

The role of e-marketing for traditional products and crafts in improving competitive advantages -A comparative study between Algeria and the United Arab Emirates-

دورالتسويق الالكتروني للمنتجات التقليدية والحرف في تحسين المزايا التنافسية
-دراسة مقارنة بين الجزائر و الامارات العربية المتحدة-

Fatna Amara¹, Toufik braham chauch²

¹ University of Bordj Bou Arreridj, Study and Research Laboratory in Rural Development (LERDR) (Algeria), Fatna.amara@univ-bba-dz

² University of Bordj Bou Arreridj, Study and Research Laboratory in Rural Development (LERDR) (Algeria), Toufik.brahamchauch@univ-bba-dz

Received: 30/08/2024

Accepted: 30/09/2024

Published: 30/09/2024

Abstract

This research paper aims to shed light on the electronic marketing of traditional industrial products as one of the competitive advantages of these industries, focusing on the United Arab Emirates (UAE) as one of the leading countries in this field in the Arab world. The paper also confirms the relationship between electronic marketing of traditional products and competitive advantage through its contribution to reducing promotion and advertising costs and introducing traditional product designs and quality specifications through websites. Traditional industrial and handicraft institutions are facing global environmental changes and competitive challenges by using electronic marketing to attract new customers, facilitate entry into target markets, and gain a competitive edge.

Keywords: e-marketing, traditional products and crafts, competitive advantage, United Arab Emirates
JEL Classification Codes: : M31, 014, Z32.

ملخص:

تهدف هذه الورقة البحثية الى تسليط الضوء حول التسويق الالكتروني للمنتجات الصناعية التقليدية والحرف كاحد اهم مداخل دعم وتعزيز المزايا التنافسية للشركات الراغبة في التفوق في بيئة اعمال رقمية متطورة. واشرنا في هذه الدراسة الى الامارات العربية المتحدة باعتبارها من البلدان العربية الرائدة في هذا المجال ومقارنتها بالجزائر وتم استخدام المنهج المقارن, كما تم تأكيد العلاقة بين التسويق الالكتروني للمنتج التقليدي والمزايا التنافسية من خلال مساهمته في تخفيض التكاليف الترويج والاشهار والتعريف بتصاميم المنتج التقليدي ومواصفات الجودة عبر المواقع الالكترونية حيث تحاول المؤسسات الصناعية التقليدية والحرف مواجهة التغيرات البيئية العالمية وتحديات المنافسة من خلال التسويق الالكتروني لجذب زبائن جدد وتسهيل الدخول الى أسواق مستهدفة وتحقيق مزايا تنافسية.

كلمات مفتاحية: التسويق الالكتروني، المنتجات التقليدية والحرف، المزايا التنافسية، الجزائر، الامارات العربية المتحدة.

تصنيفات JEL : Z32,014,M31.

Corresponding author: fatna amara, e-mail: Fatna.amara@univ-bba-dz

The role of e-marketing for traditional products and crafts in improving competitive advantages -A comparative study between Algeria and the United Arab Emirates...

INTRODUCTION:

The traditional industries and crafts sector is an integrated sector that combines the cultural and cultural heritage of societies with economic effectiveness. Traditional industry is an economic and cultural heritage that contributes to economic development. These dimensions include the preservation of ancestral heritage and the work of continuity in keeping with the requirements of the age, developing the talents of craftsmen and showing their skills and creativity, If we look at the economics of Arab States like Algeria and the United Arab Emirates, we note the high proportions of these trades' contribution to the UAE economy and achieve some objectives.

To enrich this issue, we are posing the following problem:

How does electronic marketing of traditional products and crafts improve the competitive advantages of both Algeria and the United Arab Emirates?

General hypothesis:

Electronic marketing of traditional products and crafts improves the competitive advantages of both Algeria and the United Arab Emirates.

The importance of research:

The importance of the topic lies in demonstrating the importance of electronic marketing of traditional products and crafts, which are considered to be important modern economic fields in the current global changes, as well as the importance of economic vision based on the development and development of the traditional product market and crafts to contribute to the achievement of competitive advantages.

Research objectives:

Addressing the topic of electronic marketing of traditional products as a means to improve competitiveness aims to:

- Clarify the relationship between electronic marketing of electronic products and improving the competitive advantages of these products.
- Recognize the features of achieving competitive advantages of traditional products through the use of electronic marketing methods.
- Highlight the role that artisanal traditional product plays in improving incomes. Algerian and UAE economies.

In response to the problem, we have decided to address the following areas:

- General framework for electronic marketing of traditional products and crafts.
- Theoretical approaches to the competitive advantage of traditional industry products and crafts.
- The contribution of electronic marketing of traditional products and crafts to achieving competitive advantage in the United Arab Emirates.

1. General framework for electronic marketing of traditional products and crafts:

Traditional industries and crafts are essential given their direct impact on the economic, cultural, and social sectors. This sector provides the various essential products and services needed by citizens daily, as well as being one of the fundamental elements of all peoples' national identity and expressing their culture.

1.1 The concept of traditional products and crafts:

There is no uniform definition of traditional products and crafts in the world because of their different objectives and uses. One of the most important definitions is the following:

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has defined craft products that are made by the two crafts either in manual form or using hand tools or even mechanical means provided that the special nature of craft products depends on their distinctive characteristics which are useful, aesthetic, cultural creativity, decorative, functional, traditional, symbolic and important from a religious and social standpoint (Noella, 2007, p. 4).

As defined by the Algerian legislature, traditional products, and crafts are defined in Order 96-01 of 10-01-1996, which defines traditional products and crafts as any activity of production, deposit, transfer, artistic restoration, maintenance, repair, or performance of a service overshadowed by manual labor and practiced in a major and permanent capacity and a stable, mobile or exhibitive manner. Executive Decree No. 07-339, which lists traditional and crafts activities developed in three branches of activity, namely traditional industry and traditional artistic industry, Artisanal traditional industries activities for the production of materials, and artisanal traditional industry activities for services. (Ordinance No. 01-96)

According to Article 03 of Major Decree (Ordinance No. 01-96), the fields of traditional industry and crafts in Algeria are as follows:

- **Traditional technical industry:** which includes activities associated with goods, foodstuffs, mud, gypsum, stone, glass and similar, metal, wood, wool and similar materials, cloth, leather, and other different materials.
- **Traditional material production industry:** which includes activities for production and industry or financing associated with the mining and quarry sectors, mechanics and electricity, iron, nutrition and leather, furnishing, hardware, and household items, public works for construction, and local building materials... etc.
- **Traditional service industry:** which includes service activities of various branches of economic activity associated with installation and maintenance, preparation, maintenance, repair, and decoration of buildings for all commercial, industrial, and residential uses.

Table (1): shows the development of traditional industry and crafts product activities in Algeria during the period 2018-2022

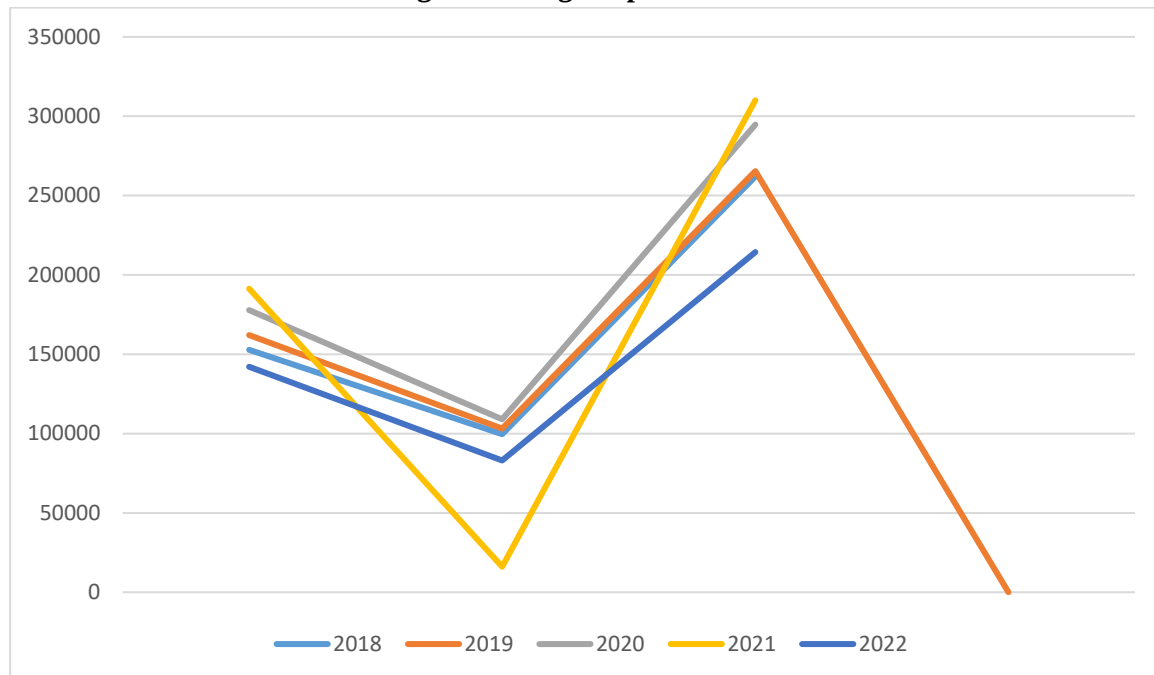
Years	2018		2018		2020		2021		2022	
Traditional technical industry	15281 4	29.70 %	1620 50	30.53 %	1778 20	37.57 %	1912 38	30.97 %	14219 4	32.34 %
Traditional material production industry	99622	19.36 %	1032 31	19.45 %	1090 04	18.75 %	1609 5	18.80 %	83035	18.88 %
Traditional service industry	26200 1	50.92 %	2654 20	50.01 %	2947 27	50.67 %	3100 69	57.21 %	21436 7	48.76 %
Annual establishm	51443 7	100%	5307 02	100%	5815 51	100%	6174 22	100%	43959 6	100%

The role of e-marketing for traditional products and crafts in improving competitive advantages -A comparative study between Algeria and the United Arab Emirates...

ent of traditional activities										
-------------------------------------	--	--	--	--	--	--	--	--	--	--

Source: (Ministry of Tourism and Traditional Industries)

Fig (1): Represents the development of traditional industry and crafts product activities in Algeria during the period 2018-2022



Source: Prepared by researchers based on Table 01 data.

Through the table and the graphic representation above, we note that there has been a significant increase in the total number of traditional industrial activities and crafts during the 2018-2019-2020-2021 years. This is due to the Algerian State's support policies for the sector of traditional industries and crafts. In 2022 there was a marked decline in the total of traditional industrial activities and crafts, with 439,596 activity compared to 2021 with 617,422 activity, due to several national and international economic variables that led to the stagnation of the traditional industry and crafts sector.

1.2 Economic social, and cultural role of traditional industries and crafts:

Traditional industries represent an important sector of economic, cultural, social, and tourism dimensions, representing an important economic asset and a living element of culture and civilization. They serve as documentary evidence of civilization and history. (ahlam ammari, siham wanassi)

- **Economic and social role:** The sector has the potential to absorb unemployment and create jobs, and it also plays a role in the care of young people, making it a contributor to the preservation of this category and forms of deviation trades and traditional industries generate value added in national income, They provide employment opportunities for groups of society, thereby contributing to the development of the economy and the revitalization of the productive and marketing movement, In addition to benefiting from local raw materials, especially available in economic quantities Women, as mothers and housewives, can practice crafts at

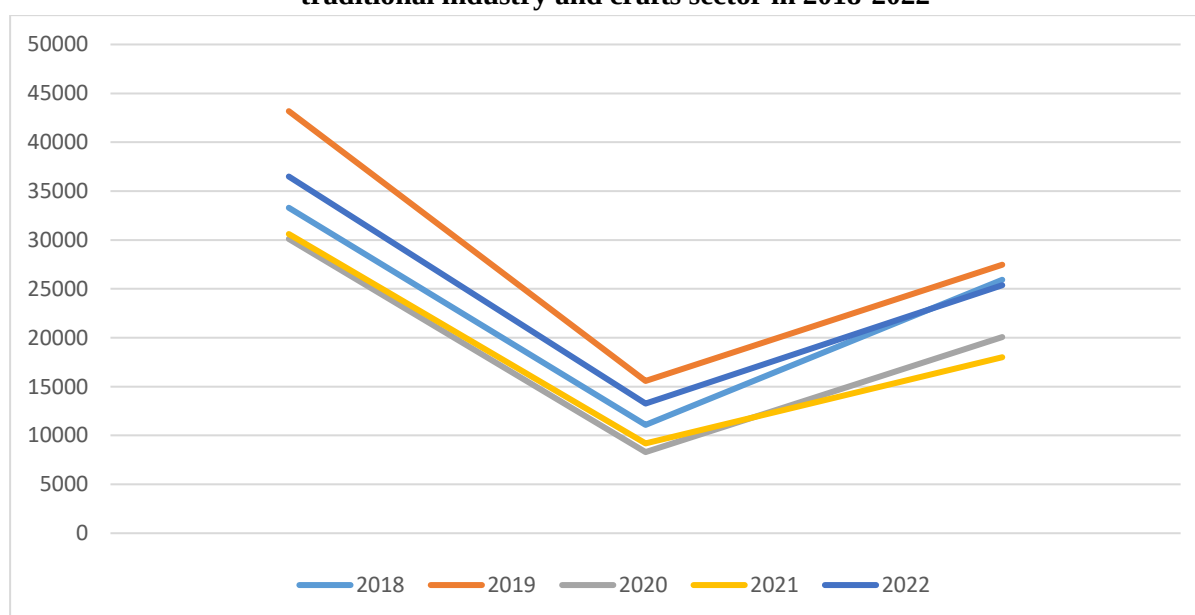
times that suit them and in places of choice or even in their own home, This sector has the advantage of an artisanal product from one region to another. s traditional industry and crafts during the period 2018-2022.

Table (2): Jobs created in Algeria's traditional and crafts industries for the period 2018-2022

years	2018		2018		2020		2021		2022	
Traditional technical industry	3329 6	47.35 %	4317 8	50.08 %	3010 6	51.48 %	3060 6	52.95 %	3649 0	48.56 %
Traditional material production industry	1108 2	15.76 %	1557 8	18.07 %	8300	15.81 %	9190	15.90 %	1326 5	17.65 %
Traditional service industry	2592 7	36.87 %	2745 3	31.84 %	2006 7	34.31 %	1799 6	31.13 %	2537 4	33.77 %
Annual establishment of traditional activities	7030 5	100%	8620 9	100%	5847 3	100%	5779 2	100%	7512 9	100%

Source: (Ministry of Tourism and Traditional Industries)

Fig (2): Representation of graphic curves representing job positions developed in Algeria's traditional industry and crafts sector in 2018-2022



Source: Prepared by researchers based on Table 02 data.

From the above figure and statistical data in Table 02, note that there has been a marked decrease in the jobs created during 2018-2020 for the traditional industry in its total activities. As for the traditional technical industry, there was a slight rise in the years 2018-2019 and 2020-2021, reaching 52.95% in 2021, while in 2022 it fell significantly to 48.56%, in addition to traditional craft industry activities for the production of materials and craft industry for services, during the years 2020-2021 it saw a significant decrease in developed positions to 2022,

The role of e-marketing for traditional products and crafts in improving competitive advantages -A comparative study between Algeria and the United Arab Emirates...

while the traditional craft industry was at 31.92% in 2021. Thus, the traditional industry and crafts sector plays an active role in alleviating unemployment by attracting a large number of job seekers, since the establishment of a craft project does not require a large capital in addition to the ease and simplicity of establishing a micro-enterprise.

- **The role of traditional industry and crafts in tourism investment:**

In addition to the economic importance of the traditional industry sector and crafts in contributing to national production, these trades are a vital pillar of the tourism sector. They support and promote the tourism sector. They represent 10% of tourism revenues according to the World Tourism Organization. Tourists are always looking for a commemorative product that reflects their host country's culture. It expresses the region he visited, and then the process of upgrading tourism as an element of marketing where it works to attract consumers and convince them of marketing products. By making the tourist product usually in purchasing with the tourist, Promotion of traditional products such as familiarization with them, exposure to their social and cultural backgrounds, and making them an image that attracts and measures a tourist.

- **Cultural and cultural role of traditional industries and crafts:**

The cultural dimension is particularly important for traditional crafts and industries, as it is a fundamental determinant of the decision to buy for domestic and foreign consumers. The traditional product is seen as a means of communication and communication between members of the community through signals and lines drawn on it and an information bank for the different civilizations and societies that have passed through the country and thus the preservation of traditional industry is at the heart of preserving grandparents' heritage as it is the title of the morale personality of all nations.

1.3 Electronic marketing of traditional products and crafts:

Marketing is the most dynamic function compared to other enterprise functions. Traditional marketing has been able to adapt and keep pace with technological development. This concept has evolved and passed through several stages until it reached so-called online marketing or electronic marketing.

1.3.1 The concept of electronic marketing of traditional products and crafts:

Digital marketing according to the American University of Marketing is a set of activities and procedures facilitated by digital technology to create, distribute, and provide service to customers and other partners.

The electronic marketing of the traditional product means all the technologies and means of communication used that can enhance the trademark of the traditional and artisan product to create value through a website. The Internet is the primary engine of electronic marketing, through interactive digital tools in the service of the marketer to promote traditional and artisan products while seeking to develop direct and personal relationships with customers. (rewaya belanwar, 2022, p. 175)

1.3.2. Electronic marketing mix of traditional and artisan products:

The electronic marketing mix of traditional and artisan products represents a range of elements that play an important role in the success of the marketing process. These elements

are electronic products, electronic pricing, electronic promotion, and electronic distribution. (Habiba Samil, Mezayan Hamza, 2022, p. 175)

- **Electronic product:** The electronic product is the main element in the electronic mix as the basis of the exchange process between the craftsman and the customer. It is a set of material and non-material elements provided by craftsmen for their currencies via the Internet, to achieve their needs and desires.
- **E-pricing:** Pricing is an element of the vital marketing mix. It is a craft product pricing strategy through the Internet. E-pricing enables customers to identify the price of products quickly, easily, and at low cost, especially while providing a relatively large number of suppliers and interactive marketing agents through electronic channels.
- **Electronic Distribution:** The distribution function is one of the main functions of implementing the content of the e-business strategy. It plays a prominent role in creating a client's time and space benefit. Electronic distribution provides a new market perspective for electronic interaction between the parties to the exchange without the need for intermediaries. This led to the emergence of the term "electronic brokerage", which shortens the distance and time between the craftsman and the client as the timely delivery of electronic services to customers at the lowest cost via different electronic channels.
- **E-promotion:** E-promotion is the use of modern technologies by craftsmen, the most important of which is the Internet, to communicate with their current and potential customers, interact with them to gain their satisfaction and know their tastes. The electronic promotion mix is different from the traditional promotional mix by disappearing or reducing the role of one of the important elements in the mix, namely personal selling while both advertising and activating sales.

1.3.3 Traditional Online Product Marketing Methods:

Craft products are marketed online in several ways, including: (Louisa Bashira, Borzar Safiya, 2019, p. 69)

- **Website Marketing:** Electronic pages appearing on the search engine that provide Internet users with the information they need. So websites are the first step for craftsmen or small craft owners to build their website on the Internet. It is attractive and accessible. It stimulates individuals and prompts them to visit the site thus transforming visitors into buyers. It must focus on the exterior design of the site.
- **Search Engine Marketing:** A way to search websites for information. Search engines are an essential resource for several visitors to various organizations' websites and researchers of products and services. It is one of the key pillars of the successful implementation of online marketing to market traditional products. Therefore, consideration must be given to designing and determining the content of the site's easy access via search engines.
- **Email marketing:** "Email marketing is one of the most important means of maintaining communication with customers and consumers if it is done in the right way. It gives more opportunity to transmit information as quickly as possible.
- **Social network marketing:** Perhaps one of the most prominent forms of online marketing is social networking sites: "These are modern means of communication: Facebook, WhatsApp, Twitter... Etc. "Facebook took the lead in ranking social media sites by

The role of e-marketing for traditional products and crafts in improving competitive advantages -A comparative study between Algeria and the United Arab Emirates...

number of users for 2019 worth 2.6 billion users. Algeria alone contains 16 million users and is the third Arab after Egypt and Saudi Arabia.

2. Theoretical approaches to the competitive advantages of traditional industry products:

2.1. Definition of competitive advantage:

Most studies confirm that the concept of competitive advantage indicates the ability to produce goods or provide services to customers in a distinctive manner by other competitors through the use of force by the exporting institution, Porter also considers that competitive advantage arises mainly from the value that the organization can create for its customers so that it can take the form of lower prices compared to competitors' prices with equal benefits or by offering variable benefits from the product or service that offset the price increase imposed.

Competitive advantage can be defined as an enterprise's ability to deliver products or services differently and differently from competitors to an additional value holder that is generally difficult to imitate. Competitive advantage is as follows: (Mohamed El Shakrani, 2019, p. 192)

- Lead to preference and superiority over competitors;
- originating from within the institution;
- Reflects the efficiency of the organization's activities;
- affects consumers and motivates them to buy;
- relative rather than absolute;
- It lasts long and goes away when it becomes imitable.

2.2. Competitive advantage dimensions:

Responsibility is based on paying attention to customers' needs and desires and turning them into target areas called competitive dimensions, which are the dimensions chosen and relied upon by the organization when submitting its products and meeting the demands for competitive advantage. We will derive this advantage as follows: (Suleiman Salem, Yassin Qasi, 2022, p. 174)

- **Cost:** Some see cost as implying an enterprise's ability to design manufacturing the low cost provides opportunities to sell at competitive prices and companies seeking greater market share as a basis for their success and superiority. The Department of Operations seeks to reduce the cost of production compared to competitors and reach competitive prices that enhance the competitive advantage of products in the market.
- **Quality:** Quality is the primary factor for achieving the product's competitive advantage over other competitive products. Studies indicate that the activity needed to achieve the quality advantage of the product is to examine the characteristic that achieves competitive advantage and consumer acceptance. Quality of design and quality of conformity is one of the features of product differentiation in competing products and quality is defined as reducing the product's defect rate and working to produce appropriate design specifications.
- **Flexibility:** Flexibility is the basis for achieving the company's competitive advantage by responding quickly to changes that may be determined in product design and to suit the needs of customers who want to provide four product flexibility requirements, marital flexibility, volume flexibility, and delivery flexibility.

- **Time of delivery:** Delivery is the fundamental rule of competition from companies in markets. It focuses on the length of the lead time for time competition and the speed at which new products are designed and delivered to customers as soon as possible. There are three dimensions dealing with time:
- **Delivery speed:** Measures how quickly delivery schedules are completed and the ability to receive at a specified time.
- **Delivery dependency:** measures the organization's ability to meet and meet agreed delivery deadlines;
- **Speed of development:** Measures the speed of new service delivery in time from the beginning of idea generation to production.

2.3 Porter's general competitive strategies:

Porter's competitive strategies are three strategies that enable an enterprise to adapt to variables: (Fatima Zahra Boutoura, 2022, p. 364)

- **Cost-driving strategy:** Cost plays an important role as an appropriate competitive weapon enabling competitive pricing without constant cost control and to achieve this strategy requires:

- Achieving economics of scale, that is, producing a large volume leading to the cost of the unit produced;
- Take advantage of the accumulation of experience and learning in the development and development of human resources;
- Utilization and non-waste of energy;
- Reduction of associated activities costs, as there was correlation and sharing of functions in certain costs such as distribution, sales forces... etc., the lower the costs;
- Access to resources at a lower cost.

- **Strategy of excellence:** This strategy is summarized in the presentation of the enterprise's examples in products in terms of quality, form, and delivery, and this is achieved when the enterprise can excel technically by possessing leading technology that allows it to achieve accurate production.

- **Focus strategy:** is a competitive strategy directed to a specific sector in the target market or to a particular group of customers only the organization pursuing this strategy seeks to take advantage of a competitive advantage in the targeted market sector by offering lower-priced products than competitors in focusing on cost reduction... etc. The following table summarizes the most important requirements for achieving each strategy according to Porter:

Table (3): Requirements for Achieving General Competitive Strategies by Porter

Strategy	skill requirements	regulatory requirements
Cost Leadership	- Ownership of capital, presence of capital investment and accessibility; - General engineering skills and supervision of work; - Difficult-designed products that are easy to produce and have low-cost distribution systems.	-Strict cost control; -Detailed and ongoing oversight reports; -Regulating responsibilities and defining powers; -Quantifiability of targets

The role of e-marketing for traditional products and crafts in improving competitive advantages -A comparative study between Algeria and the United Arab Emirates...

Discrimination	- Distinctive marketing capabilities; - "manufactured personnel" production engineers; - Good capabilities in place of the good reputation of the enterprise in the field of quality; - Strong cooperation by distribution.	- Coordination of functions in research and development; - Product development and marketing; - Ability to attract a good workforce; - Attract creative and distinguished researchers.
Focus	A combination of past policies geared towards a strategic objective	A combination of past policies geared towards a specific strategic objective

Source: (fadila Boutouda, Aladdin El Wafi, 2021, p. 366)

3. The contribution of e-marketing to traditional industry products and crafts to achieving competitive advantage refers to the UAE experience.

The adoption of electronic marketing in the economy to familiarize and distribute the various traditional products and crafts that are abundant in the conventional industry by using various techniques that allow craftsmen to target customers and consumers at any time, anywhere, and by any means, will contribute to enhancing the status of the traditional product and gain it a competitive advantage both locally and internationally.

3.1 The competitive advantages achieved by the use of electronic marketing of products are traditional industries and crafts:

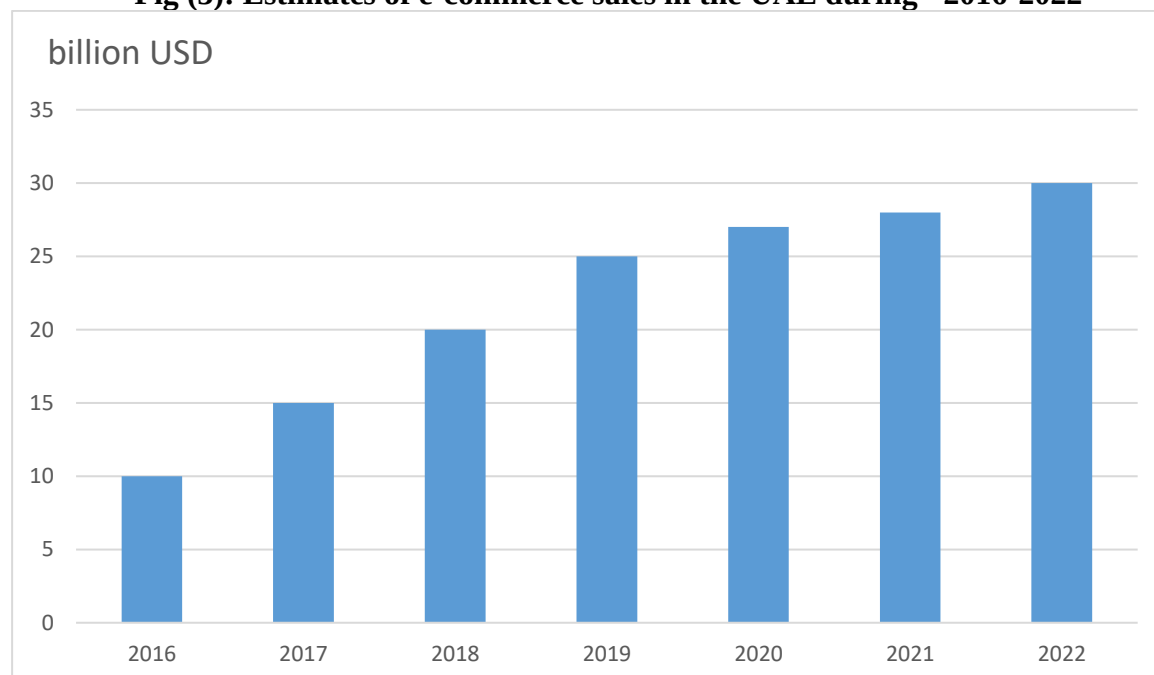
Craft enterprises that use electronic marketing have competitive advantages that distinguish them from others. The most important of these competitive advantages are: (Ben Nama Nuria, Karbali Baghdad, 2013, p. 62)

- E-marketing provides craft industries with the opportunity to deal with a huge, accessible, and marketable collective market, move away from local borders, and introduce traditional products to a global scale. This gives craft enterprises a competitive advantage;
- Keeping abreast of recent developments in business by launching an electronic marketing site for the enterprise that gives it a competitive advantage in dealing as it reaches them everywhere and at the lowest cost time;
- The widespread promotion of the craft enterprise has a competitive advantage in reaching targeted marketing segments as soon as possible and at the lowest cost;
- Responding promptly to customers' requests and completing transactions in record time through e-marketing processes, achieves an important competitive advantage for traditional industries and crafts;
- Improving marketing relationships from crafts and the most important elements of their environment, such as customers and suppliers;
- E-marketing is characterized by its low costs compared to traditional marketing which helps to offer traditional products at prices acceptable to customers and this gives the enterprise a competitive advantage;
- Engaging customers in marketing efforts and dialogues through e-marketing processes that give the enterprise a competitive craft in the market segments it seeks to market.

3.2 UAE's experience in marketing traditional products electronically and gaining competitive advantages:

According to the United Nations Trade and Development Organization report UNCTAP, the United Arab Emirates comes first in electronic marketing in the Arab world, where the United Arab Emirates is the most advanced e-commerce market in the Arab countries. E-commerce volume recorded about 4.2% of total retail sales in 2019 in the UAE, 16% of total retail sales are estimated to be about USD 198 billion, reaching about USD 27.1 billion in 2022. The following figure shows the estimate of e-commerce sales in the UAE during the period "2016-2022" according to UNCTAD statistics.

Fig (3): Estimates of e-commerce sales in the UAE during "2016-2022"



Source: UNCTDB Statistics, Date of Viewing 20/07/2024

Economists believe that e-marketing of traditional and handicraft industries in the UAE yields good results. This is a positive reflection on raising sales of traditional and artisanal products. The UAE government encourages e-commerce and e-export as part of economic growth. UAE traditional industry enterprises use modern means and techniques to increase export opportunities and market traditional products and crafts.

3.3 Competitive Indicators of UAE Craft Product:

The most important indicators can be explained as follows: (Nizaheh Buradua, Nouri Munir, 2021, p. 156)

- **Business environment:** This pillar demonstrates a political and convenient environment for craft enterprises to do business and industry, and research has found important linkages between economic growth and other aspects such as the extent to which property rights are protected and the efficiency of H.
- **Human Resources and Labour Market:** Ensure high-quality human resources in the market of trade products, crafts, etc. With the accessibility of traditional industries' products to customers and their faculty of survival, this pillar measures the extent to which countries develop skills through education and teaching.

The role of e-marketing for traditional products and crafts in improving competitive advantages -A comparative study between Algeria and the United Arab Emirates...

- ICT readiness: The UAE is well-developed in the field of ICT. This is reflected in the use of modern technical means in traditional industries and crafts, including electronic marketing, which enabled the introduction of traditional products and crafts at acceptable prices to customers, thereby achieving a competitive advantage of lower cost and access to segments with which you want to market with a high-quality product at competitive prices.
- International openness and competitiveness of traditional product prices and crafts globally. This has enhanced the competitiveness of the UAE's traditional products and is targeting new markets.

3.4 Arab Traditional Industries and Contemporary Online Marketing Challenges

Terrible and accelerating change in the world economy poses many challenges that could hinder, if not adapt, its marketing activity; Taking advantage of a competitive advantage in markets, especially if it comes to traditional industry owners, is the reason for the industry's specificity itself and its recent use of electronic marketing and the small category of customers interested in this type of industry. The challenges can be highlighted below: (Tarubia Nadir, Arabi Mustafa, 2021, p. 405)

- Most traditional industries are concentrated in poor and middle-income countries. These countries are on the rise and are becoming increasingly difficult for both consumers and marketers in parallel with the growing needs of citizens for low purchasing power, economic recession, and rising unemployment.
- A new marketing environment with a focus on ICT, which requires Arab States to develop these technologies and provide them with the necessary support.
- Language and culture often hamper interaction between customers and websites, not to mention cultural barriers, customs and traditions, and lack of technological skills and teaching.
- There is a fear of online marketing websites by many craftsmen for two reasons: the first is the exploitation of certain websites for money laundering and terrorist financing, and the second is the prevalence of fraud and fraud.
- Confidentiality and privacy: One of the main challenges facing craftsmen and digitizers is that electronic exchanges require some data from customers such as name; sex; Address, payment method, etc., so it is necessary to use secure software to maintain confidentiality and privacy of transactions in electronic commerce, online marketing and control its technologies.

Conclusion:

The use of the Internet in marketing traditional products and crafts has become a requirement and an imperative given the privileges provided by information and communication technology from the rapid transmission of information, expansion of the base of current and prospective customers, interaction with them, and gaining their satisfaction. This enhances the competitive position of traditional products and crafts and enables them to increase their ability to invest in marketing opportunities. E-marketing is an effective tool that

enables the competitive advantage of traditional industry and crafts enterprises and facilitates their entry into global markets.

Through this study, we have reached several conclusions that are reflected in the following points:

- Traditional industry and crafts influence many economic social, and cultural variables such as raw domestic product, employment, valuing women's role, bringing hard currency, preserving heritage... etc.
- Electronic marketing of traditional and artisanal products contributes to the provision of services quickly, accurately, and at a lower cost.
- Algeria's traditional industries have many qualities that distinguish them from the rest of the world, which derives from the heritage of civilizations in North Africa.
- Electronic marketing is a modern field in the traditional industry and crafts sector and this requires craftsmen to control the use of information and communication technology.
- The United Arab Emirates is one of the leading Arab countries in the field of electronic commerce and marketing of traditional industries, which has helped to gain a competitive advantage in reducing product costs, sweeping new markets, and expanding the base of existing and new customers.
- Many Arab countries, including Algeria, continue to suffer from technological delays, which have severely hampered the expansion and spread of e-marketing in the traditional industries and crafts sector.

Recommendations:

Through the previous findings, we recommend some recommendations, most notably:

- Orientation towards the development of e-marketing applications for traditional industry products and crafts.
- Interest in forming and training in the electronic field of craftsmen to market their traditional products to acquire the necessary skills to use sophisticated devices to display and promote their products through websites to achieve competitive advantage.
- Publicity, publicity, and promotion of traditional products internationally by trustees across national and international sites to publicize traditional industries internally and externally.
- Leveraging the expertise and experience of leading foreign and Arab countries in the field of electronic marketing of traditional products to support and enhance the competitive advantage of the national traditional product.

References

- Ordinance No. 01-96. "Rules governing traditional industry and crafts", *Official Gazette of the Republic of Algeria*, No. 03 of 14 January 1996. 14 January 1996.
- ahlam ammari, siham wanassi. "Traditional crafts and industries in Algeria." *Anthropology Magazine*, Vol. 08, Issue 01 (2022): 479-481.
- Ben Nama Nuria, Karbali Baghdad. "Electronic marketing as an entry point for achieving competitive advantage in Algerian economic institutions." (2013).
- fadila Boutouda, Aladdin El Wafi. "UAE Experience in Achieving Ranks in Competitiveness." *New Magazine Economics*, Vol. 16, Issue 01 (2021): 292- 317

The role of e-marketing for traditional products and crafts in improving competitive advantages -A comparative study between Algeria and the United Arab Emirates...

- Fatima Zahra Boutoura. "The role of e-marketing in activating the competitiveness of economic institutions." *Al-Aseel Journal of Economic and Administrative Research*, vol. 06, No. 02 (2022): 353-370.
- Habiba Samil, Mezayan Hamza. "Marketing Products Traditional Industry and Crafts Online With Tags To Some International Experiences." *Euro-Mediterranean Journal of Tourism and Hotel Economics*, vol. 04, No. 04, (2022): 175.
- Louisa Bashira, Borzar Safiya. " E-Marketing's Contribution to the Promotion of Traditional Artistic Industry Products," *Journal of Applied Economics and Statistics*, vol. 16, issue 02 (2019): 69.
- Ministry of Tourism and Traditional Industries. *Traditional Industry Statistics*. 19 10 2023. <<https://n9.cl/q4yz3h> >.
- Mohamed El Shakrani. "Social Responsibility and its Role in Achieving Competitive Advantage in Business Organizations." *Faculty of Economic and Commercial Sciences and Management*. Al Jalafa, Algeria, 2019.
- Nizaheh Buradua, Nouri Munir. "The Importance of Using the Digital Marketing of Traditional and Artisan Products in Revitalizing the Tourism Sector, Case Study of the State of Ain Al-Dafli," *Journal of Eyesight*, Vol. 02, No. 01 (2021): 156.
- Noella, Richard. "Handicrafts and Employment Generation for the Poorest Youth and Women." *United Nations Educational, Scientific, and Cultural Organization* 2007: 04.
- always began the war. "Digital marketing in the business environment between technology requirements and practice realities." *Journal of Economic Studies*, vol. 16, issue 03 (2022): 175.
- Suleiman Salem, Yassin Qasi. "The role of additional elements of the banking marketing mix in enhancing banks' competitive advantage." *Journal of Business Economics and Commerce*, vol. 07, Issue 01 (2022): 167-186.
- Tarubia Nadir, Arabi Mustafa. "Electronic Marketing as a Technological Media to Revive the Traditional Product Market." *Economic Integration Magazine*, Vol. 07, Issue 04 (2021): 405.