
Barriers of Internet-Based Marketing Communications: An Empirical Investigation of Saudi Manufacturing Firms

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EXECUTIVE SUMMARY

The objective of this study is to investigate the perceived barriers that limit the use of the Internet in marketing communications by medium and large-sized manufacturing firms in Saudi Arabia. This study focused on two major barriers, which are the lack of technical expertise and maintenance costs as core determinants of use to market Saudi firms' offerings. These two major barriers were identified by factor analysis with a varimax rotation. Results show that managers of medium and large-sized manufacturing firms in Saudi Arabia perceived the Internet to be a costly communication tool; thus, they tend to use it on a limited scale or do not use it at all to market their offerings. Also, managers who stated that their firms lack technical expertise in applying the Internet to market their offerings do not use it at all or they use it on a limited scale. These findings lead to the conclusion that Internet service providers in Saudi Arabia need to understand the importance of lowering the fees of their services. Also, Internet experts who provide maintenance must realize the growth of their businesses when they provide Saudi firms with high quality technical expertise at a reasonable fee. Also, Saudi firms need to use the Internet to market their offerings through their own well established websites in order to overcome the distribution channels challenges around the world.

Keywords: Internet Use; Marketing Communications; Technical Barriers; Cost Barriers; Saudi Medium and Large-Sized Firms.