

The Use of e-Marketing Tools and Its Impact on the Level of Brand Engagement: A Case study of Djezzy GSM in Algeria

-Imene Irain¹: Laboratory of Entrepreneurship, Human Resources Management and Sustainable Development) University of Blida2, Algeria

-Manaf B. Raew²: Department of Human Resource Management, Cihan University - Erbil, Kurdistan Region, Iraq

- Sid Ahmed Hadj Aissa³: Laboratory of Entrepreneurship, Human Resources Management and Sustainable Development) University of Blida2, Algeria

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Abstract

This paper aims to study, determine and build knowledge about the impact of e-marketing tools on the brand attachment by analyzing the level of availability of these tools in Djezzy GSM in Algeria, and measuring the impact of these dimensions on brand attachment, where the research importance stems from the importance of the customers to the company and the importance of managing e-marketing tools related to their needs and requirements of the products and services provided by the company in order to enhance their loyalty and raise their level of satisfaction. The researchers used the statistical method in order to measure the impact of e-marketing tools on brand attachment by designing a questionnaire and distributing it to a sample of individuals and analyzing it statistically using SPSS program, and then discussing the results of the analysis to prove the research hypotheses.

Key words: e-Marketing, Mobile, Blog, Social Media, Website, Brand attachment.

Jel Codes Classification : M10, M21, M31

1 - irainimene@gmail.com

2 - manaf.basil@cihanuniversity.edu.iq

3 - s.hadj_aissa@live.fr

استخدام أدوات التسويق الإلكتروني وأثره في مستوى الارتباط بالعلامة: دراسة حالة مؤسسة Djezzy للاتصالات الخلوية بالجزائر

- إيمان إيرين¹: أستاذة محاضرة ب، جامعة البليدة 2، الجزائر
– مناف باسل رؤوف²: مدرس، جامعة جيهان – أربيل، العراق
– سيد أحمد حاج عيسى³: أستاذ التعليم العالي، جامعة البليدة 2، الجزائر

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ملخص

تهدف هذه الورقة إلى دراسة وتحديد وبناء المعرفة حول تأثير أدوات التسويق الإلكتروني على ارتباط العلامة التجارية من خلال تحليل مستوى توفر هذه الأدوات في شركة Djezzy GSM في الجزائر، وقياس تأثير هذه الأبعاد على ارتباط العلامة التجارية، حيث تنبع أهمية البحث من أهمية العملاء للشركة وأهمية إدارة أدوات التسويق الإلكتروني المتعلقة باحتياجاتهم ومتطلبات المنتجات والخدمات التي تقدمها الشركة من أجل تعزيز ولائهم ورفع مستوى رضاهم. استخدم الباحثون المنهج الإحصائي لقياس أثر أدوات التسويق الإلكتروني على الارتباط بالعلامة التجارية من خلال تصميم استبيان وتوزيعه على عينة من الأفراد وتحليله إحصائياً باستخدام برنامج SPSS، ثم مناقشة نتائج التحليل لإثبات فرضيات البحث. الكلمات المفتاحية: التسويق الإلكتروني، المواقع الإلكترونية، منصات التواصل الاجتماعي، الهاتف النقال، المساحة الإعلامية، الارتباط بالعلامة التجارية التصنيف: M10, M21, M31

¹ -المرسل، irainimene@gmail.com ، Laboratory of Entrepreneurship

² - manaf.basil@cihanuniversity.edu.iq ، Department of Human Resource Management

³ - s.hadj_aissa@live.fr ، Laboratory of Entrepreneurship

Introduction:

The majority of the advertisements we see around us every day go unnoticed because of the time in which we live. Potential customers are constantly being targeted with products and services, oversaturating the market (Raewf, Hadj Aissa, & Thabit, 2021). According to Vrontis et al. (2022), in most circumstances, the competitive advantage does not depend just on a high-quality product or a brilliant idea, but rather on marketing and the effective use of its tools, which can determine the success or failure of a product or service in the market (Vrontis, El Chaarani, El Abiad, El Nemar, & Haddad, 2022).

Due to companies' ongoing effort to seize every new opportunity and keep up with modern technology in order to increase their market share and get a better competitive advantage, e-marketing has emerged as one of the most important inventions (Nurcahyo, 2016), (Raewf & Thabit, 2018). Many authors that specialize in e-marketing such as (Wanniarachchi & Rajakaruna, 2022), (Abdulquadri & Dixon-Ogbechi, 2022), (Thabit & Raewf, 2018), and (Coutinho, Sousa, & Fernandes, 2021) have written on this subject, with their primary focus being the use of e-marketing tools for marketing communication.

Based on the above and related studies, the purpose of this study is to clarify particular terms along with finding out the impact of e-marketing tools usage as a factor impacting the levels of brand engagement of a telecommunications corporation among its target groups.

I-Literature Review and Hypotheses Development:

After relying only on traditional media for a long time, public relations has grown into true connections with members of the public via the Internet, where various sorts of online content enable firms to interact directly with customers (Rosário & Raimundo, 2021), (Karem & Thabit, 2021). Given the current hyper-competitive atmosphere, the Internet has emerged as a crucial, or one could even say successful, component. However, this raises concerns about its reliability (Štefko, Fedorko, & Bačík, 2015).

Due to changes in how people connect and use their free time, the importance of online marketing is growing. Electronic marketing operations may be carried out using digital technologies to improve the efficiency of a business. To meet the business's objectives, those tools, or to use another term, digital technologies, are characterized as an engagement management process between the company and its customers (Jameel, Hamdi, Karem, Raewf, & Ahmad, 2021), (Thabit, Raewf, Abdulrahman, & Younis, 2016), (Dominici, 2009).

Driving brand recognition and lead generation across all digital technologies is the responsibility of digital marketers. These technologies including websites, social media, blogs, and mobiles (Desai, 2019). Consequently, we proposed the following main hypothesis:

H: The e-Marketing tools have no influence on the level of brand engagement.

I-1- Website:

A popular topic in this field of study has been the identification of website features that positively reinforce customer buying decisions. Users form enduring opinions about a website's attractiveness in less than a second after viewing it for the first time, and these initial impressions are powerful enough to impact the website's perceived usability and trustworthiness later on.

However, from a theoretical standpoint, the topic of website attractiveness has received insufficient consideration (Abdallah & Jaleel, 2015). The majority of current research on e-marketing evaluates it as a transaction medium or a communication tool in order to assess the performance of web-based marketing activities (Rahimnia & Hassanzadeh, 2013), (Chaffey & Smith, 2013), (Gilmore, Gallagher, & Henry, 2007)

Despite the availability of those studies, the results did not clearly indicate whether the usage of a website had an influence on brand engagement. Therefore, the researchers hypothesize the following:

H₁: The Website has no influence on brand engagement.

I-2- Social Media (SM):

The tactics firms generally utilize in their marketing have changed as a result of the rapid expansion of social media. Social networks have become a wonderful tool for companies to enhance their contact with customers. Due to the widespread use of social sites like Facebook and tools by individuals, businesses must carefully consider how they might gain from such use in rebuilding relationships with consumers (Khasawneh, 2017).

SM makes it easier for people to spread the news about brands, which boosts sales. Additionally, it fosters relationships between a business and potential customers, making precise consumer targeting easy. Therefore, social media marketing has attracted a lot of attention from businesses hoping to increase product consumption (Lee & Hong, 2016).

Studies regarding social media as a digital technology are available, and the results of these studies show the importance of SM in spreading the brand and reaching more customers (Khasawneh, 2017), (Desai, 2019). On the other hand, those studies did not measure its impact on brand engagement. Accordingly, the following hypothesis is proposed:

H₂: The social media has no influence on brand engagement.

I-3- Blogs:

Businesses and people alike are becoming more and more interested in blogs. They now serve as more than just a tool for digital publication. Today, blogs may be used for marketing campaigns and as a channel for reaching out to a company's target audiences. Blogs may be an excellent platform for businesses to communicate with their customers, promote company values, and provide a more personable image of the organization (Dimitrova, 2013).

Studies showed that consumers rely heavily on descriptions of user experiences and feedback on blogs. Therefore, the authenticity of information sources is critical (Jain & Posavac, 2001). At one go, there is insufficient studies that determine the influence of blogs on brand engagement. Therefore, the following hypothesis is proposed:

H₃: The blog has no influence on brand engagement.

I-4- Mobile:

It is critical to comprehend the advantages that customers derive from their interactions with service provider firms, as well as the influence of technology on value creation in service supply (Florido-Benítez, 2016).

According to several the authors (El-Gohary, 2011), (Kumar & Mittal, 2020), (Amirkhanpour, Vrontis, & Thrassou, 2014), this tool is a communication channel via which businesses may connect with their consumers; specifically, it is a bidirectional or multidirectional channel of communication between enterprises advertising offers and customers via a mobile media, device, or technology.

Hence, there is no clarification regarding the impact of mobile devices as a marketing tool on the brand engagement. Thus, we proposed the following hypothesis:

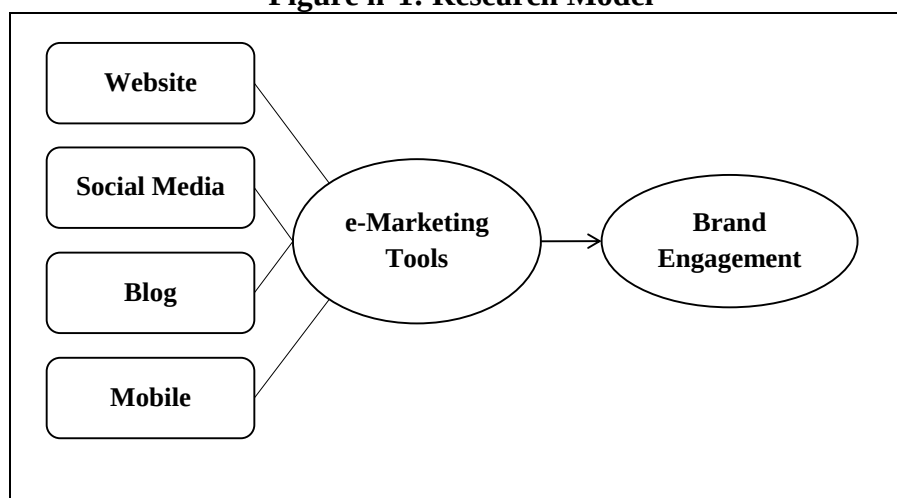
H₄: The Mobile has no influence on brand engagement.

II- Research Methodology:

II-1 Model of the Research:

The researchers showed the relationship between research variables in Fig. 1 as follows:

Figure n°1: Research Model



Source: prepared by the researchers

II-2 Population and Sample of the Research:

The research population consists of all subscribers of the mobile phone operator Djezzy GSM, who are 15 million subscribers according to the statistics issued by the Postal and Electronic Communications Regulate Authority. So the sample of 400 individuals was chosen randomly based on the Yard equation, as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where,

n = Sample size

N = Population = 15000000

e = margin of error which is 0.05

II-3 The Validity of Research Tool:

To find the internal consistency of the research tool, the researchers calculated the correlation coefficient between the research variables and their measurement indicators. Table 1 shows that the correlation coefficient between the scores of each indicator and the total score for all items of the variable related to Website was positive and between (0.856 – 0.731) with ignoring the score of the fifth indicator. In addition, all the items of this variable were statistically significant at the level of ($\alpha \leq 0.05$). The table also shows that the correlation coefficient between the scores of each indicator and the total score for all items of the variable related to Social Media (SM) was positive and between (0.822 – 0.704) with ignoring the score of the fifth indicator. In addition, all the items of this variable were statistically significant at the level of ($\alpha \leq 0.05$). While the table shows that the correlation coefficient between the scores of each indicator and the total score for all items of the variable related to Blog was positive and between (0.670 – 0.776) with ignoring the score of the fifth indicator. In addition, all the items of this variable were statistically significant at the level of ($\alpha \leq 0.05$). And the table shows that the correlation coefficient between the scores of each indicator and the total score for all items of the variable related to Mobile was positive and between (0.634 – 0.780). The table also shows that the correlation coefficient between the scores of each indicator and the total score for all items of the variable related to Brand Engagement was positive and between (0.845 - 0.760). In addition, all the items of this variable were statistically significant at the level of ($\alpha \leq 0.05$).

Table n°1: The Internal Consistency of the Research Variables

Website	Indicator 1	Indicator 2	Indicator 3	Indicator 4	Indicator 5
Correlation Coefficient	0.825	0.856	0.803	0.731	-----
Social Media	Indicator 1	Indicator 2	Indicator 3	Indicator 4	Indicator 5
Correlation Coefficient	0.704	0.807	0.822	0.791	-----
Blog	Indicator 1	Indicator 2	Indicator 3	Indicator 4	Indicator 5
Correlation Coefficient	0.776	0.670	0.744	0.691	-----
Mobile	Indicator 1	Indicator 2	Indicator 3	Indicator 4	Indicator 5
Correlation Coefficient	0.697	0.712	0.780	0.634	0.741
Brand Engagement	Indicator 1	Indicator 2	Indicator 3	Indicator 4	Indicator 5
Correlation Coefficient	0.771	0.845	0.834	0.788	0.760

Source: prepared by the researchers

II-4 The Stability of Research Tool:

In order to test the stability of research tool, Cronbach's alpha coefficient was calculated for each variable of the research, and the stability coefficient values were acceptable as shown in Table 2.

Table n°2: The Internal Consistency of the Research Variables

Variables	Stability Coefficient
Website	0.766
Social Media	0.764
Blog	0.760
Mobile	0.780
Brand Engagement	0.788
	0.771

Source: Prepared by the researchers

II-5 The Descriptive Statistical Analysis of Demographic and Functional Factors:

The demographic and functional factors of the research sample were as shown in table 3, which can reflect the variety of the research sample

Table n°3: The Demographic and Functional Factors of the Research Sample

Type	Statement	Number	Percentage
Gender	Male	183	43.6%
	Female	237	56.4%
Age	Less than 20 years	90	21.4%
	20 – 30 years	205	48.8%
	31 – 40 years	82	19.5%
	41 – 50 years	31	7.4%
	More than 50 years	12	2.9%
Income	Less than 18000 DZD	152	36.2%
	18000 – 25000 DZD	61	14.5%
	25001 – 35000 DZD	91	21.7%
	More than 35000 DZD	116	27.6%
Education	Less than Baccalaureate	36	8.6%
	Baccalaureate	96	22.9%
	Bachelor	116	27.6%
	M.A	95	22.6%
	M.Sc.	21	5.0%
	Engineer	34	8.1%
	Ph.D.	22	5.2%

Total	-	420	100
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Source: Prepared by the researchers

II-6 The Descriptive Statistical Analysis of Independent and Dependent Variables :

Table (4) shows that the sample items have significantly approved for all indicators of the independent and dependent variables of the research

Table n°4: The Analysis of Independent and Dependent Variables

Variable	Arithmetic Average	Standard Deviation	Approval Degree
Website	2.8625	0.85003	Significantly
Social Media	2.8095	0.90495	Significantly
Blog	2.8417	0.77989	Significantly
Mobile	2.6538	0.75813	Significantly
Brand Engagement	2.9648	0.90762	Significantly

Source: Prepared by the researchers

II-7 Hypotheses Test :

H: “The e-Marketing tools have no influence on the level of brand engagement”

Table n°5: The Results of ANOVA Analysis of H

		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	71.809	240	0.299	1.703	0.000
	Within Groups	31.456	179	0.176		
	Total	103.264	419			
Age	Between Groups	242.205	240	1.009	1.268	0.047
	Within Groups	142.510	179	0.796		
	Total	384.714	419			
Income	Between Groups	482.511	240	2.010	2.324	0.000
	Within Groups	154.867	179	0.865		
	Total	637.379	419			
Education	Between Groups	700.675	240	2.919	1.653	0.000
	Within Groups	316.132	179	1.766		
	Total	1016.807	419			

Table (5) shows that there is statistically significant effect of e-marketing tools on the level of brand engagement, as the calculated value of (F) reached (2.324), which is a function at the level of ($\alpha \leq 0.05$), and the max of sum of squares value is (1016.807). This indicates that e-marketing tools explain only 0.116% of the changes in the dependent variable (brand engagement), and significance level of (0.000), which is a value smaller than (0.05).

H₁: “The Website has no influence on brand engagement”.

Table n°6: The Results of ANOVA Analysis of H₁

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.352 ^a	0.124	0.122	0.85046

a: Predictors: (Constant), Website

Table n°7: The Results of ANOVA Analysis of H₁

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	42,825	1	42,825	59,209	,000 ^b
Residual	302,333	418	,723		
Total	345,158	419			

a. Dependent Variable: Brand_attachment

b. Predictors: (Constant), Website

Table n°8: The Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,888	,146		12,938	,000
	Website	,376	,049	,352	7,695	,000

a. Dependent Variable: Brand_attachment

Tables (6-8) show that there is statistically significant effect of website on the level of brand engagement, as the calculated value of (F) reached (59.209), which is a function at the level of ($\alpha \leq 0.05$), and the max of sum of squares value is (345.158). This indicates that website explains only 12.4% of the changes in the dependent variable (brand engagement), and significance level of (0.000), which is a value smaller than (0.05).

H₂: “The social media has no influence on brand engagement”.

Table n°9: The Results of ANOVA Analysis of H₂

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,341 ^a	,116	,114	,85421

a. Predictors: (Constant), Social_Media

Table n°10: The Results of ANOVA Analysis of H₂

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	40,154	1	40,154	55,030	,000b
Residual	305,005	418	,730		
Total	345,158	419			

a. Dependent Variable: Brand_attachment

b. Predictors: (Constant), Social_Media

Table n°11: The Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,004	,136		14,722	,000
	Social_Media	,342	,046	,341	7,418	,000

a. Dependent Variable: Brand_attachment

Tables (9-11) show that there is statistically significant effect of social media on the level of brand engagement, as the calculated value of (F) reached (55.030), which is a function at the level of ($\alpha \leq 0.05$), and the max of sum of squares value is (345.158). This

indicates that social media explains only 11.6% of the changes in the dependent variable (brand engagement), and significance level of (0.000), which is a value smaller than (0.05).

H₃: "The blog has no influence on brand engagement".

Table n°12: The Results of ANOVA Analysis of H₃

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,296 ^a	,088	,085	,86796

a. Predictors: (Constant), Blog

Table n°13: The Results of ANOVA Analysis of H₃

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30,254	1	30,254	40,158	,000 ^b
	Residual	314,905	418	,753		
	Total	345,158	419			

a. Dependent Variable: Brand_attachment

b. Predictors: (Constant), Blog

Table n°14: The Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,986	,160		12,395	,000
	Blog	,345	,054	,296	6,337	,000

a. Dependent Variable: Brand_attachment

Tables (12-14) show that there is statistically significant effect of blog on the level of brand engagement, as the calculated value of (F) reached (40.158), which is a function at the level of ($\alpha \leq 0.05$), and the max of sum of squares value is (345.158). This indicates that blog explains only 8.8% of the changes in the dependent variable (brand engagement), and significance level of (0.000), which is a value smaller than (0.05).

H₄: "The Mobile has no influence on brand engagement".

Table n°15: The Results of ANOVA Analysis of H₄

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,258 ^a	,067	,064	,87796

a. Predictors: (Constant), Mobile

Table n°16: The Results of ANOVA Analysis of H₄

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,958	1	22,958	29,784	,000 ^b

	Residual	322,200	418	,771		
	Total	345,158	419			

a. Dependent Variable: Brand_attachment

b. Predictors: (Constant), Mobile

Table n°17: The Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,145	,156		13,741	,000
	Mobile	,309	,057	,258	5,457	,000

a. Dependent Variable: Brand_attachment

Tables (15-17) show that there is statistically significant effect of mobile on the level of brand engagement, as the calculated value of (F) reached (29.784), which is a function at the level of ($\alpha \leq 0.05$), and the max of sum of squares value is (345.158). This indicates that mobile explains only 6.7% of the changes in the dependent variable (brand engagement), and significance level of (0.000), which is a value smaller than (0.05).

III-Conclusions and Recommendations

III-1 Conclusions:

This study focused on explaining the effective relationship between e-marketing tools and brand attachment. So, the researchers concluded the following:

- The level of dimensions availability for e-marketing tools was large by the individuals of sample. This indicates the company's interest and keenness to implement this approach by searching for the necessary information about its customers and using it to understand their needs and desires.
- The study showed a statistically significant effect of e-marketing tools (website, social media, blog, and mobile) separately on the level of brand attachment by the individuals of research sample.

III-2 Recommendations:

Based on the previous conclusions, the researchers recommend the following:

- The necessity of continuing to apply and activate e-marketing tools in all branches and structures of the company across the country.
- The necessity of activating the inbound marketing approach to attract the largest number of customers and achieve maximum marketing returns.
- Giving great importance to marketing through social networking sites because of its impact on the purchasing decisions of customers through these platforms.
- The need for a good design of the website of the company, which has become more attractive to customers
- Improving the user experience in a way that allows to enhance the organization's visibility and the efficiency of its site.

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