AL KUT JOURNAL OF ECONOMIC AND ADMINISTRATIVE SCIENCES
Publisher: College of Economics and Management - Wasit University

Improving the Iraqi Educational Institutions Performance Using E-Marketing

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ABSTRACT

The study aims to clarify the role of electronic marketing and its potential in supporting the efforts made by educational institutions in Baghdad through marketing platforms. Educational institutions can benefit from modern communication and information technology. The study data was collected using a two-pronged questionnaire to achieve its goals. Personal information was requested in the first axis of the sample, including gender. Marital status, age groups, educational level, monthly family income, nationality, length of work, job level, and services provided. The questionnaire was distributed to 400 individuals in Baghdad, and the reliability of the questionnaire was determined through the Cronbach's alpha coefficient, and the legitimacy of the arbitrators served as evidence of this. The second axis of the questionnaire asks questions about how to improve electronic marketing for educational institutions in Baghdad. The data was analyzed using the statistical program SPSS, and the study concluded: Electronic marketing has had an impact on the development of educational facilities in Baghdad by accelerating employment, saving time and cost, as well as simplifying electronic reservation. To increase their online presence in the electronic market and interact with current and potential students, educational institutions must develop and manage their websites to potential customers online to expand their customer base.

Keywords: E-marketing, Performance, Educational institutions

INTRODUCTION

The recent period has witnessed clear transformations in business through the move to electronic marketing services electronically, and the Internet plays a major role as a means of carrying out contemporary business. Many companies have set out to create new channels in global networks for marketing and to improve the services these companies provide and creating a positive image of them. To achieve several achievements, perhaps the most important of which is influencing customers and gaining their satisfaction and thus their loyalty. Educational institutes are considered a very important educational institution that permanently carries out its educational activity, which consists of providing educational services directly or indirectly, as well as providing all types of educational services, as it is also considered an integrated educational project aimed at profit, and through providing various educational services to customers based on their request and to satisfy their desires. And satisfy them. Educational institutes are considered a very important educational institution that permanently carries out its educational activity, which consists of providing educational services directly or indirectly, as well as providing all types of educational services, as it is also considered an integrated educational project aimed at profit, and through providing various educational services to customers based on their request and to satisfy their desires. And satisfy them. Users can connect and communicate with one another as well as broadcast photographs and videos on electronic platforms. Because e-marketing can manage the interaction between businesses and consumers to achieve mutual benefits through the exchange process, educational institutions can target customers individually thanks to the development of the Internet and technology environment.

RESEARCH PROBLEM

The following query forms the basis of the research problem: How might electronic marketing enhance the quality of services provided by Baghdad's educational institutions?

RESEARCH OBJECTIVES

• Determining how electronic marketing contributes to the enhancement of Baghdad's educational institutions' offerings.

• Determining the primary barriers to electronic marketing services for educational institutions in Baghdad.

IMPORTANCE OF RESEARCH

• Describe the function of electronic marketing and its significance for enhancing Baghdad's educational institutions' offerings.

• The significance of publicizing the offerings of Baghdad's educational institutions.

• Seeking to increase patronage and awareness of Baghdad's educational institutions' offerings

THE STUDY GROUP AND RESEARCH LIMITATIONS

This study includes 400 clients and professionals in the city of Baghdad as a sample. The investigation was conducted from May 2023 to December 2023. It is a team of employees from Baghdad-based educational institutions made up of experts, clients, auditors, financial analysts, administrators, and accountants.

RESEARCH ASSUMES

• A statistically significant relationship has been found between electronic marketing and bettering Baghdad's educational institutions' offerings.
• E-marketing has a major role in enhancing Baghdad's educational institutions' offerings.

RESEARCH METHODS AND TOOLS USED

Using the descriptive analytical approach to understand aspects of the topic, understand its components, and analyze its dimensions, as many studies have appeared, and research and books have been used. Analytically, the questionnaire was trusted after the arbitrators had evaluated it. The Cronbach's Alpha coefficient stability tool, which was administered to a sample of (400) people to gauge their opinions on the subject, was used to confirm its validity. The data was analyzed using the SPSS28 analytical tool in order to examine the necessary relationships in order to meet the goals. In order to assess the impact of electronic marketing on the operations of educational institutions in Baghdad, the study looked at the independent variables and elements inside the questionnaire's axis.

LITERATURE REVIEW

By conducting a study to ascertain how Syrian universities rank in global rankings, how much electronic marketing has helped Syrian universities rank better in light of global classification system norms, and how these norms affect the components of the marketing mix. The study used a descriptive methodology in order to accomplish these goals. A sample of 396 persons who completed a questionnaire and visited websites with worldwide ratings provided the data. Based on the data, we found that the public's lack of interest in Syrian universities, their online presence, and the removal of essential components of the electronic marketing mix from their websites all contributed to a notable fall in their ranking. The scientific research criterion is the most important and crucial in this subject of classification. Therefore, the most crucial recommendations were to keep up publishing the scientific translations of faculty and student research into English, to focus on the security and design of Syrian university websites, and to continue offering online services and information. (AL SHOWA, et al. 2020). A study was carried out to establish a knowledge base based on prior research in this area of business to elucidate the function of the idea of electronic marketing and its dimensions in attaining high-performance levels. Fifty randomly selected bank employees made up the research sample for this study, which was conducted at the Iraqi Investment Bank. Multiple statistical analyses were conducted using SPSS V.24, and data were collected through the use of a questionnaire developed in accordance with pre-made international standards. The study produced a number of findings, the most significant of which being that the use of contemporary technology to banking services resulted in higher quality and more effective and efficient services for clients. The researcher affirms in the aforementioned annual financial reports that the bank places a high priority on program development and staying abreast of information technology advancements. This is a positive development that strengthens the bank's standing and reputation in the banking industry. Therefore, in order to improve customer service effectiveness and efficiency and to preserve the bank's standing and reputation in the banking industry, the researcher advises that the bank concentrate on using contemporary technology and expanding its electronic offerings. The bank needs to continue inspiring and incentivizing its employees to be creative and innovative to maintain and improve the quality of management. (ENAD, et al. 2023). The introduction of alternate trading methods was compelled by the Internet and technological improvements, leading to the development of e-commerce as it exists today. It was essential to comprehend the nature of and best practices for e-commerce in order to stay abreast of these advancements. Purchasing or selling goods or services via electronic channels, including the Internet or other electronic services, is known as e-commerce. The requirement for banks and businesses to use computers more effectively gave rise to the necessity for e-commerce. As competition increased, it became even more vital for businesses to focus on e-commerce to boost customer satisfaction and exchange information. To gather information for our study, we created a questionnaire with a set of questions and distributed it to over 150 participants from various fields and categories. To examine the responses, we also used SPSS, a program for data analysis. Following our data collection, analysis, and conclusion writing, we provided suggestions on how to address the problems that digital marketing was having. It is indisputable that despite the setbacks in many different sectors globally—commercial sectors main among them—many other sectors have benefited from the crisis. Since the COVID-19 outbreak, almost 85% of consumers worldwide have shopped online. The most well-known of them is perhaps "e-commerce," which has witnessed a surge in demand as a result of people's fear of crowded places. (OTHMAN, et al. 2020)

E-marketing

E-marketing is a type of marketing in which a product or service is marketed or promoted to potential consumers through the use of digital media. A common method of advertising that promotes products or services and establishes an online connection with customers is digital marketing. Due to its versatility and user-friendliness, e-marketing is essential in the globalization era. (HANANDEH, et al. 2023) The talents, resources, and skills that allow businesses to successfully use digital platforms and technologies for marketing are referred to as e-marketing capabilities. These skills cover a wide range of topics, including digital marketing, email campaigns, SEO, online advertising, data analytics, and customer relationship management (CRM) in the digital sphere. As a dynamic innovation, the Internet has played a key role in facilitating the formation of new commercial relationships and opening up the possibilities for enterprises to enter international markets, which is an indication of the firm's success and expansion. (ALHARTHEY, et al. 2023). The progression of traditional marketing efforts, known as tatap muka or seductive advertising displayed on television or in print media, is known as e-marketing. E-marketing serves as a forum for product and service promotion from business owners, small investors, and large corporations. Accordingly, it can be stated that e-marketing has no longevity because consumers, whether they are business owners or not, can engage in promotions or simply consume them through the use of current technology, which includes smartphones, tablets, laptops, TVs, social media, SEO, videos, emails, and other devices. (SITANGGANG, et al.2023). Nowadays, the internet is widely used in company in general and marketing in particular. It serves as a direct sales channel and a useful tool for internal and external communication. searching for information and conducting marketing research; Good support for managing corporate information; seeking, corresponding, and maintaining relationships with partners, vendors of goods and services, and other interested parties; negotiating terms and conditions for carrying out the transaction; making payments; moving goods and services (digitalization); providing customer service, and other activities. (VAN NGO, et al. 2023).

The Fundamentals of E-Marketing

The fundamental characteristics of e-marketing can be boiled down to the following, per the definitions of ICT and e-marketing basic determinants:

1. The databases of customers: ICT's digital nature makes it possible to obtain comprehensive data about the traits and actions of customers in an electronic setting.

2. The Interaction: The ability to communicate back and forth between the business and the client has altered the way that conventional marketing initiatives are carried out and helped to adopt more contemporary techniques.

3. The ICT: Unlike traditional marketing efforts, the ICT allows for a direct reaction to all types of marketing operations.

4. The Evaluation of the Effects: Because traditional marketing operations are hard to assess and gauge their effectiveness, the effects of marketing initiatives in the electronic environment have become more easily evaluable. (MOHAMMED, et al.).

The Internet and Marketing

The Internet has transformed business practices in addition to how companies communicate and handle their consumers and clients. In this scenario, using plain text messages is no longer the only way to offer products online. These days, interactive marketing is possible on the WWW since users actively participate in responding to vendors' marketing initiatives. Conventional marketing strategies that rely on print and broadcast media rarely have this kind of interaction. In contrast, full multimedia interactive animations may now virtually instantaneously carry out marketing operations on the Internet thanks to recent improvements in the Internet and the WWW, which presents a wonderful opportunity for early-stage and direct marketing. (EL-GOHARY, et al. 2010).

PERFORMANCE

An essential component of any business, in this case Batik SMEs, is performance. Performance in marketing can be impacted by a few key variables. Innovation comes first. Over the past few years, the most growth and dynamism in economic activity has come from innovation in the services sector. The performance of SMEs can be enhanced by their innovation success. distinguish between two forms of innovation: exploratory and exploitative, both of which can enhance performance, especially in SMEs. (FARIDA, et al 2017). Performance is the requirement to apply pertinent metrics to enhance the distribution of marketing resources and departmental efficiency. New information regarding pertinent marketing performance metrics is therefore required. From a theoretical and practical standpoint, marketing literature provides a broad and diverse range of potential marketing performance measurements. Large marketing departments are known to operate in practice on lengthy lists of performance metrics that require significant resources to maintain current and which don't always provide a clear and rational picture of the impact of marketing spending. (GRØNHOLDT, et al 2006).

E-Marketing Performance

Researchers and managers have expressed a great deal of interest in marketing and financial performance. Marketing managers work to improve customer satisfaction and loyalty in order to boost marketing performance. Performance measurements come in two flavors: non-financial and financial. Customer loyalty, brand equity, and customer satisfaction are examples of non-financial marketing performance metrics. The performance measures of financial marketing encompass cash flow, profitability, market share, and revenue. (IDDRIS, et al 2015). The evaluation of "the relationship between marketing activities and business performance and our specific interest is in marketing's ability to assess this relationship" is known as marketing performance measurement. Promotion, marketing communication, and other activities that account for the majority of a typical marketing budget are referred to as "marketing activities" here. We refer to marketing as the "marketing activities" themselves, as opposed to concentrating on the "underlying products, pricing, or customer relationship." (O'SULLIVAN, 2007)

EDUCATIONAL INSTITUTIONS.

An educational institution is any establishment that offers instruction to people of different ages; this includes universities, daycare facilities, preschools, elementary and secondary schools, and so on. They provide a variety of environments and learning spaces. (АБДАЛХАРД, et al.2020). Leading industrial nations view vocational education and training as essential for their industries to remain competitive. (LUND et al., 2020). By expanding knowledge and developing human resources, higher education institutions have the privilege and duty to serve their countries. By increasing the supply of human capital, investments in education should foster economic growth. (ABBAS, et al, 2020).

THE PURPOSE OF THE EDUCATION INSTITUTION

Teaching and research were seen as primary goals. This was combined with a strong research heritage, a concentration on academic competitiveness and productivity, and predominate disciplinary orientations, research goals, and methodology in large ones with a broad range of fields. In these institutions, relationships with outside parties were rare and generally happened when higher education institutions transferred knowledge and technology to the public or commercial sector. In other situations, one could see transdisciplinary and inter-disciplinary methods as well as a transformative view of science. Education institutions were frequently viewed as change agents that initiated and facilitated sustainability conversations, encouraged the dissemination of knowledge, and created awareness to assist the advancement of sustainable development in society and science. Those who held this opinion also showed stronger linkages between these institutions and other players, especially on a regional scale with other institutions, nongovernmental organizations, and towns. These kinds of partnerships, together with transdisciplinary and inter-disciplinary platforms and initiatives, were intended to change higher education from the inside out as well as society. (NIEDLICH, et al. 2020).

RESEARCH SOCIETY AND SAMPLE

The research community for the year 2023 is made up of employees (financial analysts, management consultants, accountants, auditors, and experts) and students in Baghdad's educational institutions. 400 of the 460 valid surveys that were distributed were collected for analysis. For the research sample, the researcher conducted in-person interviews with participants. The questionnaire was created in a format that aligns with the goals and theories of the study. Along with the Far test questions, the questionnaire also featured an introduction outlining the purpose of the study and general (demographic) inquiries about the research population. In order to transform the responses to quantitative values on the Five Point Likert Scale, the research questions and questions were constructed in the questionnaire. It utilizes the range from 1 to 5. The scale level and its degrees can be explained as follows:

Options	Never I completely disagree	rarely I disagree	Sometimes to some extent	beat I agree	Always I quite agree
points	1	2	3	4	5

The investigator employed the subsequent statistical techniques:

1. The five-degree Likert scale's maximum value is ascribed to the mean: The study is considered appropriate if, in addition to using percentages and standard deviation, the mean is greater than three degrees of the scale area, or if the percentage is greater than 60%.

2. T-test for one sample: It seeks to demonstrate that the links among the study's variables are genuine and not the result of random variation. To do this, the computed T is compared with the tabular data; if the estimated value is more than the tables accepted, the calculated mean of the statistical community is inferred, together with its statistical significance. Next, the research can be applied broadly to the statistical community and can thus be included in the study's generalization.

THE PRACTICAL ASPECT OF RESEARCH

Measurement

Information Collection Methods and Tools

Information collection methods and tools refer to the techniques and instruments used to gather data or information for research purposes. These methods and tools can vary depending on the research design, research questions, and the type of data being collected.

Some commonly used information collection methods and tools include surveys, interviews, focus groups, observation, and document analysis. Surveys can be administered in various ways, including online, phone, or in-person, while interviews and focus groups involve direct interaction between the researcher and the participants. Observations can be conducted in natural or controlled settings, and document analysis involves the review and analysis of existing documents or records.

Validity and Reliability of Measurement Tools

Validity and reliability are two important aspects of measurement tools used in research.

Validity refers to the extent to which a measurement tool accurately measures what it is intended to measure. A tool that is valid should be able to measure the construct it is intended to measure, and should not measure anything else. There are several types of validity, including content validity, construct validity, criterion validity, and face validity. Content validity refers to the extent to which a measurement tool covers all aspects of a particular construct. Construct validity refers to the extent to which a measurement tool measures the intended construct. Criterion validity refers to the extent to which a measurement tool correlates with a gold standard measure of the same construct. Face validity refers to the extent to which a measurement tool appears to measure the intended construct.

Of the study data is to obtain accurate and reliable results about the study variables, in a way that includes examining the data to ensure that it is free of missing values, examining the data for outliers and extreme values, and testing the normal distribution of the data.

First: Measuring the validity of the decision is to ensure the validity of the results obtained from the study, which includes verifying the correct content of the questionnaire, ensuring the correspondence between the results obtained from the questionnaires, and ensuring the validity of the results obtained from the questionnaires, as a group of the following was relied upon:

1.Before the questionnaire is distributed, it is measured (qualitatively tested) to make sure the content was developed legitimately. To do this, the questionnaire is sent to a panel of experts for assessment, it is shown how closely the questionnaire aligns with the stated purpose, and the most effective method for distributing the questionnaire to a sample study is determined. (This refers to the arbitrators' appropriate question formulation).

2. assessing the questionnaire's content integrity after it has been distributed (quantitative test) to make sure it can accurately measure the study variables.

The T-TEST test is used to measure the difference between the two groups in order to identify significant differences. By ordering the participant responses in ascending order and splitting the participants into equal groups by taking 27% of the highest scores and 27% of the lowest scores, the content validity of the responses is evaluated. The questionnaire items accurately represent the phenomenon under study if the calculated differences are greater than the approved tabular value and the probability value is less than the approved level of significance of 0.05, as the following table illustrates:

Table (1): T-TEST to measure content validity and the axes' representation of the study variables.

Variable	**T-Test cal.**	**T-Test table**	**Sig.**
X	24.347	2.045	0.000
Y	22.246	2.045	0.000

Second: Measuring the stability of the decision is intended to ensure consistency in data collection and analysis.

After distributing the questionnaire to the study's exploratory sample, the internal consistency test was relied upon to verify the internal consistency of the questionnaire elements and their expression for the studied variables. They were as follows:

1- The internal consistency test (after distribution: quantitative test): the Cronbach's alpha test was used to assess the internal consistency of the questionnaire items and their expression of the variables under investigation. Table (2) shows that all coefficients of stability at the level of the axes is more than 70%, and for (X) which is 0.855, which gives the attribute of stability to the study scale to a high degree, and at different times for (Y) which is 0.814, which gives the attribute of stability to the study to a high degree, and at different times for ALL, which is 0.898 a great extent, and at certain points in time.

Table (2): The stability value of the variable study

Variable	Number of items	Cronbach alpha
X	12	0.855
Y	12	0.814
ALL	24	0.898

2- This paragraph discusses how the measures employed in this study's exploratory validity were assessed using an exploratory factor analysis. One use of structural equation modeling is exploratory factor analysis (EFA). The steps in this analysis are as follows: first, the assumed model is determined; it is made up of latent variables, or unmeasured variables, that represent the scale's assumed dimensions. From these variables, arrows leading to the second type of variables are drawn. which are referred to as measured variables., dependent variables, or internal variables, which represent the paragraphs of each dimension, or the dimensions of each general factor, and here the statements are assumed to be indicators of the latent variables. The exploratory construct validity of the study scale of X and Y

Table (3): KMO and Bartlett's Test for X

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.811
Bartlett's Test of Sphericity	Approx. Chi-Square	921.671

	df	66
	Sig.	.000

From table of KMO and Bartlett's Test for E-marketing, we see that KMO is equal to 0.811 and that above of 0.5, so that means that sample is sufficient for analysis. From Chi-Square is equal to 921.671 with Sig. less than 0.05.

Table (3): Communalities for X

questionnaire items	**Extractions**
1	.791
2	.789
3	.727
4	.575
5	.414
6	.535
7	.649
8	.554
9	.648
10	.436
11	.646
12	.611

From table (3) Communalities of questions in factor, and we see the (1) has Extraction highest value (0.791).

Table (4): Total Variance Explained for X

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.697	39.142	39.142	4.697	39.142	39.142
2	1.555	12.961	52.103	1.555	12.961	52.103
3	1.122	9.348	61.451	1.122	9.348	61.451
Extraction Method: Principal Component Analysis.						

From table () of total variance explained, we see the questions of X has 3 factors with initial eigenvalues from (4.697 to 1.122) with 61.451 % of Total variance.

Table (5): KMO and Bartlett's Test for Y

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.848
Bartlett's Test of Sphericity	Approx. Chi-Square	535.069
	df	66
	Sig.	.000

From table of KMO and Bartlett's Test for (Y), we see that KMO is equal to 0.848 and that above of 0.5, so that means that sample is sufficient for analysis. From Chi-Square is equal to 535.069 with Sig. less than 0.05.

Table (6): Communalities for Y

questionnaire items	**Extractions**
1	.538

2	.624
3	.393
4	.679
5	.507
6	.492
7	.608
8	.409
9	.503
10	.653
11	.489
12	.469

From table (6) Communalities of questions in factor, and we see the (1) has Extraction highest value (0.679).

Table (7): Total Variance Explained for Y

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.994	33.287	33.287	3.994	33.287	33.287
2	1.231	10.255	43.542	1.231	10.255	43.542
3	1.139	9.488	53.029	1.139	9.488	53.029
Extraction Method: Principal Component Analysis.						

From table (7) of total variance explained, we see the questions of Y has 3 factors with initial eigenvalues from (3.994 to 1.139) with 53.029 % of Total variance.

Verification of the test of normal distribution of the data: We used the Kolmogorov-Smirnov scale, which could have a negative impact on the results, to confirm the data's integrity and demonstrate that it is devoid of spurious associations. We also used the scale to demonstrate the data's normal distribution, and the statistical analysis has demonstrated that the data for all variables are distributed normally through the test. The hypothesis, which validates the explanatory variable's (independent) capacity to explain the dependent response variable, states that the data are distributed normally if the significant result of the Kolmogorov-Smirnov test is larger than 0.05 and vice versa. As displayed in the subsequent table:

Table (8): Test of the normal distribution of the study variables.

Variables	Kolmogorov–Smirnov	P-value < 0.05	Significance
X	0.039	0.074	**Not Significant**
Y	0.069	0.089	**Not Significant**

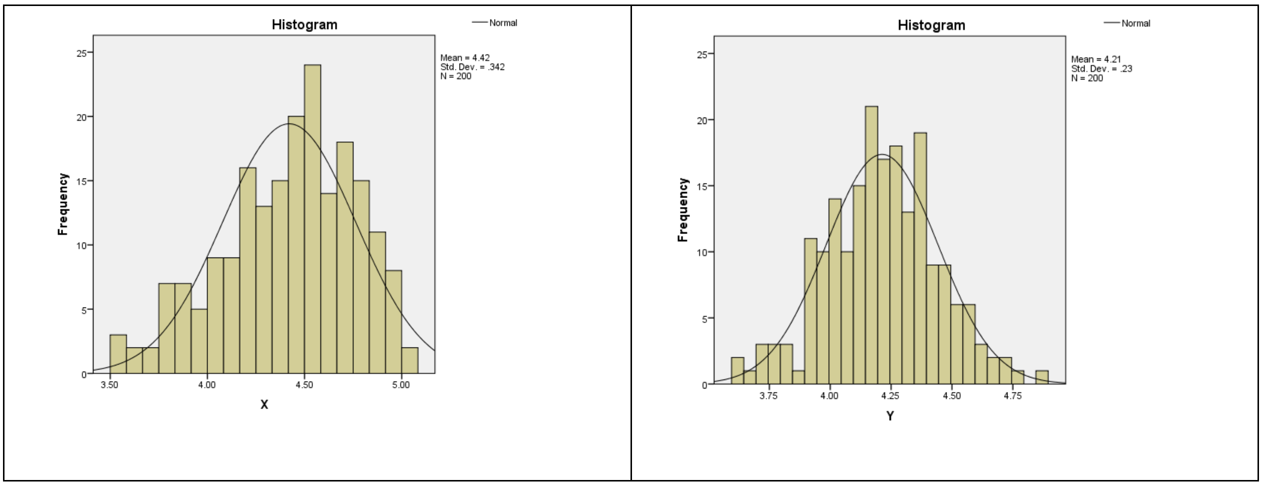

Figure (1): normal distribution of the study variables

Descriptive analysis of the study sample's answers and their interpretation

The aim of this study is to identify the importance of the main and sub-variables of the study in educational institutes in Baghdad. By presenting the results of the descriptive analysis of the availability of the study variables and their dimensions at the study site, and according to the responses of the sample members to the questionnaire, through some directional descriptive statistical methods represented by frequency distributions and percentages. The paragraph is approved or rejected by the sample based on a number of factors, including arithmetic means, standard deviations, coefficients of variation, importance, level of answers, and relative proportions of paragraphs and themes. These factors are arranged according on their significance. In light of the aforementioned, the study was split into the following categories:

First: How to measure answers

A five-point Likert scale was adopted, and according to the rules and characteristics of this scale, the study sample's answers to the questionnaire items were classified according to the following scale categories and weights:

(Totally agree = 5) (Agree = 4) (Neutral = 3) (Disagree = 2) (Totally disagree = 1)

Based on a five-point Likert scale, the arithmetic means of the sample answers will be manipulated to determine the level of answers (the level of interest of the sample members in the variables presented), which will also be represented in five categories, which can be extracted according to the following equations: Length (range) = (limit Maximum scale value - minimum scale value) ÷ number of levels

Category length = (scale length + scale minimum) or (scale upper limit - scale length).

So, length (range) = (5 - 1) 5 = 0.8 Then it is added to the lower limit of the scale (1) or subtracted from the upper limit of the scale (5), and we will choose the addition process, so the categories are as follows:

Table (9): Classification of categories of response level of the study sample based on the arithmetic mean

Level	type	Level type
Totally disagree	1 + 0.79 = 1.79	**First**
Disagree	1.80+ 0.79 = 2.59	**Second**
Neutral	2.60 + 0.79 = 3.39	**Third**
Agree	3.40 + 0.79 = 4.19	**Fourth**
Totally agree	4.20 + 0.79 ~ 5	**Fifth**

As for the direction of the study sample's answers towards agreement on the items or not, we will adopt the weighted arithmetic mean and compare it to the default mean (3) as well as the standard deviation (1) as a basis for estimating the level of importance. If the calculated mean is greater than the hypothesis, it indicates interest. The content of the paragraph and the answers are directed toward agreement, and therefore a positive paragraph is acceptable. However, if it is less than the default average, it indicates weak interest in the content of the paragraph and that the answer is directed toward disagreement. Thus, the paragraph is rejected, and whenever the deviation is less than one, it indicates the focus of the sample members on the intended variable.

We will also adopt the arithmetic method to extract the relative importance of the paragraph content relative to the rest of the paragraphs by dividing (arithmetic mean ÷ highest score on the scale), on the basis of which the paragraphs will be arranged according to priorities.

Second: Measuring the level of study variable

To answer the fifth sub-question posed in the problem of the applied study, which is the results of the study sample's answers regarding the study variables will be presented.

Below is a presentation of the questionnaire variables as presented in terms of their sequence and according to the arithmetic mean and standard deviation and their results, as well as the minimum and maximum of the items.

Table (10): A general description of the survey sample's response to the questionnaire items for X

questionnaire items	**Mean**	**S. D**	**C.V**	**Relative importance**
1	4.37	0.62	14.20	87.40
2	4.51	0.60	13.34	90.20
3	4.54	0.58	12.85	90.80
4	4.45	0.65	14.56	89.00
5	4.37	0.65	14.92	87.40
6	4.34	0.64	14.68	86.70
7	4.33	0.68	15.71	86.50
8	4.44	0.63	14.22	88.80
9	4.35	0.70	16.09	87.00
10	4.47	0.58	13.07	89.30
11	4.45	0.63	14.21	88.90
12	4.44	0.65	14.57	88.80
X	4.42	0.3423	7.743	88.41

According to Table No. (10), which ranks first for the (X) and has a Strongly Agree direction, (3) is the most homogeneous answer among those in the studied sample. It obtained a relative importance of 90.8% in the research sample, where the arithmetic mean reached 4.54 with a dispersion of 0.58, indicating good homogeneity between the research sample's answers. The value of the coefficient of variation is 12.85%.

As for the level of (X), it obtained the relative importance of 88.41% in the sample under research, as the arithmetic mean reached 4.42 with a dispersion of 0.57, which indicates good homogeneity among the answers of the research survey sample, where the value of the coefficient of variation is 7.74% and that the direction of the answer to this variable is Strongly agree.

Table (11): A general description of the survey sample's response to the questionnaire items for X

questionnaire items	**Mean**	**S. D**	**C.V**	**Relative importance**
1	4.41	0.63	14.23	88.20
2	4.38	0.66	15.11	87.60
3	4.51	0.63	13.88	90.20
4	4.44	0.63	14.22	88.80
5	4.45	0.63	14.20	89.00
6	4.35	0.67	15.42	87.00
7	4.47	0.65	14.52	89.40
8	4.49	0.62	13.76	89.80
9	4.45	0.57	12.90	88.90
10	4.46	0.61	13.64	89.20
11	4.59	0.55	12.03	91.70
12	4.62	0.57	12.38	92.40
Y	4.21	0.23	5.436	84.26

With a relative importance of 92.4% in the research sample and an arithmetic mean of 4.59 with a dispersion of 0.55, Table No. (11) is the most homogeneous of the answers in the sample under study. The research sample's answers also exhibit good homogeneity, with a value of 12.03% for the coefficient of variation. This table ranks first for the (Y) and the question's direction is Strongly agreed.

As for the level (Y), it obtained the relative importance of 88.41% in the sample under research, as the arithmetic mean reached 4.21 with a dispersion of 0.23, which indicates good homogeneity among the answers of the research survey sample, where the value of the coefficient of variation is 5.436% and that the direction of the answer to this variable is Strongly agree.

Third: Measuring the effects

Hypothesis: Influence X on Y

H_0: there is no a significant Influence of X on Y.

H_1: there is a significant Influence of X on Y.

Table (12): show the significant of Model

Model		Sum of Squares	Df	Mean Square	F	Sig.	R^2
1	Regression	1.111	1	1.111	23.421	0.000b	0.106
	Residual	9.389	198	.047			
	Total	10.500	199				
a. Dependent Variable: Y							
b. Predictors: (Constant), X							

Table (12) shows that, due to the value of Sig, there is no significant direct influence of (X) on (Y). When the F value is equal to 23.421, it equals 0.000, which is less than 0.05. R2, or coefficient of determination, equals 0.106, meaning that 10.6% of the value of (Y) can be explained by (X).

Table (13) the of X on Y

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.248	.200	-	16.243	.000
	X	0.218	.045	.325	4.840	.000
a. Dependent Variable: Y						

Due to the value of Sig, Table (14) shows the considerable influence of (X). It equals 0.000, which is less than 0.05, and the effect value is (B = 0.218), indicating that a one-unit increase in variable (X) will result in a 21.8% unit rise in variable (Y).

CONCLUSION

The following conclusions can be drawn when the study's findings are analyzed and its hypothesis is put to the test:

1. E-marketing is the practice of promoting a company's products using various electronic media. Its guiding idea is to create a marketing strategy that revolves around reaching out to customers using commercial ads in order to transform online marketplaces into real markets.

2. The relevance of e-marketing is demonstrated by the continuous sales at all times and locations, as well as the continuing relationship between the firm and the client once the customer's demands are addressed as needed.

3. With the numerous changes that came with the current manufacturing environment, improvement has emerged as the primary concern for competing in international markets.

4. E-marketing aids in the production of goods that can satisfy consumer demands through

high-quality design and subsequently improve conformance to these design criteria.

5. E-marketing can facilitate improvement and, as a result, assist in gaining a competitive edge in a way that is compatible with the advancements and modifications that come along with the contemporary corporate environment.

RECOMMENDATIONS

Following a study of the data, the researcher suggests the following:

1. Focusing on e-marketing and effectively using it to convert virtual world platforms into a real-world market by establishing a marketing plan centered on providing customers with commercial ads, goods, and services at the most affordable price the quickest amount of time.

2. Improving as a competitive strategy, given its significance in offering goods and services that can satisfy consumers' demands more quickly and effectively than rivals.

3. Keeping the e-marketing plan in alignment with the company's overall strategy, concentrating on attaining the necessary Improvement while executing it, and ensuring that it does so in a way that advances the organization's intended objectives.

4-Teaching employees of economic units how to utilize technology appropriately and apply e-marketing when necessary to meet objectives.

5. Teaching customers about the value of electronic marketing, which is crucial for maintaining the purchase at all times, saving money on advertising, and maintaining the company-customer relationship.

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