

# Journal



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## Middle East

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## **The Public's Attitudes towards the Marketing Activities of Car Companies Operating in Egypt**

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### **Abstract**

This study aims to identify the public's attitudes towards the marketing activities of car companies operating in Egypt, and this study belongs to descriptive research that aims to determine the characteristics of a particular phenomenon or a situation that is predominantly identifiable, and the study relied on the survey method, both descriptive and analytical, which is a standard model for steps data collection, and the number of sample items that responded to the researcher was (200), as he received the questionnaire's response and response via e-mail. Among the most prominent findings of the study: One of the most important reasons for visiting the companies' website for the public is to know the latest models and offers, browse the company's website, and obtain information about the company's services, getting acquainted with the after-sales service, and to communicate with the company, as well as the numerous marketing activities carried out by companies, foremost of which are advertisements through its various means, followed by the experience of the masses in dealing with the company, then publishing in the specialized pages about cars, and sponsoring companies cars for different activities and events.

**Keywords:** Marketing Activities, Cars, Audience Trends, Marketing.