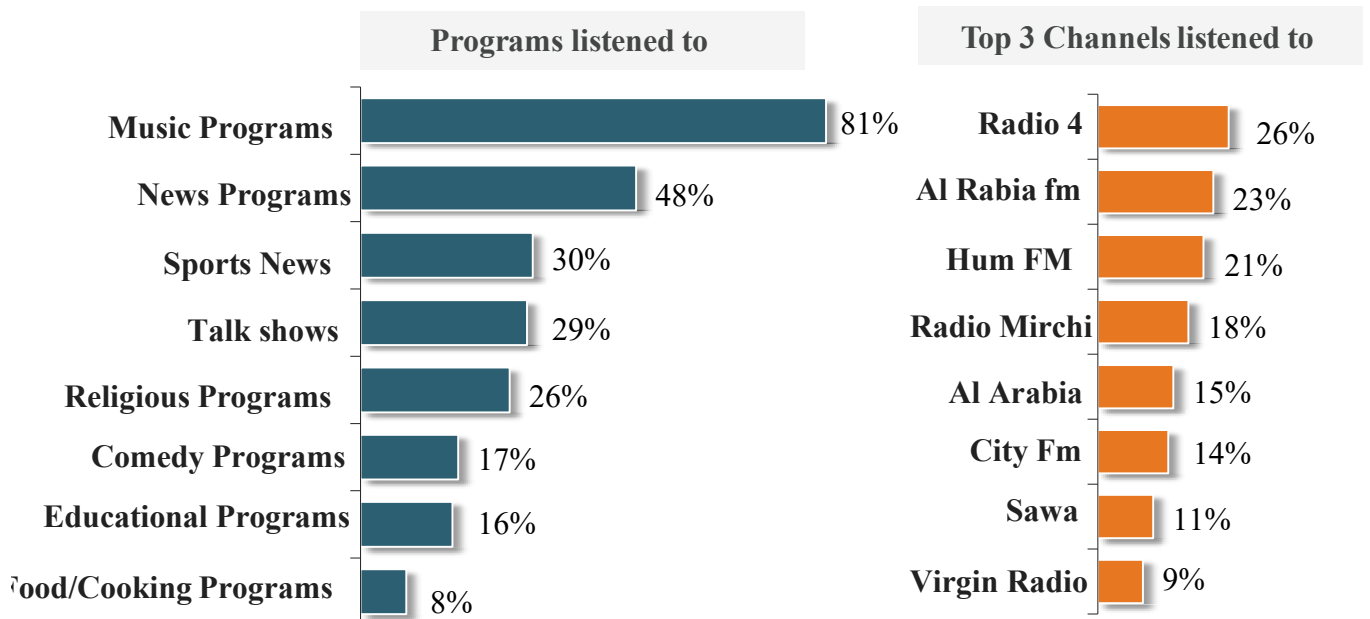
TV Usage: Average TV watching hours - Weekdays: 2 hours/ Weekends: 2.8 hours

- Movies and Music Programs are the most watch programs.
- Mbc is the most watched channel among the target audience.



Radio Usage: Average Radio listening hours Weekdays: 1.3 hours/ Weekends: 1.6 hours

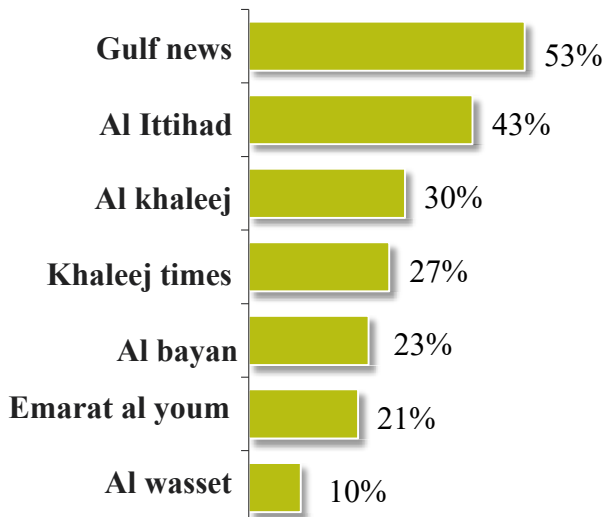
- Music Programs are most listened to on Radio.



Newspaper & Magazines:

Top 3 Newspapers

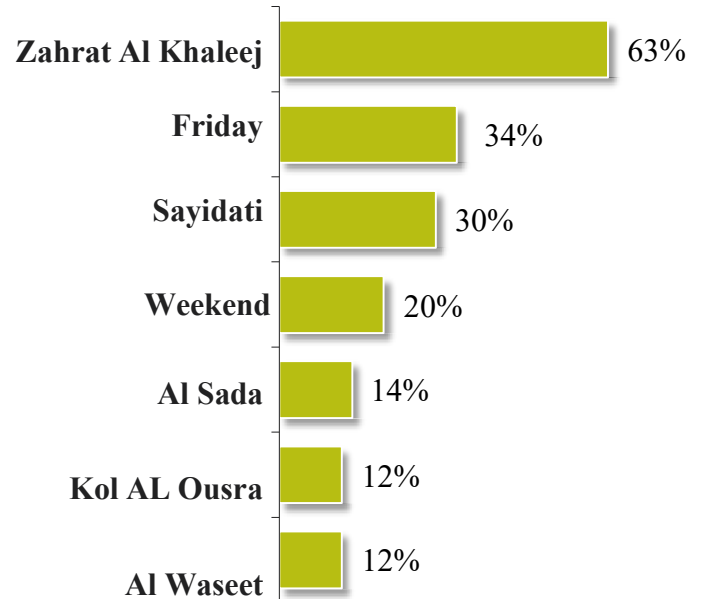
Those who read Newspaper: n=506



Gulf News and Al Ittihad newspapers are the most read news paper among newspaper readers.

Top 3 Magazines

Those who read Magazines: n=190



Zaharat Al Khaleej has the highest incidence among those read magazines.

BUSINESSES RESEARCH
(B2B)

Quantitative Sample Definition & Sample Design:

Sector	Approved Sample size	Sample split- Current customers	Sample split- Potential customers
Health Sector	19	2	17
Insurance	10	5	5
Construction	19	5	14
Hotel & Hospitality	10	1	9
Education Sector – Private University & Institute	26	6	20
Education Sector – Private School	18	5	13
Free Zone	5		5
Government Education – Public Entities	3	3	
Oil & Gas	7	7	
Banking	10	2	8
Government (Local – Federal – Semi Government)	37	23	14
Total	164	59	105

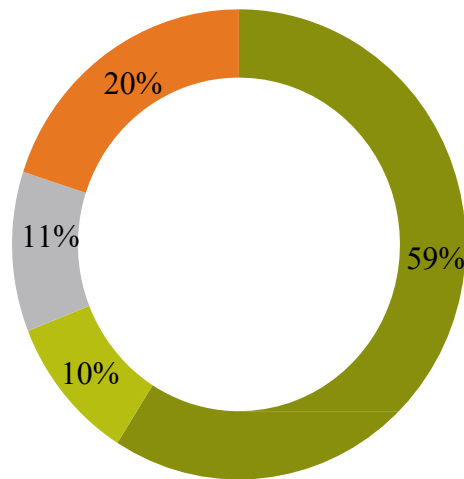


Current Customers
36%



Potential Customer
64%

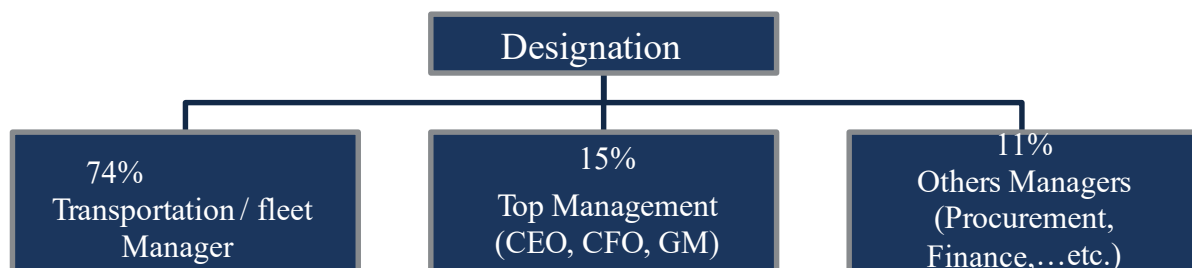
Identity of the establishment: Total Sample: n=164



Average number of Employees:
290 employees

	Current customer	Potential Customer
Base	59	105
Private local company/ organization	46%	68%
Private multinational company/ organization	7%	11%
Government company/department	19%	7%
Semi-government company/department	29%	14%

Designation of the respondents: Total Sample: n=164



Base	164
sole decision maker about the company transportation/procurement	28%
Play a major role in the decision of the company transportation/procurement	72%

Classification of Services by Sectors:

GENERAL:

- Government (Local, Federal, Semi- Government)

SCHOOL TRANSPORTATION:

- Education Sector- Private School
- Government Education- Public Entities in Charge of Government School Transport.

TRANSPORTATION & RENT:

- Education Sector- Universities
- Hotels & Hospitality
- Banking (Financial Services)
- Health Sector
- Insurance Sector
- Construction
- Oil & Gas
- Aviation & Airport

TECHNICAL:

- Health Sector
- Insurance Sector
- Aviation & Airport

LOGISTICS:

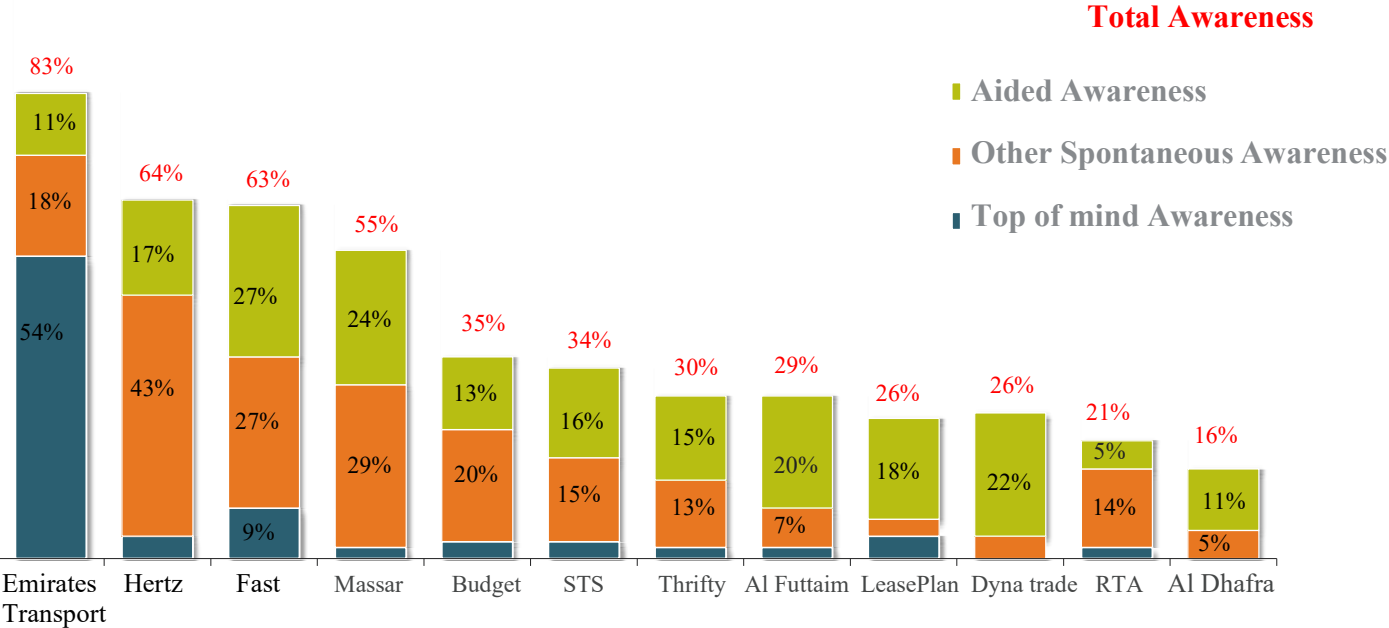
- Construction
- Oil & Gas
- Aviation & Airport

RESEARCH FINDINGS:

This section of the research portal shows you how to discuss the results. Which I have found in relation to both existing and research questions Knowledge. This is your chance to highlight how your search reflects, It varies and expands the current knowledge of the area that you have Choose to conduct research. This section is your chance to demonstrate Exactly what you know about this topic by interpreting your results and determine what it means. At the end of the discussion you must have discuss all the findings you have found and explain them Your results.

Total Awareness- Total: Total Sample: n=164

Emirates Transports have the highest awareness with 83% on total level among businesses. Significantly high awareness of TOM level with 54%.



- Top of mind Awareness: is the first entity mentioned spontaneously by the respondent
- Other Spontaneous awareness: is all the other entities that were mentioned by the respondent spontaneously
- Aided: is the awareness of the respondent after being aided with a showcard with the entities logos
- Total Awareness: is the sum of all the awareness of each entity on all levels (Top of mind+other spontaneous+Aided= Total awareness)

Total Awareness- Current Customers: Total Sample: n=59

In light of the competition and the fierce conflict between companies to gain market share and distinct marketing centers, the importance of customer satisfaction has become evident, which has become the most important factors that distinguish them and increasingly become an essential element of its business strategy.

Keeping the customer means maintaining the company's survival and a more in-depth explanation; the modern trend is about the relationship of marketing, which emphasizes a range of concepts, the most important of which from our point of view is the shift from the acquisition of new customers to the concept of maintaining existing customers. - the world of famous marketing - to four facts that show the importance of customer satisfaction:

- Getting new customers costs the company 5-10 times the cost of satisfaction of existing customers.
- Companies in the average are losing 10% - 30% of their customers annually.
- Reduce customer loss rate by 5% Profit increases by 25-80% by industry type.
- The customer's profit rate increases with the extension of the purchase period. "Customer Lifetime Value".

But is customer satisfaction just enough?

Of course not, the customer may be able to turn to another company if he finds better offers, so customer satisfaction should lead to Customer Retention. In a modern business environment, customer loyalty is the only way to achieve a competitive advantage for the company. , And this is done only through the full satisfaction of the client of the offers of the company.

Best practice firms understand that when appropriate marketing messages reach current customers in a timely manner, they can have measurable impact on revenue targets and customer lifetime value.

1) How to increase retention?

When this is done right, marketing to existing customers can be increased retention by reminding them of the company and its products, and their value. Being at the forefront of your clients' minds enhances your relationship with them, making them more likely to stay with your company.

The retention is further improved when you clarify your value by including educational materials in your marketing messages. These materials must be designed for each customer and relate to their current investments in your company.

By providing customers with educational materials on best practices, you can open additional marketing messages. Research shows that as long as you provide educational materials first, 72% of customers really want you to follow up with additional marketing offers, customized, Customers who get these.

2) How to increase revenue?

Revenue can increase significantly because current customer purchases have higher margins than those received by new customers. With new customers you need to spend time and money explaining your company, your offers, and your value.

You can skip this step with existing customers because you've already established a relationship with them. They already know you and hope they will really trust you. Thus, any sales you make to existing customers will cost you less than sales to new customers, resulting in increased overall revenue.

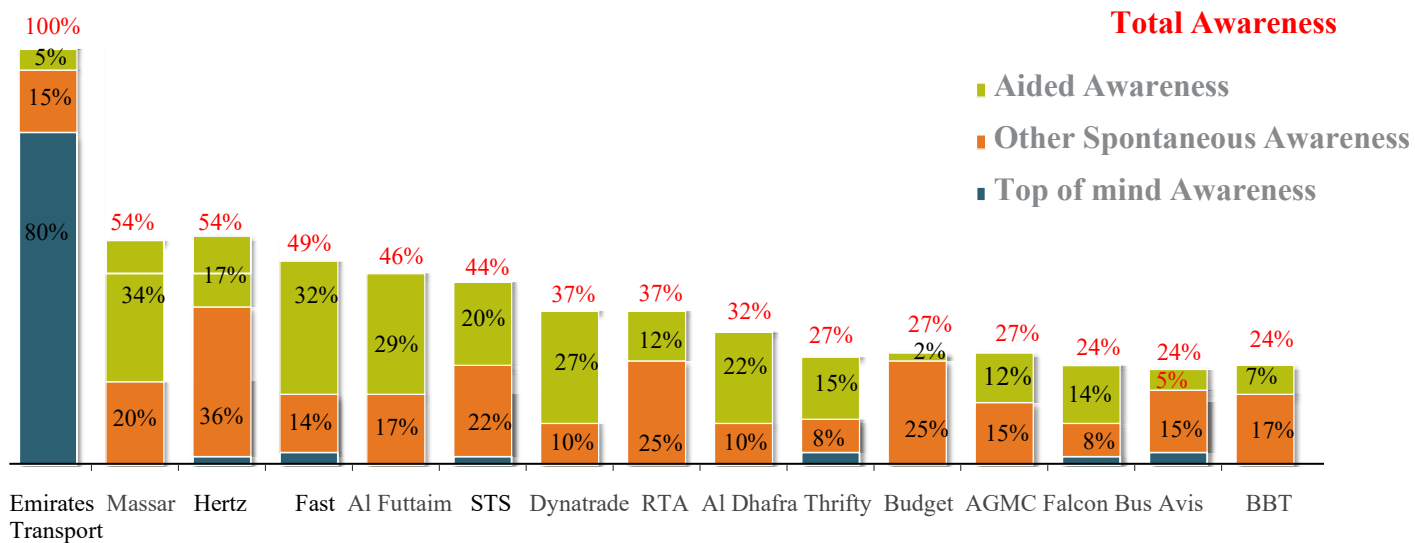
New offers must be promotions, promotions, promotions, and extensions based on existing products for your customers. Improving and improving customer interest increases more than others and is likely to result in improved retention and additional sales.

3) How to Increase acquisition through customer advocacy?

The ultimate reason behind marketing for existing customers is their strength to influence your expectations. By integrating happy customers into your sales and marketing processes, you can attract prospects, turn them into leads, and even take care of them until they become customers. This starts as a satisfied customer after a word about your company for their networks and business circles.

When your organization starts focusing on marketing to existing customers and providing them with new offers, you can also provide current customers with new information for these defenders to discuss with their friends. The combination of success stories, new products, and conversation creates a compelling buying environment for your prospects.

Effective customer advocates have a great influence on your lead generation and acquisition. By owning this environment and process, you can easily connect more customer advocates with potential customers. ET has an 80% mind share on top of mind level among existing customers. Hertz comes next among current ET customers with 36% and 54% on total level being at parity with Massar.



- **Top of mind Awareness:** is the first entity mentioned spontaneously by the respondent
- **Other Spontaneous awareness:** is all the other entities that were mentioned by the respondent spontaneously
- **Aided:** is the awareness of the respondent after being aided with a showcard with the entities logos
- **Total Awareness:** is the sum of all the awareness of each entity on all levels (Top of mind+other spontaneous+Aided= Total awareness)

Relationships and communication with existing customers have a tremendous effect on your organization. You can increase revenue by focusing more on marketing to existing customers, improving customers' lifetime value as well as tapping into a powerful source of business growth.

To get the most from this group, start by gathering customer purchase and activity data, then use it to create a customized marketing plan. Tailor each marketing message to contain educational material relevant to each customer, and make sure that new offers relate to past purchases. You'll nurture repeat business, sales, and advocacy as you do so.

Remember, getting existing customers to convert on actions that are important to your company is easier than marketing to prospects. And the results of effective marketing to current customers will help you fulfill core goals such as increasing revenue and improving customer retention.

Total Awareness- Potential Customers: Total Sample: n=105

Attracting potential customers is a term in marketing that is commonly used in e-marketing to describe how to attract consumer interest or attention to the products or services of any company. Potential customers can be attracted to a range of purposes, such as creating sales lists, listing email newsletters, or acquiring clients. There are many tactical ways to attract potential customers. In general, these methods are under advertising, but can also include unpaid sources such as search engine results or customer recommendation. Companies seek to attract potential customers of 'high quality'. Quality is usually determined by the degree to which the potential customer tends to take the next step towards purchasing.

Attracting potential customers refers to the process of discovering potential sales customers who can become actual customers of the company. Potential customers can be reached from a variety of sources or activities, such as digital over the Internet through calls or through ads and purchase lists. Also, companies can rely on the recommendation of existing customers and telephone marketing and advertising to attract potential customers.

Steps to help connect with potential customers:

1. Find customers. Requires that the customer be in mind. Explore existing customers in the market, as well as target market members, to learn how to better serve the service, or aspects that may be missing from what the organization is currently offering.

2. The organization should search for competitors to know the type of marketing campaign that is not looking for competitors in the field of the organization.

Not only does this inexpensive effort give the organization some ideas to follow for its own campaigns, and this research also reveals dark spots in the process of its competitors and offer new directions for the organization to take its own marketing strategy.

3. Targeted ads

There are a number of ways Facebook, Google and social media are used to spread targeted ads. Although most real-world ads only reach people who pass bus, bus, or commercial, these targeted ads can identify people who most likely need your service based on location and demographics (including age) Sex, education (relationship status), interests (based on what they shared or "liked") and browsing activity.

4. Smart social media

There is a presence on social media, and then there is a social media presence. When it comes to maintaining customers, a little more effort on Facebook, Twitter and Instagram really go the distance.

There are a lot of companies that simply use their accounts to promote their company, while social media managers develop smart related strategies, connect to cool articles, answer customer questions once they are asked, otherwise give Internet surfers the impression that there is actually a human who cares.

5. Reply to each email, tweets, Facebook comment, and phone call. Adjust yourself as necessary
When Paul was still English kayak head, one of the most important practices he insisted on was to keep the phone very annoying, loudly in the middle of the office to receive customer complaints. This ensures answering calls - by anyone, including engineers, developers, content managers, or even the English itself.

6. Affiliate Marketing

Affiliate marketing has been since the early days of the Internet and it is still overlooked but a very effective way to raise awareness of your brand significantly.

With a number of affiliate networks running on pay-per-click or pay-per-action, it's not easy or safer to find your product promoted by the right publishers.

7. Create confidence in the community: After comments, get admirable, syndicate articles

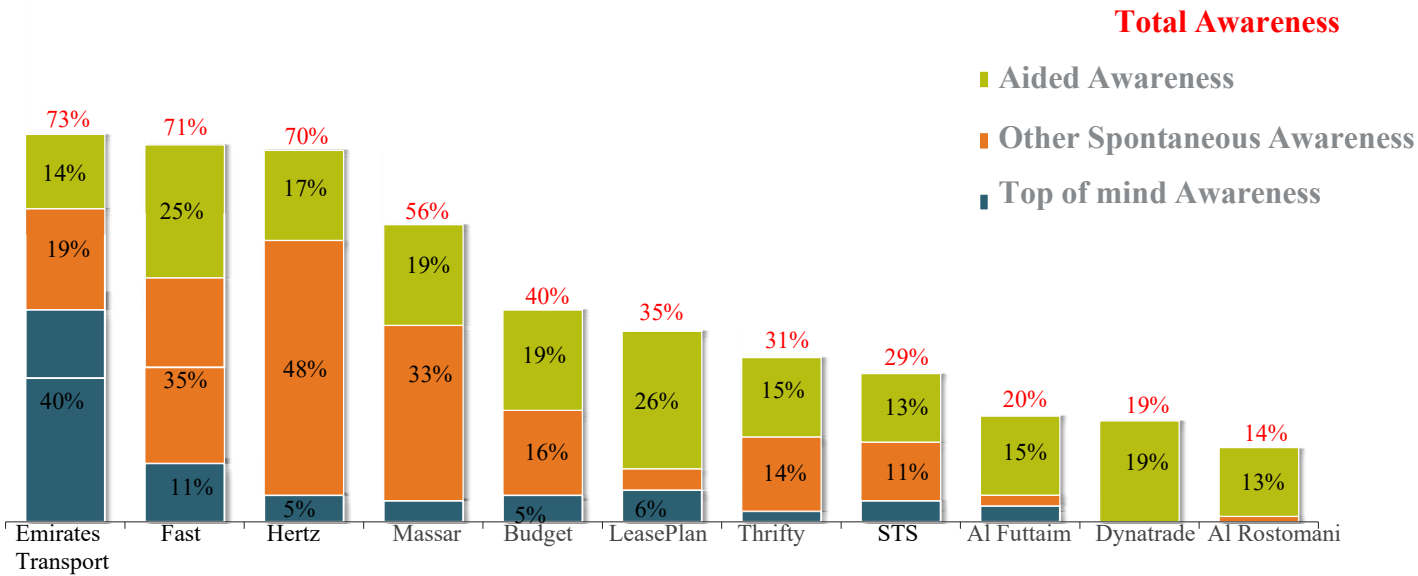
With many new companies, almost every industry congestion, it is increasingly difficult to stand out and grow to the next decent size. For support, companies first have to create trust.

As more than 88% of consumers trust online reviews as much as personal recommendations, it is only logical to start publishing user reviews and sending samples of the product to trusted reviewers for review.

8. Communicate with the right influencers

Interacting with adult players in your field can be a very effective way to get a larger base of stocks. After all, if you can get the attention of a thought or influential leader, you have a chance to catch a fan and a friend.

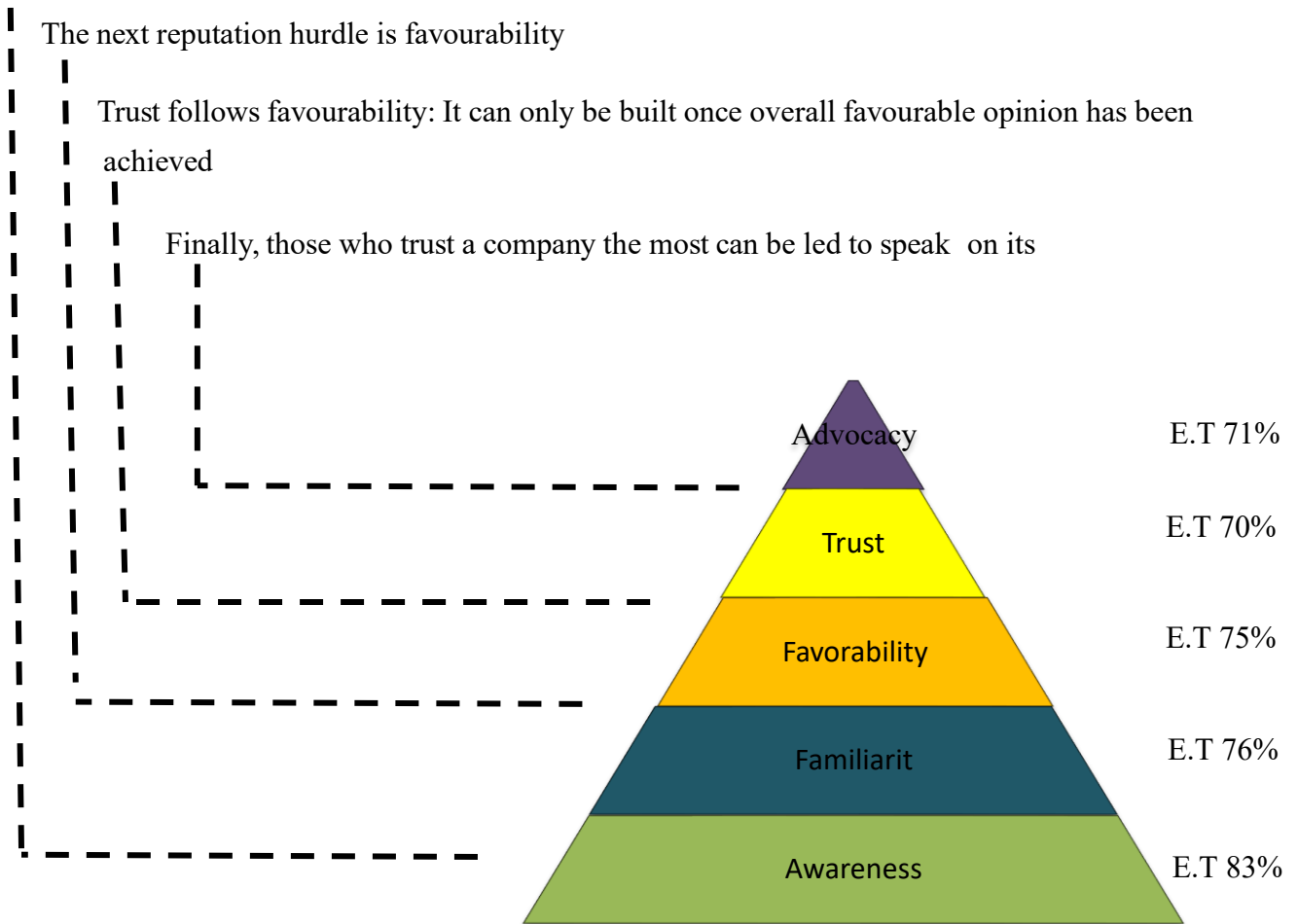
Among Potential Customers, Emirates transport has 40% awareness on TOM level and 73% an overall awareness level. Followed by Fast and Hertz with 71% and 70% respectively.



- **Top of mind Awareness:** is the first entity mentioned spontaneously by the respondent
- **Other Spontaneous awareness:** is all the other entities that were mentioned by the respondent spontaneously
- **Aided:** is the awareness of the respondent after being aided with a showcard with the entities logos.
- **Total Awareness:** is the sum of all the awareness of each entity on all levels (Top of mind+other spontaneous+Aided= Total awareness)

Building Blocks of Corporate Reputation: **Total Sample: n=164**

In order to have strong reputation, people must be aware of and familiar with a company



Where does Emirates Transport Stand?

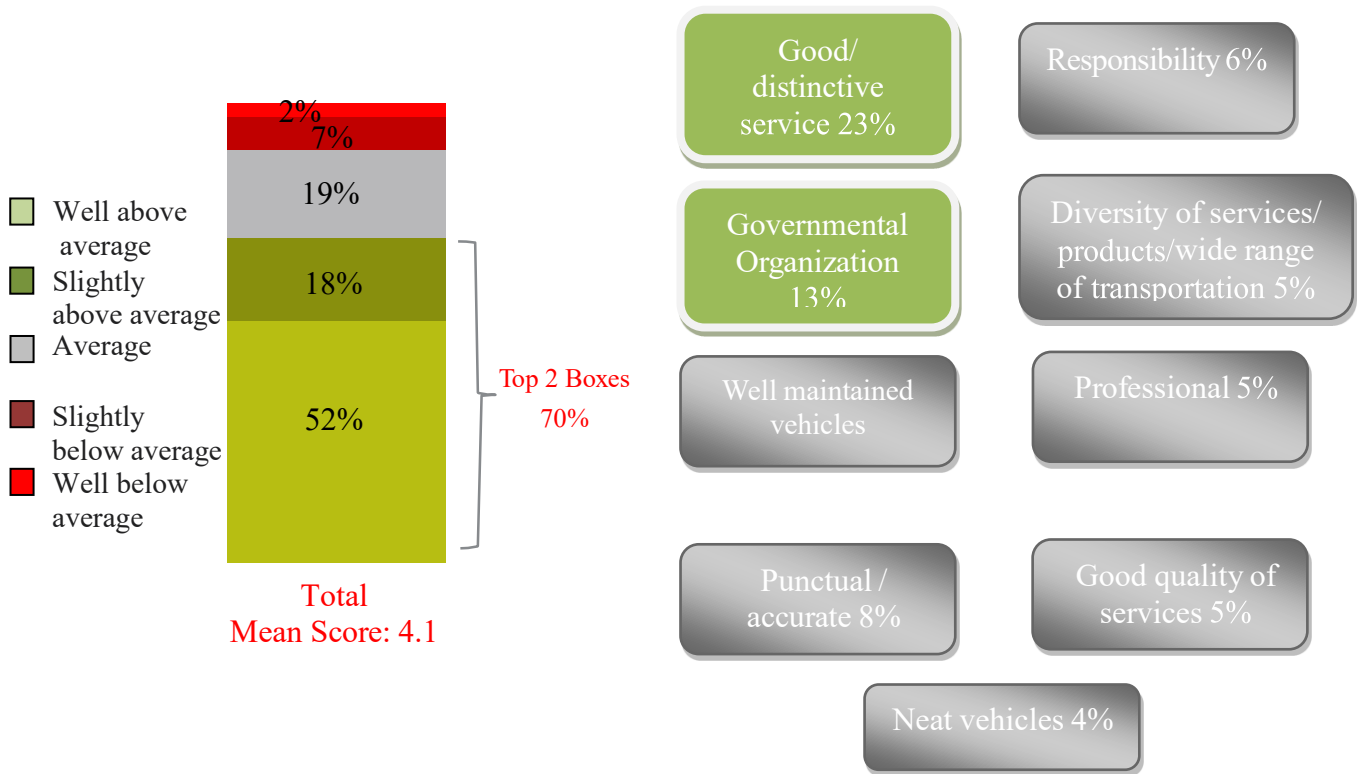
- Emirates transport has high awareness among businesses where the majority is familiar with ET.
- This awareness and familiarity fully translating to favorability and accordingly on Trust as well as advocacy.
- Nevertheless, ET needs to build on that and signify through standing out on the drivers for trust amongst business.

Trust for Emirates Transport:

Q10. You have scored/rated Emirates transport [Mention answer in Q9_1] when it comes to an entity you trust, please tell me why did you say so?

Those who are aware of Emirates transport: n=136

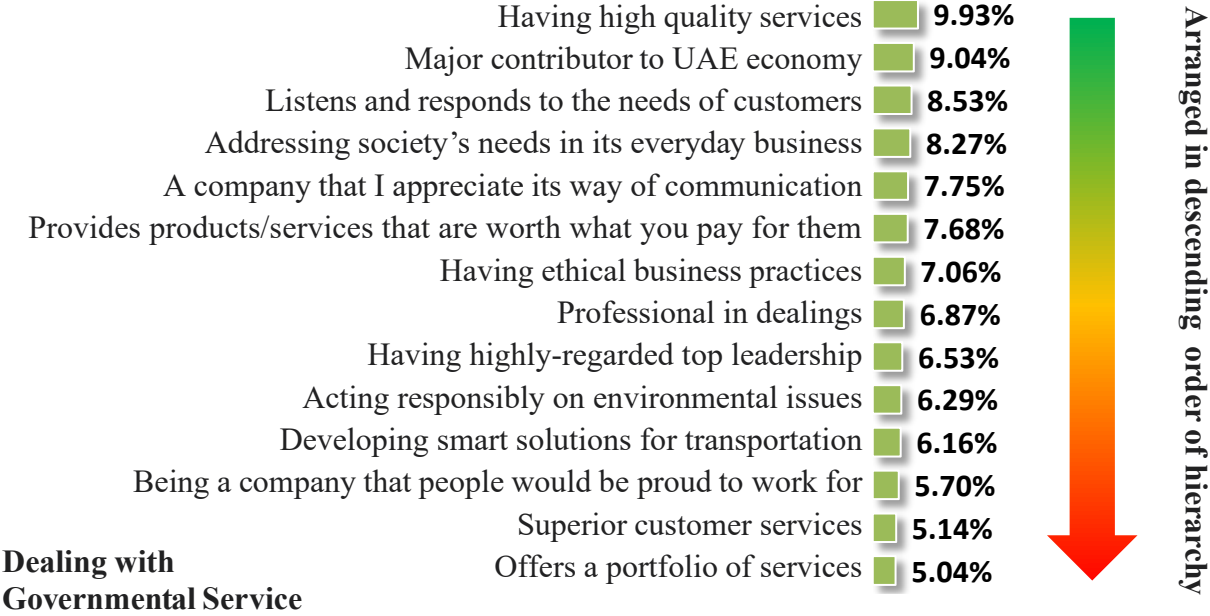
Emirates transport is trustful among those who are aware...



Key Drivers Which Drives Trust:

The TRUST element related is mainly driven by having high quality services, a major contributor to UAE economy as well as listens and responds to the needs of the customers.

No significant difference on the drivers given that all aspects needs to be met, just a ranking reflection of the needs.



Dealing with Governmental Service

provider is more preferred: Total Sample: n=164

The new roles that governments will play in the delivery of public services will include the resolution of traditional boundaries and allow private professionals to take on new areas of ownership. The transformation itself will reshape government roles primarily from service providers to an entity that often operates on services, facilitation or brokers. This will focus on the basic activities of the public sector and push them towards further improvement of citizens.

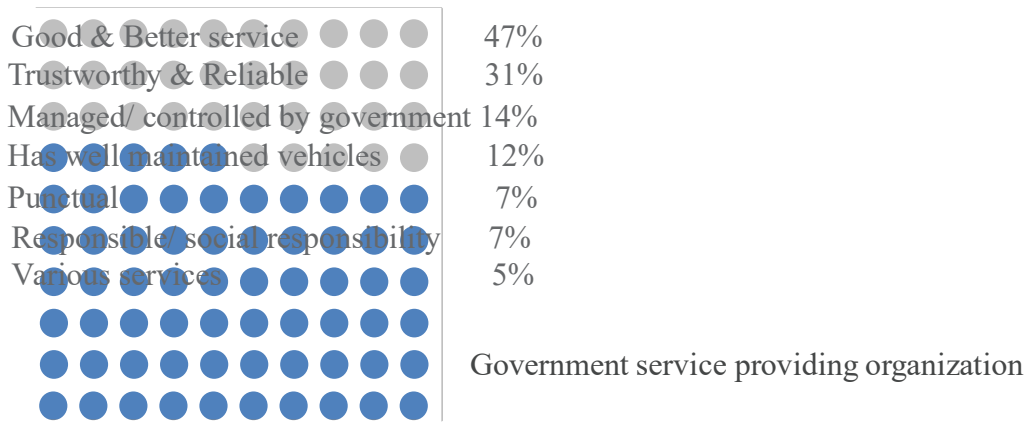
This transition requires new skills in governments – such as agility, innovation, transparency and connectedness – and new capabilities for facilitating relationships with external partners – such as flexibility, co-venturing, co-creation. Therefore, governments have turned to outsourcing as a way of accessing external expertise and delivering services more cost-effectively. Outsourcing of activities includes sourcing services from the private sector but also from other government entities.

Q5a. If given the option of dealing with government or private service providing organization, which one do you prefer doing business with?

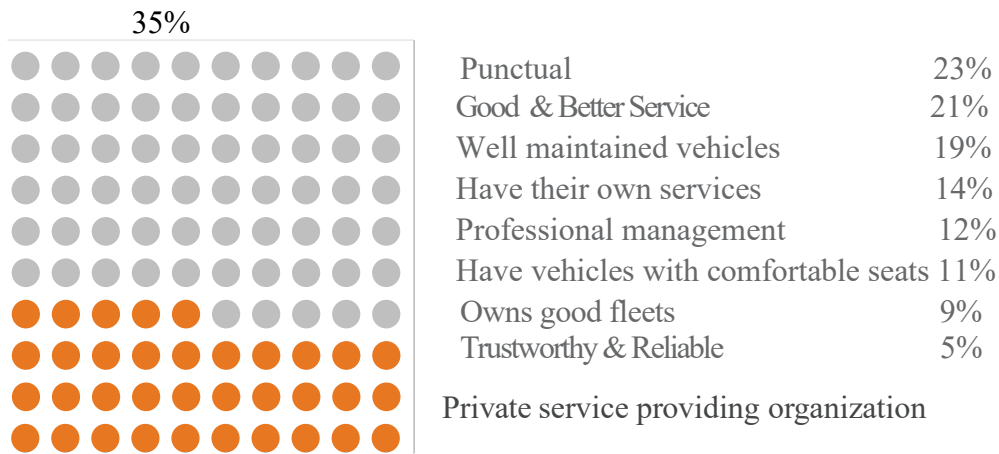
Q5b. you mentioned that you would prefer dealing with..... “Mention Answer in Q5a”, can you please tell me, why?

Reasons for preferring the Government service providers: n=107

65%



Reasons for preferring the Private service providers: n=57



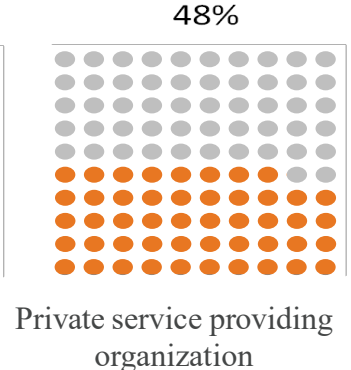
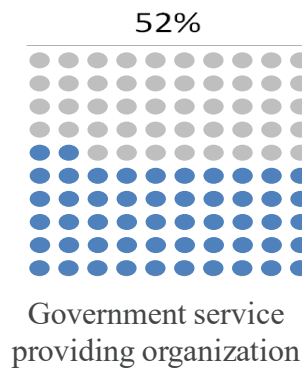
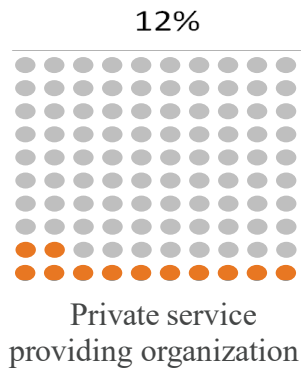
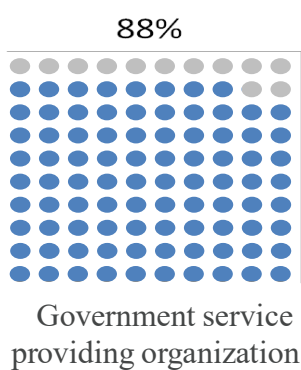
Government service providers are more Trustworthy/reliable that provides better services controlled by the government.

While, Private service preference is built on its functional characteristics (based on experience

Preference of Service provider: Current vs. Potential:

Current
Base, n=59

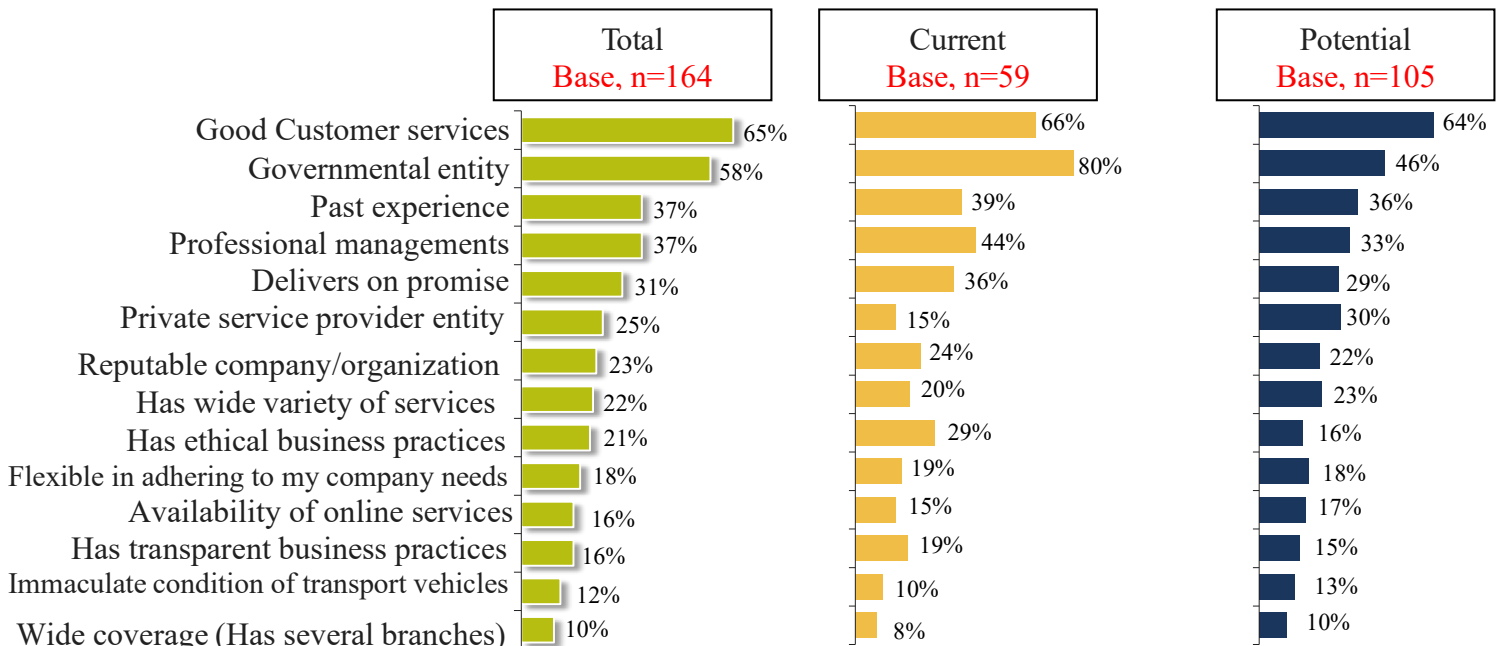
Potential
Base, n=105



Government service providers has higher preference among current customers.

Yet, Potential customers' preference are split between Governmental and private service providers, this can be driven from the customer identity as most of the potential customers are private companies/entities.

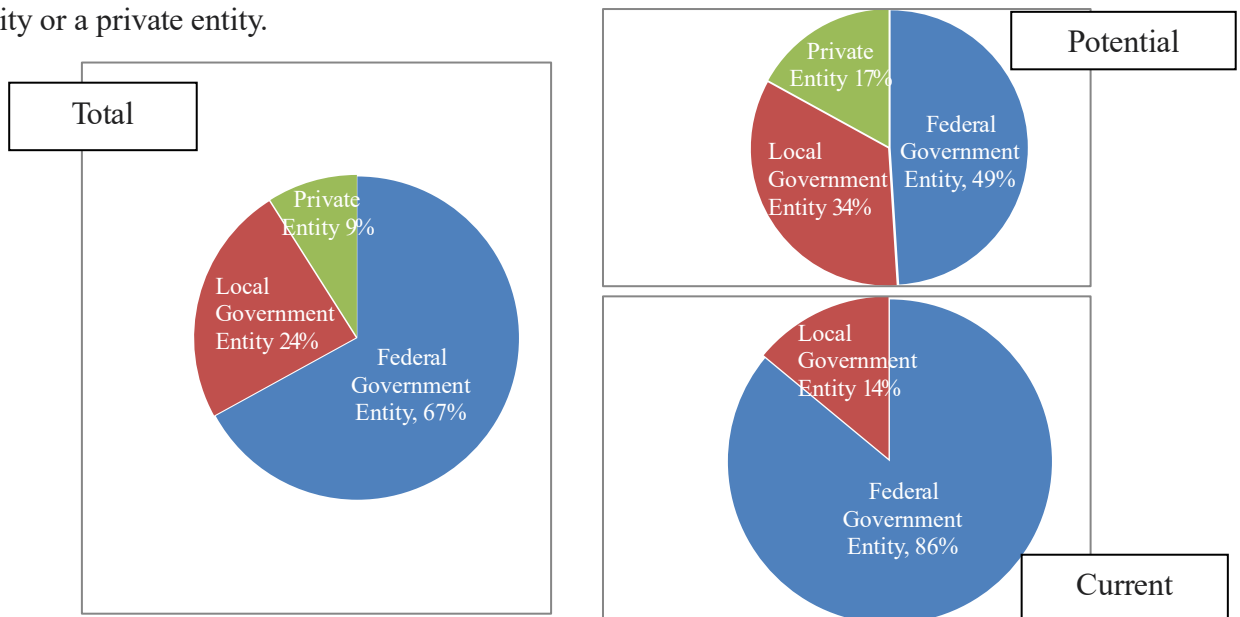
Main factors for dealing with a transportation company:



Emirates transport is Federal, local governmental or private entity?

On overall level 67%, are aware of Emirates transport as a federal government Entity.

However, half of the Potential customers for Emirates transport thinks it's a local government entity or a private entity.



Emirates Transport Strength and Weaknesses:

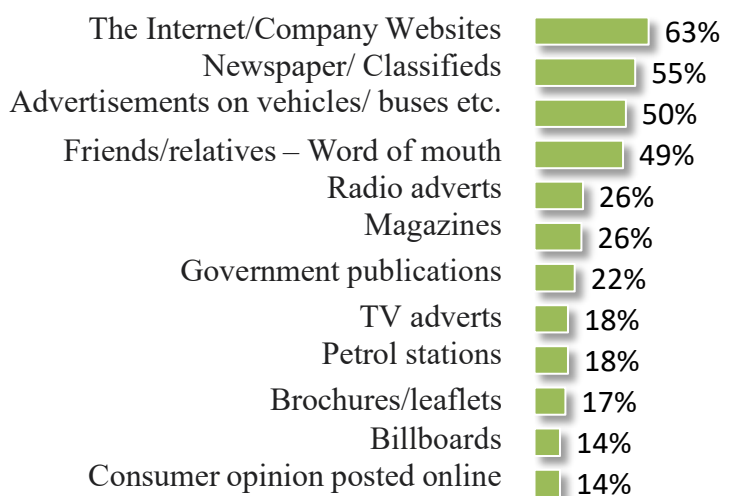
Businesses perceive Emirates transport as a trustful Governmental company which provide clean vehicles with knowledgeable drivers. With had level of expertise and professional management and well maintained vehicles.

While, 56% doesn't see any weakness whereas others, have mentioned it has lack of flexibility in dealing and poor customer service with inexperienced drivers and staff.

Emirates Transport Strength

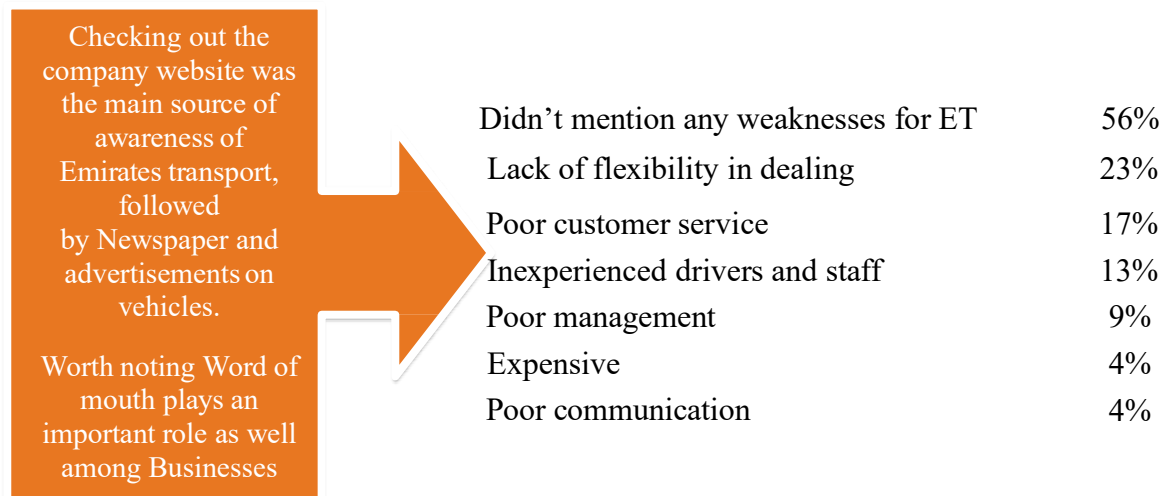
Clean vehicles	21%
Governmental company	19%
Knowledgeable Driver	16%
high level of expertise	14%
Professional management	14%
Well maintained/ good condition of vehicles	14%
Service/ good service	9%
Large organization	9%
Drivers are familiar to roads	8%

Emirates Transport Weaknesses



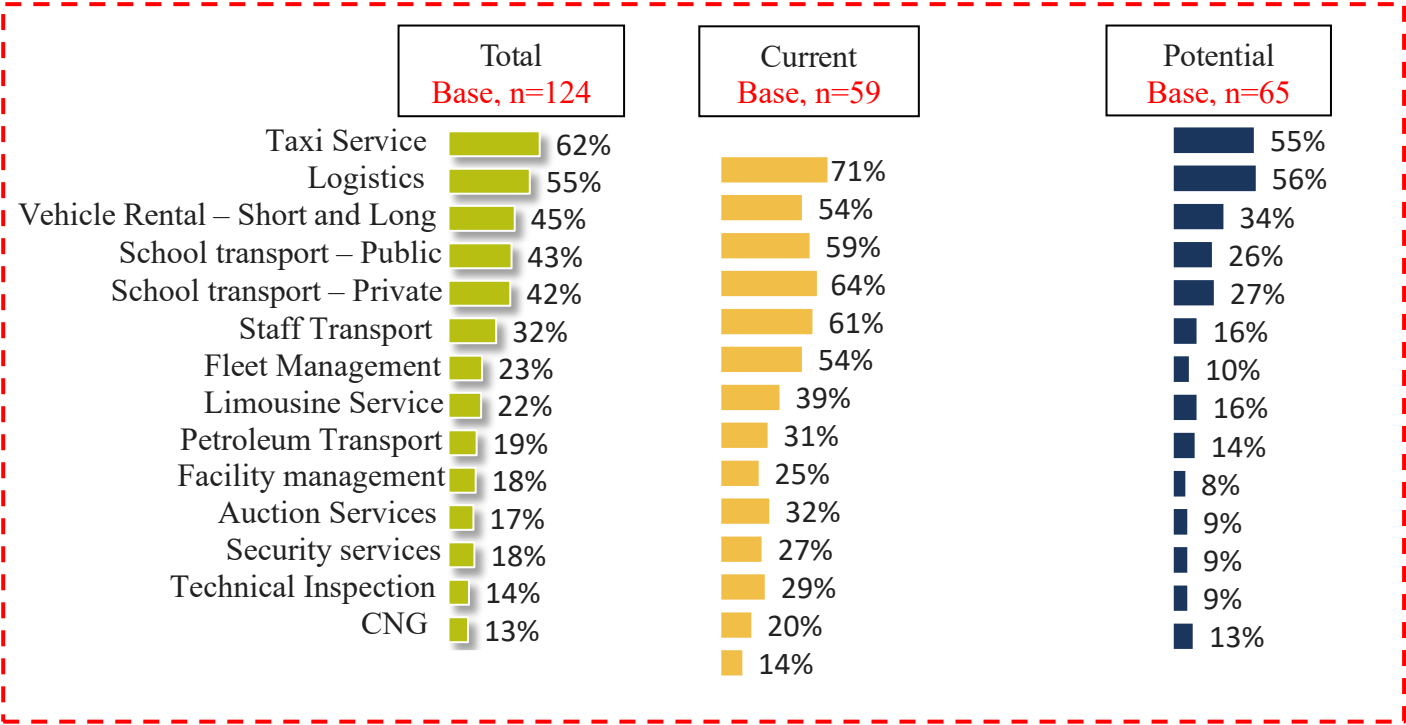
Source of Awareness of Emirates Transport:

Those who are aware of Emirates transport: n=136



Awareness of the Services provided by Emirates Transport:

Businesses are aware of the taxi services and logistics provided by Emirates transport. Yet, Low awareness of the different services provided by Emirates transport among potential customers.



MEDIA HABITS SECTION

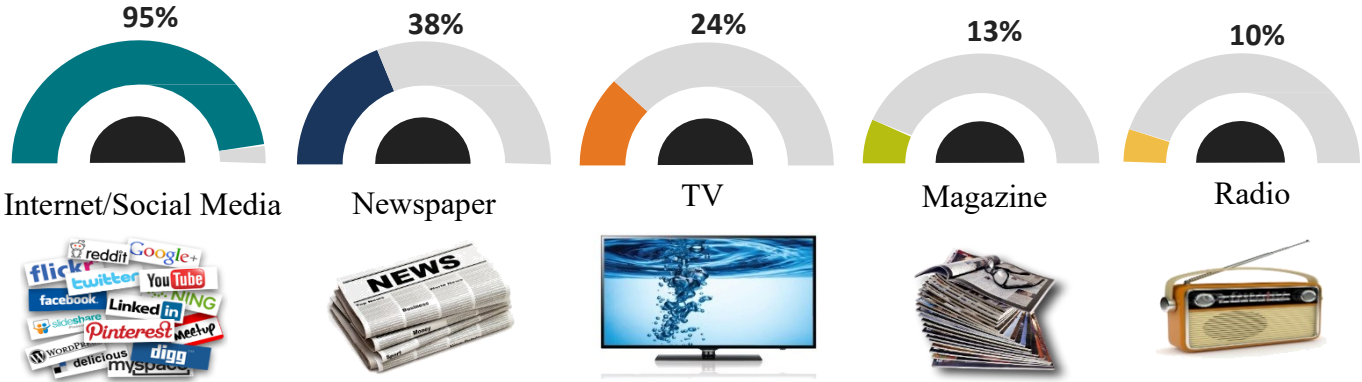
Media Exposure: Total Sample: n=164

What is the frequency of media consumption behavior rather than continuous and active self-education? The physiological and cognitive origins of habits are examined in the context of current research in neuroscience and social psychology. The result is a re-visualization of media habits along a continuum of conscious behaviors to those that are automatically activated by external stimuli. Communications research perspectives are reviewed for the role of customs in media consumption in cash. From this analysis, habits appear to be spontaneous processes of thinking, a powerful indicator of media behavior and the usual media consumption pattern.

- Internet / social media have the highest exposure between
- Business with 95%.
- followed by a newspaper with 38%.
- TV is very low with only 24%.

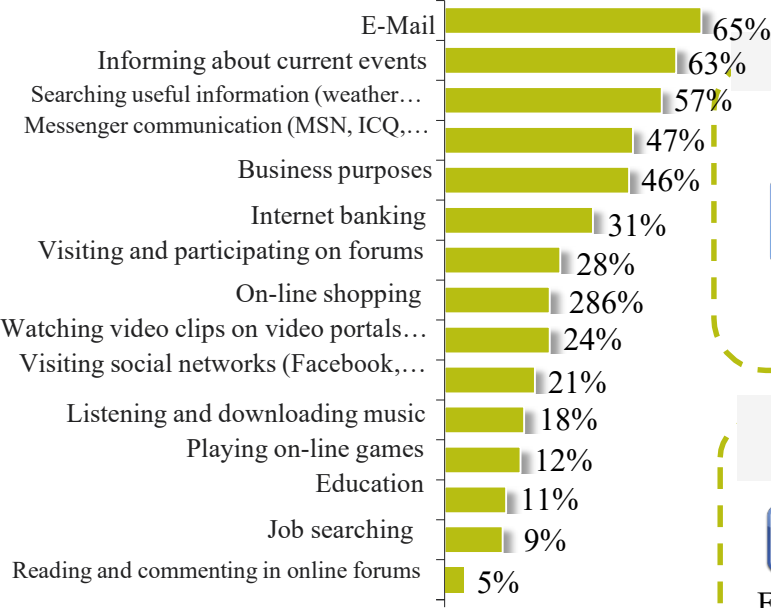
Many consumers have been passionately dependent on digital media, but that does not mean that once they pass, where digital and intellectual means are dominant or favored by the majority, they completely abandon their current lives and non-digital behaviors. This balance in

Equal Link shows that using the Internet and watching TV has our best entertainment preferences, with 60% of our survey respondents arranging these together in the top three leisure activities.



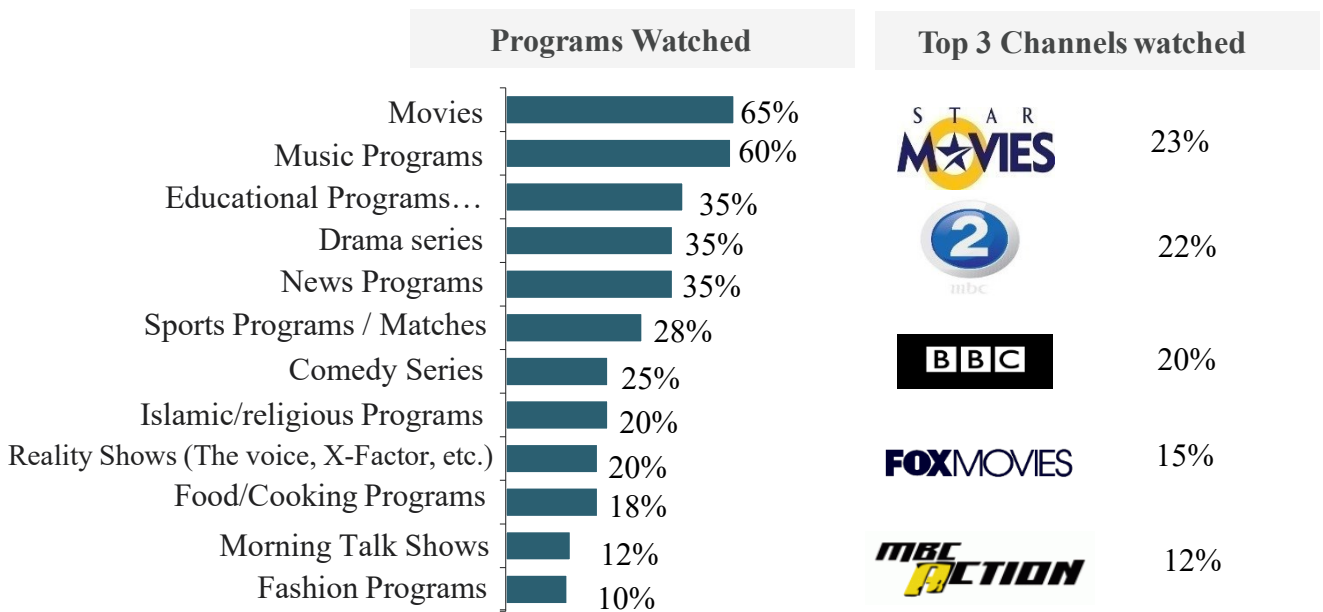
Internet/Social Media Usage: Those who uses internet: n=156

Purposes for Internet Usage/Activities:



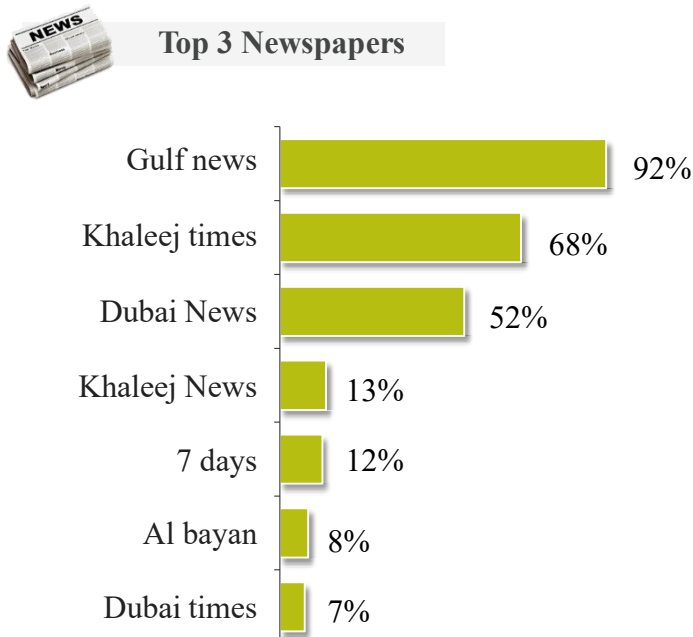
TV Usage: Average TV watching hours Weekdays: 1.4 hours - Weekends: 1.8 hours

Movies and Music Programs are the most watch programs. **Those who watch TV: n=40**



Newspaper & Magazines: Those who read Newspaper: n=62

Gulf News and Khaleej times newspapers are the most read newspaper among newspaper readers.



UBER Transport Business:

Uber for Business is now available to all sizes of corporate organizations. Already, thousands of companies in the world have signed up for Uber For Business accounts and are using the unique solution to meet all their corporate travel requirements around the world. With convenient app-based bookings at the push of a button and pick-up times of less than 5-7 minutes, using Uber significantly cuts the time wasted in waiting for scheduled transport. The unique centralized billing solution makes the entire process of applying for and processing transport reimbursements redundant for firms resulting in improved business productivity.

Information about UBER:

- 1) US based company
- 2) Available in 75+ countries in over 500+ cities
- 3) Most active locations:
 - a. United States
 - b. China
 - c. India
 - d. Colombia
 - e. Mexico
- 4) Car types:
 - a. Economy
 - i. UberX
 - ii. UberXL
 - iii. UberSELECT
 - b. Premium
 - i. UberBLACK
 - ii. UberSUV
 - iii. UberLUX
 - c. Accessibility (wheelchair compatible)
 - d. Carpool
 - i. UberPOOL
- 5) Fares calculated along the following parameters (different across regions, car types):
 - a. Base Fare
 - b. Per Minute rate
 - c. Per Mile rate
 - d. Minimum Fare
 - e. Cancellation Fee
- 6) Individual drivers (called Partner)
- 7) App based booking system which details driver name, estimated fare, photo, vehicle type, license plate # and ETA. Split fare option available for multiple users.
- 8) Upon reaching destination, fare automatically deducted from selected payment method (cash facility only in some cities, mostly it is through credit card).
- 9) Driver rating system (1 – 5 upon trip end)
- 10) Drivers set their own schedule (availability)
- 11) Individual drivers paid their fares every week, drivers affiliated with fleet partners get paid from the fleet partners.

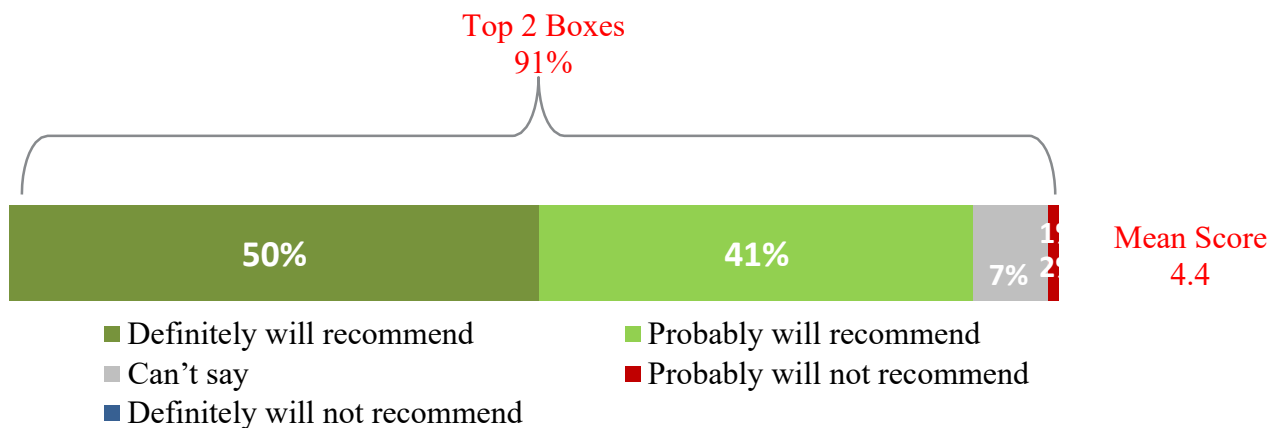
Chapter 6: Discussion and Interpretation of Findings

Si	Explanations
1	Emirates transport comes in the 4 th place with 7% awareness on Top of mind level.
2	Emirates Transports hold the highest familiarity in comparison to other transportation companies.
3	Emirates transport has a fair awareness base, Where the general Public are as well familiar with ET.
4	Government service providers are more Trustworthy/reliable, secure & Safe that provides better services with affordable prices.
5	The General Public perceive Emirates transport as a Governmental company which consequently provide a variety and fast services, seen as reliable, trustful and secure.
6	Emirates Transports have the highest awareness with 83% on total level among businesses. Significantly high awareness of TOM level with 54%.
7	ET has 80% mind share on top of mind level among current customers.
8	Among Potential Customers, Emirates transport has 40% awareness on TOM level and 73% an overall awareness level
9	Emirates transport has high awareness among businesses where the majority is familiar with ET.
10	Government service providers are more Trustworthy/reliable that provides better services controlled by the government.
11	On overall level 67%, are aware of Emirates transport as a federal government Entity.
12	Businesses perceive Emirates transport as a trustful Governmental company which provide clean vehicles with knowledgeable drivers. With had level of expertise and professional management and well maintained vehicles.
13	Checking out the company website was the main source of awareness of Emirates transport, followed by Newspaper and advertisements on vehicles.
14	Low awareness of the different services provided by Emirates transport among potential customers.
15	Internet/Social Media has the highest exposure among General & Businesses

Chapter7: Conclusions, Implications, and Recommendations

The General Public would highly recommend Emirates transport as a company to deal with given the identity of the entity as a governmental company that is safe, secure and reliable.

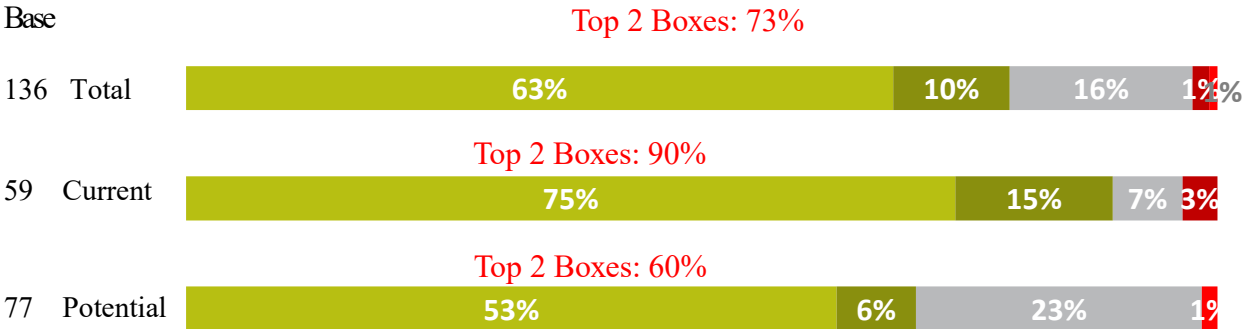
Those who are aware of Emirates transport: n=802



- Emirates transport needs to work on establishing presence in consumers' mind by working on its branding as a stand-alone public sector company that is within the UAE government portfolio of entities hence holds the UAE government service excellence objectives which is currently a main driver of "Trust" based on the pyramid for ET.
- On the same brand cleansing efforts, ET should make clear that it is not a federal regulator of overall transportation neither a sole government to government provide rather a direct general public service provide as well.
- In order to maximize the base of the pyramids "Awareness" consider being a transport company and provider; ET needs to maintain its Governmental identity as a company that contributes to the UAE economy as well as acting responsibly on environmental issues and enhance its performance on the main drivers for customer trust of transportation companies such as: providing High quality services, Services provision worth what they pay for.
- Given the high exposure of TV and Internet among the targeted audience from the general public, it is recommended to start the communication through those media in order to have a wider spread and reach.

Recommendation of Emirates Transport: (Business Research)

Businesses aware of Emirates transport would highly recommend it as a company to deal mainly coming from current customers. Around 60% of Potential customers would highly recommend Emirates transport, however around 23% “Can’t Say”



■ Definitely will recommend
 ■ Probably will recommend
 ■ Can't say
 ■ Probably will not recommend
 ■ Definitely will not recommend

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• **Appendices:** Emirates Transport- Questionnaire B2B – B2C (General)

BRAND AWARENESS & CORPORATE IMAGE SURVEY										Questionnaire Serial #			
Respondent Name إسم المجيب		Gender: Male.....1 Female....2		Gender: Male.....1 Female....2		الجنس: ذكر أنثى		Specific area of residence منطقة الإقامة بالتحديد					
Telephone # رقم الهاتف													
Sampling العينة		Random (F2F) عشوائية (وجها لوجه) 1		Snowballing معرفة 2		Booster بوستر 3							
Interview date تاريخ المقابلة	Day month Year / / 2015			Day of Work يوم العمل				Start time:hrmn	End time:hrmn				
	Mon 1	Tue 2	Wed 3	Thu 4	Fri 5	Sat 6	Sun 7						
Interviewer Name إسم الباحث				Interviewer Code									
Fieldwork	Accompany Notes and Observations			Face to Face Notes and Observations									
	Controller name and signature:			Back check Date: / / 2014				Controller name and signature:					
QUALITY CONTROL	Attempt # 1: Result		Attempt # 2: Result		Attempt # 3: Result		Result [1] No Answer [2] Busy Line [3] Call Later [4] Refused [5] Out of Service [6] Wrong Number [7] Successful [8] No Tel Number [9] Duplicate Number [10] Mob Switch OFF						
	Date	Time	Date	Time	Date	Time							
	Attempt # 4: Result		Attempt # 5: Result		Attempt # 6: Result								
	Date	Time	Date	Time	Date	Time							
QC Notes:								Action		Back to Field 1			
										Qualified 2			
										Rejected 3			
EDITING	[1] [2] [3] [4]	[1] [2] [3] [4]	[1] [2] [3] [4]	[1] [2] [3] [4]	[1] [2] [3] [4]	[1] [2] [3] [4]	[1] [2] [3] [4]	Problem Types [1] Missing Answer [2] Discrepancy/Wrong Answer [3] Re-Ask [4] Unclear					
	Page	Q #	Page	Q #	Page	Q #	Page					Q #	
	Date												
	/ / 2014												
	[1] [2] [3] [4]	[1] [2] [3] [4]	[1] [2] [3] [4]	[1] [2] [3] [4]	[1] [2] [3] [4]	[1] [2] [3] [4]	[1] [2] [3] [4]						
	Page	Q #	Page	Q #	Page	Q #	Page	Q #					
Editing Notes:						Logical EDITING		Action		Back to Field 1			
						Supervisor name & signature:				Qualified 2			
										Rejected 3			
DATA ENTRY										Action		Data Entry Back checked by	
Data Entry Notes:													
Log file		Edited by		Controlled by		Coded by		Data Entered by					
SCREENING SECTION										قسم الفرز			

Please fill in the below details as per the business card

يرجى تعبئة التفاصيل أدناه من بطاقة الأعمال

Respondent Name:	إسم المجيب:
Work Tel:	هاتف العمل:
Mobile :	الهاتف المتحرك:
Respondents designation/ title	منصب/ مسمى المجيب
Respondent Organization	مؤسسة المجيب
Email	البريد الإلكتروني
City in UAE	المدينة في الإمارات

INTRODUCE

Good morning/afternoon/evening, my name is..... . I am calling on behalf of Emirates Transport, the independent transportation company. We are conducting a market research.

The interview should take about 20 minutes. Please be assured that this is a confidential study to gauge opinions of senior public figures and not a sales call. All comments you make during the course of the interview will be treated in the strictest confidence and no responses will be attributed to individuals .

Would you be willing for an executive to interview you, either now or during the next few weeks?

المقدمة

صباح الخير/ مرحباً مساء الخير. إسمي أتصل بالنيابة عن مؤسسة مواصلات الإمارات، وهي شركة مواصلات حكومية. نجري دراسة أبحاث تسويقية. سنتستغرق المقابلة حوالي 20 دقيقة. يرجى التأكد بأن هذه دراسة سرية لقياس آراء شخصيات عليا عامة وليست مكالمة للبيع. كل الملاحظات التي تُبداها خلال سير المقابلة ستعامل بسرية تامة ولن يتم ربط أي من الإجابات بأفراد. هل ترغب في إجراء مقابلة تنفيذية معك، إما الآن أو خلال الأسابيع القليلة القادمة؟

Yes	1	نعم	CONTINUE	تابع
No	2	لا	THANK & CLOSE	أشكر وإنهي

To help our classification, I'd like to ask you a few of questions about your role. As I have mentioned, this study covers a diverse mix of leading organizations and these questions are important for our analysis purposes.

للمساعدة على التصنيف ، أود أن أسألك بعض الأسئلة حول دورك. كما ذكرت، تغطي هذه الدراسة خليط متنوع من المؤسسات الرائدة وهذه الأسئلة مهمة لأغراض تحليلنا.

S1. Please tell me what is the nature of business of your company? **SINGLE ANSWER**

ف1. رجاءً أطلعني على طبيعة عمل شركتك. إجابة واحدة

Health	1	الصحة
Insurance	2	التأمين
Construction	3	البناء
Hotel & Hospitality	4	قطاع الفنادق
Education Private sector	5	قطاع التعليم الخاص
Education Public Sector	6	قطاع التعليم العام
Free zones	7	المناطق الحرة
Government education- Public entities in charge of government school transport.	8	التعليم الحكومي- هيئات حكومية مسؤولة عن النقل المدرسي الحكومي.
Oil & Gas	9	النفط والغاز
Banking (Financial Services)	10	البنوك (الخدمات المالية)
Government (Local, federal, Semi-Government)	11	حكومة (محلية، اتحادية، شبه حكومية)
Others (Specify)_____		غيره (حدد)

S2. What is the name of your organization?. [Single Answer]

ف2. ما هو اسم شركتكم؟ (إجابة واحدة)

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S3. Please, tell me what is your establishment sector?

ف3. من فضلك، اخبرني ما هو قطاع مؤسستكم؟

Private local company/ organization	1	شركة/ مؤسسة خاصة محلية
Private multinational company/ organization	2	شركة/ مؤسسة خاصة عالمية/ متعددة الجنسيات
Government company/department	3	شركة/ دائرة حكومية
Semi-government company/department	4	شركة/ دائرة شبه حكومية
Other Specify		أخرى حدد

S4. Could you please tell me your designation in the company? [Single Answer]

ف4. رجاءً هل يمكنك إطلاعي على منصبك في الشركة؟ (إجابة واحدة)

CEO	1	رئيس تنفيذي
CFO	2	رئيس مالي تنفيذي
General Manager	3	مدير عام
Human Resources Manager	4	مدير الموارد البشرية
Transportation/fleet Manager	5	مدير المواصلات/ المركبات
Procurement/Purchase Manager	6	مدير مشتريات
Finance Manager	7	مدير مالي
Support services Manager	8	مدير خدمات الدعم
Other (Please specify)		أخرى (يرجى التحديد)

S4a. Please see this card and tell me to which of the following statements suits you?

ف4أ. من فضلك إلق نظرة على هذه البطاقة وأخبرني أي من العبارات التالية تناسبك؟

I am the sole decision maker about the company transportation/procurement	1	أنا صانع القرار الوحيد حول النقل/ الشراء في الشركة	CONTINUE تابع
I play a major role in the decision of the company transportation/procurement	2	ألعب دوراً رئيسياً في قرار الشركة حول النقل / الشراء	
I play a minimal role in the decision of the company transportation/procurement	3	ألعب دوراً ضئيلاً في قرار الشركة حول النقل / الشراء	TERMINATE توقف
I do not have any role in the decision of the company transportation/procurement	4	ليس لدي أي دور في قرار الشركة حول النقل / الشراء	

S5. For interviewer: Please select region where the company is located.

ف5أ. للباحث: من فضلك إختار المنطقة التي تقع فيها الشركة.

Dubai	1	دبي
Abu Dhabi	2	أبوظبي
Sharjah	3	الشارقة
Ras Al Khaimah	4	راس الخيمة
Fujairah	5	الفجيرة
Umm Al Qiwain	6	أم القيوين
Ajman	7	عجمان

S6. Can you please tell me, what is the number of employees in your company/entity?

ف6. من فضلك، اخبرني ما عدد الموظفين في شركتكم \ مؤسستكم؟

Number of employees عدد الموظفين
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S7. How many fleets to you have in your company/entity?

ف7. و ما هو عدد المركبات في شركتكم \ مؤسستكم؟

Number of fleets عدد المركبات
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S7.1. And how many drivers do you have in your company/entity?

ف1.7. و ما هو عدد السائقين في شركتكم \ مؤسستكم؟

Number of Drivers عدد السائقين
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ASK S8 only for those Government/Private Schools.

اسأل S8 فقط للمدارس الحكومة / الخاصة.

S8. Can you please tell me, how many students do you have in your school?

ف7. من فضلك، اخبرني ، كم عدد الطلاب لديكم في مدرستك؟

Number of Students عدد الطلاب
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Main Questionnaire		الإستمارة الرئيسية					
Entities	الشركات	Q1a. Top of mind Awareness المعروف الأ	Q1b. Other Spontaneous Awareness أخرى معرفة عفوية	Q2. Spontaneous Ad awareness معرفة الإعلانات العفوية	Q3. Entities Aided Awareness معرفة الشركات بالمساعدة	Q4. Aided Ad awareness معرفة الإعلانات بالمساعدة	Q4a Preferred مفضلة
Avis	أفيس	41	41	41	41	41	41
Al Ghazal Transport	الغزال للمواصلات	42	42	42	42	42	42
Budget	بديجت	5	5	5	5	5	5
Cars Workshop	ورشة كارز	43	43	43	43	43	43
Al Dhafra Cooperative Society (Al Dhafra for transportation & Rent)	جمعية الظفرة التعاونية (الظفرة للنقل والتأجير)	8	8	8	8	8	8
Al Wataniya Workshop	ورشة الوطنية	20	20	20	20	20	20
BBT (Bright Bus Transport)	بي بي تي (برايت للنقل بالحافلات)	44	44	44	44	44	44
Creek	كريك	38	38	38	38	38	38
Emirates Transport	مواصلات الإمارات	9	9	9	9	9	9
Dyntrade Workshop	ورشة ديناتريد	13	13	13	13	13	13
European Garage	الكراج الأوروبي	45	45	45	45	45	45
Al Futtaim Workshop	ورشة الفطيم	12	12	12	12	12	12
Europe Car	يوروب كار	46	46	46	46	46	46
Arab Falcon Bus Transport	عرب فالكون للنقل بالحافلات	33	33	33	33	33	33
German Rent a Car	جيرمان لتأجير السيارات	47	47	47	47	47	47
Hertz	هيرتز	2	2	2	2	2	2
Golden Workshop Group	الورشة الذهبية	48	48	48	48	48	48
Massar (Al Wathba Central Services)	مسار (الوثبة للخدمات المركزية)	1	1	1	1	1	1
Maverick Bus Transport	مافريك للنقل بالحافلات	49	49	49	49	49	49
Motor World Rashidiya	عالم السيارات الراشدية	50	50	50	50	50	50
Thrifty	ثريفتي	4	4	4	4	4	4
Rover Auto Center	روفر اوتو سنتر	51	51	51	51	51	51
STS (School Transport Services)	أس تي إس (خدمات النقل المدرسي)	7	7	7	7	7	7

Regent Mechanical Services	ريجننت للخدمات الميكانيكية	52	52	52	52	52	52
Wheel Autogarage	كراج ويل للسيارات	53	53	53	53	53	53
RTA (roads and transport authority)	RTA هيئة الطرق والمواصلات	36	36	36	36	36	36
Other Specify	أخرى حدد	XX	XX	XX	XX	XX	XX
Other Specify	أخرى حدد	XX	XX	XX	XX	XX	XX

Spontaneous Awareness

Q1a. Thinking about all of the various government, semi government and private transport companies and organizations, which ones comes to your mind first? **SINGLE ANSWER.**

المعرفة العفوية

س1أ. بالتفكير في كل شركات ومؤسسات المواصلات الحكومية، شبه الحكومية والخاصة المختلفة التي تعرفها، أي منها يتبادر إلى ذهنك أولاً؟ **إجابة واحدة**

Q1b. And which other transport entities come to your mind? **MULTIPLE RESPONSES POSSIBLE**

س1ب. وما هي شركات المواصلات الأخرى التي تتبادر إلى ذهنك؟ **عدة إجابات ممكنة**

Spontaneous Ad Awareness

Q2. Which entities have you seen or heard any advertising for in the past 3 months? Please think about any and all types of advertising including television, newspapers, magazines, billboards, transit posters, movie theaters, Internet and radio. (Spontaneous Answers) **MULTIPLE RESPONSES POSSIBLE**

معرفة الإعلانات بشكل عفوي

س2. ما هي الشركات التي شاهدت أو سمعت لها أي إعلانات في 3 أشهر الماضية؟ يرجى التفكير بأي وجميع أنواع الإعلانات بما في ذلك التلفزيون، الصحف، المجلات، اللوحات الإعلانية، ملصقات ترانزيت، دور السينما، الإنترنت والراديو. (إجابات عفوية) **عدة إجابات ممكنة**

Aided Awareness

SHOWCARD

Q3. Now please look at this card and tell me which of the organizations and entities written on this card are you aware of? **NOTE: ASK FOR ALL COMPANIES NOT MENTIONED IN Q1a/b & Q2 MULTIPLE RESPONSES POSSIBLE**

معرفة بالمساعدة

إعرض البطاقة

س3. من فضلك إلق نظرة على هذه البطاقة وأخبرني أي من المؤسسات والشركات المكتوبة على هذه البطاقة تعرفها؟ **ملاحظة: إسأل لجميع الشركات الغير مذكورة في س1أ/ ب و س2. عدة إجابات ممكنة**

SHOWCARD

Q4. Now please look at this card and tell me which of these organizations and entities written on this card have you seen advertisement for in the past 3 months? **NOTE: ASK FOR ALL COMPANIES MENTIONED IN Q3 MULTIPLE RESPONSES POSSIBLE**

إعرض البطاقة

س4. من فضلك إلق نظرة على هذه البطاقة وأخبرني أي من المؤسسات والشركات المكتوبة على هذه البطاقة شاهدت أو سمعت لها أي إعلانات في 3 أشهر الماضية؟ **ملاحظة: إسأل لجميع الشركات المذكورة في س3. عدة إجابات ممكنة**

Q4a. And which one is the most preferred to you? **SINGLE ANSWER.**

س4أ. وما هي المؤسسة الأكثر تفضيلاً لك؟

Q4b. you said that you prefer.....(Mention answer from Q4a), Can you please tell me all the reasons behind that?

--

ASK FOR ALL THE BRANDS MENTIONED IN Q2 and Q4

Q5. For each of those entities you have seen or heard advertisement for in the past 3 months, can you please indicate in which media have you seen or heard the advertisement.

إسأل لجميع الماركات المذكورة في س 2 و س 4
 س5. لكل من هذه الشركات التي شاهدت أو سمعت لها إعلان في 3 أشهر الماضية، هل يمكن أن تذكر لي في أي من وسائل الإعلام التي شاهدت أو سمعت الإعلان.

	Entities	الكيانات	TV	Radio	Press (Newspapers, Magazine etc.)	Billboard s	Transit posters	Interne t	Oth er Spec ify....
			تلفزيون	راديو	صحافة (صحف، مجلات، إلخ)	لوحات إعلانية	ملصقات ترانزيت	إنترنت	أخرى حدد ..
41	Avis	أفيس	1	2	3	4	5	6	
42	Al Ghazal Transport	الغزال للمواصلات	1	2	3	4	5	6	
5	Budget	بدجيت	1	2	3	4	5	6	
43	Cars Workshop	ورشة كارز	1	2	3	4	5	6	
8	Al Dhafra Cooperative Society (Al Dhafra for transportation & Rent)	جمعية الظفرة التعاونية (الظفرة للنقل والتأجير)	1	2	3	4	5	6	
20	Al Watanya Workshop	ورشة الوطنية	1	2	3	4	5	6	
44	BBT (Bright Bus Transport)	بي بي تي (برايت للنقل بالحافلات)	1	2	3	4	5	6	
38	Creek	كريك	1	2	3	4	5	6	
9	Emirates Transport	مواصلات الإمارات	1	2	3	4	5	6	
13	Dyntrade Workshop	ورشة ديناتريد	1	2	3	4	5	6	
45	European Garage	الكراج الأوروبي	1	2	3	4	5	6	
12	Al Futtaim Workshop	ورشة الفطيم	1	2	3	4	5	6	
46	Europe Car	يوروب كار	1	2	3	4	5	6	
33	Falcon Bus Transport	فالكون للنقل بالحافلات	1	2	3	4	5	6	
47	German Rent a Car	جيرمان لتأجير السيارات	1	2	3	4	5	6	
2	Hertz	هيرتز	1	2	3	4	5	6	
48	Golden Garage	الكراج الذهبي	1	2	3	4	5	6	
1	Massar (Al Wathba Central Services)	مسار (الوثبة للخدمات المركزية)	1	2	3	4	5	6	
49	Maverick Bus Transport	مافريك للنقل بالحافلات	1	2	3	4	5	6	
50	Motor World Rashidiya	عالم السيارات الراشدية	1	2	3	4	5	6	
4	Thrifty	ثريفتي	1	2	3	4	5	6	
51	Rover Auto Workshop	ورشة روفر للسيارات	1	2	3	4	5	6	

7	STS (School Transport Services)	أس تي إس (خدمات النقل المدرسي)	1	2	3	4	5	6	
52	Regent Autogarage	كراج ريجنت للسيارات	1	2	3	4	5	6	
53	Wheel Autogarage	كراج ويل للسيارات	1	2	3	4	5	6	
36	RTA (roads and transport authority)	RTA هيئة الطرق والمواصلات	1	2	3	4	5	6	
	Other Specify	أخرى حدد	1	2	3	4	5	6	
	Other Specify	أخرى حدد	1	2	3	4	5	6	

Q.5.1. Can you please tell me, which of the following companies have approached you to provide you with any of its transportation services?

س1.5. من فضلك اخبرني ، أي من الشركات التالية قد تقدم إليك لعرض أي من الخدمات المتوفرة لديهم ؟

Entities	الشركات	Q5.1
Avis	أفيس	41
Al Ghazal Transport	الغزال للمواصلات	42
Budget	بدجيت	5
Cars Workshop	ورشة كارز	43
Al Dhafra Cooperative Society (Al Dhafra for transportation & Rent)	جمعية الظفرة التعاونية (الظفرة للنقل والتأجير)	8
Al Wataniya Workshop	ورشة الوطنية	20
BBT (Bright Bus Transport)	بي بي تي (برايت للنقل بالحافلات)	44
Creek	كريك	38
Emirates Transport	مواصلات الإمارات	9
Dyntrade Workshop	ورشة ديناتريد	13
European Garage	الكراج الأوروبي	45
Al Futtaim Workshop	ورشة الفطيم	12
Europe Car	يوروب كار	46
Arab Falcon Bus Transport	عرب فالكون للنقل بالحافلات	33
German Rent a Car	جيرمان لتأجير السيارات	47
Hertz	هيرتز	2
Golden Workshop Group	الورشة الذهبية	48
Massar (Al Wathba Central Services)	مسار (الوثبة للخدمات المركزية)	1
Maverick Bus Transport	مافريك للنقل بالحافلات	49
Motor World Rashidiya	عالم السيارات الراشدية	50
Thrifty	ثريفتي	4
Rover Auto Center	روفر أوتو سنتر	51
STS (School Transport Services)	أس تي إس (خدمات النقل المدرسي)	7
Regent Mechanical Services	ريجنت للخدمات الميكانيكية	52
Wheel Autogarage	كراج ويل للسيارات	53
RTA (roads and transport authority)	RTA هيئة الطرق والمواصلات	36
Other Specify	أخرى حدد	xx
Other Specify	أخرى حدد	xx
None	لا شيء	99

Q5a. If given the option of dealing with government or private service providing organization, which one do you prefer doing business with? **SINGLE ANSWER**

س5أ. إذا أعطيت خيار التعامل مع مؤسسة حكومية أو خاصة تقدم خدمة، أي واحدة تفضل أن تتعامل معها؟ **إجابة واحدة**

	Q5a	
Government service providing organization	1	مؤسسة حكومية تقدم خدمة
Private service providing organization	2	مؤسسة خاصة تقدم خدمة

Q5b. you mentioned that you would prefer dealing with..... "Mention Answer in Q5a", can you please tell me, why?

س5ب. ذكرت أنك تفضل أن تتعامل مع "أذكر الإجابة في س5أ"، هل يمكن أن تخبرني، لماذا؟

Q5c. Can you please tell me, what are the main factors that would impact your decision for choosing a transportation company to deal with?

س5ت. من فضلك أخبرني ما هي العوامل الرئيسية التي يمكن أن تؤثر على قرارك عندما تختار شركة نقل للتعامل معها؟

	Q5c	
Governmental entity	1	هيئة حكومية
Private service provider entity	2	مزود خدمة خاص
Reputable company/organization	3	شركة/ مؤسسة ذات سمعة طيبة
Has wide variety of services	4	لديها مجموعة واسعة من الخدمات
Good Customer services	5	خدمات عملاء جيدة
Wide coverage (Has several branches)	6	تغطية واسعة (لديها عدة فروع)
Availability of online services	7	توفر الخدمات عبر الإنترنت
Past experience	8	تجربة سابقة
Delivers on promise	9	يفوا بوعدهم
Immaculate condition of transport vehicles	10	حالة ممتازة لمركبات النقل
Flexible in adhering to my company needs & requirements	11	مرونة في الالتزام باحتياجات والتزامات شركتي
Has transparent business practices	12	لديها ممارسات تجارية شفافة
Has ethical business practices	13	لديها ممارسات التجارية أخلاقية
Professional managements	14	إدارات محترفة
Other specify		أخرى حدد

Q5d. when dealing with any transportation service provider (organization), Can you please tell me, what are your needs and expectations from the company?

س5ث. عند التعامل مع أي مزود (مؤسسة) خدمة نقل، هل يمكن أن تخبرني، ما هي إحتياجاتك وتوقعاتك من الشركة؟

ASK ALL

SHOWCARD

ONE ANSWER PER ENTITY

Q6. For each of the following organizations, please indicate how well you feel you know each one, taking into account all the ways you have learned about or had contact with it. Would you say that you know each organization very well, somewhat well, just a little, that you have heard of the organization but know almost nothing about it, or that you have never heard of it?

إسأل الجميع
إعرض البطاقة
إجابة واحدة لكل شركة

س6. لكل من المؤسسات التالية، من فضلك أشر إلى أي مدى تعرف كل واحدة منها، أخذاً في الاعتبار كل الطرق التي عرفت بها عنها أو الإتصال بها. هل يمكن أن تقول أنك تعرف كل مؤسسة بشكل جيد جداً، جيد بعض الشيء، فقط قليلاً، سمعت بالشركة لكن تقريبا لا تعرف شيء عنها، أو لم تسمع بها أبداً؟

RANDOMIZE ORDER OF COMPANIES

ناوب ترتيب الشركات عشوائياً

	COMPANIES الشركات	Very well جيد جدا	Somewhat well عض الشيء	Just a little قليلاً	Heard of, but know almost ت لكن تقريبا لا أعرف شيء	Never heard of it لم اسمع	Don't Know لا أعرف
8	Al Dhafra Cooperative Society (Al Dhafra for transportation & Rent)	5	4	3	2	1	99
12	Al Futtaim Workshop	5	4	3	2	1	99
13	Dyntrade Workshop	5	4	3	2	1	99
9	Emirates Transport	5	4	3	2	1	99
1	Massar (Al Wathba Central Services)	5	4	3	2	1	99
7	STS (School Transport Services)	5	4	3	2	1	99

SHOWCARD

ONE ANSWER PER ENTITY

SHOW ONLY COMPANIES WHERE RESPONSE IN Q6 IS "Very well", "Somewhat well", "Just a little" OR "Heard of, but know almost nothing"

Q7. And for the same set of companies, taking into accounts all of the things which you think are important, how favorable or unfavorable is your overall opinion or impression of each entity? Would you say your impression is very favorable, mainly favorable, neutral, mainly unfavorable, or very unfavorable?

إعرض البطاقة
إجابة واحدة لكل شركة

إعرض فقط الشركات التي كانت الإجابة عليها في س6 "جيد جداً"، "جيد بعض الشيء"، فقط قليلاً " أو " سمعت لكن تقريبا لا أعرف شيء"
س7. ولنفس مجموعة الشركات، أخذاً في الاعتبار كل شيء تعتقد أنه مهم، إلى أي مدى رأيتك أو إنطباعك العام حول كل شركة إيجابي أو غير إيجابي؟ هل يمكن أن تقول أن إنطباعك إيجابي جداً، إيجابي بشكل رئيسي، محايد، غير إيجابي بشكل رئيسي، أو غير إيجابي جداً؟

	COMPANIES الشركات	Very favorable إيجابي جدا	Mainly favorable إيجابي بشكل رئيسي	Neutral محايد	Mainly unfavorable غير إيجابي بشكل رئيسي	Very unfavorable غير إيجابي جدا
8	Al Dhafra Cooperative Society (Al Dhafra for transportation & Rent)	5	4	3	2	1
12	Al Futtaim Workshop	5	4	3	2	1
13	Dyntrade Workshop	5	4	3	2	1
9	Emirates Transport	5	4	3	2	1
1	Massar (Al Wathba Central Services)	5	4	3	2	1
7	STS (School Transport Services)	5	4	3	2	1

ASK ALL

SHOWCARD

ONE ANSWER PER ENTITY

SHOW ONLY ENTITIES WHERE RESPONSE IN Q6 IS "Very well", "Somewhat well", "Just a little" OR "Heard of, but know almost nothing"

Q8. Which one of the following statements best reflects your overall opinion and perceptions of each of the following companies. Would you say you would speak highly of them without being asked; would speak highly of them if someone asked your opinion; have a neutral opinion of them, seeing both positives and negatives; would be critical of them if someone asked your opinion; think so poorly of them, you would be critical without being asked; or you don't know enough about them to have a strong opinion?

إسأل الجميع
إعرض البطاقة

إجابة واحدة لكل شركة أو مؤسسة

إعرض فقط الشركات التي كانت الإجابة عليها في س6 "جيد جدا" ، "جيد بعض الشيء"، فقط قليلا " أو " سمعت لكن تقريبا لا أعرف شيء"
س8. أي من العبارات التالية تعكس بالشكل الأفضل رأيك ووجهة نظرك بشكل عام حول الشركات المذكورة أدناه. هل تقول سوف أشيد بهم/ أمدحهم بدون سؤالي عنهم؛ سوف أشيد بهم / أمدحهم اذا سألني أحد عن رأيي؛ عندي رأي محايد عنهم؛ سأنتقدهم اذا سألني أحد عن رأيي، رأيي بهم سيء جدا؛ سأنتقدهم بدون سؤالي عنهم؛ لا أعرف عنهم بما فيه الكفاية ليكون لدي رأي قوي؟

	الشركات COMPANIES		Speak highly without being asked	Speak highly if someone asked me	Neutral opinion seeing both positive & negatives	Critical if someone asked me	Critical without being asked	Don't know enough to have a strong opinion
			سوف أشيد بهم/ أمدحهم بدون سؤالي عنهم	سوف أشيد بهم/ أمدحهم اذا سألني أحد عن رأيي	عندي رأي محايد عنهم برؤية الإيجابيات والسلبيات	سأنتقدهم اذا سألني احد عن رأيي	سأنتقدهم بدون سؤالي عنهم	لا أعرف عنهم بما فيه الكفاية ليكون لدي رأي قوي
8	Al Dhafra Cooperative Society (Al Dhafra for transportation & Rent)	جمعية الظفرة التعاونية (الظفرة للنقل والتأجير)	6	5	4	3	2	1
12	Al Futtaim Workshop	ورشة الفطيم	6	5	4	3	2	1
13	Dyntrade Workshop	ورشة ديناتريد	6	5	4	3	2	1
9	Emirates Transport	مواصلات الإمارات	6	5	4	3	2	1
1	Massar (Al Wathba Central Services)	مسار (الوثبة للخدمات المركزية)	6	5	4	3	2	1
7	STS (School Transport Services)	أس تي إس (خدمات النقل المدرسي)	6	5	4	3	2	1

ASK ALL

SHOWCARD

ONE ANSWER PER ENTITY

SHOW ONLY COMPANIES WHERE RESPONSE IN Q6 IS "Very well", "Somewhat well", "Just a little" OR "Heard of, but know almost nothing"

Q9. Now thinking about major corporations, please tell me how you feel each entity compares with other major corporations. When it comes to [INSERT FIRST ATTRIBUTE, RANDOMIZE ORDER], would you say that <INSERT ENTITY> is well above average, slightly above average, average, slightly below average, or well below average on that attribute?

إعرض البطاقة

إجابة واحدة لكل شركة

إعرض فقط الشركات التي كانت الإجابة لها في س6 "جيد جداً" ، جيد إلى حد ما" ، "فقط قليلاً" أو " سمعت بها، لكن تقريباً لا أعرف شيئاً عنها" س9. الآن بالتفكير بالشركات الرئيسية، من فضلك أخبرني كيف يمكن مقارنة كل شركة مع الشركات الأخرى الكبيرة. عندما يتعلق الأمر ب [أذكر الصفة الأولى، ناوب عشوائياً]، هل يمكن أن تقول أن < أذكر الشركة> فوق المتوسط بكثير، فوق المتوسط بقليل، متوسط، أقل من المتوسط بقليل، أقل من المتوسط بكثير على تلك الصفة؟

Well above average	Slightly above average	Average	Slightly below average	Well below average	Not sure/refused (Don't Show)
فوق المتوسط بكثير	فوق المتوسط بقليل	متوسط	أقل من المتوسط بقليل	أقل من المتوسط بكثير	غير متأكد/ رفض (لا تعرض)
5	4	3	2	1	9

		8	12	13	9	1	7
[ATTRIBUTES. RANDOMIZE]	ناوب ترتيب الصفات عشوائيا	Al Dhafra Cooperative Society (Al Dhafra for transportation & Rent)	Al Futtaim Workshop	Dyntrade Workshop	Emirates Transport	Massar (Al Wathba Central Services)	STS (School Transport Services)
		Al Dhafra Cooperative Society (Al Dhafra for transportation & Rent)	ورشة الفطيم	ورشة دينتريد	مواصلات الإمارات	مسار (الوثبة للخدمات المركزية)	إس تي إس (خدمات النقل المدرسي)
1. Being a company I trust ALWAYS PUT AS FIRST ATTRIBUTE	كونها شركة أثق بها إدائما ضعها أول صفة						
2. Having high quality services	لديها خدمات ذات جودة عالية						
3. Addressing society's needs in its everyday business	تلبى احتياجات المجتمع في أعمالها اليومية						
4. Being a company that people would be proud to work for	كونها شركة يفخر الناس أن يعملوا فيها						
5. Having ethical business practices	لديها ممارسات تجارية أخلاقية						
6. Listens and responds to the needs of customers	تُصغي وتستجيب لاحتياجات العملاء						
7. Acting responsibly on environmental issues	تتصرف بطريقة مسؤولة في القضايا البيئية						
8. Major contributor to UAE economy	مساهم رئيسي في اقتصاد دولة الإمارات						
9. Offers a portfolio of services	تقدم مجموعة من الخدمات						
10. Provides products/services that are worth what you pay for them	توفر منتجات / خدمات تستحق ما تدفعه من أجلها						
11. Superior customer services	خدمات متميزة للعملاء						
12. A company that I appreciate its way of communication	شركة أنا أقدر طريقتها في التواصل						
13. Having highly-regarded top leadership	لديها قيادة عليا مرموقة						
14. Developing smart solutions for transportation & Traffic	تطور حلول ذكية للمواصلات والمرور						
15. Professional in dealings	مهنية في التعامل						

ASK Q10 if coded 1-5 in attribute 1 in Q9 "Being a company I trust" skip if coded 99 in attribute 1.

Q10. You have scored/rated Emirates transport [Mention answer in Q9_1] when it comes to an entity you trust, please tell me why did you say so?

إسأل س10 إذا إختار كود 1-5 في الجملة الأولى في س9 "كونها شركة أثق بها" وإذا كود 99 في الصفة إنتقل للسؤال التالي
س10. لقد قيمت مؤسسة مواصلات الإمارات ك <أنكر الإجابة من س9-1> عندما يتعلق الأمر بكونها شركة تثق بها. من فضلك اخبرني لماذا تقول ذلك؟

--

Ask Q11 and Q11a if Aware by Emirates Transport coded 9 in Q1a, Q1b or Q3

إسأل س11 و س11أ. إذا كان يعرف شركة مواصلات الإمارات إختار كود 9 في س1أ، س1ب أو س3

Q11. Can you please tell me, what are the main strength points of emirates transport? **Please state the top 3 strength**

س11. هل يمكن أن تخبرني، ما هي نقاط القوة الرئيسية لمؤسسة مواصلات الإمارات؟ يرجى ذكر أهم 3 نقاط قوة

1st strength	نقطة القوة الأولى	
2nd Strength	نقطة القوة الثانية	
3rd Strength	نقطة القوة الثالثة	

Q11a. And what do you think are the 3 main weaknesses of Emirates transport? **Please state the 3 main weakness.**

س11أ. وما هي برأيك نقاط الضعف الرئيسية لمؤسسة مواصلات الإمارات؟ يرجى ذكر 3 نقاط ضعف رئيسية

1st Weakness	نقطة الضعف الأولى	
2nd Weakness	نقطة الضعف الثانية	
3rd Weakness	نقطة الضعف الثالثة	

NOW I WOULD LIKE TO ASK FEW QUESTIONS REGARDING YOUR AWARENESS TOWARDS DIFFERENT SERVICES PROVIDED BY EMIRATES TRANSPORT

الآن أود أن أ طرح عليك بعض الأسئلة فيما يخص معرفتك للخدمات المختلفة المقدمة من قبل مواصلات الإمارات

Aided Awareness of Services

Showcard

Q12. Please see this card and tell me which of the services offered by Emirates Transport are you aware of?

MULTIPLE ANSWERS

معرفة الخدمات بالمساعدة

س12. من فضلك إلق نظرة على هذه البطاقة وأخبرني ما هي الخدمات المقدمة من قبل مؤسسة مواصلات الإمارات التي تعرفها؟ عدة إجابات ممكنة

		Q12
School transport - Private	مواصلات مدرسية – خاصة	1
School transport - Public	مواصلات مدرسية – حكومية	2
Logistics	خدمات لوجستية	3
Technical Inspection	الفحص الفني	4
Limousine Service	خدمة ليموزين	5
Petroleum Transport	نقل البترول	6
Golf Carts and Bikes Lease	تأجير عربات الغولف والدراجات	7
CNG	الغاز الطبيعي المضغوط	8
Taxi Service	خدمة سيارات الأجرة	9
Vehicle Rental – Short and Long (Buses, Cars,...etc.)	تأجير مركبات – لمدة قصيرة وطويلة (حافلات، سيارات، ... الخ.)	10
Auction Services	خدمات المزادات	11
Workshop management for Car Maintenance & Repair	إدارة ورش صيانة و اصلاح السيارات	12
Fleet Management	إدارة المركبات	13
Staff Transport	نقل الموظفين	14
Tyre Retreading	تلييس إطارات	15
Other Specify	أخرى حدد	Xx
Other Specify	أخرى حدد	xx

Q13a. How did you become aware of the services offered by Emirates Transport? **MULTIPLE ANSWERS POSSIBLE**

س13أ. كيف عرفت عن الخدمات المقدمة من قبل مؤسسة مواصلات الإمارات؟ عدة إجابات ممكنة

Awareness Sources	مصادر المعرفة	Q13a
Newspaper/ Classifieds	صحيفة / إعلانات مبوبة	1
Magazines	مجلات	2
Brochures/leaflets	كتيبات / منشورات	3
TV adverts	اعلانات تلفزيون	4
Radio adverts	إعلانات راديو	5
Billboards	لوحات إعلانية	6
Friends/relatives – Word of mouth	أصدقاء / أقارب – كلام الناس	7
The Internet/Company Websites	الإنترنت/ مواقع الشركة	8
Advertisements on vehicles/ buses etc.	الإعلانات على المركبات / الحافلات الخ	9
Petrol stations	محطات البترول	10
Events sponsored by company	الأحداث التي ترعاها الشركة	11
Government publications	المطبوعات الحكومية	12
TV programs	برامج التلفزيون	13
Consumer opinion posted online	رأي مستهلك منشور على الإنترنت	14
Social Media e.g. facebook , twitter, Instagram etc.	وسائل التواصل الاجتماعي على سبيل المثال فيسبوك، تويتر، إنستاجرام الخ	15
SMS messages	رسائل نصية قصيرة	16
Others (Specify)	أخرى (حدد)	Xx

Q14. Would you recommend others to avail Emirates Transport services (ET) services? Please give your answer on a scale of 1-5 where 1= definitely will not recommend and 5=definitely will recommend... **SHOW CARD...SINGLE**

ANSWER POSSIBLE

س14. هل تنصح الآخرين بأخذ خدمات من مؤسسة مواصلات الإمارات؟ يرجى إعطاء إجابتك على مقياس 1 – 5، حيث 1 = بالتأكيد لن أنصح و 5 = بالتأكيد سأنصح إعرض البطاقة إجابة واحدة ممكنة

Definitely will recommend	Probably will recommend	Can't say	Probably will not recommend	Definitely will not recommend
بالتأكيد سأنصح	من المحتمل أن أنصح	لا أستطيع القول	من المحتمل أن لا أنصح	بالتأكيد لن أنصح
5	4	3	2	1

Q15. Can you please tell me, where are all the branches of Emirates transport that you are aware of?

س15. هل يمكن أن تخبرني، أين توجد جميع فروع مؤسسة مواصلات الإمارات التي تعرفها؟

Branches	Q15	الفروع
Ajman	1	عجمان
Al Azra- Sharjah	2	العزرة - الشارقة
Sharjah	3	الشارقة
Al Qouz Station- Dubai	4	محطة القوز - دبي
Al Qusais Station- Dubai	5	محطة القصيص - دبي
Dhaid	6	الذيد
Head office in Dubai	7	المكتب الرئيسي في دبي
Warsan Station- Dubai	8	محطة ورسان - دبي
Other Specify.....		أخرى حدد

Q15a. Have you ever dealt with Emirates transport directly?

س15أ. هل سبق لك وتعاملت مع مؤسسة مواصلات الإمارات مباشرة؟

Yes	1	نعم
No	2	لا

ASK Q15b, Q15c and Q15d for those who have dealt with Emirates transport directly, Mentioned Yes "Code 1" in Q15a

Answer Q15b, Q15c and Q15d in the Grid below

إسأل س15ب و س15ت و س15د ث للذين تعاملوا مع مؤسسة مواصلات الإمارات مباشرة، ذكروا نعم "الرمز 1" في س15أ
ضع إجابة س15ب و س15ت و س15د ث في الجدول أدناه

Q15b. Which Branches have you dealt with? **Multiple Answers**

Q15c. What was the service provided by Emirates transport? **Multiple Answers within each Branch**

س15ب. مع أي فرع تعاملت؟ عدة إجابات ممكنة
س15ت. ماذا كانت الخدمة المقدمة من قبل مؤسسة مواصلات الإمارات؟ عدة إجابات ممكنة للفرع

School transport - Private	1	مواصلات مدرسية - خاصة
School transport - Public	2	مواصلات مدرسية - حكومية
Logistics	3	خدمات لوجستية
Technical Inspection	4	الفحص الفني
Limousine Service	5	خدمة ليموزين
Petroleum Transport	6	نقل البترول
Golf Carts and Bikes Lease	7	تأجير عربات الغولف والدراجات
CNG	8	الغاز الطبيعي المضغوط

Taxi Service	9	خدمة سيارات الأجرة
Vehicle Rental – Short and Long (Buses, Cars,...etc.)	10	تأجير مركبات – لمدة قصيرة وطويلة (حافلات، سيارات، ... الخ.)
Auction Services	11	خدمات المزادات
Auto Workshop and Maintenance	12	ورشة عمل وصيانة السيارات
Fleet Management	13	إدارة المركبات
Staff Transport	14	نقل الموظفين
Tyre Retreading	15	تلبيس إطارات
Other Specify	Xx	أخرى حدد
Other Specify	xx	أخرى حدد

Q15d. and how was your experience in the Branch? **Answer for each Branch selected in Q15b**

س15ث. وكيف كانت تجربتك في الفرع؟ الإجابة عن كل فرع مختارة في Q15b

Q15b	Branches	الفروع	Q15c Insert Service code أدخل رمز الخدمة	Q15d (Open Responses) إجابة مفتوحة
1	Ajman	عجمان		
2	Al Azra- Sharjah	العزرة - الشارقة		
3	Sharjah	الشارقة		
4	Al Qouz Station- Dubai	محطة القوز - دبي		
5	Al Qusais Station- Dubai	محطة القصيص - دبي		
6	Dhaid	الذيد		
7	Head office in Dubai	المكتب الرئيسي في دبي		
8	Warsan Station- Dubai	محطة ورسان - دبي		
9	I don't know the branch name but I know the manager name I am dealing with (please specify manager name).....	أنا لا أعرف اسم الفرع لكنني أعرف اسم المدير الذي أتعامل مع (يرجى تحديد اسم المدير).....		
	Other Specify	أخرى حدد		

Media Habits

عادات وسائل الإعلام

M1. Which of the following media do you regularly follow? **Multiple Answer**

M1. أي من وسائل الإعلام التالية تتابع بانتظام؟ [عدة إجابات]

TV	1	تلفزيون
Radio	2	راديو
Newspapers	3	صحف
Magazines	4	مجلات
Internet/social media	5	إنترنت / وسائل التواصل الاجتماعي

NOTE: ASK FOLLOWING QUESTIONS WITH RESPONDENTS WHO WATCH TV IN M1= CODE 1

ملاحظة: إسأل الأسئلة التالية للذين يشاهدوا التلفزيون في M1 = الرمز 1

M2. On an average how long do you watch television per day? Please tell me for both weekdays and weekends? **Single Answer Per Column**

M2. في المتوسط لمدة كم ساعة تشاهد التلفزيون في اليوم؟ الرجاء أن تخبرني عن أيام الأسبوع العادية ونهاية الأسبوع؟ [إجابة واحدة لكل عمود]

		Weekdays أيام الأسبوع العادية	Weekends نهاية الأسبوع
Less than 1 hr.	أقل من 1 ساعة	1	1
1– 2 hrs.	1 – 2 ساعة	2	2
2 – 3 hrs.	2 – 3 ساعات	3	3
3 – 4 hrs.	3 – 4 ساعات	4	4
More than 4 hrs.	أكثر من 4 ساعات	5	5

M3. What type of TV programs do you regularly watch? **[Multiple Answer]**

M3. ما هو نوع برامج التلفزيون التي تشاهدها بانتظام؟ [عدة إجابات]

Music Programs	1	برامج موسيقية
Educational Programs (documentaries, etc.)	2	برامج تعليمية (أفلام وثائقية، إلخ)
Drama series	3	مسلسلات درامية
Comedy series	4	مسلسلات كوميدية
Movies	5	أفلام
News Programs	6	برامج الأخبار
Food/Cooking Programs	7	برامج غذاء / طبخ
Fashion Programs	8	برامج الموضة
Islamic/religious Programs	9	برامج إسلامية / دينية
Sports Programs / Matches	10	برامج رياضية / مباريات
Beauty/Health care programs	11	برامج تجميل / رعاية صحية
Morning Talk Shows	12	برامج الصباح الحوارية
Reality Shows (The voice, X-Factor, etc.)	13	عروض الواقع (ذا فويس، إكس فكتور، إلخ)
Others (please specify)	14	أخرى (يرجى التحديد)

M4. What are the top 3 TV Channels that you most often watch? **(PLEASE LIST UP TO THREE TV CHANNEL NAMES, ONE PER BOX)**

M4. ما هي أهم 3 قنوات تلفزيونية تشاهدها أغلب الأحيان؟ (يرجى ذكر أسماء ثلاث قنوات تلفزيونية، واحدة في كل مربع)

1.
2.
3.

NOTE: ASK FOLLOWING QUESTIONS WITH RESPONDENTS WHO LISTEN RADIO IN M1=CODE 2

ملاحظة: إسأل الأسئلة التالية للذين يستمعوا للراديو في M1 = الرمز 2

M5. On an average how long do you listen to the radio per day? Please tell me for both weekdays and weekends? **Single Answer Per Column**

M5. في المتوسط لمدة كم ساعة تستمع إلى الراديو في اليوم؟ الرجاء أن تخبرني عن أيام الأسبوع العادية ونهاية الأسبوع؟ [إجابة واحدة لكل عمود]

		Weekdays ايام الأسبوع العادية	Weekends نهاية الأسبوع
Less than 1 hr.	أقل من 1 ساعة	1	1
1– 2 hrs.	1 – 2 ساعة	2	2
2 – 3 hrs.	2 – 3 ساعات	3	3
3 – 4 hrs.	3 – 4 ساعات	4	4
More than 4 hrs.	أكثر من 4 ساعات	5	5

M6 What type of radio programs do you regularly listen to? **[Multiple Answer]**

M6. ما هو نوع البرامج الإذاعية التي تستمع لها بانتظام؟ [عدة إجابات]

Music Programs	1	برامج موسيقية
Educational Programs	2	برامج تعليمية
Comedy Programs	3	برامج كوميدية
News Programs	4	برامج الأخبار
Food/Cooking Programs	5	برامج غذاء / طبخ
Islamic/religious Programs	6	برامج إسلامية / دينية
Sports News	7	أخبار رياضية
Talk shows	8	برامج حوارية
Other Specify		أخرى (يرجى التحديد)

M7. What are the top 3 Radio stations that you most often listen to? **(PLEASE LIST UP TO THREE RADIO STATION NAMES, ONE PER BOX)**

M7. ما هي أهم 3 محطات راديو تستمع لها أغلب الأحيان؟ (يرجى ذكر أسماء ثلاث محطات راديو، واحدة في كل مربع)

1.
2.
3.

NOTE: ASK FOLLOWING QUESTIONS WITH RESPONDENTS WHO READ NEWSPAPER IN M1=3

ملاحظة: إسأل الأسئلة التالية للذين يقرأون الصحف في M1 = الرمز 3

M8. What are the top 3 newspapers that you most often read? **(PLEASE LIST UP TO THREE NEWSPAPER NAMES, ONE PER BOX)**

M8. ما هي أهم 3 صحف تقرأها أغلب الأحيان؟ (يرجى ذكر أسماء ثلاث صحف، واحدة في كل مربع)

1.
2.
3.

NOTE: ASK FOLLOWING QUESTIONS WITH RESPONDENTS WHO READ MAGAZINES IN M1=4

ملاحظة: إسأل الأسئلة التالية للذين يقرأون المجلات في M1 = الرمز 4

M9. What are the top 3 magazines that you most often read? (PLEASE LIST UP TO THREE MAGAZINE NAMES, ONE PER BOX)

M9 . ما هي أهم 3 مجلات تقرأها أغلب الأحيان؟ (يرجى ذكر أسماء ثلاث مجلات، واحدة في كل مربع)

1.
2.
3.

NOTE: ASK FOLLOWING QUESTIONS WITH RESPONDENTS WHO USE INTERNET IN M1=5

ملاحظة: إسأل الأسئلة التالية للذين يستخدموا الإنترنت في M1 = الرمز 5

M10. On an average week, how often do you usually use the Internet? [Single Answer]

M10. في أسبوع عادي، ما هو عادة تكرار إستخدامك للإنترنت؟ [إجابة واحدة]

Every day – 7 days a week	8	كل يوم – 7 أيام في الأسبوع
3-6 times a week	7	3 – 6 أيام في الأسبوع
twice a week	6	مرتين في الأسبوع
Once a week	5	مرة في الأسبوع
Once every 2-3 weeks	4	مرة كل 2 – 3 أسابيع
Once a month	3	مرة في الشهر
Once every 2 – 3 months	2	مرة كل 2 – 3 أشهر
Less than once every 2 – 3 months	1	أقل من مرة في 2 – 3 أشهر

M11. Where do you usually use the Internet? Multiple Answer

M11. أين عادة تستخدم الإنترنت؟ [عدة إجابات]

At home	1	في المنزل
At work	2	في العمل
At school	3	في المدرسة
In public places (Internet Cafes, hotels...)	4	في الأماكن العامة (مقاهي الإنترنت، الفنادق ...)
At some friends or relatives	5	في منزل بعض الأصدقاء أو الأقارب
On my smart phone	6	على هاتفي الذكي
On my tablet on the go	7	على جهازي اللوحي وأنا انتقل
Other places		أماكن أخرى

M12. In which purposes do you use the Internet? Multiple Answer

M12. لأي غرض تستخدم الإنترنت؟ [عدة إجابات]

Informing about current events	1	الإطلاع على الأحداث الراهنة
Searching useful information (weather report, health...)	2	البحث عن معلومات مفيدة (تقرير الأحوال الجوية، الصحة...)
E-Mail	3	البريد الإلكتروني
Messenger communication (MSN, ICQ, Yahoo...)	4	اتصالات الرتاسل (إم إس إن، أي سي كيو، ياهو...)
Visiting and participating on forums	5	زيارة ومشاركة المنتديات
Playing on-line games	6	لعب ألعاب على الانترنت
Listening and downloading music	7	الاستماع إلى وتحميل الموسيقى
Business purposes	8	أغراض تجارية
On-line shopping	9	تسوق على الإنترنت
Internet banking	10	خدمات مصرفية عبر الإنترنت

Job searching	11	البحث عن عمل
Education	12	التعليم
Watching video clips on video portals (YouTube...)	13	مشاهدة فيديو كليب على بوابات الفيديو (يوتيوب ...)
Writing a blog	14	كتابة مدونة
Visiting social networks (Facebook, MySpace)	15	زيارة شبكات التواصل الاجتماعي (فيسبوك، ماي سبيس)
Reading and commenting in online forums	16	القراءة والتعليق في المنتديات على الإنترنت
Studying	17	الدراسة
For other purposes (Please specify:)	18	لأغراض أخرى (يرجى التحديد:)

M12. What are the top 3 most visited social media websites?

M12. ما هي أكثر ثلاث مواقع للتواصل الاجتماعي تزورها؟

Facebook	1	فيسبوك
Twitter	2	تويتر
Google +	3	جوجل +
Instagram	4	إنستاجرام
Forums	5	فورمز
Pinterest	6	بي إنترست
My Space	7	ماي سبيس
Linkedin	8	لينكد إن
Other Specify		أخرى حدد

M13. What are the top 3 most visited websites?

M13. ما هي أكثر ثلاث مواقع على شبكة الإنترنت تزورها؟

Google	1	جوجل
Hotmail	2	هوت ميل
Yahoo	3	ياهو
Gmail	4	جي ميل
Gulf news	5	غلف نيوز
BBC	6	بي بي سي
Dubizzle	7	دوبزيل
Other Specify		أخرى حدد

THANK AND END THE INTERVIEW

أشكر وإنهى المقابلة