



REPUBLIC OF TÜRKİYE

ALTINBAŞ UNIVERSITY

Institute of Graduate Studies

Business Administration

**THE EFFECT OF E-MARKETING IN REDUCING
THE FAILURES CAUSED BY THE CORONA
PANDEMIC IN IRAQ**

Ameerah Jumaah Fatehallah ARKAWAZI

Master's Thesis

Supervisor

Asst. Prof. Dr. Emir Kaan CENGİZ

Istanbul, 2023

**THE EFFECT OF E-MARKETING IN REDUCING THE FAILURES
CAUSED BY THE CORONA PANDEMIC IN IRAQ**

Ameerah Jumaah Fatehallah ARKAWAZI

Business Administration

Master's Thesis

ALTINBAŞ UNIVERSITY

2023

The thesis titled THE EFFECT OF E-MARKETING IN REDUCING THE FAILURES CAUSED BY THE CORONA PANDEMIC IN IRAQ prepared by AMEERAH JUMAAH FATEHALLAH ARKAWAZI and submitted on 24/3/2023 has been **accepted unanimously** for the degree of Master of Science in Business Administration.

Asst. Prof. Dr. Emir Kaan CENGİZ

Supervisor

Thesis Defense Committee Members:

Asst. Prof. Dr. EMİR KAAN
CENGİZ

Department of Management
Information Systems,
Altınbaş University

Asst. Prof. Dr. Fulya ODUNCU

Department of Management
Information Systems,
Altınbaş University

Asst. Prof. Dr. Melis SOYER

Department of Aviation
Management, Nisantasi
University

I hereby declare that this thesis/dissertation meets all format and submission requirements of a Master's thesis.

Submission date of the thesis to Institute of Graduate Studies: ____/____/____

I hereby declare that all information data presented in this graduation thesis has been obtained in full accordance with academic rules and ethical conduct. I also declare all unoriginal materials and conclusions have been cited in the text and all references mentioned in the Reference List have been cited in the text, and vice versa as required by the abovementioned rules and conduct.

Ameerah ARKAWAZI

Signature

XXXXXXXXXX

ABSTRACT

THE EFFECT OF E-MARKETING IN REDUCING THE FAILURES CAUSED BY THE CORONA PANDEMIC IN IRAQ

ARKAWAZI, Ameerah Jumaah Fatehallah

M.A., Business Administration, Altınbaş University,

Supervisor: Asst. Prof. Dr. Emir Kaan CENGİZ

Date: March/2023

Pages: 141

The Study objective: Identifying the impact of marketing through electronic stores in reducing the failures caused by the Corona pandemic in the Iraqi economy at the two levels (depression, unemployment). Identifying the impact of marketing through social networking sites in reducing the failures caused by the Corona pandemic in the Iraqi economy at the two levels (depression, unemployment). The descriptive analytical approach adopted, The research community consists of those dealing with e-marketing (electronic stores, social networking sites) in the city of Baghdad in Iraq. the number of individuals who responded to the questionnaire reached to 450 people. Data has been entered and analyzed via SPSS software. The study reached a set of results, the most important of which are the following: There is statistically significant effect of marketing through electronic stores on reducing the failures caused by the Corona pandemic in the Iraqi economy at the level of recession. There is statistically significant effect of marketing through social networking sites on reducing the failures caused by the Corona pandemic in the Iraqi economy in the level of unemployment. There is statistically significant effect of e-marketing in reducing the failures caused by the Corona pandemic in the Iraqi economy.

Keywords: Electronic Stores, Corona Pandemic, Social Networking Sites, Unemployment, Recession

TABLE OF CONTENTS

	<u>Pages</u>
ABSTRACT.....	v
LIST OF TABLES	ix
LIST OF FIGURES	xii
ABBREVIATIONS	xiv
1 . INTRODUCTION.....	1
1.1 MARKETING AND E-MARKETING	2
1.2 PROBLEM STATEMENT	3
1.3 THE OBJECTIVES OF THE STUDY	4
1.4 MARKETING AND E-MARKETING DEFINITION	4
1.5 MARKETING AND E-MARKETING OBJECTIVE	7
1.5.1 Marketing Objective.....	7
1.5.2 E-Marketing Objective.....	7
1.6 MARKETING AND E-MARKETING IMPORTANCE.....	11
1.6.1 Marketing Importance	11
1.6.2 E-Marketing Importance	11
1.7 THE EVOLUTION OF E-MARKETING	14
1.8 MODELS OF E-MARKETING.....	15
1.9 E-MARKETING, CHARACTERISTICS, METHOD, TOOLS.....	16
1.9.1 Characteristics of E-Marketing	16
1.9.2 Method of E-Marketing.....	17
1.9.3 Tools of E-Marketing.....	19
1.10 E-MARKETING SUCCESS AND FAILURE	20
1.10.1 E-Marketing Success Factors.....	20

1.11 E-MARKETING FAILURE REASONS	21
1.12 .ELEMENTS OF THE E-MARKETING MIX.....	23
1.12.1 Electronic Products	25
1.12.2 Online Pricing	28
1.12.3 Online Promotion	29
1.12.4 Privacy	32
1.12.5 Electronic Information Security	33
1.12.6 Electronic Distribution	33
1.12.7 Website.....	35
2 . E-MARKETING DURING THE CORONA PANDEMIC.....	37
2.1 LITERATURE REVIEW	37
2.2 THE CRISES, TYPES, AND CRISES IN CORONA PANDEMIC	39
2.2.1 The Most Importance Types of Crises	39
2.2.2 The Influences of Crises On Economic Sectors.....	41
2.2.3 The Concept, Characteristics of The Current Health Crises	42
2.3 CORONAVIRUS IMPACT WORLDWIDE	43
2.3.1 The Impact of Covied-19 Electronic Commerce Around The World.....	43
3 . METHODOLOGY.....	45
3.1 RESEARCH MODEL	45
3.2 RESEARCH QUESTIONS	46
3.3 DESIGN OF RESEARCH	46
3.4 RESEARCH METHOD-SURVEY	47
3.5 RESEARCH COMMUNITY AND SAMPLING	47
4 . RESULTS AND DISCUSION	54
4.1 INSTRUMENTS FOR ANALYZING STUDY DATA	54
4.1.1 Demographic Profile	54

4.2 THE NORMAL DISTRIBUTION OF THE DATA.....	58
4.3 THE CRONBACH'S ALPHA (CA) RELIBALITY CHECK.....	61
4.3.1 Cronbach's Alpha test for independent variable.....	61
4.3.2 Cronbach's Alpha test for dependent variable.....	61
4.3.3 Cronbach's Alpha test for overall questionnaire.....	62
4.4 DESCRIPTIVE STATISTICS RELATED TO THE ELEMENTS OF E-MARKETING (INDEPENDENT VARIABLE.....	63
4.5 DESCRIPTIVE STATISTICS RELATED TO THE ELEMENTS OF FAILURE DURING THE CORONA PANDEMIC PERIOD	68
4.6 CONGRUENCE TEST OF THE TWO VARIABLES BETWEEN EXPECTED AND PERCEIVED	75
4.7 STUDY HYPOTHESES TEST.....	82
4.8 THE RELATIVE IMPORTANCE ANALYSIS OF THE STUDY VARIABLES	94
4.8.1 The relative importance analysis of the e-marketing variable:	95
4.8.2 The Analysis of The Relative Importance of The Failure Variable During The Corona Pandemic.....	98
4.9 THE IMPACT ANALYSIS OF THE STUDY VARIABLES.....	101
4.10 RESULTS RELATED TO ELECTRONIC STORES	108
4.11 RESULTS OF SOCIAL NETWORKING SITES	109
4.12 E-MARKETING RESULTS	110
4.13 RESULTS OF RECESSION.....	110
4.14 UNEMPLOYMENT RESULTS	111
5 . CONCLUSIONS AND RECOMMENDATIONS	113
5.1 CONCLUSIONS	113
5.2 RECOMMENDATIONS	113
REFERENCES.....	115
APPENDIX.....	123

LIST OF TABLES

	<u>Pages</u>
Table 3.1: The list of questionnaires of this study.....	49
Table 3.2: Five-Fold Likert Scale Answers.....	53
Table 4.1: Demographic Characteristics of The Participants	57
Table 4.2: Test The Normal Distribution of The Responses.....	59
Table 4.3: Reliability Check of Independent Variable Using Cronbach's Alpha (CA)	61
Table 4.4: Reliability Check of Dependent Variable Using Cronbach's Alpha (CA).....	62
Table 4.5: Internal Consistency of The Questionnaire Variables.....	62
Table 4.6: Results of The Study Sample's Answer of The Questions Related to The Dimension of Marketing Through Electronic Stores	64
Table 4.7: The Ranking of factors of Dependent Variable.....	72
Table 4.8: Descriptive Statistics for The Dimension of Electronic Stores.....	76
Table 4.9: One-Sample Test One-Sample Test for E-Stores Dimension	76
Table 4.10: Descriptive Statistics for The Dimension of Social Networking Sites	77
Table 4.11: One-Sample Test One-Sample Test Social Networking Site.....	77
Table 4.12: Descriptive Statistics of Depression Dimension	78
Table 4.13: One-Sample Test One-Sample Test Depression side.....	78
Table 4.14: Descriptive Statistics for The Unemployment Dimension.....	79
Table 4.15: One-Sample Test One-Sample Test Unemployment	79
Table 4.16: Descriptive Statistics of The E-Marketing Variable	80

Table 4.17: One-Sample Test of E-Marketing Variable.....	80
Table 4.18: Descriptive Statistics of The Failure Variable of The Corona Pandemic	81
Table 4.19: One-Sample Test of e-marketing variable.....	81
Table 4.20: Correlation Coefficient Values.....	83
Table 4.21: The Study Factor Anlaysis Between E-Store and Economic Recession (Depresion) of The Correlation Between Electronic Stores and Recession.....	84
Table 4.22: The Study of The Correlation Between Electronic Stores and Unemployment	86
Table 4.23: The Study of The Correlation Between Social Networking Sites and Recession	89
Table 4.24: The Study of The Correlation Between Social Networking Sites and Unemployment	90
Table 4.25: The Study of The Correlation Between E-Marketing and The Failure of Corona Pandemic	93
Table 4.26: E-Marketing Matrix.....	95
Table 4.27: The Latent Roots of The E-Marketing Correlation Matrix	96
Table 4.28: Components Matrix for E-Marketing.....	97
Table 4.29: Output Matrix of E-Marketing	98
Table 4.30: Corona Pandemic Failure Matrix	98
Table 4.31: The Latent Roots of The Corona Pandemic Failure Correlation Matrix.....	99
Table 4.32: Components Matrix of The Failure of The Corona Pandemic	99
Table 4.33: Output Matrix of The Failure of The Corona Pandemic	100

Table 4.34: Model Summary	101
Table 4.35: ANOVA	101
Table 4.36: Coefficientsa.....	102
Table 4.37: Model Summary	102
Table 4.38: ANOVA	103
Table 4.39: Coefficientsa.....	103
Table 4.40: Model Summary	104
Table 4.41: ANOVA	104
Table 4.42: Coefficientsa.....	105
Table 4.43: Model Summary	105
Table 4.44: ANOVA	106
Table 4.45: Coefficientsa.....	106
Table 4.46: Model Summary	107
Table 4.47: ANOVA	107
Table 4.48: Coefficientsa.....	108

LIST OF FIGURES

	<u>Pages</u>
Figure 1.1: Objective of E-marketing (Source: Prepared by the researcher)	9
Figure 1.2: Importance of E-marketing(Source: Prepared by the researcher).....	12
Figure 1.3: E-marketing Mix (Source: Prepared by the researcher).....	24
Figure 1.4: The life cycle of the electronic product(Source: Prepared by the researcher) ..	26
Figure 1.5: Individuals of E-marketing (Source: Prepared by the researcher).....	36
Figure 2.1: Type of crises (Source: Prepared by the researcher).....	40
Figure 3.1: Reserch Model	46
Figure 4.1: The Age Responses Distribution	54
Figure 4.2: The Gender Responses Distribution	55
Figure 4.3: Mangment Level Responses	55
Figure 4.4: Responses of Individuals to Range of Incomes	56
Figure 4.5: Responses of Individuals to Educational Attainment	56
Figure 4.6: Histogram of E-marketing Data.....	60
Figure 4.7: Histogram of Failures Caused by The Corona Pandemic Data	60
Figure 4.8: Factor Anlaysia Between E-store and Economic Recession (Depresion)	84
Figure 4.9: Factor Anlaysia Between E-store and Economic Recession (Unemployment)86	86
Figure 4.10: Factor anlaysia Between Social media Networking and Economic Recession (Depression)	88
Figure 4.11: The Relationship Between Social media Networking and Unemployment....	92

Figure 4.12: Impact of COVID-19 on and Economic Recession Unemployment 94



ABBREVIATIONS

SPSS : Statical Package For Social Sciences

CV : Coefficient Of Variation

df : The Degree Of Freedom

N : Number Of Valid Observation

Sig : Significance Level

1. INTRODUCTION

The International Monetary Fund's (IMF) January 2020 World Economic Outlook report indicated how the global economy is in a state of flux, despite the optimistic prevalent forecast regarding global economic growth. This was one month before the revelation of the Corona virus as a global pandemic. Rebound, forecasting a rise in the world economy's annualized growth rate from 2.9% in 2019 to 3.3% in 2020 and 3.4% in 2021 on the back of rising global industrial output and a more favourable global trade environment as a result of the slowdown in the Chinese economy. How serious the U.S.-Chinese trade war was at the time. (IMF, 2020).

Following the pandemic's onset, however, a wave of pessimism has warned of a global recession, the results of which are unpredictable. For example, in March 2020, the United Nations Trade and Development Organization (UNCTADK) predicted that the global economy would lose at least a trillion dollars due to the spread of the Corona virus (UNCTADK, 2020).

The medical product industry and the e-commerce and online purchasing sector, spearheaded by the Amazon commercial site, are two of the most prominent beneficiaries of the Corona pandemic, despite the significant negative repercussions that followed it.

Because of quarantine restrictions, travel and movement limits, and the impairment of most facilities' ability to function, the data acquired indicated that e-marketing is the most suited strategy to mitigate the negative consequences of the Corona pandemic. In 2020, thanks to the proliferation of electronic marketing and the widespread adoption of online social media and messaging apps, the market was a hive of activity. (Mou, 2020).

Talking about the benefit of e-marketing from Internet services leads us to talk about social networking services for e-marketing, or what is known as e-marketing through social networking sites. Producers and consumers, direct dialogue between these two parties became possible, which led to the development of relations between them, as the producer will offer a suitable product and push the customer to buy after knowing his patterns of behavior, transcending the limits of time and space. The consumer reaches various products easily, at any time, anytime, and from anywhere (Bilgihan, Kandampully, & Zhang, 2016).

The Corona pandemic has affected the entire population of the world and forced billions of people to sit at home for long months. This, in turn, helped many companies and brokers working in the field of e-marketing and e-commerce to take advantage of this unique opportunity resulting from the high demand for online shopping and purchasing.

Many companies have also contributed to creating many job opportunities, content writers around the world have been very active, and e-marketing has contributed to facing recession in many countries and minimizing the causes of failure that many countries faced due to the Corona pandemic (Neger & Uddin, 2020).

Hence the importance of the study in focusing on the topic, which is electronic marketing during the period of the Corona pandemic in Iraqi companies working in this field in Baghdad.

As an example of e-marketing, he showed that Sweden was ready some time ago in terms of logistical and financial support for the application of e-marketing, and in light of Corona, Sweden was not closed, but gatherings were reduced and electronic marketing criticality activated.

There has been a rise in the popularity of online shopping as a means of keeping businesses afloat during the Corona pandemic's quarantine protocols, border closures, and travel prohibitions. Context prior to the epidemic (El-Sharkaway, Kamel, El-Sherbiny, & Gharib, 2019).

Based on the rise in Internet, website, and social media users, as well as a search of the electronic environment and sites related to electronic marketing, we found that there are 150 Electronic marketing companies in Iraq, joining the ranks of other countries that have sought to reap the benefits of electronic marketing in mitigating the negative effects of the Corona pandemic.

1.1 MARKETING AND E-MARKETING

The global, regional, and local markets are saturated with similar and alternative products and services across many sectors of society, including the academic, economic, social, cosmetic, and health industries, among others. As a result, marketing has become an urgent and indispensable necessity for carrying out necessary tasks and accomplishing necessary goals. As a result of this vital component of administration, marketing may then be implemented as

a foundational tool for growing the business, increasing revenue, and accomplishing any and all other objectives. Marketing is the art of selling and the way products and services are presented in a way that attracts the attention of consumers and customers and brings new customers to the goods or services in the marketing sector.

The fact that "marketing" comes from "market" is symbolic of the importance of this discipline. Marketing encompasses a wide range of activities, such as researching the market to identify potential customers, learning about their wants and needs to better serve them, and setting reasonable prices so that your product can compete favourably with others to serve the same purpose.

Thus, we conclude that marketing is a multifaceted process that examines all aspects with the end goal of gaining a competitive advantage, whether that be locally, regionally, nationally, or internationally, as is the case in large companies and organisations that function at the national or state level.

E-marketing, particularly via social networking sites, is one of the most significant and important forms of marketing in the modern era. This is especially true in light of the significant advancements made in business in all of its subfields, as well as the use of contemporary marketing techniques that make it possible to quickly and cheaply reach the broadest range of potential customers.

1.2 PROBLEM STATEMENT

The economic and health systems in Iraq were both impacted by the Corona pandemic. With markets closed and unemployment at an all-time high, e-marketing has emerged as a way to counteract these negative outcomes. As a result of the Corona epidemic, online marketing has expanded in opposition to more conventional forms of advertising. This is because more people are shopping online from the comfort of their own homes and because many businesses are selling high-quality goods at low prices.

The approved carriers, which have 18 offices across Iraq and daily profits of \$40,000, were forced to stop as a result of the comprehensive ban decisions in the past months, but in all cases, the Corona pandemic contributed to increasing sales and opening wide horizons for many previously unknown stores.

As for the Iraqi economy, according to reports issued since the beginning of the Corona pandemic, it appears that public spending in Iraq constitutes about 45% of the gross domestic product, and that the government is delaying Sonya in approving the budget, while also reducing it, which negatively affects both the recession, as its rate increased due to The weak purchasing power of citizens, which resulted from the weakness of the financial resources available to them in light of the Corona pandemic, and on the other hand, unemployment rates have also increased due to quarantine measures, which led to an increase in the state of depression in the Iraqi economy, and from here we find that the negative effects of the Corona pandemic On the Iraqi economy, it was represented in two aspects (depression, unemployment), and from here it becomes clear to us the justifications for testing these dimensions within the Iraqi economy, and from the term to identify the impact of e-marketing as one of the solutions available to alleviate failures in the Iraqi economy in both sides (depression, unemployment).

Thus, the research problem is represented in the following main question

1.3 THE OBJECTIVES OF THE STUDY

The research aims to achieve the following main objective:

The main objective of the research is divided into the following sub-objectives:

- a. Identifying the impact of marketing through electronic stores in reducing the failures caused by the Corona pandemic in the Iraqi economy at the two levels (depression, unemployment).
- b. Identifying the impact of marketing through social networking sites in reducing the failures caused by the Corona pandemic in the Iraqi economy at the two levels (depression, unemployment).

1.4 MARKETING AND E-MARKETING DEFINITION

Anticipating the spread of the coronavirus, governments everywhere have taken measures to curtail public gatherings, altering the purchasing habits of their citizens as a result. Also, people's shopping habits have shifted due to the expanding capabilities and roles of information technology. It has had an effect on communication technology, which has evolved into a crucial tool for facilitating all human activities, including internet shopping,

in the midst of a pandemic. Sales and the number of people using e-commerce platforms both rose during the covid-19 outbreak, suggesting that this is the case (Mishbakhudin & Aisyah, 2022).

Despite its enormous relevance, many people, commercial organisations, and political bodies are still unsure of what marketing is and how it works. By using the phrase "marketing," individuals often make a number of errors. Others claim, for instance, that marketing includes selling, promoting, and purchasing. What is meant is that marketing is a structured and thorough activity that encompasses numerous functions and integrated companies that are far more extensive than just selling and promotion. This is not to say that selling and promotion are not marketing activities.

IT is defined as “the economic and social processes carried out by individuals and groups to satisfy their needs and desires by exchanging products and services.”

"An organisational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders," the American Marketing Association states, as cited by Kotler and Keller (Kotler, 2009).

Simply said, marketing "means forecasting demand, managing demand, and fulfilling demand" (Evans & Berman, 2001). Another brief definition of marketing is "exchange connections that benefit both parties" (Baker, 2013).

To accomplish goals and please the intended audience, businesses use a strategy known as the "marketing mix," which entails a deliberate selection of promotional tools. All four of these primary factors—product, distribution, marketing, and price—are considered (Evans & Berman, 2001). The whole marketing mix is defined as “the set of controllable, tactical marketing tools – product, price, place, and promotion – that the firm blends to produce the response it wants in the target market”(Kotler, Pfoertsch, & Michi, 2006).

Marketers speed up the delivery of goods and services to customers so that everyone involved can reap the benefits of the exchange.

If a business wants to outperform the competition and increase consumer satisfaction and societal well-being, it must adopt a social concept of marketing and tailor its products and services to meet the wants and requirements of the people who make up its target market.

Many writers in the early 1960s advocated for marketing to focus on issues and topics rather than just the for-profit sector, and two of the earliest proponents of this approach were Philip Kotler and Levy, who demonstrated the need for marketing to encompass a broader and more comprehensive concept and include the non-profit sectors of society.

It is now uncommon to discover a creative endeavour in which marketing does not play a role. Instead, marketing plays a key role in the economic life of every culture. It is no more just a function of traditional corporate enterprises. However, the value of marketing extends beyond only the establishment; as a result, both the establishment and the consumer, as well as the community as a whole, profit from it.

One of the freshest and most inventive ideas in marketing is the idea of e-marketing. Due to the misconception that marketing may only be done online, it is apparent that the idea is rather ambiguous.

It is simply the use or exploitation of the Internet, computers, and modern phones to easily access customers and consumers through multiple strategies for any company, platform, or product (Eckhardt et al., 2019).

In actuality, e-marketing is regarded as one of the strategies for advertising and promoting a range of goods, services, and items that rely on contemporary technology to function. As it relies mostly on technological techniques that employ software and numbers, it is also known as digital marketing. It is also known as network marketing due to its reliance on the Internet for marketing.

E-marketing, or electronic marketing, is defined as the strategic application of digital technologies such as information and communication technology to stimulate marketing productivity and its operations, which include operations and activities aimed at identifying the requirements of a specific target market and satisfying those requirements, as well as those of other stakeholders. Another definition of e-marketing emphasises the importance of product presentation in luring and converting online visitors into paying consumers.

The researcher defines E-marketing as: "The marketing process of goods and services via the Internet in order to affect the customer's purchasing decision and achieve establishments' and individuals' marketing goals."

There are some views that e-commerce is electronic marketing, and this is not true. E-commerce is closer to trading than to marketing, which is, in the end, a guiding philosophy for all institution functions and is not limited to the buying and selling process. E-marketing is also a part of e-commerce.

1.5 MARKETING AND E-MARKETING OBJECTIVE

1.5.1 Marketing Objective

Marketing objectives are multiple and varied, and they can be divided into consumer-specific and corporate-related goals as follows: (Goldfarb & Tucker, 2011; Wyckham, Fitzroy, & Mandry, 1975)

- i. Consumer-specific Targets: Due to the consumer's various requirements and desires, which he attempts to do as fully as possible, marketing enables people to enjoy high levels of living. Producing high-quality goods and presenting them to consumers at a fair price at the appropriate time and place is the organization's ultimate goal. Marketing is one of the primary activities in the company, along with production. By integrating these activities, the organization can achieve efficiency.
- ii. Institution-specific Objectives: The institution's administration and its society are said to be connected through marketing (markets). Improving the institution's reputation with its audience is one of the main goals (existing and prospective customers, the media, banks and insurance companies, related government organizations etc.)

1.5.2 E-Marketing Objective

E-marketing is one of the most significant marketing strategies used today by businesses, organizations, and people to promote their varied goods and services. It is a comprehensive system with well-thought-out plans and tactics.

E-marketing relies on using Internet networks to advertise products to target customers and communicate with them to complete the purchasing and selling process.

The fundamental objective of the e-marketing process is to reach the greatest number of target customers and persuade them to purchase the product to generate the most profit feasible for businesses and boost customer satisfaction and brand loyalty (Wyckham et al., 1975).

The first and most crucial decision made when creating a marketing plan for any business, or organization is choosing the purpose of the marketing strategy that will be used, ensuring that the business has a clear and defined vision for all the activities that need to be completed now and in the future. The desired outcomes of e-marketing vary from company to company due to differences in the nature of the product or service, the company's policy and size, the marketing plans developed by specialists due to their varied perspectives, and the companies' capabilities and specific marketing budgets. These factors must also be taken into consideration. The most crucial and crucial goals that must be accomplished during the e-marketing process are:

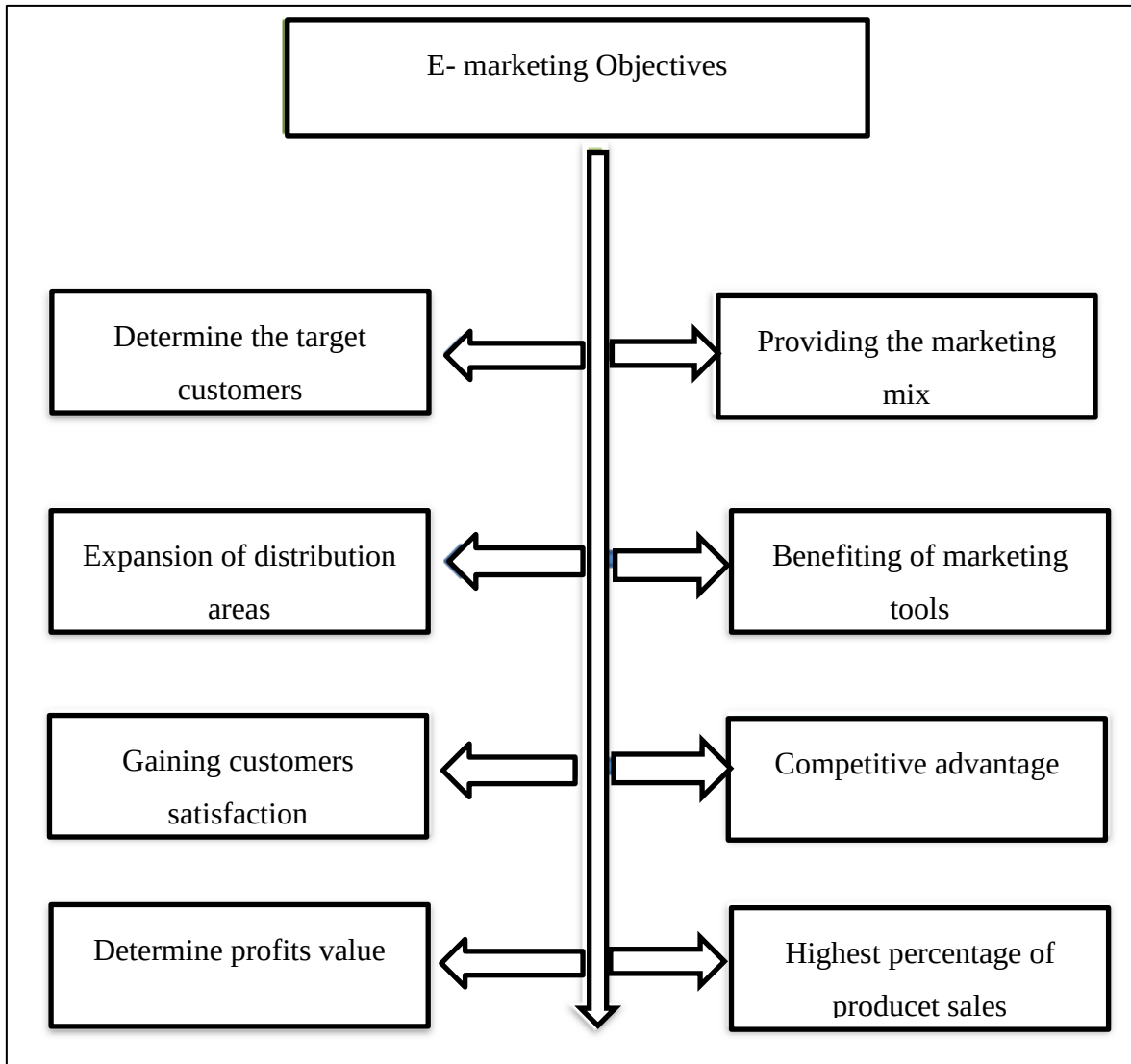


Figure 1.1: Objective of E-Marketing (Source: Prepared by The Researcher)

E-marketing aims to create a virtual market that is similar to real markets, in which communication with customers and the conduct of buying and selling operations are carried out easily. Moreover, e-marketing depends on a set of marketing methods, strategies, and plans that help it achieve its goals and the correct and effective promotion of goods (Edeling & Fischer, 2016).

- a. In order to focus on them during the marketing process, reach them, and avoid wasting effort, time, and money promoting inappropriate customers, one of the most important goals of e-marketing is to identify the target customers who purchase the product or service frequently and have been identified in the marketing plans. The most crucial method for establishing the target groups is to conduct a targeted study to determine the

demographic features of customers, which includes figuring out the customers' age, gender, income level, and educational background. The best possible customer for the business may then be easily identified.

- b. Expanding the product's reach and distribution is one of e-primary marketing's objectives because it allows for the opening of new channels in various sectors, which raises the number of target consumers. By offering a product delivery service up until it is accessible to all clients, expansion can be accomplished. Also, the products can be shown in physical stores or on the Internet, thus expanding the company's sales prospects.
- c. Providing the marketing mix: The marketing mix is "the integrated service in which a high-quality product and a distinctive service can be available in order to obtain huge profits.
- d. Benefiting of marketing tools: There are several tools used in any marketing process which must be exploited well to achieve the marketing objectives. These marketing tools consist of the following elements: product, price, place, promotion, and global marketing management.
- e. Gaining customers' satisfaction, satisfying their desires, and seeking to know what they prefer or what they want to get.
- f. Providing the company with a competitive advantage that distinguishes it from other companies that provide similar services and products.
- g. Determine profits' value and rate that is expected to be obtained from the product or service that the company promotes through e-marketing.
- h. E-marketing aims to achieve the highest percentage of product or service sales that are promoted, and thus the investor can reach the highest profitability ratios.

In general, e-marketing is similar to marketing according to objectives, while it is different in the ways of implementation. However, e-marketing aims at marketing goods and services in electronically modern ways, which most customers use today.

The target is common, which is making access to a large number of customers and affecting their purchasing decisions. Therefore, the way of doing this is either traditional or electronic. Nowadays, most companies include their purchasing plans by primarily using e-marketing. They have a goal which is to affect a large number of customers via e-stores or social media in case of this product targets customers.

1.6 MARKETING AND E-MARKETING IMPORTANCE

1.6.1 Marketing Importance

The importance of marketing can be defined as follows: (Kotler, 2009; Mustaqimah, Hartoyo, & Nurmalina, 2019)

- a. The significance of marketing to consumers: When consumers have a variety of options to express their wants and requirements, the advantages of marketing become obvious. The consumer's choice is heavily influenced by the attractiveness of his exchange option, and that attractiveness is directly tied to the profit that the consumer and that exchange will both receive from that trade.
- b. The importance of marketing for society: Marketing plays a very important role in society's economic life at the present time. This importance comes from the comprehensive nature of marketing functions, which include all stages of goods and services, including the stage of studies pre-production and even after selling goods to consumers. It really begins before production and continues with it.
- c. The importance of marketing for the establishment: All organizations need all kinds of marketing, which are profit-oriented or non-profit organizations, to marketing activities, as marketing is the decisive factor for the establishment's success.

1.6.2 E-Marketing Importance

E-marketing is regarded as one of for-profit and non-profit organizations' most important marketing activities. Organizations must understand and meet the needs of their customers in order to maintain their attention over the long term due to the rapid expansion of the media and the increase in public awareness. This is what is meant by loyalty. As a result, customer loyalty has become a crucial component for every institution seeking to excel in the market, necessitating careful attention to their needs and those of their clients. So, it can be claimed that e-marketing is crucial for a firm to get a competitive edge and grow its market share.

As the world experiences a technological revolution in the sphere of information and communication, new ideas and methods of management have emerged. E-marketing, or marketing in the digital age, is one of the most cutting-edge strategies for promoting products

and services. Online marketing has helped a lot of large nations save time and money (Ahmad & Popa, 2014).

In this digital age, e-marketing is the main driver for companies and the basis for increasing the purchase of their products or services by customers. We can define the importance of e-marketing in the following points (Al-Zoghbi, 2016).

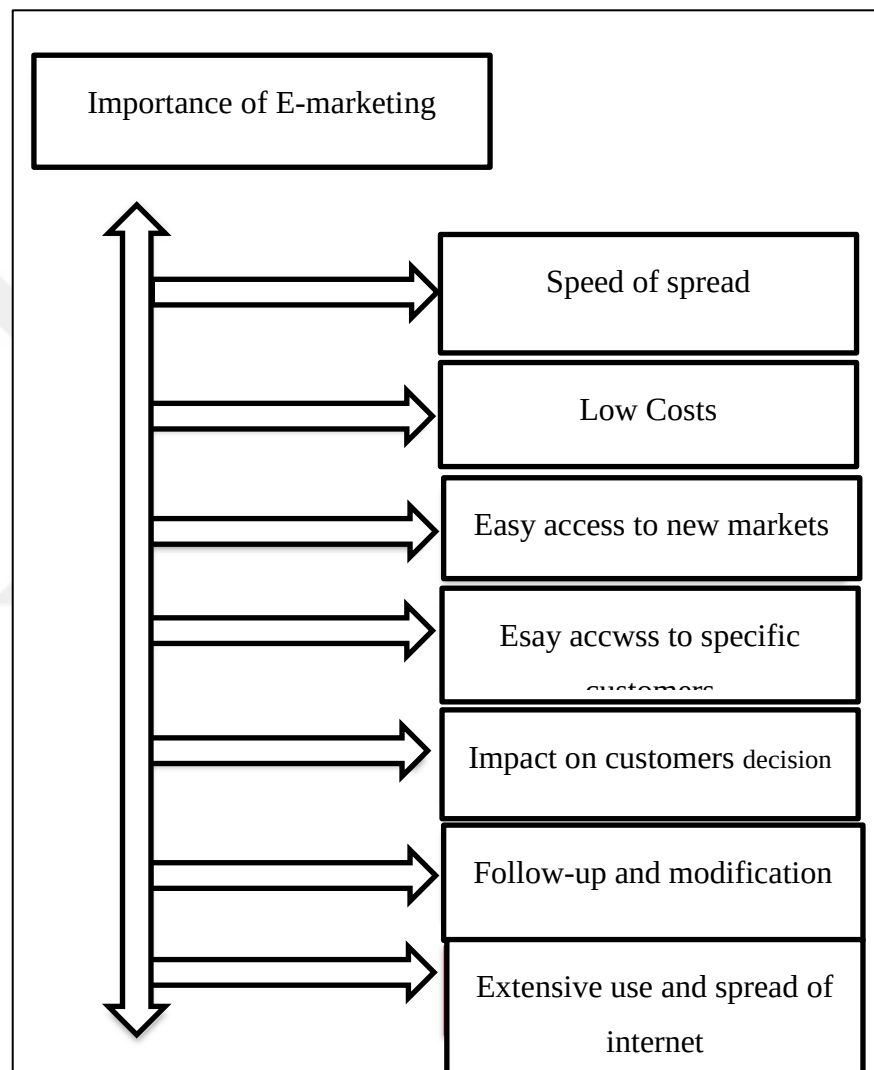


Figure 1.2: Importance of E-Marketing(Source: Prepared by The Researcher)

In fact, the idea of e-marketing is centred on how to use modern technology to make marketing more effective and to attract the attention of individuals and customers, in light of the great spread of websites and social networks and a large number of their users around the world.

- a. Speed of spread: E-marketing is characterized by its rapid spread through search sites and social media. It is possible for a product or service to be marketed worldwide within days.
- b. Low costs: The costs of e-marketing are less than the costs of traditional marketing, and therefore the low costs encourage large, medium, and small companies to market and increase their advertising campaigns.
- c. Easy access to new markets: E-marketing helps in penetrating a company's new products or services markets. Today, it is easy to market an Iraqi product in America or South Africa.
- d. Easy access to specific customers: E-marketing helps access specific communities or experts, such as marketing for new medicines through hospital or doctor websites.
- e. Impact on customers' decisions: It is known that e-marketing has a significant impact on many customers' purchase decisions, and this can be done through written, visual, and even audio content.
- f. Follow-up and modification: E-marketing is characterized by the possibility of following up and modifying the content or the advertising campaign very quickly. If the advertising campaign has any fault or negative effect, it can be modified quickly. So, following up on the customers' reactions through their interactions and comments is so easy.
- g. Extensive use and spread of the Internet: The spread of the Internet, websites, social media, and smart devices have made all these technologies have an important role in focusing most companies on how to take advantage of these technologies and the high number of their followers in order to market their products and services.

The e-marketing importance implies the ability to increase customers' numbers rather than what can be done by traditional marketing. It is easy to make access websites and e-stores and to sell, buy or transfer at any time. However, most companies are concerned with the low cost of e-marketing, and multiple communication means in comparison with traditional marketing. In addition, the possibility of easy access to new markets and fast offering of services and goods via e-stores or specialized local and international sites. Also, the importance of e-marketing implies in the ability to get variant information about markets and customers, consequently the easy and fast study and analysis of the target markets and their competition level.

1.7 THE EVOLUTION OF E-MARKETING

The term "electronic marketing" appeared for the first time in 1991 with the beginning of the Internet emergence, where it was allowed to access all the available information but not allowed to upload information; also, it allowed working on marketing campaigns based on the Internet to achieve higher profit and overall success.

With the beginning of the digital age in 1993, the digital age of marketing began. The first advertisement was published online. Then, the entry of new technologies to the digital market was in 1994, when Yahoo was launched in the same year, receiving nearly one million visits in the first year. This has led to massive changes in the field of digital marketing. In 1996, more search engines and tools were launched, such as HotBot, LookSmart, Alexa, and others.

With the continuous development of the Internet, a real jump in the field of technology and electronic marketing happened in 1998, when many important steps took place, namely:

- a. The emergence of Google and its access to market competition.
- b. Microsoft launches its new MSN search engine.
- c. Yahoo launches the Yahoo web search engine (Chilongozi et al., 2008).

Only two years later, the Internet expanded greatly among people. The smaller search engines were abandoned, leaving more room for the market giants. Then, there was a sharp leap in the world of digital marketing, where social networking sites quickly began to appear, such as

- a. MySpace: It is the first social networking site on the Internet.
- b. Facebook: It is the second social networking site that followed MySpace directly and opened new horizons for business, and heralded the beginning of a new chapter in e-marketing.

Finally, with the advent of cookies, this element has become very important. Cookies have changed a lot in the field of e-marketing, and today cookies are encrypted, providing marketers with a variety of ways to collect user data in professional ways.

With this technical development, the world is witnessing a parallel development in the field of marketing concepts and terminology. Many see that the traditional concept of 4P or 7P is no longer sufficient for e-marketing, as e-marketing requires four basic variables (information, technology, distribution, and individuals).

1.8 MODELS OF E-MARKETING

Model (1): Hierarchical model of influence: This model is one of the important models that explain how the consumer responds to communication messages. It hypothesizes that messages pass through several stages lie between broadcasting messages and the consumer's behavioural response, as follows (Arkhipova & Gurieva, 2018):

- a. Exposure: It refers to the consumer being exposed to e-marketing communications that are disseminated across the available communication channels. By deciding on the ideal time and location to broadcast the message, the marketing department attempts to enhance people's exposure to it.
- b. Attention: There are countless stimuli around us, and the consumer is exposed to many of them through one or more of his five senses. This information is modified by the senses before being transferred to the brain and can be felt by the neurological system.
- c. Attention: It entails focusing on the message's main points. The best technique to ascertain this goal may be to appeal to people's interests till it succeeds in piquing their curiosity, which is followed by the formation of initial impressions and mental images of the institution and its goods.
- d. Understanding: The marketing team works to promote a thorough knowledge of the website and its content rather than merely pique interest in it. By giving different information on how to manufacture and utilize the product, as well as details about how to pay for and deliver it, is done by using the explanation, clarification, and interpretation of multiple points that are related to the issue that the website seeks to address.
- e. Trend formation: The trend is a necessary step in the process of conviction, and it must be sufficient for the customer to have an idea.
- f. Memory and information retrieval: People are exposed to numerous messages from several sources that aim to pique their interest. Individuals must be able to recall and

recover them when essential for interaction. As a result, the person must store certain knowledge in his memory, which is a difficult task that calls for a lot of ingenuity to attract attention and cement it in memory.

- g. Motivation: Motives are connected with the reasons that make the consumer respond to the communication program and make his purchase decision. E-marketing contributes to providing the reasons for purchasing and performing the required behaviour by strengthening the image of the institution, which contributes to increasing its acceptance and acquiring its products.

Model (2) "Aida model": Aida model has four stages of the psychological impact on the practice of successful e-marketing. It is represented in formulating a message capable of influencing the consumer through its impact on the steps of this model represented by attention, desire for attention, and action. So, the success impact of e-marketing on consumer behaviour implies his success in attracting attention, arousing interest, creating desire, and achieving the desired behaviour (Kalyanam & McIntyre, 2002).

The two theories lead us to the conclusion that e-marketing affects people's views by attempting to boost exposure, draw attention, pique interest, and encourage a solid comprehension of the message. To demonstrate the institution's acceptance and conviction in its products and services, however, perception alone is insufficient; attitudes must be altered.

1.9 E-MARKETING, CHARACTERISTICS, METHOD, TOOLS

1.9.1 Characteristics of E-Marketing

There are many advantages that e-marketing enjoys over traditional marketing, which makes large and small companies and institutions rely on it to promote their products or services. The most important of these advantages are the following: (Emerson & Kahlon, 2002; Helwa et al., 2017)

- a. Relying on electronic methods and modern technology in marketing for companies, as choosing the right marketing methods is not less important than paying attention to goods and their quality.

- b. E-marketing is characterized by its ability to study the market completely, study the supply and demand for goods or services, study competitors, and determine their strengths and weaknesses.
- c. E-marketing helps companies and institutions to identify the target customers, study their demographic characteristics, and know the extent of their needs for these products or services to provide what is suitable.
- d. E-marketing is characterized by providing a space for competition between companies and institutions, which depend on thought and effort to achieve marketing goals.
- e. E-marketing helps companies and institutions to provide goods, products, and services and deliver them to all customers without being restricted to a specific place or certain conditions. So, the use of electronic methods allows them to expand and spread over the world and reach all parts of the country.
- f. E-marketing conducts free advertising campaigns for goods and services through the strategies that it aims at in its marketing plans.

E-marketing is characterized by the quick change of concepts, the activities that cover, and the rules that govern since it is related to e-communication technologies and means and information technologies that are accelerating changeable and development. Thus, the lawful arrangements that e-marketing is subjected to are fast changeable in compatible with the development of technologies, communication, and information.

1.9.2 Method of E-Marketing

There are many electronic methods that are used to complete the e-marketing process. The most important ones are the following: (Daoud, Ku Ismail, & Lode, 2014; Helwa et al., 2017) E-marketing using search engines: Search engines are the most and best electronic method used in e-marketing. All Internet users rely on search engines to access anything they want to search for in any field. However, Multiple advantages can be obtained when doing e-marketing through search engines. One of the most important ones is the possibility of free advertising and funded advertising campaigns. Free ads are obtained by preparing sites that

promote the product to appear widely on search engines, and this is done by using keywords that help attract customers to these sites.

The process of marketing through free ads is one of the best ways since it is inexpensive or requires special requirements. What is necessary to be done is providing good and unique content and improving the site quality so that it appears advanced in search engines. It is also preferable to enter some search and keywords used frequently and in search engines inside the displaying content on the Internet, thus gaining an advanced ranking among other websites.

Marketing via funded ads is one of the easiest and best methods used in e-marketing. It enables us to reach the largest possible number of targeted customers in the fastest, cost-lowest, and effortless way. It is done through paying for clicks; clicks mean each press done by the customer when using the Internet.

E-marketing using social networking sites: Social networking sites have millions of users around the world. They are the most popular websites. This qualifies them to become one of the best methods of e-marketing. One of the most important sites is Facebook, which is the first platform for social communication around the world. It is characterized by providing several tools that help doing funded advertising campaigns, through which a lot of target customers can be reached.

The social network "Twitter" is also one of the most famous social networking sites around the world. It contains the "hashtag tool" that helps in marketing products and services worldwide. Also, "hashtag" can even be a popular base that transcends all barriers specific to countries and continents. On the other hand, the "Instagram" social network is a large electronic market that includes large numbers of users. It can be used to market different products and reach the largest number of customers.

Email Marketing: Many people around the world have an e-mail which is often used at work and to communicate with others formally. It can also be used well in marketing products and services, where a message can be sent to millions of customers in a day. This message includes a detailed explanation for customers about what is promoted, introducing the most important news of the company and products, clarifying the methods of use, and putting

some useful information about the products that benefit customers and attract them to deal with you.

Email Marketing Using SMS: This is done by sending text messages to the phone numbers of the target customers to inform them about the product or service and its specifications and offers.

Marketing through smart phone applications: Some companies or institutions create their own application that is installed on smart phones, through which it is possible to communicate with customers and inform them about what is new about the products or services offered by the company, product information, and offers that make them different from others.

Video Marketing: A video is made in which the products of the companies and everything related to them are presented in detail, through presenting the product and talking about its advantages and components and presenting the successful experiences of others and what they have obtained when using the product. Thus, motivating customers to buy these products and satisfy them.

In fact, e-marketing ways are multiple and diversified. It is noticeable that creativity in the e-marketing field and its ways and techniques are in constant progress nowadays. However, the wide spread of the Internet and the increasing user numbers contributes permanently to creativity and the presence of talents in the field of creating new and diverse ways of e-marketing. The e-marketing field has become one of the most fields in which new ways and techniques are being innovated that contribute to the fast spread and positive effect on customers' behaviour.

1.9.3 Tools of E-Marketing

There are several important tools used to complete the e-marketing process effectively. The most important is (Omata et al., 2017)

- a. Availability of data and information: The e-marketing process depends mainly on a set of data and information, which is the basic basis on which marketing plans are built and done correctly, thus reaching the required success rate.

- b. Setting the marketing plan: In order to ensure a success e-marketing process, a precise and organized marketing plan must be developed. It was developed by a group of e-marketing experts and specialists in order to be based on a scientific basis. E-marketing cannot be successful unless it develops a plan, which must include determining the necessary budget for the e-marketing process, identifying the target customers, identifying the competing companies and market needs, and determining the electronic ways in which products are marketed.
- c. E-Marketing Methods: The success of the e-marketing process depends on the good selection of the used electronic tools and methods. So, there are many available methods in which the appropriate product or service is selected according to the established marketing plan.

1.10 E-MARKETING SUCCESS AND FAILURE

1.10.1 E-Marketing Success Factors

There are several basic factors that must be present in the e-marketing process in order to reach its desired goals, achieve its established marketing plans, and reach the desired success. The most important of these factors are the following (Soleymani et al., 2015):

- a. Choosing the best available marketing methods that should fit in with the promoting product or service.
- b. Make an organized and comprehensive budget in which the total cost for completing the desired e-marketing process is determined.
- c. It is preferable to ask e-marketing experts and specialists' help to set marketing plans in an organized and appropriate manner for the presented product. This study is done based on correct and scientific bases with the result that it has a great chance of success.
- d. Good selection of employees responsible for the marketing process so that they can implement all marketing plans in the best way and have better communicate with customers.
- e. Studying the market and identifying the consumers' desires and needs for products, goods or services and making them available to meet their needs as much as possible.

- f. Advertising goods in a distinguished way attracts consumers. In fact, the first impression is the most important step in marketing. The advertisement must be clear and use the most appropriate language for the target customers in order to attract their attention.
- g. Paying attention to the displayed content on the marketing website or the so-called online store. It must be unique and has good quality. Also, the content must be organized and smooth so that the customer can meet his desires without losing inside the site, so he is forced to leave without buying anything

E-marketing can be successful through a set of factors that are different from one country to another. The most important factors are

- a. The availability of the proper electronic infrastructure of e-marketing in a country to make use of its specifications and not to be just a target market.
- b. The availability of the appropriate environment for developing the work of local e-marketing companies.
- c. The availability of specialists who have a good experience and creativity in e-marketing and e-payment ways etc.

In the current days, e-marketing affects everyone, but the difference lies in being both affected and affecter or being only affected.

1.11 E-MARKETING FAILURE REASONS

There are many reasons for the failure of e-marketing, and some of them can be mentioned as follows: (Abdullah, Doucouliagos, & Manning, 2015; Augenstein, Das, Riedel, Vikraman, & McCallum, 2017)

- i. Relying on lies in marketing the product: One of the most important reasons for the failure of e-marketing is that deceptive methods, and lies about the products they sell are always an important reason for the failure of this marketing, and these methods are usually resorted to based on illegal facts as an effective way to earn money for themselves only, in addition to the methods of dealing With customers you must be credible and make false promises of the exact speed that one can make a good profit of money.
- ii. The lack of a field study: The success of any project, regardless of its field, depends on the field study of it in the market, and based on the fact that e-marketing is one of these

studies, it is necessary to avoid marketing failure is to make an extensive study of the market interested in the field of work or the product offered by the company.

- iii. Reliance on one source and the lack of alternative opportunities: The fields of e-marketing during the current century have become rich in tons of effective ways and means that achieve fame and success, and relying on a single plan would face a number of obstacles, so the diversity in e-marketing means will prevent failure.
- iv. Products that are incompatible with the policy of supply and demand: Here lies the mechanism of successful e-marketing in choosing the most appropriate place for marketing products. Choosing the wrong market would fail the product and sales, in addition to the need to study the supply and demand for the product in the target markets.
- v. Lack of clarity on marketing objectives: Setting the goal is the first and most important step in marketing campaigns in general and e-marketing in particular. Defining the main objectives of the campaign is the basic structure of the idea and to reach the goal and the target audience interested in the product to be marketed and how to deal with the audience.
- vi. The message does not include any added division: The product may be one of the best products. However, the promotional campaign fails, and the reason is the inability to provide what the customer expects and expects, and here we must focus on the method of writing the e-mail by talented professionals, as a bad message will lead to negative results and failure to achieve the goals
- vii. Good content: The marketing message should include good and useful content for the customer, presented in a professional, attractive, and compelling manner within a short period of time. Bad content will keep the customer away from buying the product even if its qualities are good, and the reason for poor content is one of the most important reasons for the failure of e-marketing.
- viii. Weakness of financial capabilities: Electronic marketing campaigns require specific financial capabilities related to the goal, target markets, and methods, and the lack of financial capabilities to carry out marketing campaigns is one of the reasons that lead to the failure of electronic marketing.
- ix. Weak technologies and equipment: E-marketing requires the presence of advanced technologies and equipment, in addition to various software for the purpose of design, and the company's lack of such techniques and experts, will lead to the emergence of the

product to be marketed in an unprofessional manner, which will cause many companies to fail.

- x. Lack of experts in e-marketing: It is known that traditional marketing differs from e-marketing in the different ways used, and therefore e-marketing has become specialists in it, aware and familiar with the methods and methods of e-marketing and how to quickly influence consumer behavior, and therefore the company must have experts in the field of e-marketing to ensure that its plan Marketing will not fail.

A key factor in determining whether e-marketing is successful or unsuccessful is e-marketing literacy. Although the majority of countries have ideal conditions for very effective e-marketing, there are several elements, such as those mentioned above, that contribute to its failure in a certain country. Yet, considering the prevalence of fraud and deceptions, one of the primary reasons for e-operation marketing's failure is the absence of rules and laws. Additionally, there is a subset of unethical e-marketers who actively discourage customers from engaging in e-marketing by influencing their behavior and purchasing decisions. This is especially true in countries where personal and emotional factors have a greater impact on consumers' purchasing decisions than rational and benefit-related ones do.

However, any experience has advantages and disadvantages when first applied and depended on. Arab countries are the countries in which e-marketing has been apparently prominent in the last decade, especially during the corona pandemic period, in light of unorganized work in this field. Despite the important results of e-marketing in confronting the pandemic, there are many disadvantages and faults during the implementation of e-marketing policies and strategies.

1.12 ELEMENTS OF THE E-MARKETING MIX

In fact, there is no agreement among marketing scholars about the elements of the electronic marketing mix until today. Some of them see that they are the same elements of the four basic marketing mix 4P, and others see that they are similar to the elements of the seven electronic marketing mix 7P, while others think it is a mixture between the 4P elements and other elements.

Modern marketing sees that the commodity place is no longer in front of the customer's eyes but rather in his mind by convincing him of its necessity and importance in his life. The marketing mix is a term coined by Jerome McCarthy, who called it (4p).

Because he limited the marketing elements to four elements that all start with the letter P in the English language: product, price, promotion, and distribution, then, the marketing mix evolved to become 7p by adding these elements: people, physical evidence, and operations. With the spread of e-marketing worldwide and based on the opinion of researchers who developed a vision for the e-marketing mix named (P2C2s,24), it is possible to study and identify the elements of the promotional mix as follows (Kalyanam & McIntyre, 2002):

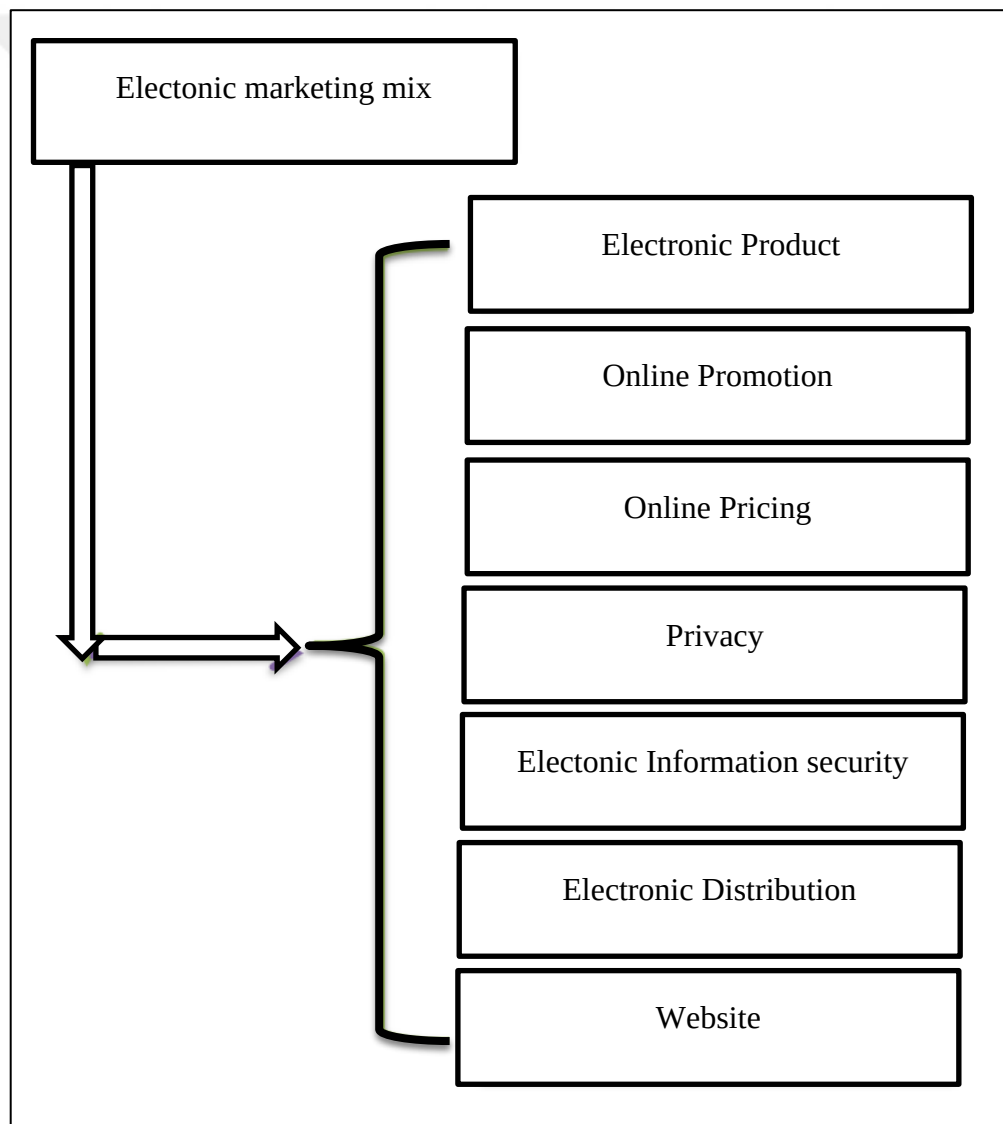


Figure 1.3: E-Marketing Mix (Source: Prepared By The Researcher)

1.12.1 Electronic Products

The topic of electronic marketing is current. As a result, it is extremely challenging for scholars to accurately describe the notion of electronic products because of how closely it is tied to numerous impacts and circumstances.

"A collection of profits or benefits that suit businesses' and consumers' needs, or for which they seek to exchange money or other valuable materials" is the definition of an electronic product. A product could be a tangible good, service, concept, person, location, or something else entirely.

The most important characteristics that must be available in the electronic product can be identified as follows (Abdullah et al., 2015)

- a. The ability to purchase electronic products anywhere and at any time in the world.
- b. The speed of payment and the transfer of the product price through multiple payment methods; the most important one is paying via electronic cards.
- c. Speed of delivery: the product can be obtained quickly and within hours or sometimes days.
- d. Availability of sufficient data about the product and similar products via the Internet.
- e. There must be a well-known brand of the product to facilitate its sale throughout the world.
- f. The possibility of re-designing and developing many electronic products due to the development of technologies and the fact that many products are services or ideas.
- g. It provides a positive mental image for many brands or websites that contribute to the rapid marketing of electronic products.
- h. Great competition with other electronic products is one of the most important characteristics of electronic products.
- i. The presence of effective e-marketing experts around the world helps in promoting the electronic product as required.
- j. The existence of new, unconventional ideas capable of influencing consumer behavior.

Products and commodities go through four stages in their life cycles: introduction, expansion, stability and maturity, degeneration, and finally, disappearance. The well-known product life cycle is applied in the case of an electronic product, regardless of whether it is a commodity, service, idea, etc. This is because an electronic product has a cycle whose length or shortness depends on its nature.

The following figure shows the life cycle of the electronic product as follows (Abdullah et al., 2015) :

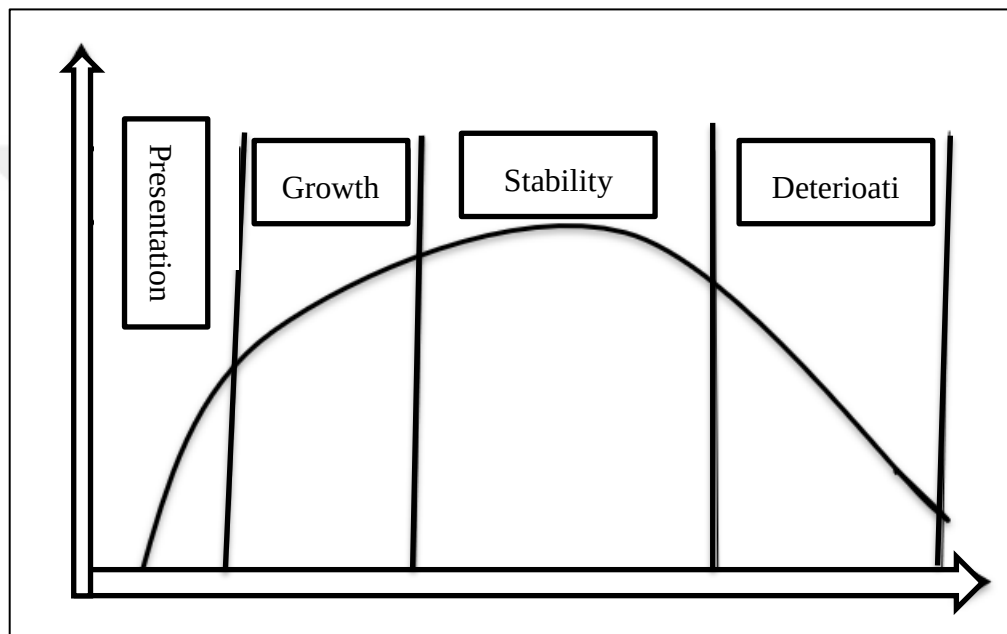


Figure 1.4: The Life Cycle of The Electronic Product (Source: Prepared by The Researcher).

The electronic product life cycle can be defined in the following stages:

Presentation stage: At this stage, the electronic product (good, service, idea, etc.) is presented in the virtual electronic market around the world, and it may be presented for the first time. At this stage, the product may be new and unknown to consumers, which requires the manager of the electronic promotional campaign to follow a promotional strategy focused on introducing the product to the customer audience, its characteristics, features, and advantages so that a specific image of this product is developed that distinguishes it from other competing products on the Internet (Dekimpe & Deleersnyder, 2018).

The high costs of product advertising and the absence of significant earnings define this period. At this point, the electronic promotion focuses on encouraging the initial demand for

the product, not the optional one. It also focuses on the product type rather than a particular feature or attribute.

The product may be an instinct or a translation service of a text. Therefore it is characterized by the short presentation period as the result of the existing competition until the service is purchased and agreed (Banica, del Mar Gonzalez, & Sáez, 2015).

Growth stage: This stage is characterized by the market acceptance of new electronic products and the increase and emergence of competitors. Electronic promotion, at this stage, aims to influence the consumers' and customers' decisions by following several marketing strategies related to the type of electronic product offered (Li et al., 2017).

The stage of stability and maturity: In this stage, the competition in the virtual electronic market intensifies, and the product's promotional campaigns and offers increase. This stage is considered the longest period in comparison with other stages if the promotion is for a good or service that has a long virtual life or it is available for a long time, such as the renewal of hotels or the purchase of a car.

Deterioration stage: At this stage, the electronic product begins to decline, and its demand begins to gradually or sharply decline. The demand may reach zero due to several factors, including personal and non-personal ones, the emergence of similar, better, new electronic products with better benefits than the current electronic product. For example, it is possible that there will be no demand for providing translation services for a site if the price is high and the presence of competitive sites that provide the same service at a lower price and better quality (Deleersnyder, Dekimpe, Steenkamp, & Leeflang, 2009).

One of the factors that help the growth of a new electronic product is the customers' available mental image of the company. For example, any new mobile phone promoted by Samsung or sports shoes by Adidas will be interested in by customers because of the good mental image of the two companies by customers.

The product's features and specs have an impact on how it is promoted online. E-products may be goods or services like traditional ones, but they differ from them in two ways. It is first advertised online. Second, whereas e-products, like the translation services that many websites specialize in, can only be provided online, traditional items can be advertised electronically. An electronic service offered by an individual in India can be purchased in a matter of minutes.

1.12.2 Online Pricing

Pricing is one of the marketing mix elements, and it is the form that refers to the commodity value, and it is expressed by money. The price represents the financial sacrifice that the consumer is willing to make and pay to purchase the product or service. The pricing process is difficult and needs qualified individuals who are able to study it, analyze the facility and the market, and the various factors related to the pricing and selling process (Aziz-ur-Rehman Saifee & Khan, 2019).

The price is defined as: "the amount that the buyer pays in return for obtaining a specific good or service that satisfies his need or desire." It is also defined as the amount of money required to get a commodity, a service, or a set of values that consumers exchange for the benefits of obtaining or using the product or service.

From the perspective of the customer, the price reflects the value that the seller decided as a price for his good or service and the advantages it offers. The cost does not necessarily correspond to the true worth of the good. It might be either higher or lower. The marketing factor, which affects both the amount of sales and revenues generated by the company as well as the consumer, is distinguished by its fastest changeability among the marketing mix's components. Pricing policies are compatible, compatible, and consistent with marketing policies (Gaikwad & KATE, 2016).

The concept of electronic pricing differs from the pricing of traditional goods and services, as the price of an electronic product is affected by many factors and is subject to change and adjustment faster than the prices of traditional goods and services.

Electronic pricing has different objectives. The most important are the following:

- a. Survival and competition: The goal of survival or continuity is considered the primary goal of companies that promote their products electronically. Although some companies may afford high costs in the beginning in order to ensure their continuity, this paid cost confronts later economic benefits related to the high demand for the product.
- b. Maintaining cash flow: Ensuring the cash flow process is one of the primary goals that the marketing and finance departments seek to achieve in order to fulfill the obligations arising from them as a result of marketing, promotion, and other costs.

- c. Achieving an appropriate return on the money spent: The return is achieved here through the high percentage of sales and then profits, and this is the result of effective e-marketing.
- d. Facing competition: it means determining the amounts of money that must be spent to compete with potential competitors.
- e. Maintaining market share: It means the amount of money and the price that must be spent to maintain the company's share in the local and scientific markets.

Political pricing is distinguished by its capacity to instantly lower or raise the prices of its products while always being aware of the prices of goods and services provided by rivals. Electronic pricing strategies frequently employ digital currency.

Online pricing is characterized by flexibility and instability, and prices are either validated by the vendor and client negotiating a price or via an auction. Online pricing is therefore compared to stock exchange rates for bonds and equities. Online pricing is low due to intense rivalry among businesses that provide their products online, allowing users to compare given prices and goods and choose the lowest ones by navigating between websites using sophisticated techniques like "shop bots" programs. Because each business attempts to offer the best prices, this results in low prices. Due to the vast amount of information that is readily available online, the Internet typically offers the customer a wide range of options. Hence, if the consumer chooses to buy from a nearby location in order to avoid traveling a great distance in search of a cheaper good, the vendor has no way to influence it or the price. The Internet provides them with necessary information about prices, whatever the distance is.

1.12.3 Online Promotion

One of the most crucial components of the electronic marketing mix is electronic promotion. The electronic promotional mix itself is made up of a number of components, including public relations, publishing, sales activation, and advertising. The promotional strategy varies depending on the consumer, and it varies from market to market.

Promotion is "a process of communication between the producer or marketer and the consumer, and this communication may be direct or indirect (Keegan & Rowley, 2017)." The communication process is usually directed to current and potential consumers to achieve a set of goals. The most important ones are the following (Muller & Peres, 2019):

- a. Introducing consumers to the commodity and showing its characteristics and specifications.
- b. Transferring information, data, and ideas to consumers.
- c. Convincing current and prospective consumers of the benefits of the commodity.
- d. Activate demand and create new demand by raising consumers' interest in the commodity.
- e. Raising the consumers' motives and attracting them to buy the commodity.

The purpose of the promotion is to persuade consumers of a good or service by giving them various facts about it. It must therefore communicate with them in order to deliver the desired information. Promotion is mostly dependent on direct or indirect contact through specific channels. Given that consumers' tastes and needs are constantly changing, the communication process is complicated and oversaturated.

The communication process consists of the following elements (Lin & Lekhawipat, 2014):

- a. Sender: it is the part that is responsible for sending and transferring information and reaching it to the final consumer.
- b. Message: It is the data and information required to be conveyed to consumers. The message is as a written text, some words or shapes and images.
- c. The means of communication: It is the means by which the message is transmitted between the sender and the addressee.
- d. The addressee is the consumer. In the communication process, we must first define the consumer and the consumer society to whom we send the message because a good communication process must take into account the factors related to the consumer according to his type, motives, habits, needs, and desires. The addressee, in turn, reads, analyses, and interprets the received message.

The promotional mix elements are defined as follows (Royle & Laing, 2014):

- i. Electronic personal selling: It is an activity that is carried out by electronic sales employees and men. It is characterized by direct communication with consumers. In addition, salesmen are an important source of information about the market and the consumers' desires.
- ii. Electronic advertising: The main objective of advertising is to introduce the commodity and its characteristics and increase the volume of sales. Advertising is considered a paid, impersonal, and indirect promotional element.

- iii. Electronic publishing: It is considered one of the most important promotional elements. There has been great concern about it in recent years, and the development of electronic advertising and communications accompanied this.
- iv. Activate sales electronically: Several methods, such as competitions and prizes, are considered a way of sales activation. It must be for a short period of time due to their high costs.
- v. Public Relations: The importance of public relations has increased dramatically in recent years as a result of its focus on the use of electronic promotion techniques.

There are many promotional tools online, and the most important ones can be identified as follows (Chen et al., 2013):

- i. Promotion by e-mail.
- ii. Promotion by websites.
- iii. Viral Marketing.
- iv. Participation in web communities.
- v. Partial websites.
- vi. Electronic sponsorship advertisements.
- vii. Animated ads on the internet screen.

Online promotion on social media:

People's increasing interest in the Internet and social media leads researchers to have an increased concern about studying the impact of this technology on e-marketing. This interest has included many points. The most important ones are (Dolan, Conduit, Fahy, & Goodman, 2017; Xu et al., 2020):

- a. The role of social media in motivating customers to purchase goods and services online.
- b. The difference between social media via the Internet and the traditional means of promotion. It is done in two directions and not in one direction, such as in television and newspapers. Thus, the customer can participate, comment and express his/her opinion about the interesting topics.
- c. Interaction through social media has a significant impact on influencing customers' purchasing decisions by publishing propaganda and communication between producers and consumers.

- d. Social networking sites help increase customers' awareness of the importance and quality of the offered product.
- e. Electronic promotion via social media has helped increase many companies' sales and influence a large number of customers to adopt the proposed product.

1.12.4 Privacy

Privacy is one of the electronic marketing mix's elements, and privacy includes securing customers data who want to buy a product, especially personal and financial data.

Privacy expresses the right of individuals to preserve their data and information from circulation, theft, or improper use. The most important points of privacy can be identified as follows (Melis, Campo, Lamey, & Breugelmans, 2016):

- i. Determining the amount and type of data allowed to be used by the website or the online store.
- ii. Determining when and how the data will be used by the website or the online store.

In fact, the issue of privacy has become one of the important issues facing work and electronic marketing today because of data and information theft. Moreover, this thing motivates the government's reservations about citizens' data leakage, their behaviors, and the factors affecting them and their traditions. Accordingly, many countries try to impose privacy through the following points (Lemon & Verhoef, 2016):

- a. Ensure that customer data is used only with their consent.
- b. Disclosing the way, the data is handled by the website before the client deals with it.
- c. Enabling customers to access and modify their data according to their desire.

The privacy of data and information related to companies and customers is one of the most important issues focused on in e-marketing. Therefore, it is preferable for clients to deal with companies and e-stores. The purchasing and selling process must end in e-payment, and here comes the importance of saving customers' personal and financial data. In fact, privacy is a factor that countries confirm because it is related to their national security, particularly for those who use greatly electronic ways.

1.12.5 Electronic Information Security

One of the most crucial aspects of the success of the e-commerce process is the confidentiality and safety of the information transmitted between the vendor and the buyer. Numerous businesses and customers had simultaneously suffered significant losses as a result of identity theft and hacking, particularly when bank account information was obtained (Morhart, Malär, Guèvremont, Girardin, & Grohmann, 2015).

Therefore, those who are responsible for electronic commerce paid big attention to this issue and suggested many points to maintain information security. The most important points are:

- i. Encryption: Many sites and companies rely on data encryption and adopt strong and inconstant encryption ways that are difficult to decipher.
- ii. Compound passwords: Conditions are set to write a long password consisting of capital and small letters and numbers.
- iii. Firewalls: A mechanism that allows entrance and uses data only for those who have permission.

The global spread of contemporary technologies like the Internet, serial barriers, cloud computing services, etc., have facilitated extensive global communication and connection between people and organizations. The widespread risk of electronic security, fraud, and hacking is accompanied by the widespread use of information technology and its relationship to several administrative domains. In turn, this causes interest in electronic security elements to rise. Nonetheless, in the past ten years, cyber security has become a major worry.

Cyber security is the continuous effort to protect these online webs and all data from unauthorized use and its damage on the level of individual, company, and nation. Cyber security is seen as a part of national security in many countries since it has great risks in economic aspects, such as stock exchange manipulation, military affairs, etc. So, cyber security has become the main concern of big power leaders worldwide.

1.12.6 Electronic Distribution

Based on three factors, the company strives to select the best distribution port in order to further its objectives. The first element relates to the functions of these ports; the second one is concerned with the costs of the ports and how they affect the product's final price; and the

third one is the interests of the consumer, which are made clear by the delivery of the good to them at the proper time and location and according to their preferences.

The importance of sales and distribution ports is evident through their function of delivering the commodity or service from the producer to the consumer. Therefore, whatever the commodity's quality, specifications, and price are, this does not mean anything if it is not available to the consumer (Pauwels & Neslin, 2015).

Studying distribution channels is crucial because of how they affect other marketing mix components and how their policies relate to distribution channels. In order to properly dispose of its goods or services, the organization turns to distribution policies. Yet, the policy also specifies the distribution channels and ports that serve as the intermediary between the producer and the customer.

One of the fundamental tasks in putting the e-business strategy's content into practice is distribution. One of the most crucial pillars for supporting these initiatives is the use of websites. In e-marketing, the distribution process immediately follows the sales process, and the distribution strategy differs depending on the product category. The following points should be made:

- i. Commodity distribution: Commodities are distributed depending on the supporting logistical systems everywhere.
- ii. Distribution of services: The nature of services helps in marketing and electronic commerce more than goods. Distribution of services can be done in several ways, including the following:
 - a. Distribution of the service through the password given to the electronic customer after paying the required price electronically.
 - b. Distributing the service by downloading after paying for the service for the company.
- c. Mixed distribution: some are electronic, and some are tangible, such as booking a room and transferring money after a month, where the customer gets the room upon his arrival.
- d. Distribution via e-mail: It is widely used between customers and companies, such as sending a link to download a program or a receipt for receiving a sum of money for a service.

Internet distribution helps to cut down on the length of many distribution channels, which has an impact on the price of production. The number of employees has significantly decreased as a result of fewer distribution channels, as seen, for instance, in the Amazon corporation. As a result, there is no longer a need for many personnel because the contact with clients is now direct.

Moreover, online distribution participates in finding transferring alternatives, especially in the case of digital product, where it is transferred directly online. In addition, distribution decrease (abbreviation) leads to doing without brokers. This, in turn, plays a role in reducing production and distribution costs. So, this helps respond to customers' urgent demands around the clock.

1.12.7 Website

Website Design: We can say that the first step of companies' e-marketing is designing a website. So, the design must be attractive and effective, contain all services, be easy to move among its pages, and motivating for customers to visit it.

The most important elements of an effective website application can be identified as follows (Bharath, Dahiya, Saunders, & Srinivasan, 2011):

- a. Designing and internal planning the site.
- b. Website content of images, information, and data.
- c. The site's users: the type of users and their ways of interaction.
- d. Competition: The ability to compete with similar sites and attract the largest number of customers.
- e. Communication: Single or double communication ways between site management and customers.
- f. Communication: The degree of connection between the website and other websites.
- g. Trade: the site's capabilities to complete commercial transactions.

Physical Evidence: Physical evidence plays an important role in the e-marketing process. The components of the available physical evidence will affect the number and type of customers. The physical evidence includes items such as the tangible and intangible physical environment, electronic products, and others. The physical environment is “the place where the buyer interacts with the service provider and the broker (Steenkamp & Fang, 2011).

Christopher Lovelock defined the physical environment as: “All supplies, fittings, equipment and tangible items that inform the customer about the quality of service.

Individual: They are the participants in the electronic marketing process, including customers, producers, and brokers. Individuals in e-marketing can be clarified as follows:

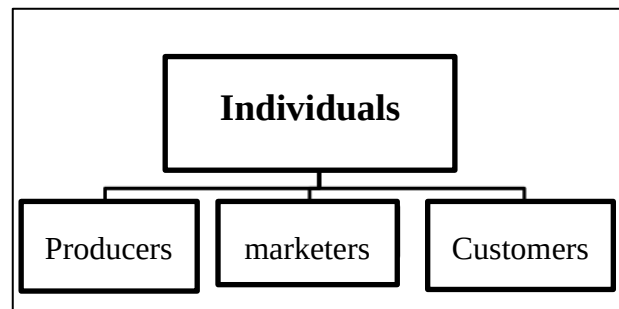


Figure 1.5: Individuals of E-Marketing (Source: Prepared by The Researcher).

Individuals in the electronic process can be divided into the following:

- a. Customers: They are potential buyers of electronic goods and services.
- b. Marketers: They are the marketing team of the site or the producers, according to the way of dealing.
- c. Producers: Producers of goods and services, and the site may be direct to the producers or a mediator for other products (Trimble & Rifon, 2006).

Operation: The concept of operations is directly related to the procedures and activities of the site workers and work mechanisms, including operating systems and other electronic marketing requirements. Operations are defined as "the actual procedures and activities' flow mechanisms through which the service and the operating systems are delivered and organized. (Hoekstra, Leeflang, & Wittink, 1999)"

2. E-MARKETING DURING THE CORONA PANDEMIC

2.1 LITERATURE REVIEW

The growth of internet marketing was examined in a research (Liu et al., 2020) conducted during the coronavirus pandemic. Starting in 2020, the world was hit by a fresh coronavirus outbreak. The economic effect of this pandemic is substantial, far-reaching, and profound. As the pandemic has progressed, it has caused significant damage to the global economy. But, if we use a dialectical approach to analysing the effects of the pandemic on the national economy, we should find that possibilities and obstacles coexist. Throughout the course of the pandemic, China's online marketing strategy evolved, and this essay examines the potential and problems that this presented to the Internet economy. As such, the evolution of internet marketing strategies is centred on the intersection of established and new business models. The new internet marketing approach is not only a basic e-mail advertising and information on both sides of the article; it makes use of new media and big data analysis to reach more people. In the wake of the pandemic, the new network marketing model will rise to prominence.

Hoekstra and Leeflang's (2020) research focused on marketing during the COVID-19 period. Similarities may be seen between consumer behaviour and marketing strategies during the crisis and other economic downturns. Yet it also has features that set it apart from downcycles, such as a more rapid transition from offline to online behaviour and a rebalancing of consumption across product categories. Changes in consumer preferences have necessitated this.

In light of the recent Corona epidemic, researchers Khater, Nabi, and Hamarneh 2020 examined the effect of marketing flexibility on consumer behaviour from both a direct and indirect perspective. In light of the recent Corona epidemic, distribution policy flexibility has emerged as one of the most crucial aspects of market flexibility.

An analysis of the effects of a lockdown during the COVENIX-19 pandemic is presented in the paper (Nazarova, 2021). Marketing a product or service through the internet is known as electronic marketing. It's vital to remember that e-mail and other forms of wireless media may also be used for marketing purposes in the context of electronic marketing, not only the internet. Social media marketing, email marketing, content marketing, search engine

optimization (SEO), and sponsored ads like search engine marketing (SEM) and pay-per-click (PPC) are all types of electronic marketing. The global economy and industries were devastated by the COVID-19 epidemic, making it the greatest pandemic of the modern era.

In light of the current Corona crisis, the author of the study (Irkhami, 2021) demonstrated that e-marketing is the future of shopping. E-commerce, which has helped bridge the gap between producers and consumers, is a key factor in this shift, as is the fact that it has been able to satisfy a sizable percentage of its users. Using well-known and heavily-trafficked websites is essential for marketers and producers to see positive results; social media accomplishes this by maintaining a constant line of communication between the two parties, which is essential for adhering to the principle of social distancing during the quarantine period.

The purpose of this research (Omeish et al., 2022) was to demonstrate the degree to which Facebook is used by the Faculty of Economic Sciences at the University of M'sila as a new mechanism for developing e-marketing processes in the relationship between the group and its students. A questionnaire was developed and distributed to 100 students, and the results showed that the Faculty of Economics at the University of M'sila Al-Masila does, in fact, use Facebook with its students.

According to research (Pollák & Markovi, 2021) that examined the digital customer communities' interactions during the first wave of the COVID-19 pandemic, changes in the digital customer communities' interactions of selected e-business representatives in the Czech market, in a sample of nearly 1.5 million Facebook users, during the shutdown of COVID-19 first spring (March to May 2020) were found to be necessary for the country to retain the competitiveness brought about by the outbreak's end.

Alyasseri et al. (2022) offered research on the influence that consumers' perceptions of risk played in how they responded to online advertising during the COVID-19 outbreak in Aceh Province, Indonesia. With 325 participants, this research relied on questionnaires to gather data. Consumers' perceived risk influences their buying choices and the findings demonstrated that e-marketing (perceived benefit and ease of use) had a strong beneficial effect on customers' perceptions of risk and purchases.

An applied research on Jordanian tourist firms during the Corona (Covid-19) pandemic was conducted by Mughaid et al. (2022) in several governorates throughout the country. electronic mail) greatly affects the competitiveness of tourist businesses.

2.2 THE CRISES, TYPES, AND CRISES IN CORONA PANDEMIC

Throughout history, various crises have threatened the work of most economic sectors in the world. Sectors that cannot deal with crises through effective planning and management and careful follow-up of the various stages of the crisis are destined to incur heavy losses, which may lead to collapse (Asaad & Assaad, 2022)

A crisis is defined as: “an emergency situation or a sudden event that leads to violation of the various economic systems, which weakens their capacity completely or partially.

2.2.1 The Most Importance Types of Crises

There have been many crises that have faced the world nations in recent decades, and they can be identified as follows: (Asad, 2020; Reitsma et al., 2021; H. Van Heerde, Helsen, & Dekimpe, 2007)



Figure 2.1: Type of Crises (Source: Prepared by The Researcher)

- i. **Natural crises:** These are crises related to natural events such as earthquakes, hurricanes, floods, etc., which affect the economic sectors and their structure according to the crisis' strength. However, it may extend for one or several seasons, or it can completely destroy the structure of a sector.
- ii. **Health Crises:** the health situation affects a country or group of countries, and the degree of impact varies according to the degree of spread of diseases and epidemics.
- iii. **Financial and economic crises:** Financial and economic crises affect individuals' purchasing power. Thus, they affect part of or the total internal or external demand in a country.
- iv. **Political crises:** Political relations and the degree of their development play a motivating factor in many countries economies. Also, the deterioration of political relations between the two countries negatively affects economic relations.
- v. **Security and terrorist crises:** Terrorist actions directly affect the country's economy. This effect may last for a specific period of time or for several years, according to the crisis and the period of control.

- vi. Crises related to wars and local and international conflicts: Wars and internal conflicts destroy the basic structure of all economic sectors of any country in which wars break out for a long period of time. This effect continues for a long period of time after the end of these wars and conflicts (Suresh, Daniel, Parthasarathy, & Aswathy, 2014).

Many crises have emerged throughout history, the most important of which, in the previous decades, are the first and second world wars and their devastating economic, human, and social consequences. The world monetary crisis is one of the crises that have affected the economic sides in the last decade, which has had an impact on most countries and stock exchanges around the world. On the other hand, Tsunami is a natural crisis that hits Asia and has great economic and human losses for several countries. Furthermore, regional crises have become more in different continents, and the most important and recent crisis is the Corona Pandemic, which has changed a lot of economic and social concepts.

2.2.2 The Influences of Crises on Economic Sectors

The most important economic effects of the crises on countries can be identified as follows (Lamey, Deleersnyder, Dekimpe, & Steenkamp, 2007):

- a. Decrease or nonproduction of goods and services in some regions or countries in the world.
- b. Decreased demand: demand is greatly affected by all kinds of crises.
- c. Affected supply: Offers of goods and services are directly affected by the type and strength of the crisis, and this effect may lead to the elimination of the entire structure of a sector in a country.
- d. The impact of investments in a country that suffers from a crisis. The higher the crisis severity is, the more negative the internal and external investments are, which may be to the extent of zero.
- e. Low income in countries that suffer from crises. The lack of income depends on the severity and length of the crisis.
- f. Increasing unemployment rates in places that suffer from crises.

In fact, each crisis has economic consequences that are different in spread ratios. So, The more global the crisis is, the greater and more negative the effect on the world economy is.

The best example of this the financial crisis in 2007 and the Corona Pandemic in 2019. Both crises have had a great impact on most countries' economies. The sufferance will continue for many years in order to reduce its effects, especially for developing countries' economies that suffer from economic problems such as (unemployment, low income etc.) without any crisis.

2.2.3 The Concept Characteristics of The Current Health Crises

In fact, the Corona pandemic formed a real global crisis in various directions. The most important one is the economic effect. With the fast spread and evolution of the infection worldwide in 2019, most countries started to adopt a partial or total lockdown policy.

In economic terms, the crisis means: "A disruption or stop in the path of economic growth until production declines or when the actual growth is less than the expected growth.

A crisis is also defined as: "An emergency situation or a sudden event that leads to the violation of the organization system, which weakens its competitive position and requires it to pay special attention and move quickly (Lamey et al., 2007)". Any event can be classified as a crisis depending on its violation degree of the organization's normal work progress (Eckhardt et al., 2019).

According to what is mentioned above, it is possible to define the current health crisis as follows:

A sudden event that led to unstable conditions and disruption of the world's existing health system. This led to many unexpected results that directly affected and weakened the countries' sectors, especially the health services sector, which required governments to move directly and pay immediate attention to restoring the health sector.

The Characteristics Of The Current Health Crises (Bhatraju et al., 2020)

- a. A global crisis that affected all countries over the world without exception.
- b. It was sudden and fast since the disease spread quickly worldwide within three months.
- c. The severe threat to interests and goals and the difficult control of events in many countries.
- d. It is characterized by a high degree of skepticism in the proposed decisions and their effectiveness.
- e. Time pressure and the need to make correct and quick decisions in hospitals and at the level of government.

- f. The prevalence of a state of fear and panic that may reach the point of terror and restriction of thinking worldwide.
- g. Conflicting information and news about the disease and its ways of spreading.
- h. Signs of a significant shortage of food, sterilization, and cleaning materials.
- i. A crisis with mixed effects and losses (physical - human - moral)
- j. A deep, intrinsic, and structural crisis directly affected all government sectors, in addition to the various social impacts.

The Corona pandemic comes as a compound crisis that affects different economic and social life aspects. The virus has an impact on most countries in a short time. Moreover, the health systems of some developed countries, such as Italy, have collapsed. The lockdown and quarantine have led to big losses for companies as well as job losses for a lot of individuals. This difficult period is characterized by the strong pandemic and its lasting for a long time (2019-2022), the presence of uncertainty, and unclear decision-making.

2.3 CORONAVIRUS IMPACT WORLDWIDE

The Coronavirus, a force majeure that immobilised many facets of life in various parts of the globe, dealt heavy blows to global commerce. As a consequence, emergency states and lockdowns were implemented around the globe to stop crowding and mixing to prevent the spread of disease. Commercial traffic, freight, transport, and unloading activities have ceased, with the exception of receiving medical supplies, at markets, airports, and harbours.

2.3.1 The Impact of Covid-19 Electronic Commerce Around The World

In actuality, the only winners were the virtual stores, or electronic markets, which gained from people's inclinations toward online buying websites and applications as a result of the lockdown processes. This had a big impact on recent increases in e-commerce inclination. Before the Coronavirus appeared, it was predicted that Arab countries' e-commerce would rise by 25% annually, reaching more than \$28 billion by the end of the year. At the end of 2020, it was anticipated that worldwide e-commerce spending would amount to nearly \$3.5 trillion, an increase of 18% from 2019. According to estimates, the amount of e-commerce will reach \$28.5 billion by 2022 based on its growth over the previous two years. As a result, e-commerce in the region is entering a critical phase and creating a significant opportunity for customers, businesses, and investors.

As it is unclear whether the virus spreads by the air, droplets, or direct contact with objects like paper money, coins, and notes, more and more people are opting to do their shopping online as the pandemic spreads. The outbreak of coronavirus – Covid 19 – was declared a "public health emergency of worldwide alarm" by the World Health Organization at the end of January 2020. On March 11, 2020, it came back to proclaim it a worldwide epidemic and urge international cooperation to combat it. After a claim that cash may harbour the virus for days and facilitate its transmission and infection, consumers avoid using paper money and instead opt for electronic purchases and payment through electronic methods or digital currency, shunning the usage of notes and coins altogether. Due in large part to the World Health Organization's (WHO) warning that using paper money might transmit Covid-19, many people have begun to favour using contactless digital payments instead of paper bills. As the pandemic broke out, a recent survey found that 26% of customers avoided using paper currency notes, leading to a 30% drop in the usage of these notes in cash transactions and a trend towards contactless payments that guarantee the avoidance of epidemics.

This warning of the covid-19 bad effect has favored e-commerce growth around the world. Coronavirus waves are still affecting many countries greatly, forcing a large number of companies to confirm their contracts electronically; and many people to stay at home and adopt electronic purchases. At the epidemic climax, statistics indicated that the demand for health products rose rapidly, where the Amazon site has the lion's share. Despite the imposition of precautionary measures, this site was looking for 100,000 part-time employees to work all over the world in order to meet the very great demand for electronic stores and the increasing demand for online shopping Internet. This confirms that the cause of the increasing growth of e-commerce is the Corona pandemic, as statistics indicated that e-commerce growth was 56 percent in 2020.

There are several aspects of e-marketing that set it apart from more conventional forms of business. While the Corona virus continues to spread, one of the greatest benefits of online marketing is that it allows businesses and consumers to operate from the comfort of their own homes and offices, respectively. There will be less opportunity for people to come into contact with one another, which will reduce the high infection rate.

3. METHODOLOGY

The third chapter focused on the field study. The hypotheses have been tested by appropriate statistical methods and techniques. In addition, conclusions have been derived after the analytical study and identifying a set of recommendations that could help in developing the reality of e-marketing during the period of crises and its failure representing in low sales and unemployment. The descriptive statistical method and the analytical method have been used in order to describe the study community and sample, as well as testing the study's hypotheses.

3.1 RESEARCH MODEL

The purpose of the hypothesis model is to illustrate graphically the influence and correlation relationships between the study variables. It expresses the idea of study and the relationships that will be studied. According to the study hypotheses developed through the literature review, the study model (Figure) is composed of two main variables, E-marketing and failure of corona pandemic. E-marketing, Independent variable (Naser Al-Zubai, Khalid, 2022) includes two dimensions: Marketing via e stores with 16 items (Iqbal and Ramgade, 2021), Marketing via social media (Balkow, 2018), 10 items of e-store adapted from (Çelik, A., 2022), social media with 6 items adapted from (Alfageeh, 2021). Dependent variable includes two dimensions with 25 items: Unemployment from (Naser Alzubi, Khalid, 2022) with 15 questions adapted from (Houssemand, et al, 2019), Depressions from (YaondWU, 2021) with 10 questions adapted from (EKEV Akademi Dergisi, 2021). All the study items were modified to fit the study environment and its objectives as shown in the figure.

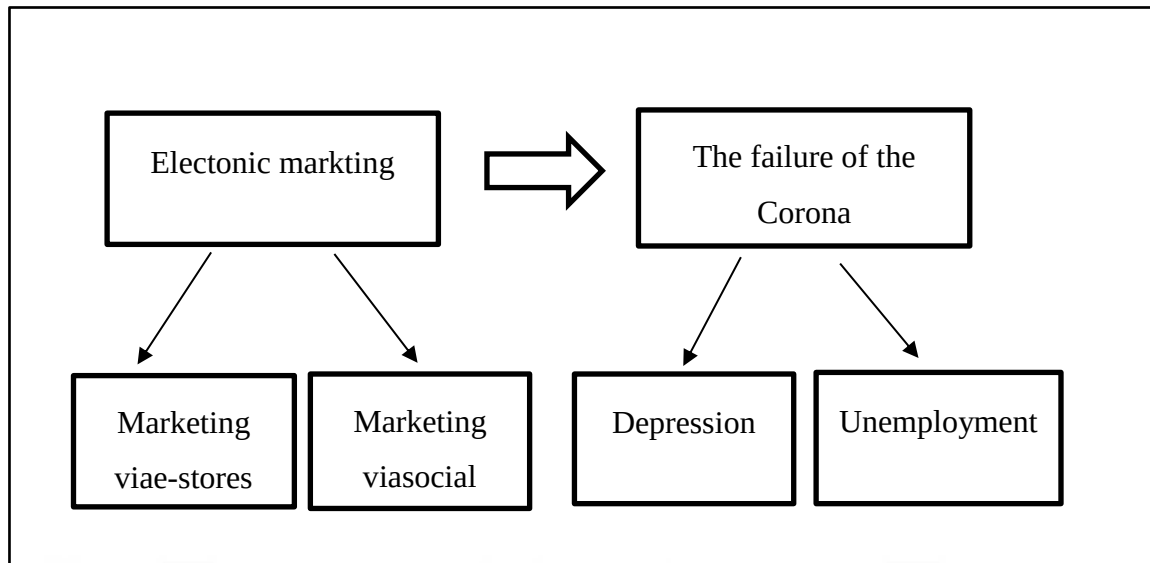


Figure 3.1: Reserch Model

3.2 RESEARCH QUESTIONS

i. The main question is divided into the following sub-questions:

What is the effect of marketing through electronic stores in reducing the failures caused by the Corona pandemic in the Iraqi economy at my levels (depression, unemployment)?

ii. What is the impact of marketing through social media in reducing the failures caused by the Corona pandemic in the Iraqi economy at my levels (depression, unemployment)?

3.3 DESIGN OF RESEARCH

The research design details the plan for conducting the study. To begin, this study will employ a correlational approach to its investigation. Estimates of the values of the factors that are related or altered in a discernible pattern can be made using this design (Porter & Carter, 2000). Using a correlational study methodology, researchers assess the significance of the link between two or more variables. A non-experimental design that aids in identifying significant and present relationships between variables (Stangor, 2014).

The study will have an explanatory focus since, as stated by Bell and Bryman (2015), illustrative research aids in making sense of novel events, learning about previously unknown information, posing intriguing questions, and speculating on previously untested indices. Explanatory study, on the other hand, seeks to analyze preexisting occurrences or

processes in order to get a deeper knowledge of them and to emphasize existing notions (Blumberg, Cooper & Schindler, 2014).

Due to the quantitative nature of the data obtained, this study employs a quantitative method of research. Statistical methods and numerical data collection are the backbones of quantitative research, which Creswell (1994) explains as being utilized to provide an explanation for the phenomenon under study (Creswell, 1994). Testing hypotheses or hypotheses by examination of the correlation between variables is one use of quantitative research. Variables are measured using statistical techniques (Creswell & Creswell, 2018). Methods with big samples and reproducible infrastructures are ideal for this kind of study (Patton, 2014). Limitations in reaching the intended audience reduce the reliability of the data collected using this method. Therefore, it is not feasible to use this method to investigate phenomena that cannot be reduced to numbers.

3.4 RESEARCH METHOD-SURVEY

The survey questionnaire is designed to collect data from the stakeholders of e-marketing sectors in Iraq to investigate the impact of e-Marketing on the depression and unemployment in Iraq. The questionnaire was shared with the respondents used Google form filled out by the respective audience. The questionnaire was developed in English and validated by field experts. The questionnaire was developed on a five-point Likert scale, and all the items for the variables were taken from the past literature. The questionnaire items were closed-ended. We also ensured validity: At the start of the survey, we emphasized that this questionnaire is only used to fulfill academic research purposes and that personal information and privacy will be protected. We did not offer any monetary benefits to the respondents, and they were bound to choose answers from the specified options. The questionnaire items will be analyzed by using the SPSS and smart PLS-SEM software.

3.5 RESEARCH COMMUNITY AND SAMPLING

The main participants of this research were e-marketing users in Baghdad. There are over 150 companies who are directly involved with e-marketing. The purposive sampling technique was utilized to sampling the respondents. The questionnaires were distributed to around 468 participants to get their perception about the e-marketing and its impact on depression and unemployment. 450 questionnaires were retrieved, and 18 questionnaires were rejected, so

the final number subject to analysis reached 450. Data has been entered and analysed via SPSS software Study Tool:

The sample size will be determined according to the following law: (Khalil, 2013, p. 62)

$$n1 = \frac{z^2 \cdot p \cdot q}{d^2}$$

where $n1$ is the initial sample size.

z^2 is the tabular value under the normal distribution curve and is equal to 1.96.

p is the percentage of the number of items that have the characteristic or characteristics in question

It can be assumed that:

$p = 50\%$ to obtain the largest sample size

$q = 1 - p = 150\% = 50\%$

d is the permissible degree of error and is equal to 5%

Through the application, we find that:

$$n1 = \frac{(1.96)^2 \cdot (50\%)(50\%)}{2(0.05)} = 468$$

The questionnaire was designed basing on the study references and studies. The questionnaire was divided into three main sections according to demographic data and study variables and dimensions. The questionnaires were represented in Table 3-1. During the SPSS analysis, the variable name is coded like Q1, Q2, Q3

Section One: The demographic and personal information of the respondents. This section consists of six questions (1-6) regarding the personal information of the respondents.

Section Two: The Independent Variable: E-Marketing and distributed as follows:

- a. The first dimension: Marketing via e-stores, which included 10 questions (7-16).
- b. The second dimension: Marketing via social media sites including 6 questions (17-22).

Section three: The dependent variable: the failure of the Corona pandemic and distributed as follows:

- a. The first dimension: the depression that included 10 questions (23-32).
- b. The second dimension: unemployment that included 15 questions (33-47).

Table 3.1: The List of Questionnaires of This Study.

Coding	Section One: demographic and personal information
Q1	What is your age?
Q2	What is your gender?
Q3	What is your educational attainment?
Q4	How much is your experience in e-marketing sector?
Q5	What is your position in management level?
Q6	What is your monthly income?
Section Two: Marketting VS e-store and social media sites (Independent variable)	
Q7	Digital marketing is the sale of a goods or makes sale service easier
Q8	Digital marketing advertisements play an important role in increasing the prestige of an institution or brand
Q9	Digital marketing allows comparison between products
Q10	In digital marketing, only give importance to the recommendations of people I know before

Table 3.1:The List of Questionnaires of This Study “Table Continued”

Q11	Before purchasing a product, digital marketing allows for digital research about that product and service.
Q12	Digital marketing allows companies to organize more comprehensive campaigns.
Q13	Digital marketing allows popular figure (followers and friends) to share their recommendations and reach more people.
Q14	Digital marketing enables communication with large public
Q15	Digital marketing saves people time and provides the opportunity to obtain information on mobile applications of social networking sites at any time with a single click.
Q16	digital marketing makes Access to products becomes easier i. (It is enough to have internet and a digital device).
Q17	Social media sites increase my knowledge of product offerings and it features.
Q18	Product offers on social media attract me
Q19	The content of products on social media allows discussing its information with other users.
Q20	I trust the information marketers provide about their products on social media.
Q21	I receive offers for different products in the form of texts, images or videos via social media
Q22	Social media enables me to communicate with marketers who display their products.
Section Three: The failure of COVID-19 regarding depression and unemployment (Dependent variable)	

Table 3.1:The List of Questionnaires of This Study “Table Continued”

Q23	i do not believe that the economy will return to the way it was prior the pandemic
Q24	i believe the current economic stagnation will cause economic problems in the future.
Q25	I think the economic measures taken insufficient.
Q26	I can't take advantage of the incentives given.
Q27	I think the economic incentives given are insufficient
Q28	the economy recover will take a long time
Q29	I believe that all sectors are negatively affected economically.
Q30	I think unemployment will increase.
Q31	might inflation will increase significantly
Q32	I think small businesses will be exhibit to risk of closure
Q33	It is my own behavior that determines how quickly I find a job.
Q34	No matter what I do, if I am going to become unemployed, I will.
Q35	Being in regular contact with the administration office is the only way for me to find a job.
Q36	If I want to find a job, I should consult a professional.
Q37	I am in control of the way I look for a job.
Q38	My family has a lot to do with my finding a job or staying unemployed.
Q39	Luck plays a big part in determining how soon I will find a job.

Table 3.1: The List of Questionnaires of This Study “Table Continued”

Q40	Job finding is largely a matter of good fortune
Q41	The main things that affect my ability to find a job are what I do myself.
Q42	If I take care, I can avoid being unemployed again
Q43	I can find a job if others have searched for me.
Q44	No matter what I do, I’m likely to become unemployed again
Q45	If it’s meant to be, I will become unemployed again.
Q46	If I take the appropriate actions, I can find a job.
Q47	I can only do what the administration tells me to do in order to find a job.

The five Likert scale was adopted in answering the questions directed to the study sample as follows:

Agree strongly	Agree	Neutral	Disagree	Disagree strongly
5	4	3	2	1

The arithmetic mean of the Likert scale = 3, which is the value of the arithmetic mean comparison for each question. The criteria for judging average responses according to Likert:

Category length = (the highest degree of response – the lowest degree of response)/number of response categories

Category length = $(5-1) / 5 = 0.8$

Accordingly, the closed tab was applied, and the following areas were identified:

Table 3.2: Five-Fold Likert Scale Answers

Relative Importance %	Degree of Agreement	Field
36-20	very weak degree	1.8-1
52-36.1	weak degree	2.60-1.81
68-52.1	moderate degree	3.40-2.61
84-68.1	high degree	4.20-3.41
84.1-100	very high degree	5-4.21

Source: Prepared by The Researcher Depending (Al-Ali, 2009)

The intensity of the response is "very weak degree" if the arithmetic mean value of the question or statement falls between (1 and 1.8). If it falls between (1.81-2.60), then the "weak degree" solution is appropriate. If it falls between (2.61 and 3.40), the "moderate degree" option applies. If it's between 3.44 and 4.20, that's "high degree" strong. If it falls between (4.21 and 5), it's a "very high degree" solution.

4. RESULTS AND DISCUSSION

4.1 INSTRUMENTS FOR ANALYZING STUDY DATA

In order to measure and test the study's hypotheses variables, a set of statistical methods were used, which are represented by the (Amos. V25) program, (SPSS. V25) statistical program, and the (Sobel) test (Al-Bayati and Abu Shaer, 2012) (Al-Tai et al., 2013).

4.1.1 Demographic Profile

The demographic characteristics of this study are conducted by considering Gender, Job description, education attainment, job experience of the employees, age and income of the participants.

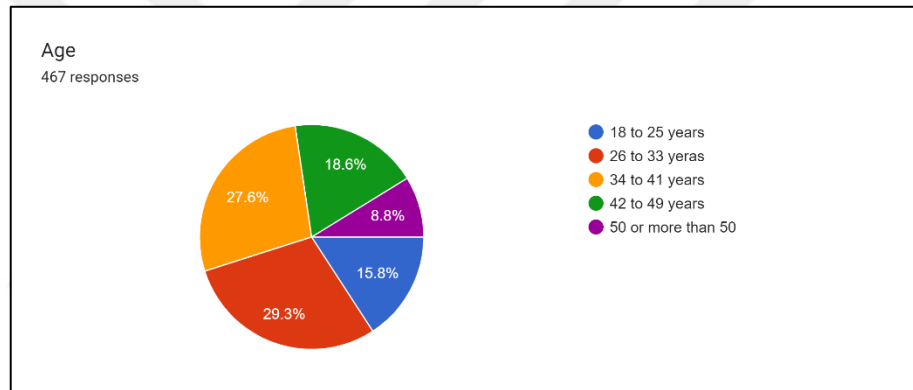


Figure 4.1: The Age Responses Distribution

figure 4.1 represent We have sent questionnaires to around 468 participants who are directly involved with e-marketing in Iraq. We have rejected responses from 18 respondents after cleaning the data. The total valid number of respondents is 450. The table provides a comprehensive overview of the demographic characteristics of the group of 450 individuals. The gender distribution of the group was almost evenly split between male and female, with males accounting for 52.7% and females accounting for 47.3% of the group.

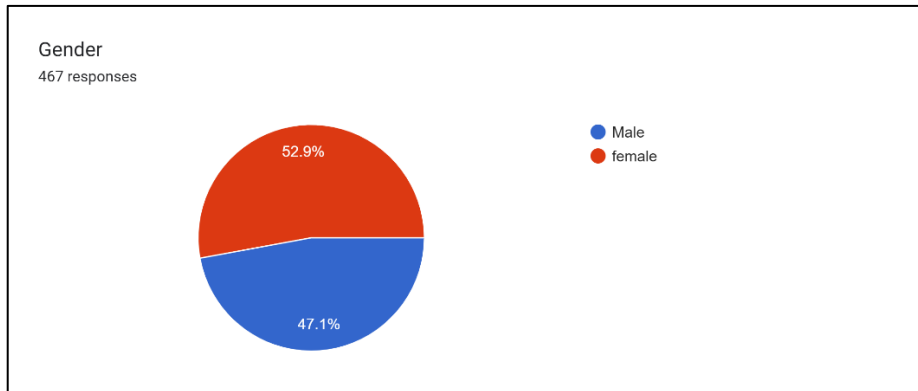


Figure 4.2: The Gender Responses Distribution

figure 4.2 represents Regarding job position, the group included a diverse range of individuals, from beginners to CEOs/VPs. Interestingly, only one person was in an unspecified middle position. The highest percentage of individuals were in the middle or senior categories, accounting for 36.7% and 28.2%, respectively. This suggests that the group may have had a mix of experience levels and responsibilities.

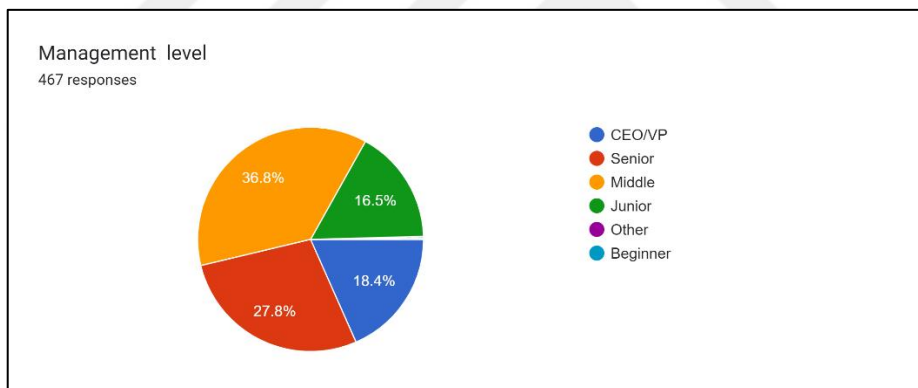


Figure 4.3: Mangment Level Responses

Figure 4.3 In terms of educational attainment, the group had a mix of individuals with different levels of education, with the highest percentage having a graduate degree (34.9%), followed by bachelor's degrees (25.8%). However, a significant percentage of individuals had a post-graduate degree (21.5%), indicating a higher level of education and potentially advanced skills or training.

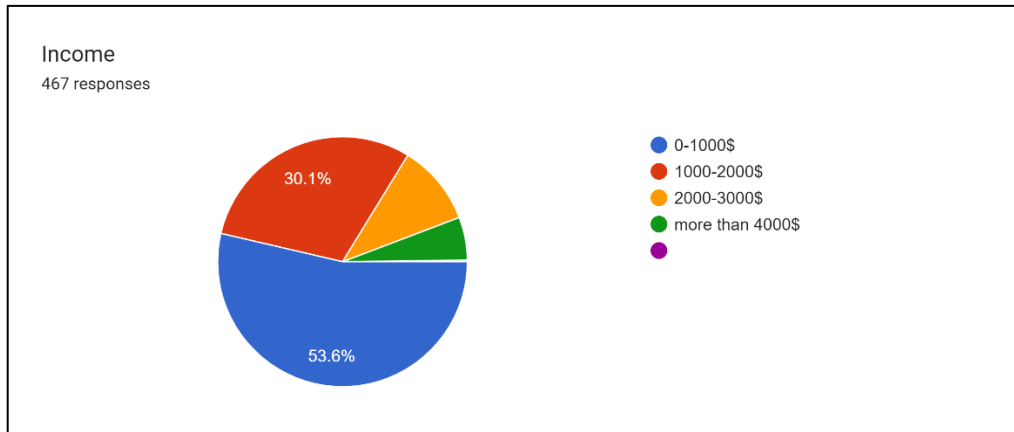


Figure 4.4: Responses of Individuals to Range of Incomes

Finally, the group had a range of incomes, with the highest percentage of individuals earning between 0-1000\$ (53.8%). The smaller percentages earning between 1000-2000\$, 2000-3000\$, and more than 4000\$ indicate that the group was likely made up of individuals with varying income levels. Overall, the table provides a comprehensive snapshot of the demographic characteristics of the group of 450 individuals, providing insights into their gender, job position, educational attainment, job experience, age, and income levels.

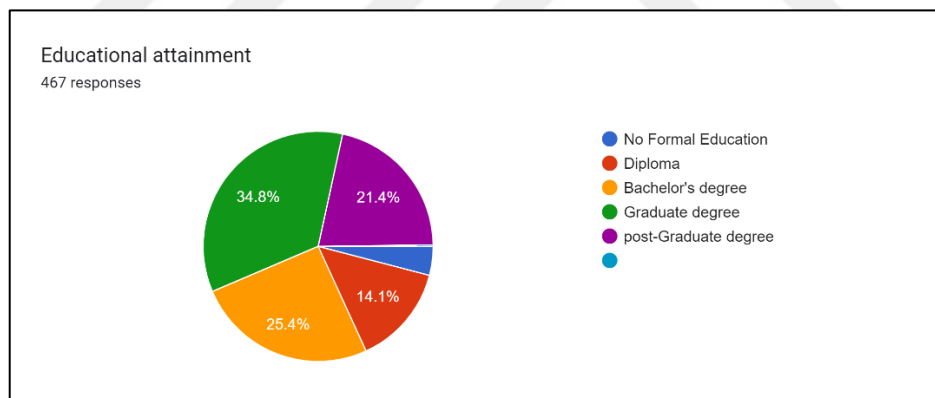


Figure 4.5: Responses of Individuals to Educational Attainment

Table 4.1: Demographic Characteristics of The Participants

Demographics Details	Frequency	Percentage	Total
Gender			450
Male	237	52.7	
Female	213	47.3	
Job position			
Middle	1	.2	
Beginner	1	.2	
CEO/VP	83	18.4	
Junior	73	16.2	
Middle	165	36.7	
Senior	127	28.2	
Educational attainment			
Bachelor's degree	116	25.8	
Diploma	62	13.8	
Graduate degree	157	34.9	
No Formal Education	18	4.0	
post-Graduate degree	97	21.5	
Job Experience of the employees			
10 to 15 years	81	18.0	
2-5 years	127	28.2	
5-10 years	110	24.4	
Less than 2 years	132	29.3	
Age			
18 to 25 years	71	15.8	
26 to 33 yeras	130	28.9	
34 to 41 years	125	27.8	
42 to 49 years	84	18.7	

Table 4.1: Demograpic Characteristics of The Participants "table countined"

50 or more than 50	40	8.9	
Income of the participants			
0-1000\$	242	53.8	
1000-2000\$	136	30.2	
2000-3000\$	49	10.9	
more than 4000\$	23	5.1	

Source: SPSS V.27 Outputs

4.2 THE NORMAL DISTRIBUTION OF THE DATA

The significance of the normal distribution is demonstrated by the fact that many random variables may be expressed as the sum of many random variables. The distribution's center has a value that is the arithmetic mean, median, and mode, and values that are far from the mean are rarely repeated. The distribution of the data is normal when it is organized The results of this study's analysis of the data's normality using the statistical software (SPSS V.25) and: Data from 450 there were no missing data available. Hence, the three variables (e-marketing and the failures caused by the corona pandemic).

Table 4.2: Test The Normal Distribution of The Responses

N		e- marketin g	failures caused by the corona pandemic
	Valid	450	450
	Missing	0	0
Skewness		-.443	.376
Std. Error of Skewness		.115	.115
Kurtosis		2.618	1.010
Std. Error of Kurtosis		.230	.230
Percentiles	25	3.4353	3.2298
	50	3.6853	3.4808
	75	4.0647	3.7202

Source: SPSS V.25 Output.

The Skewness value for the e-marketing variable was (-.443), which is less than (-1.96), and the Skewness value for the failures caused by the corona pandemic variable was (.376), which is less than (1.96).

The value of Kurtosis for the e-marketing variable was (2.618), which is less than (3), and the value of failures caused by the corona pandemic was (1.010), which is less than (3).

This result indicates that the data are normally distributed.

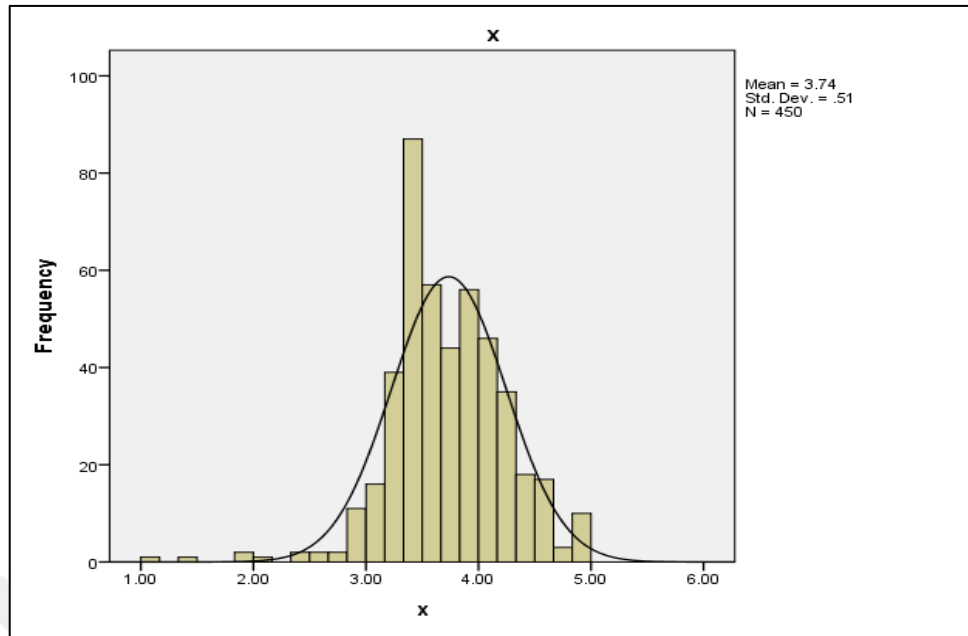


Figure 4.6: Histogram of E-Marketing Data

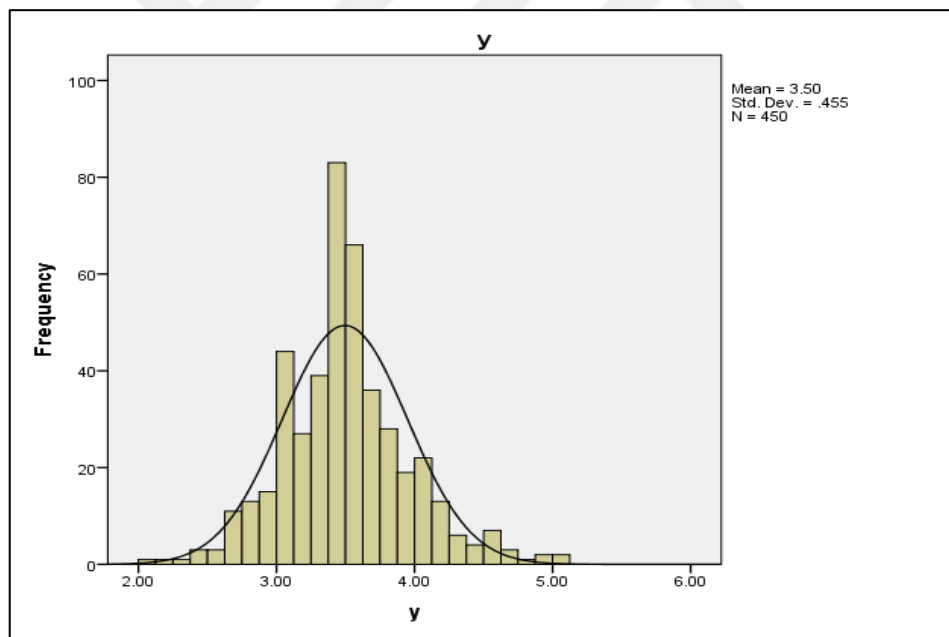


Figure 4.7: Histogram of Failures Caused by the Corona Pandemic Data

The tests were conducted to build and adopt the questionnaire to measure administrative and psychological phenomena resulting from its ability to measure what it was prepared for and to determine its ability and validity to measure the variables involved in the research. It represents an essential condition for determining the accuracy of the questionnaire.

4.3 THE CRONBACH'S ALPHA (CA) RELIBALITY CHECK

The purpose of these tests is to ensure that the questionnaire measures the planned concept and nothing else, through the following tests by using the SPSS program. Cronbach's alpha is a statistical measure of internal consistency reliability. It is commonly used in social science research to assess the reliability of a survey or questionnaire. It measures how well a set of items in a questionnaire or survey measures a single construct or concept. Cronbach's alpha ranges from 0 to 1, where a value closer to 1 indicates higher internal consistency reliability. For social science research, an acceptable Cronbach's alpha is normally 0.7 or above, which shows that the survey or questionnaire's questions are consistently assessing the same concept. For determining if the questions in a survey or questionnaire are valid and appropriate for measuring an interest construct, researchers might utilise Cronbach's alpha.

4.3.1 Cronbach's Alpha test for independent variable

The independent variable is e-marketing and e-stores which ranges questions from 7 to 22. This section represents the Cronbach's Alpha test for each variable separately. The dependent variable consists of various item questionnaires which are listed in Table 4-2 (Section 2; 7-22). The Cronbach's Alpha value of the independent variable is 0.845 which ensures a good and acceptable reliability of the data. The Cronbach's Alpha Based on standardized items is 0.846 which also remains within good and acceptable range.

Table 4.3: Reliability Check of Independent Variable Using Cronbach's Alpha (CA)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.845	0.846	16

4.3.2 Cronbach's Alpha test for dependent variable

The dependent variable the failure of COVID-19 regarding depression and unemployment which ranges questions from 23 to 47. This section represents the Cronbach's Alpha test for the dependent variable separately. The dependent variable consists of various item questionnaires which are listed in Table 4.3 (Section 2; 23-47). The Cronbach's Alpha value of the independent variable is 0.861 which ensures a good and acceptable reliability of the

data. The Cronbach's Alpha Based on standardized items is 0.860 which also remains within good and acceptable range.

Table 4.4: Reliability Check of Dependent Variable Using Cronbach's Alpha (CA)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.861	0.860	25

4.3.3 Cronbach's Alpha test for overall questionnaire

The Cronbach's alpha coefficient was calculated to measure the degree of the overall questionnaire stability in terms of internal consistency, which measures the percentage of answers variance and the extent of stability and internal interdependence of the questionnaire questions. Table 4.4 represents the reliability test of the overall data collection considering independent and dependent variable simultaneously. So, the test result was as follows:

Table 4.5: Internal Consistency of The Questionnaire Variables

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.896	0.895	41

Prepared by The Researcher Depending on SPSS Program

The overall Cronbach's alpha for the questionnaire is 0.896, which is well within the acceptable range shown in the table above. The Cronbach's alpha for this set of standardised items is 0.895, putting it well inside the good-to-acceptable zone. Hence, it's safe to say that the questionnaire's axes have a lot of consistency. That is, there is a 99% chance of getting the same findings again if the questionnaire with its many indicators is sent to the research group at different dates.

4.4 DESCRIPTIVE STATISTICS RELATED TO THE ELEMENTS OF E-MARKETING (INDEPENDENT VARIABLE)

The average responses of the sample members to the items related to marketing through electronic stores, the standard deviation, the relative importance and the variation coefficient. The Table 4.6 presents the results of a study on the perceptions of the sample group about digital marketing. The sample group was asked a series of questions related to the dimension of marketing through electronic stores, and their responses were recorded in individual questionnaires. The table provides information on the mean, standard deviation, variance, and RII percentage for each question. The RII percentage represents the relative importance index of each question, indicating the degree of importance assigned to it by the sample group. The results show that the questions related to the convenience and accessibility of digital marketing received higher mean scores, with the highest mean score of 3.96 assigned to the question on social media sites increasing knowledge of product offerings and their features. Questions related to trust in marketers' information and recommendations received relatively lower mean scores, with the lowest mean score of 3.45 assigned to the question on trusting information provided by marketers on social media. Overall, the study suggests that e-marketing is perceived as a convenient and accessible way to obtain product information and make purchases, but there is a lack of trust in the information provided by marketers on social media. A set of questions related to the dimension of marketing through electronic stores were directed to the study sample, and the results were as follows:

Table 4.6: Results of The Study Sample's Answer of The Questions Related to the Dimension of Marketing Through Electronic Stores

Coding	Individual Questionnaires	Mean	Standard Deviation	Variance	RII (%)
Q7	Digital marketing is the sale of a goods or makes sale service easier	3.89	.824	.679	77.87
Q8	Digital marketing advertisements play an important role in increasing the prestige of an institution or brand	3.90	.833	.694	78.04
Q9	Digital marketing allows comparison between products	3.74	.936	.875	74.76
Q10	In digital marketing, only give importance to the recommendations of people I know before	3.56	.956	.915	71.29
Q11	Before purchasing a product, digital marketing allows for digital research about that product and service.	3.74	.975	.951	74.76
Q12	Digital marketing allows companies to organize more comprehensive campaigns.	3.66	.927	.859	73.11
Q13	Digital marketing allows popular figure (followers and friends) to share their recommendations and reach more people.	3.71	.973	.947	74.13
Q14	Digital marketing enables communication with large public	3.74	.975	.951	74.76

Table 4.6: Results of The Study Sample's Answer of The Questions Related to the Dimension of Marketing Through Electronic Stores “table countined”

Q15	Digital marketing saves people time and provides the opportunity to obtain information on mobile applications of social networking sites at any time with a single click.	3.81	.950	.903	76.18
Q16	digital marketing makes Access to products becomes easier i. (It is enough to have internet and a digital device).	3.83	.951	.905	76.67
Q17	Social media sites increase my knowledge of product offerings and it features.	3.96	.888	.789	79.24
Q18	Product offers on social media attract me	3.68	.893	.798	73.56
Q19	The content of products on social media allows discussing its information with other users.	3.66	.897	.805	73.11
Q20	I trust the information marketers provide about their products on social media.	3.45	1.003	1.006	69.07
Q21	I receive offers for different products in the form of texts, images or videos via social media	3.65	.958	.917	73.07
Q22	Social media enables me to communicate with marketers who display their products.	3.78	.875	.766	75.56

Source: Prepared by The Researcher Based On SPSS.

According to Table No. 4.6, the field average for e-marketing expressions via online retailers (Q7-Q22) is between 3.44 and 4.20, which corresponds to a "high degree" response on the Likert scale. The average value of the statement "Social media sites increase my knowledge

of product offerings and it features" was calculated to be 3.96, which is within the range (3.41-4.20) corresponding to a "high degree" answer on the Likert scale and higher than the average of the scale corresponding to the average gradients of the Likert scale (3).

This study has also measured the relative importance percentage of the independent variable. Relative Importance Index (RII) is a statistical measure that is often used in survey research to determine the relative importance of various factors that contribute to a particular outcome or decision. RII is a commonly used technique for prioritizing items based on their perceived importance by respondents in the survey. The RII is calculated by asking respondents to rate the importance of each factor on a scale of 1 to 5 or 1 to 10, with 1 being the lowest importance and 5 or 10 being the highest importance. The RII is then calculated by dividing the sum of the ratings for each factor by the total possible score for all factors, and multiplying the result by 100.

RII helps to determine which factors are most important to respondents and can be used to guide decision-making or to develop strategies for addressing the needs and concerns of the target population. It is important to note that RII is a relative measure of importance and should be interpreted accordingly. The RII value represents the influence of each factor on the group. The factor with higher RII value has more influence than other factors. The factor with highest RII index was ranked first among the other factors. This study has conducted the ranking of the each influential factors among the independent variables below:

- a. Rank 1 (RII=79.24): Social media sites increase my knowledge of product offerings and it features (Q17).
- b. Rank 2 (RII=78.04): Digital marketing advertisements play an important role in increasing the prestige of an institution or brand (Q8).
- c. Rank 3 (RII=77.87): Digital marketing is the sale of a goods or makes sale service easier (Q7).
- d. Rank 4 (RII=76.67): digital marketing makes Access to products becomes easier i. (It is enough to have internet and a digital device) (Q16).
- e. Rank 5 (RII=76.18): Digital marketing saves people time and provides the opportunity to obtain information on mobile applications of social networking sites at any time with a single click (Q15).

- f. Rank 6 (RII=75.56): Social media enables me to communicate with marketers who display their products (Q22).
- g. Rank 7 (RII= 74.76): Digital marketing allows comparison between products (Q9) and Before purchasing a product, digital marketing allows for digital research about that product and service (Q11) and Digital marketing enables communication with large public (Q14).
- h. Rank 8 (RII=74.13): Digital marketing allows popular figure (followers and friends) to share their recommendations and reach more people (Q13).
- i. Rank 9 (RII=73.56): Digital marketing allows popular figure (followers and friends) to share their recommendations and reach more people (Q18).
- j. Rank 10 (RII=73.11): Digital marketing allows companies to organize more comprehensive campaigns (Q12) and The content of products on social media allows discussing its information with other users (Q19).
- k. Rank 11 (RII=73.07): I receive offers for different products in the form of texts, images or videos via social media (Q21).
- l. Rank 12 (RII=71.29): Digital marketing allows companies to organize more comprehensive campaigns (Q10).
- m. Rank 13 (RII=69.07): I trust the information marketers provide about their products on social media (Q20).

The above data shows the relative importance index (RII) values and rankings for individual questionnaires related to digital marketing and social media. The RII values range from 79.24% for Q17 ("Social media sites increase my knowledge of product offerings and its features") to 69.07% for Q20 ("I trust the information marketers provide about their products on social media"). Based on the RII values, the questions can be ranked in descending order of importance. Q17 is the most important question, followed by Q8 ("Digital marketing advertisements play an important role in increasing the prestige of an institution or brand") and Q7 ("Digital marketing is the sale of goods or makes sale service easier") in second and third place, respectively.

Other questions such as Q16 ("Digital marketing makes access to products become easier"), Q15 ("Digital marketing saves people time and provides the opportunity to obtain information on mobile applications of social networking sites at any time with a single

click"), and Q22 ("Social media enables me to communicate with marketers who display their products") also have high RII values and are considered important by the respondents. On the other hand, questions like Q20 ("I trust the information marketers provide about their products on social media") and Q10 ("In digital marketing, I only give importance to the recommendations of people I know before") have relatively lower RII values and are ranked lower in terms of importance.

4.5 DESCRIPTIVE STATISTICS RELATED TO THE ELEMENTS OF FAILURE DURING THE CORONA PANDEMIC PERIOD

Table 4.6 presents the results of a study sample's answers to questions related to depression and unemployment caused by the COVID-19 pandemic. The table contains 24 individual questions, each identified by a coding number from Q23 to Q47.

For each question, the table provides the mean, standard deviation, variance, and RII (%). The mean represents the average score of the responses on a 5-point Likert scale, where 1 indicates strongly disagree and 5 indicates strongly agree. The standard deviation and variance show the dispersion or spread of the responses. The RII (%) is a relative importance index that represents the percentage of respondents who answered positively to the question.

Based on the results, the study found that respondents generally had a negative view of the economic impact of the pandemic, with mean scores ranging from 3.42 to 3.60. Respondents believed that the economic measures taken were insufficient (Q25), and the recovery of the economy would take a long time (Q28). They also believed that all sectors were negatively affected economically (Q29), and unemployment would increase (Q30). Inflation was also a concern (Q31), and small businesses were at risk of closure (Q32).

Regarding job seeking, respondents believed that luck played a big part in finding a job (Q39) and that job finding was largely a matter of good fortune (Q40). However, they also believed that they were in control of their job search (Q37) and that taking appropriate actions could lead to finding a job (Q46). Some of the questions, such as Q34, Q44, and Q45, showed a higher level of variance and a lower RII, indicating that respondents had more diverse opinions on these issues. Q44 and Q45 had the lowest mean scores, indicating a more pessimistic outlook on unemployment. Overall, the results of the study suggest that the

pandemic has had a significant impact on people's economic well-being and job prospects, leading to increased anxiety and depression.

Averages of members' answers on depression items, standard deviation, relative importance and coefficient of variation: A set of questions related to the dimension of depression were directed to the study sample, and the results were as follows:

Table 4.6: Results of The Study Sample's Answer of The Questions Related to the Dimension of Marketing Through Electronic Stores “table continued”

Coding	Individual Questionnaires	Mean	Standard Deviation	Variance	RII (%)
Q23	i do not believe that the economy will return to the way it was prior the pandemic	3.44	.991	.982	68.84
Q24	i believe the current economic stagnation will cause economic problems in the future.	3.55	.924	.854	70.93
Q25	I think the economic measures taken insufficient.	3.56	.886	.785	71.29
Q26	I can't take advantage of the incentives given.	3.43	.942	.887	68.62
Q27	I think the economic incentives given are insufficient	3.60	.875	.766	72.00

Table 4.6: Results of The Study Sample's Answer of The Questions Related to the Dimension of Marketing Through Electronic **Stores**“table continued”

Q28	the economy recover will take a long time	3.47	.925	.855	69.38
Q29	I believe that all sectors are negatively affected economically.	3.56	.914	.835	71.16
Q30	I think unemployment will increase.	3.48	.963	.927	69.60
Q31	might inflation will increase significantly	3.52	.944	.892	70.40
Q32	I think small businesses will be exhibit to risk of closure	3.57	.949	.900	71.47
Q33	It is my own behavior that determines how quickly I find a job.	3.71	.888	.789	74.22
Q34	No matter what I do, if I am going to become unemployed, I will.	3.42	.919	.845	68.36
Q35	Being in regular contact with the administration office is the only way for me to find a job.	3.44	.966	.933	68.76
Q36	If I want to find a job, I should consult a professional.	3.49	.923	.852	69.73
Q37	I am in control of the way I look for a job.	3.58	.924	.854	71.51
Q38	My family has a lot to do with my finding a job or staying unemployed.	3.42	.994	.989	68.49

Table 4.6: Results of The Study Sample's Answer of The Questions Related to the Dimension of Marketing Through Electronic Stores“table countined”

Q39	Luck plays a big part in determining how soon I will find a job.	3.41	.959	.920	68.22
Q40	Job finding is largely a matter of good fortune	3.45	.989	.978	68.93
Q41	The main things that affect my ability to find a job are what I do myself.	3.57	.960	.922	71.47
Q42	If I take care, I can avoid being unemployed again	3.65	.918	.843	72.98
Q43	I can find a job if others have searched for me.	3.43	.970	.941	68.62
Q44	No matter what I do, I'm likely to become unemployed again	3.22	1.02 9	1.058	64.40
Q45	If it's meant to be, I will become unemployed again.	3.37	.984	.968	67.33
Q46	If I take the appropriate actions, I can find a job.	3.58	.965	.930	71.56
Q47	I can only do what the administration tells me to do in order to find a job.	3.44	1.01 3	1.026	68.80

Source: Prepared by The Researcher Based on SPSS

Respondents confirm that their behavior determines how quickly they can find a job.

Respondents feel that the current economic incentives are not sufficient for them because of the high cost of living

The sample believes that the economic measures taken during the pandemic are not sufficient to satisfy the needs of citizens

The sample believes that the effects of the Corona pandemic have negatively affected all economic sectors.

The sample believes that small companies are more likely to fail during the Corona pandemic than medium and large companies.

The Corona pandemic has caused a significant increase in economic inflation.

The economic recession increased during the Corona pandemic, causing future economic problems and increasing unemployment.

The difficulty of returning the economy to its normal state before the epidemic was reached.

Most of the respondents do not believe that obtaining a job is a matter of luck, but rather that skill and knowledge determine the appropriate job.

Most of the respondents trust employment offices to help them find a job.

The respondents believe that they are likely to be unemployed at any time and do not feel job security

As can be seen in table No 3.7 during the latter days of the Corona pandemic (Q23–Q47), the average failure expressions clustered around 3.44–4.20, corresponding to the "high" response areas of the Likert scale. Depression was determined to be represented by a scale average of 3.83 at the time of the Corona pandemic, which is higher than the scale average of 3.83 during the time of the Corona pandemic, which signified depression. (3). As shown by the high relative importance of the questions (which exceeded 50% for the majority of questions), members exhibited great interest in all subjects questioned in the questionnaire. The RII value was also used to rank the variables influencing this dependent variable. Based on the above analysis considering the RII value, the most influential factors were ranked and listed below:

Table 4.7: The Ranking of Factors of Dependent Variable

Rank	Factors	Description	RII value
1	Q33	It is my own behavior that determines how quickly I find a job.	74.22
2	Q42	If I take care, I can avoid being unemployed again	72.98
3	Q27	I think the economic incentives given are insufficient	72.00

Table 4.7: The Ranking of Factors of Dependent Variable “table continued”

4	Q46	If I take the appropriate actions, I can find a job.	71.56
5	Q37	I am in control of the way I look for a job.	71.51
6	Q32	I think small businesses will be exhibit to risk of closure	71.47
7	Q41	The main things that affect my ability to find a job are what I do myself.	71.47
8	Q25	I think the economic measures taken insufficient.	71.29
9	Q29	I believe that all sectors are negatively affected economically.	71.16
10	Q24	i believe the current economic stagnation will cause economic problems in the future.	70.93
11	Q31	might inflation will increase significantly	70.4
12	Q36	If I want to find a job, I should consult a professional.	69.73
13	Q30	I think unemployment will increase.	69.6
14	Q28	the economy recover will take a long time	69.38
15	Q40	Job finding is largely a matter of good fortune	68.93

Table 4.7: The Ranking of Factors of Dependent Variable “table continued”

16	Q23	i do not believe that the economy will return to the way it was prior the pandemic	68.84
17	Q47	I can only do what the administration tells me to do in order to find a job.	68.8
18	Q35	Being in regular contact with the administration office is the only way for me to find a job.	68.76
19	Q26	I can't take advantage of the incentives given.	68.62
20	Q43	I can find a job if others have searched for me.	68.62
21	Q38	My family has a lot to do with my finding a job or staying unemployed.	68.49
22	Q34	No matter what I do, if I am going to become unemployed, I will.	68.36
23	Q39	Luck plays a big part in determining how soon I will find a job.	68.22
24	Q45	If it's meant to be, I will become unemployed again.	67.33
25	Q44	No matter what I do, I'm likely to become unemployed again	64.4

The above table is a ranking of various factors related to finding a job. The table lists the factors in order of their relative importance index (RII) value, which is a measure of the perceived importance of each factor based on survey responses. The factors are described in

the second column, and the RII value for each factor is listed in the third column. The RII value is a number between 0 and 100, where higher values indicate greater perceived importance.

The factors have been ranked in descending order by their RII values, with the most important factor listed at the top and the least important factor listed at the bottom. The ranking allows for a quick and easy comparison of the factors in terms of their perceived importance.

For example, the factor listed at the top of the table with an RII value of 74.22 is "It is my own behavior that determines how quickly I find a job." This factor was ranked as the most important by survey respondents. On the other hand, the factor listed at the bottom of the table with an RII value of 64.4 is "No matter what I do, I'm likely to become unemployed again," which was ranked as the least important factor. Overall, the table provides a useful summary of the factors that are perceived to be most and least important in finding a job, based on the survey responses.

4.6 CONGRUENCE TEST OF THE TWO VARIABLES BETWEEN EXPECTED AND PERCEIVED

The questionnaires were developed to measure the impact of e-marketing on the Iraqi business. Based on the response, this study has conducted T test to observe the difference between general expectations and measured results. The researcher used the One Sample T Test to compare participants' expectations and outcomes. So, people anticipated receiving very high-quality services and extremely favorable outcomes from Iraqi firms engaged in e-marketing at the time of the Corona outbreak. The T test compared between the highest level of agreeableness and mean agreeableness of each group of questionnaires.

- i. Congruence test of marketing via e store between expected and perceived:

To test the congruence, the researcher calculated the general arithmetic mean of all the expressions of the electronic stores and tested its significance, as in the following two tables:

Table 4.8: Descriptive Statistics for The Dimension of Electronic Stores

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
E- stores	450	3.7578	.55771	.02629

Table 4.9: One-Sample Test One-Sample Test for E-Stores Dimension

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
E- stores	142.932	449	.000	3.75778	3.7061	3.8084

Source: Calculated Results From SPSS Program

According to the data in Tables 4.8 and 4.9, the value of the general arithmetic mean of the expressions of electronic stores according to the study sample has reached to 3.757, more than the scale mean (3), and with a significant difference of (3.75778). It is within the range (4.20-3.61) , and corresponds to the "high" answer on Likert scale.

Since the probability of connotation is $P = 0.000 < \alpha = 0.05$, we notice that there are simple fundamental differences between what the sample members expect and what is present. The sample members expect that the result will be very high, but the results are generally good and satisfactory and are great for Iraqi companies. However, the study sample aspires that the Iraqi companies will have an equal quality of their services to international companies, although the local and external capabilities are different. The researcher believes that the situation of the Iraqi electronic marketing companies is good and suitable to their capabilities, experience and size.

ii. Congruence test of social networking sites between expected and perceived:

To test the congruence, the researcher calculated the general arithmetic mean of the entire expressions of social networking sites and tested its significance, as in the following two tables:

Table 4.10: Descriptive Statistics for The Dimension of Social Networking Sites

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
social networking Site	450	3.6967	.56503	.02664

Source: Calculated Results from SPSS Program

Table 4.11: One-Sample Test One-Sample Test Social Networking Site

One-Sample Test						
	Test Value = 3					
	t	df	Sig.(2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
social networking Site	138.787	449	.000	3.69667	3.6443	3.7490

Source: Calculated Results from SPSS Program

Table 4.10 The general arithmetic mean value of the reality of social communication expressions according to the study sample reached to 3.696, more than the scale mean (3), and with a significant difference of (3.69667). It is within the range (4.20-3.61)), and corresponding to the "high" answer on Likert scale.

Since the probability of connotation is $P = 0.000 < \alpha = 0.05$, we notice that there are simple fundamental differences between what the sample members expect and what is present. The sample members expect it to be very high, but the results are good and satisfactory in general, and they are great for Iraqi companies. However, the study sample aspires that Iraqi companies have an equal quality of their services to that of international companies, although the local and external capabilities are different. The researcher believes that the situation of

the Iraqi electronic marketing companies is good and suitable to their capabilities, experience and size.

iii. Congruence test of depression between expected and perceived

To test the congruence, the researcher calculated the general arithmetic mean of all depression expressions and tested its significance, as in the following two tables:

Table 4.12: Descriptive Statistics of Depression Dimension

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Depression side	450	3.5184	.53103	.02503

Source: Calculated Results from SPSS Program

Table 4.13: One-Sample Test One-Sample Test Depression side

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Depression side	140.551	449	.000	3.51844	3.4692	3.5676

Source: Calculated Results from SPSS Program

Table 4.12 show that the value of the general arithmetic mean of the depression expressions according to the study sample reached to 3.518, which is more than the scale mean (3), and with a significant difference of (3.51844). It lies in the range (4.20-3.61), corresponding to the "high" answer on Likert scale.

Since the probability of connotation is $P = 0.000 < \alpha = 0.05$, we notice that there are simple fundamental differences between what the sample members expect and what is present. The sample members expect it to be very high, but the results are good and satisfactory in general, and they are great for Iraqi companies. However, the study sample aspires that Iraqi companies have an equal quality of their services to that of international companies, although

the local and external capabilities are different. The researcher believes that the situation of the Iraqi electronic marketing companies is good and suitable to their capabilities, experience and size.

iv. Congruence test of unemployment between expected and perceived

The researcher determined the overall arithmetic mean of all depressive expressions and evaluated its significance to test for congruence, as shown in the following two tables:

Table 4.14: Descriptive Statistics for The Unemployment Dimension

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Unemployment side	450	3.4784	.52359	.02468

Source: Calculated Results from SPSS Program

Table 4.15: One-Sample Test One-Sample Test Unemployment

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Unemployment side	140.928	449	.000	3.47841	3.4299	3.5269

Source: Calculated Results from SPSS Program

Table 4.14 presents show that the value of the general arithmetic mean of unemployment expressions according to the study sample reached to 3.478, which is more than the scale mean (3), and with a significant difference of (3.47841). It lies in the range (4.20-3.61), corresponding to the "high" answer on Likert scale.

Since the probability of connotation is $P = 0.000 < \alpha = 0.05$, we notice that there are simple fundamental differences between what the sample members expect and what is present. The sample members expect it to be very high, but the results are good and satisfactory in general, and they are great for Iraqi companies. However, the study sample aspires that Iraqi companies have an equal quality of their services to that of international companies, although

the local and external capabilities are different. The researcher believes that the situation of the Iraqi electronic marketing companies is good and suitable to their capabilities, experience and size.

v. Congruence test of e-marketing between expected and perceived:

To test the congruence, the researcher calculated the general arithmetic mean for all dimensions of e-marketing and tested its significance, as in the following two tables:

Table 4.16: Descriptive Statistics of The E-Marketing Variable

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
E Marketing	450	3.7362	.50981	.02403

Source: prepared by researcher depending on SPSS program

Table 4.17: One-Sample Test of E-Marketing Variable

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
E Marketing	155.463	449	.000	3.73621	3.6890	3.7834

Prepared by The Researcher Depending on SPSS Program

The two tables 4.16 and 4.17 show that the value of the general arithmetic mean of the e-marketing variable according to the study sample reached to 3.736, which is more than the scale mean (3), and with a significant difference of (3.73621). It lies in the range (4.20-3.61), corresponding to the "high" answer on Likert scale.

Since the probability of connotation is $P = 0.000 < \alpha = 0.05$, we notice that there are simple fundamental differences between what the sample members expect and what exists for e-marketing. That is, e-marketing has played a major role in reducing its negative effects during the Corona pandemic.

vi. Congruence test of the failure of the Corona pandemic between expected and perceived:

To test the congruence, the researcher calculated the general arithmetic mean of the entire dimensions of the failure of the Corona pandemic and tested its significance, as in the following two tables:

Table 4.18: Descriptive Statistics of The Failure Variable of The Corona Pandemic

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Corona pandemic failure	450	3.4954	.45457	.02143

Source: Prepared by the researcher depending on SPSS program

Table 4.19: One-Sample Test of E-marketing variable

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Corona pandemic failure	449	.000	3.49536	3.4532	3.5375	449

Source: Prepared bay The Researcher Depending on SPSS Program

The two tables 4.18 and 4.19 show that the value of the general arithmetic mean of the e-marketing variable according to the study sample reached to 3.495, which is more than the scale mean (3), and with a significant difference of (3.4532). It lies in the range (4.20-3.61), corresponding to the "high" answer on Likert scale.

Since the probability of connotation is $P = 0.000 < \alpha = 0.05$, we notice that there are simple fundamental differences between what the sample members expect and what exists in relation to the role of electronic marketing in facing the failure of the Corona pandemic. That is, e-marketing has played a major role in reducing its negative effects during the Corona pandemic.

4.7 STUDY HYPOTHESES TEST

The hypothesis were tested by utilizing SmartPls software. Where the relationships were tested by path coefficients.

The main hypothesis H0: There is no statistically significant relationship between the role of Iraqi companies' e-marketing in reducing the negative impact of failure during the Corona pandemic period.

To prove the validity of the main hypothesis, the correlation between the variables was studied, by using the simple Pearson correlation coefficient to study the strength or integrity of the relationship between two variables. Its value ranges in the range (-1, +1) and is symbolized by R. The value is studied in two ways:

- a. Algebraic sign: If the sign of the correlation coefficient is positive, then this indicates to a positive relationship between the two studied variables, while if its sign is negative, the relationship between them is inverse.
- b. Absolute value: The absolute value of the correlation coefficient expresses the strong relationship between the two variables and can be classified as follows:

The hypothesis were tested by utilizing Structural Equation Modeling (SEM) in SmartPls software and Pearson Correlation Coefficient. The hypothesis tests are described below.

Table 4.20: Correlation Coefficient Values

correlation coefficient value	Strength of relation
$R > 0.90$	very strong
$0.90 > R > 0.80$	strong
$0.80 > R > 0.70$	good
$0.70 > R > 0.60$	accepted
$0.60 > R > 0.50$	weak
$0.50 > R$	very weak

Source: (Saber, 2012, p. 182) (Khalil, 2013, p. 217) (Al-Ali, 2009, p.232)

a. Sub-hypothesis test

The first sub-hypothesis: There is no statistical significant relationship between the electronic stores role of Iraqi companies in reducing the negative impact of recession. From the smart PIs results in Figure 4.8, it is evident that the hypothesis is rejected. There is a strong corelation among the E-store marketing and economic depression. The independent variable was e-store factor (Q_7-Q_16). Additionally the dependent variable factors are (Q_23-Q_32). The path coefficient value of this analysis is 0.464. The path coefficnets were calculated utilizing the pearson corelation coefficients. In order to test the relationship between the two dimensions, the Pearson correlation coefficient was also applied and the results were as in the following table 4.20:

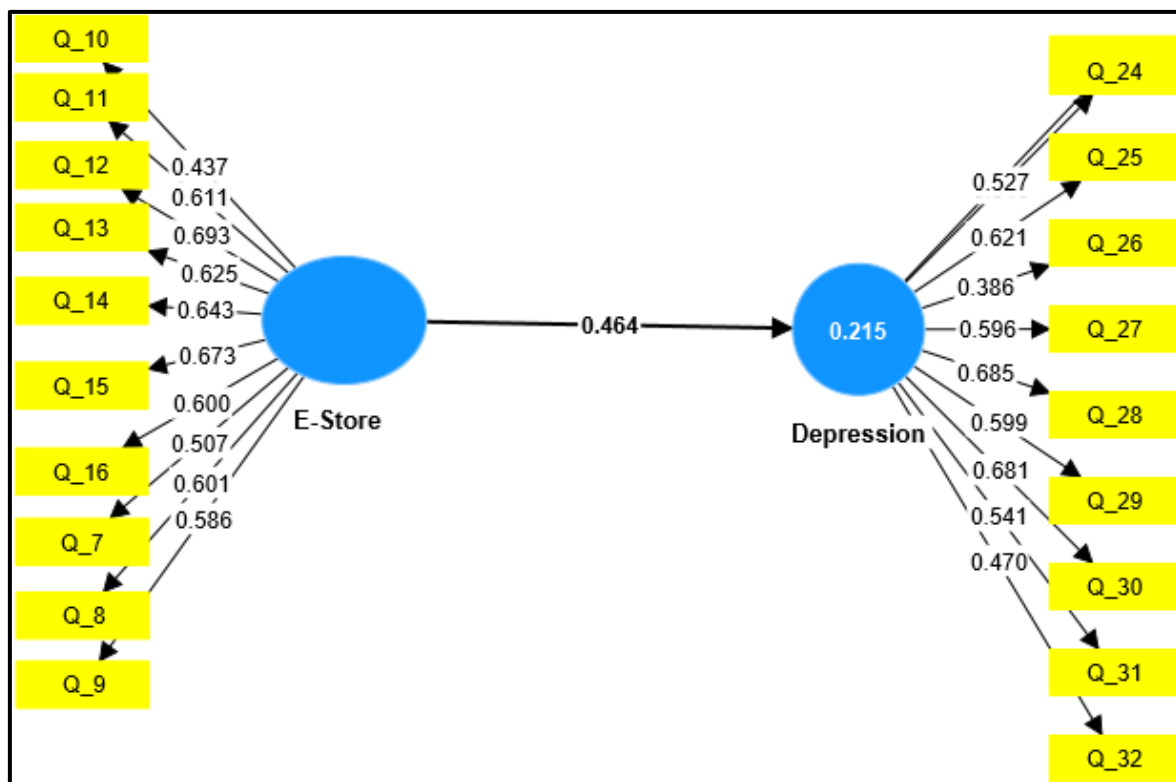


Figure 4.8: Factor Anlysis Between E-Store and Economic Recession (Depresion)

Table 4.21: The Study Factor Anlysis Between E-Store And Economic Recession (Depresion) of The Correlation Between Electronic Stores And Recession

Correlations			
		E- stores	Depression side
E- Stores	Pearson Correlation	1	.426**
	Sig. (2-tailed)		.000
	N	450	450
Economic Recession (Depression)	Pearson Correlation	.426**	1
	Sig. (2-tailed)	.000	
	N	450	450
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Calculated Results from SPSS Program

Table 4.21 presents the results of a correlation analysis between two variables: "E-stores" (electronic stores) and "Economic Recession (Depression)" with "Depression side" being the common variable. The table displays the Pearson correlation coefficients between the

variables, along with the significance level (p-value) and the number of cases (N) used in the analysis. The Pearson correlation value between the variables "E-stores" and "Depression side" is .426, suggesting positive relationship between these two concepts. The connection is statistically significant at the 0.01 level ($p = .000$). (2-tailed). This indicates that the "Depression side" variable is a reliable indicator of the extent to which online retailers are affected by the negative secondary impacts of a recession.

There is also significant positive association between the variables "Economic Recession (Depression)" and "Depression side," as measured by a Pearson correlation value of .426. Given that the p-value is .000, we can confidently say that the association is significant at the .01 level of significance (2-tailed). This data demonstrates that the variable "Depression side" accurately captures the correlation between economic downturn (depression) and its secondary impacts.

According to the findings of the investigation, there is a significant positive association between electronic retailers and economic recession (depression), as evaluated by the variable "Depression side." Even though there is a link between these factors, we cannot draw any firm conclusions about cause and effect at this time; further study is required.

The SEM analysis and Pearson coefficient analysis both rejected the assumed hypothesis. Therefore, we reject the first sub-hypothesis and accept the alternative hypothesis, which states: There is a statistically significant relationship between the role of electronic stores of Iraqi companies in reducing the negative impact of the recession. That is, Iraqi companies working in the field of electronic marketing contribute to significantly reducing the effects of the recession resulting from the Corona pandemic, according to sample members' opinion.

b. Sub-hypothesis Test

Second sub-hypothesis: There is no statistically significant relationship between the role of electronic stores of Iraqi companies in reducing the negative impact of unemployment. From the smart PLS results in Figure 4.9, it is evident that the hypothesis is rejected. There is a strong correlation among the E-store marketing and Unemployment. The path coefficient is 0.423. The independent variable was e-store factor (Q_7-Q_16). Additionally the dependent variable factors are (Q_33-Q_47). In order to test the relationship between the two

dimensions, the Pearson correlation coefficient was applied and the results were as in the following table:

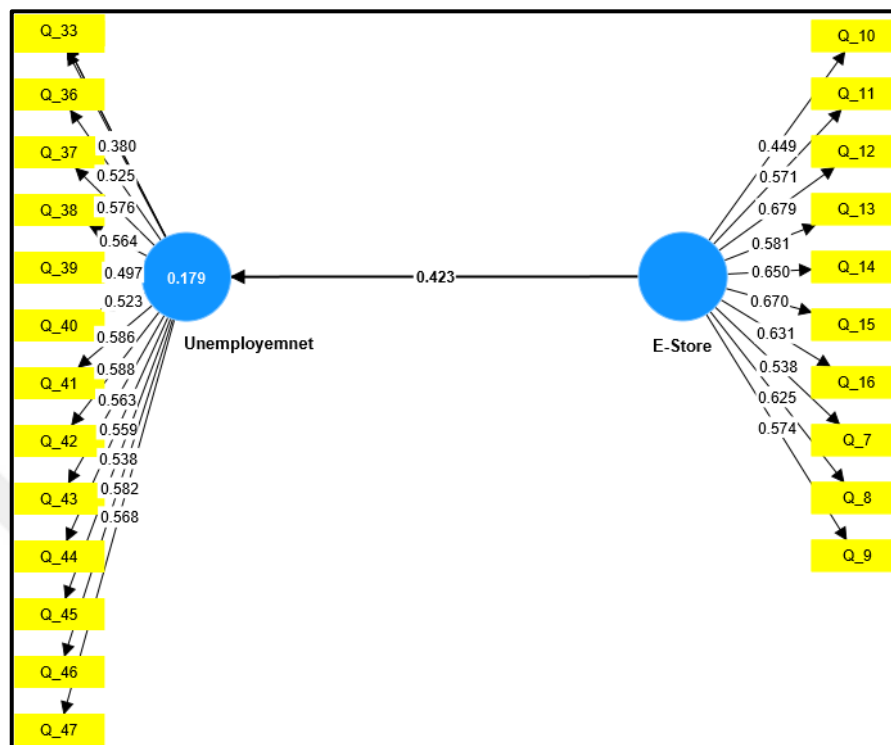


Figure 4.9: Factor Anlaysis Between E-Store and Economic Recession (Unemployment)

Table 4.22: The Study of The Correlation Between Electronic Stores and Unemployment

Correlations			
		E- stores	Unemployment side
E- stores	Pearson Correlation	1	. 368**
	Sig. (2-tailed)		.000
	N	450	450
Unemployment side	Pearson Correlation	. 368**	1
	Sig. (2-tailed)	.000	
	N	450	450
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Calculated Results From SPSS Program

Table 4.22 displays the results of a correlation analysis between two variables: "E-stores" (electronic stores) and "Unemployment side" with "Unemployment side" being the common variable. The table presents the Pearson correlation coefficients, along with the p-value and N. The Pearson correlation coefficient between "E-stores" and "Unemployment side" is .368, indicating positive relationship between the two variables. Given that the p-value is .000, we can confidently say that the association is significant at the .01 level of significance (2-tailed). This data reveals that the variable "Unemployment side," which measures the negative aspects of being unemployed, is significantly correlated with online retailers.

The Pearson correlation coefficient for "Unemployment side" and "E-stores" is also .368, indicating a positive link between these two variables. Given that the p-value is .000, we can confidently say that the association is significant at the .01 level of significance (2-tailed). This data reveals that the variable "Unemployment side," which measures the negative consequences of unemployment, is significantly correlated with online electronics retailers.

Overall, the results of the correlation analysis indicate that there is a strong positive relationship between electronic stores and the side effects of unemployment, as measured by the variable "Unemployment side." However, as with any correlation analysis, these results do not establish causality, and further research is needed to investigate the direction of the relationship between these variables.

Both the structural equation modelling and the Pearson correlation analyses contradict the claim. Because of this, we conclude that the alternative hypothesis, which claims that electronic shops of Iraqi enterprises play a substantial role in mitigating the negative effects of unemployment, is more likely to be true than the second null hypothesis. That's why, in the view of our survey's participants, Iraqi businesses are investing in electronic marketing: to mitigate the consequences of the unemployment crisis brought on by the Corona virus.

c. Sub-hypothesis Test

The third sub-hypothesis: There is no statistically significant relationship between the role of social networking sites in reducing the negative impact of recession. From the smart PLS results in Figure 4.10, it is evident that the hypothesis is rejected. There is a strong correlation among the social media networking and economic depression. The path coefficient is 0.413.

The independent variable was social media networking factor (Q_17-Q_23). Additionally the dependent variable factors are (Q_23-Q_32) (Economic recession). In order to test the relationship between the two dimensions, the Pearson correlation coefficient was aslo applied and the results were as in the following table:

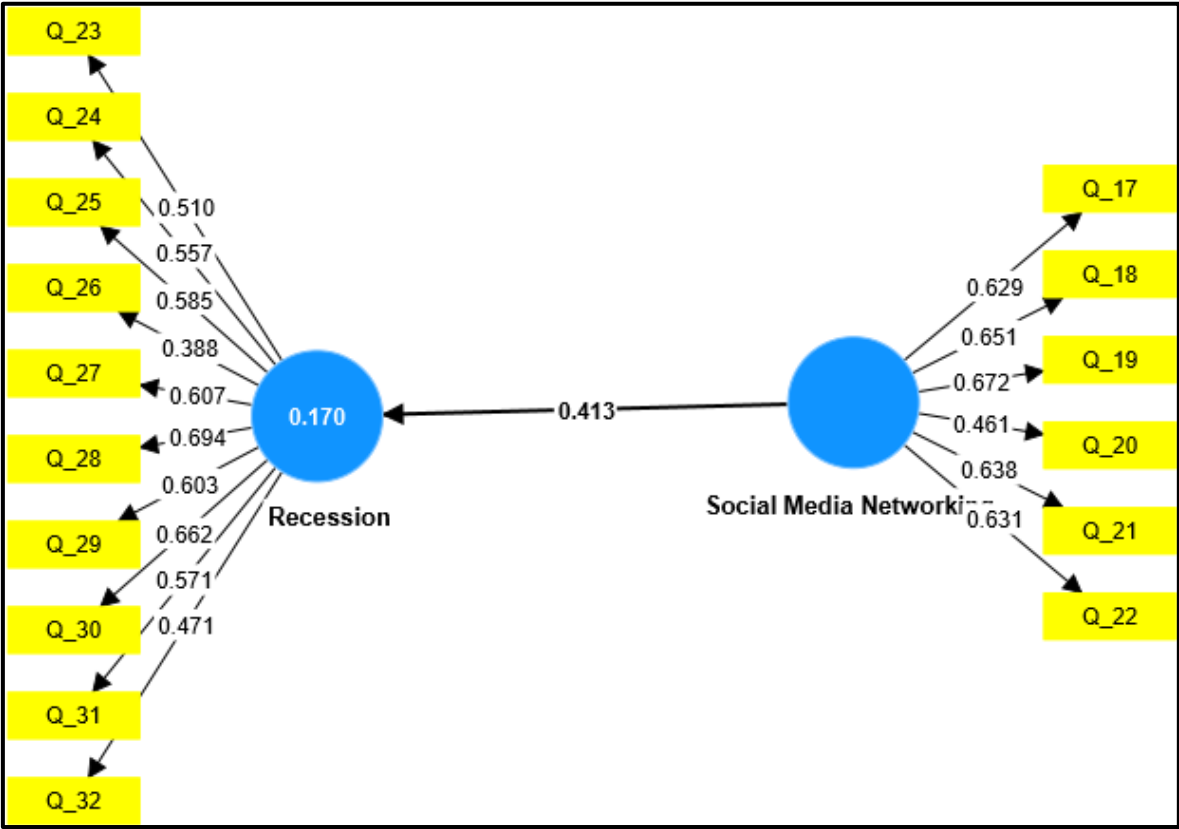


Figure 4.10: Factor Anlaysia Between Social Media Networking and Economic Recession (Depression)

Table 4.23: The Study of The Correlation Between Social Networking Sites and Recession

Correlations			
		social networking Site	Depression side
social networking Site	Pearson Correlation	1	.377**
	Sig. (2-tailed)		.000
	N	450	450
Depression side	Pearson Correlation	.377**	1
	Sig. (2-tailed)	.000	
	N	450	450
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Calculated Results from SPSS Program

Table 4.23 presents the results of a correlation analysis between two variables: "Social networking site" and "Depression side" with "Depression side" being the common variable. The table provides the Pearson correlation coefficients, along with the p-value and N.

For the variable pair "Social networking site" and "Depression side," the Pearson correlation coefficient is .377, which is a strong positive correlation. The p-value is .000, indicating that the correlation is statistically significant at the 0.01 level (2-tailed). This suggests that there is a significant relationship between social networking site usage and the side effects of depression, as measured by the variable "Depression side."

For the variable pair "Depression side" and "Social networking site," the Pearson correlation coefficient is also .377, which is positive correlation. The p-value is .000, indicating that the correlation is statistically significant at the 0.01 level (2-tailed). This suggests that there is a significant relationship between the side effects of depression and social networking site usage, as measured by the variable "Depression side."

Overall, the results of the correlation analysis indicate that there is positive relationship between social networking site usage and the side effects of depression, as measured by the variable "Depression side." However, as with any correlation analysis, these results do not

establish causality, and further research is needed to investigate the direction of the relationship between these variables.

The SEM analysis and Pearson coefficient analysis both rejects the assumed hypothesis. Therefore, we reject the third sub-hypothesis and accept the alternative hypothesis, which states: There is a statistically significant relationship between the role of social networking sites in reducing the negative impact of recession. That is, social networking sites contribute significantly to reducing the effects of the recession resulting from the Corona pandemic, according to sample members' opinion.

d. Sub-hypothesis Test

The fourth sub-hypothesis: There is no statistically significant relationship between the role of social networking sites in reducing the negative impact of unemployment. From the smart Pls results in Figure 4.11, it is evident that the hypothesis is rejected. There is a strong correlation among the social media networking and unemployment. The path coefficient is 0.411. The independent variable was social media networking factor (Q_17-Q_23). Additionally, the dependent variable factors are (Q_33-Q_47) (unemployment factor). In order to test the relationship between the two dimensions, the Pearson correlation coefficient was applied and the results were as in the following table:

Table 4.24: The Study of The Correlation Between Social Networking Sites and Unemployment

Correlations			
		social networking Site	Unemployment side
social networking Site	Pearson Correlation	1	.378**
	Sig. (2-tailed)		.000
	N	450	450
Unemployment side	Pearson Correlation	.378**	1
	Sig. (2-tailed)	.000	
	N	450	450
**Correlation is significant at the 0.01 level (2-tailed).			

Source: Calculated Results from SPSS Program

Table 4.24 presents the results of a correlation analysis between two variables: "Social networking site" and "Unemployment side" with "Unemployment side" being the common variable. The table provides the Pearson correlation coefficients, along with the p-value and The Pearson correlation coefficient between "Social networking site" and "Unemployment side" is.378, suggesting a positive link between these two variables. Given that the p-value is.000, we can confidently say that the association is significant at the.01 level of significance (2-tailed). This data reveals that the variable "Unemployment side," which measures the negative impacts of being unemployed, is significantly correlated with social networking site use. The Pearson correlation between the variables "Unemployment side" and "Social networking site" is.378, suggesting a positive link between these two categories of data. Given that the p-value is.000, we can confidently say that the association is significant at the.01 level of significance (2-tailed). As such, the variable "Unemployment side," which measures the negative impacts of being unemployed, seems to be significantly related to how often people use social networking sites.

Overall, the results of the correlation analysis indicate that there is a moderate positive relationship between social networking site usage and the side effects of unemployment, as measured by the variable "Unemployment side." However, as with any correlation analysis, these results do not establish causality, and further research is needed to investigate the direction of the relationship between these variables.

The SEM analysis and Pearson coefficient analysis both rejects the assumed hypothesis. Therefore, we reject the fourth sub-hypothesis and accept the alternative hypothesis, which states: There is a statistically significant relationship between the role of social networking sites in reducing the negative impact of unemployment. That is, social networking sites contribute acceptably in reducing the effects of unemployment resulting from the Corona pandemic, according to sample members' opinion.

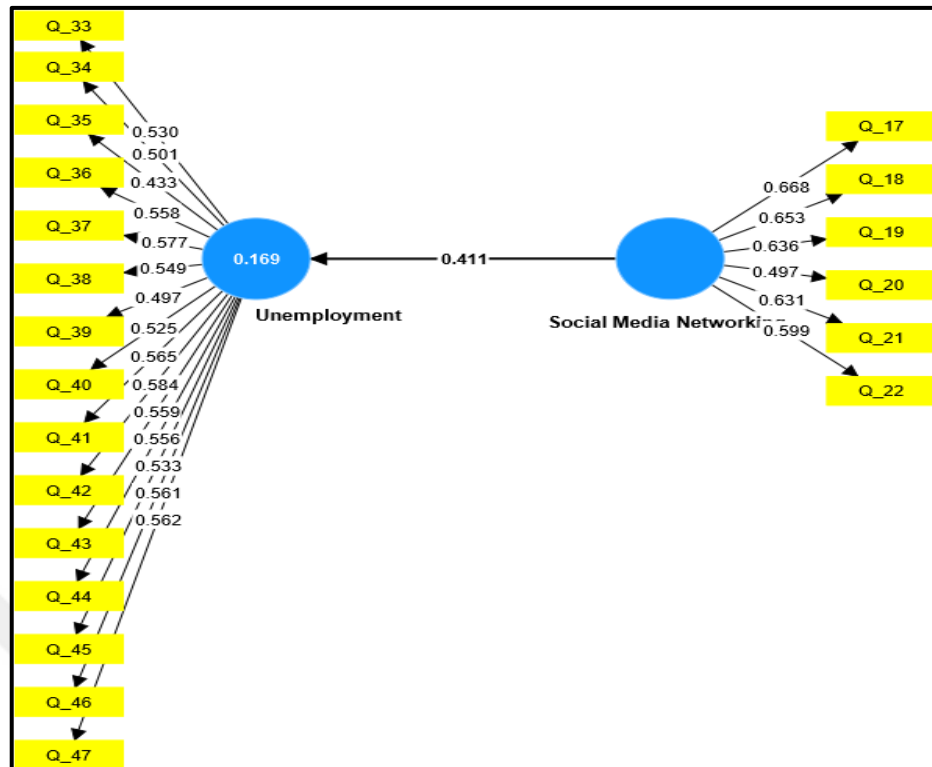


Figure 4.11: The Relationship Between Social Media Networking and Unemployment

e. The main hypothesis test

The main hypothesis: There is no statistically significant relationship between the e-marketing role of Iraqi companies in reducing the negative impact of failure during the Corona pandemic period. From the smart PLS results in Figure 4.12, it is evident that the hypothesis is rejected. There is a strong correlation among the e-store marketing and the reduction of the negative impact of COVID-19. The path coefficient is 0.542. The independent variables were e-store and social media networking factor (Q_7-Q_22). Additionally, the dependent variable factors are (Q_23-Q_47) (unemployment and recession factor).

Table 4.25: The Study of The Correlation Between E-Marketing and The Failure of Corona Pandemic

Correlations			
		E Marketing	Failure due to Corona pandemic
E-Marketing	Pearson Coefficient of Correlation	1	.493**
	Sig. (2-tailed)		.000
	N	450	450
Failure of Corona pandemic	Pearson Coefficient of Correlation	.493**	1
	Sig. (2-tailed)	.000	
	N	450	450
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Calculated Results from SPSS Program

Table 4.25 displays the results of the correlation analysis between e-marketing and the failure of Corona pandemic. The table includes the Pearson correlation coefficient between the two variables, which is .493**. This suggests a positive correlation between e-marketing and the failure of Corona pandemic. The p-value for the correlation coefficient is less than 0.01, indicating that the correlation is statistically significant. The sample size for both variables is 450. Overall, the results suggest that as e-marketing increases, the failure of Corona pandemic also increases. The SEM analysis and Pearson coefficient analysis both reject the assumed hypothesis. Therefore, we reject the main hypothesis and accept the alternative hypothesis, which states: There is a statistically significant relationship between the e-marketing role of Iraqi companies in reducing the negative impact of failure during the Corona pandemic period. That is, the e-marketing of Iraqi companies contributes well to reducing the negative effects of the Corona pandemic, represented in recession and unemployment. However, the results of the e-marketing impact on recession were more, as it contributed well to stimulating sales. On the other hand, its impact on reducing unemployment levels was lower due to the limited capabilities of companies.

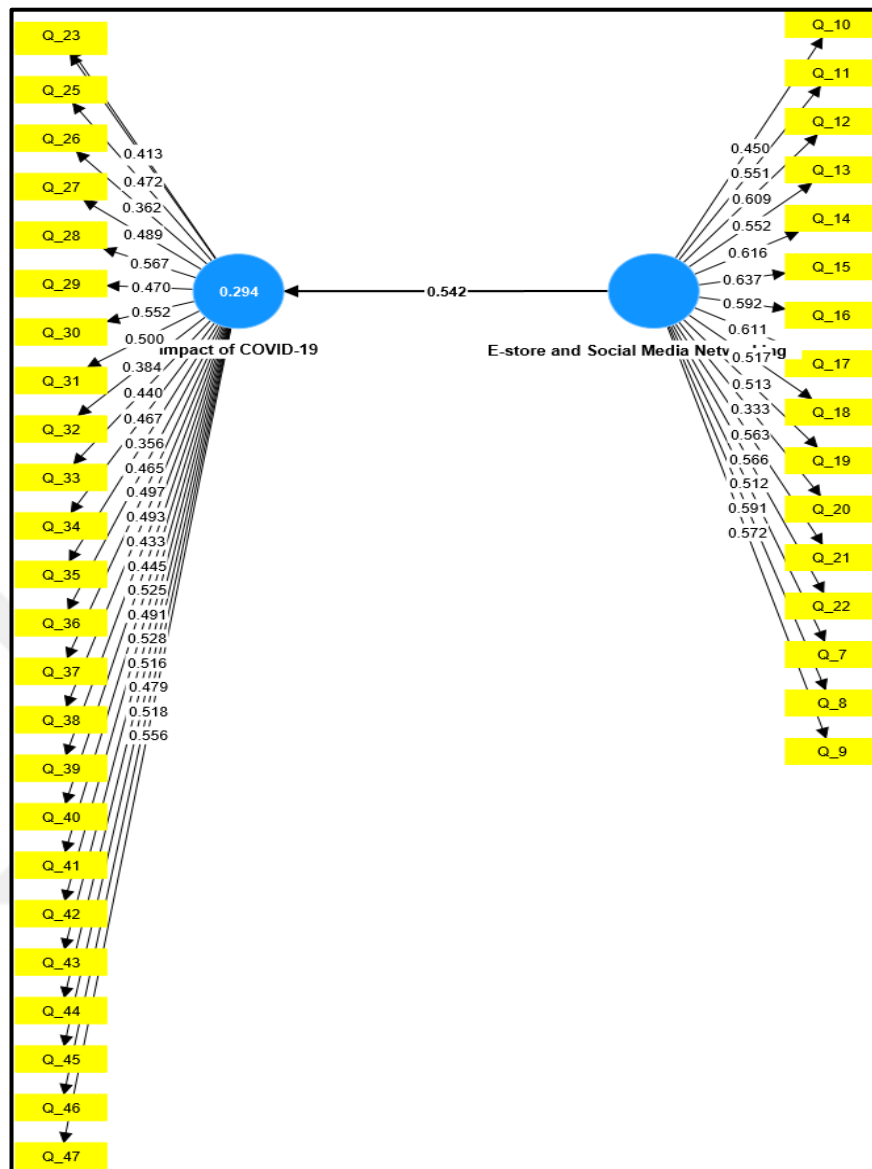


Figure 4.12: Impact of COVID-19 on and Economic Recession Unemployment

4.8 THE RELATIVE IMPORTANCE ANALYSIS OF THE STUDY VARIABLES

The basic components approach was employed in the factor analysis to determine the differences (relative weight) between the aspects of the two variables (electronic marketing, failure during the Corona epidemic) from the perspective of the research sample.

Principal Components Method: Because of its ease of use, the Principal Components Method has risen to prominence as one of the most effective techniques of component analysis. P (or

factor) is a set of response variables that have been combined to form a single entity. First principal component is represented as follows since we have response variables:

$$Z_1 = a_{11}x_1 + a_{21}x_2 + \dots + a_{p1}x_p \quad (3.1)$$

a_{ij} represents the saturation (Loadings) of response variables in the first factor. The second basic component is expressed as follows:

$$Z_2 = a_{12}x_1 + a_{22}x_2 + \dots + a_{p2}x_p \quad (3.2)$$

The first component has the greatest variance (it explains the largest proportion of the variance structure of response variables) followed by the second component ... and so on. These components are orthogonal to each other, and the components can be calculated in two ways:

- i. Using the Variance - covariance matrix of response variables. In this case, the variables are measured by deviations from the arithmetic mean.
- ii. Using the Correlation Matrix of response variables. In this case, standard variables are used, and this is necessary if the measure units of response variables are different.

4.8.1 The Relative Importance Analysis of The E-Marketing Variable

To calculate the essential differences (relative weight) among the dimensions of the e-marketing variable, from the study sample's point of view, the basic components method was used in the factor analysis, and the results were as follows:

Table 4.26: E-Marketing Matrix

Communalities		
	Initial	Extraction
E- stores	1.000	.812
Social Networking Site	1.000	.812
Extraction Method: Principal Component Analysis.		

Source: Calculated Results From SPSS Program

This table 4.26 shows the communalities for two variables, " E- stores " and "Social Networking Site," before and after extraction using principal component analysis (PCA). Communality refers to the amount of variance in a variable that can be explained by the extracted component or factor. In this case, the initial communalities for both variables were 1.000, meaning that all of the variance in the variables was accounted for. However, after performing PCA extraction, the communalities were reduced to .812 for both variables, indicating that some of the variance in the variables was not accounted for by the extracted factors. PCA is a common technique used in data analysis to reduce the dimensionality of a dataset while retaining as much of the original variation as possible. In this case, it appears that the extracted components were able to exThe previous table represents the initial and extracted values of Communalities, where the initial values of Communalities are taken as equal to one in the basic components method if the correlation matrix is applied. Moreover, the Socialisms are taken as equal to the variance of each variable when applying the Variances matrix.

Table 4.27: The Latent Roots of The E-Marketing Correlation Matrix

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.625	81.234	81.234	1.625	81.234	81.234
2	.375	18.766	100.000			
Extraction Method: Principal Component Analysis.						

Source: Calculated Results From SPSS Program

This table 4.27 shows the latent roots of the e-marketing correlation matrix, as well as the total variance explained by the extracted components. Latent roots, also known as eigenvalues, represent the amount of variance in the original variables that is accounted for by each extracted component. In this table, two components were extracted using principal component analysis (PCA). The initial eigenvalues for these components were 1.625 and 0.375, respectively. The first component had an initial eigenvalue of 1.625, which accounted

for 81.234 % of the total variance in the original variables. The second component had an initial eigenvalue of 0.375, which accounted for 18.766 % of the total variance.

After extraction, the sums of squared loadings for the first component were 1.625 which still accounted for 81.234 % of the total variance. This indicates that the first component was able to capture most of the variance in the original variables, while the second component did not contribute much to the total variance explained. Overall, these results suggest that the e-marketing correlation matrix can be effectively represented by a single component, which accounts for the vast majority of the variance in the data.

Table 4.28: Components Matrix for E-Marketing

Component Matrix ^a	
	Component
	1
E- stores	.901
Social networking Site	. 901

Source: Calculated Results from SPSS Program

This table 4.28 shows the component matrix for the e-marketing variables, specifically the variables "E-Stores" and "Social Networking Site," after extraction using principal component analysis (PCA). The component matrix displays the correlation coefficients between each original variable and the extracted components. In this case, only one component was extracted, and the matrix shows that both variables are highly correlated with this component, with correlation coefficients of .901 for both variables. This indicates that both variables are strongly associated with the underlying factor or dimension represented by the extracted component. In other words, "E-Stores" and "Social Networking Site" are highly related to each other and can be considered as a single factor or dimension in the context of e-marketing.variable.

Table 4.29: Output Matrix of E-Marketing

Component Score Coefficient Matrix	
	Component
	1
E- stores	.623
social networking Site	.623

Source: Calculated Results From SPSS Program

The Component Scores Coefficients may be derived from the preceding table's results (4.29). The value of the components (factors) is the relative weight of each variable (dimension) of e-marketing, and these coefficients are derived from the matrix of the preceding Components (electronic stores, social media). For example, consider the following formula: E-marketing = 0.623 electronic stores + 0.623 social media. T In other words, the participants in the survey are just as likely to be interested in e-marketing via social media as they are in e-commerce through online retailers.

4.8.2 The Analysis of The Relative Importance of The Failure Variable During The Corona Pandemic

Using the basic components technique, the factor analysis determined the following fundamental differences (relative weight) between the dimensions of the Corona pandemic failure variable from the perspective of the research sample:

Table 4.30: Corona Pandemic Failure Matrix

Communalities		
	Initial	Extraction
Depression side	1.000	. 739
Unemployment side	1.000	. 739
Extraction Method: Principal Component Analysis.		

Source: Calculated Results from SPSS Program

When the correlation matrix is used, the starting values of the Communalities are assumed to be one, as shown in table 4.30. This allows the basic component's technique to be used. When the Variances matrix is applied, the Socialisms are assumed to be equal to the variance of each individual variable.

Table 4.31: The Latent Roots of The Corona Pandemic Failure Correlation Matrix

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.478	73.914	73.914	1.478	73.914	73.914
2	.522	26.086	100.000			
Extraction Method: Principal Component Analysis.						

Source: Calculated Results from SPSS Program

This table 4.31 shows the total variance explained by the extracted components in the context of the Corona pandemic failure matrix. In this table, two components were extracted using principal component analysis (PCA). The initial eigenvalues for these components were 1.478 and 0.522, respectively. The first component had an initial eigenvalue of 1.478, which accounted for 73.914 % of the total variance in the original variables. The second component had an initial eigenvalue of 0.522, which accounted for 26.086 % of the total variance. After extraction, the sums of squared loadings for the first component were also 1.478, which still accounted for 73.914 % of the total variance. This indicates that the first component was able to capture most of the variance in the original variables, while the second component did not contribute much to the total variance explained. Overall, these results suggest that the Corona pandemic failure matrix can be effectively represented by a single component, which accounts for the majority of the variance in the data. However, it is worth noting that there may be some additional underlying factors or dimensions related to the impact of the Corona pandemic that are not fully captured by the extracted component.

Table 4.32: Components Matrix of The Failure of The Corona Pandemic

Component Matrix ^a	
	Component
	1
Depression side	.860
Unemployment side	.860

Source: Calculated Results from SPSS Program

This table 4.32 shows the component matrix for the variables "Depression side" and "Unemployment side" in the context of the failure of the Corona pandemic, after extraction using principal component analysis (PCA). The component matrix displays the correlation coefficients between each original variable and the extracted components. In this case, only one component was extracted, and the matrix shows that both variables are highly correlated with this component, with correlation coefficients of .860 for both variables. This indicates that both variables are strongly associated with the underlying factor or dimension represented by the extracted component. In other words, "Depression side" and "Unemployment side" are highly related to each other and can be considered as a single factor or dimension in the context of the failure of the Corona pandemic. Overall, the results of this table support the idea that there may be a common underlying factor or dimension related to the impact of the Corona pandemic, as represented by the variables "Depression side" and "Unemployment side."

Table 4.33: Output Matrix of The Failure of The Corona Pandemic

Component Score Coefficient Matrix	
	Component
	1
Depression side	.478
Unemployment side	.478

Source: Calculated Results from SPSS Program

By following the previous table 4.33 the outputs of the previous table represent the Component Scores Coefficients. These coefficients are calculated from the matrix of the previous components, and the value of the components (factors) is the relative weight of each variable (dimension) from the failure of the Corona pandemic (recession, unemployment). As in the following equation:

Corona pandemic failure = 0.478 recession + 0.478 unemployment. That is, the study sample is equally interested in reducing the failure of the Corona pandemic by reducing its impact on recession and unemployment.

4.9 THE IMPACT ANALYSIS OF THE STUDY VARIABLES

a. Main hypothesis

There is no statistically significant effect of e-marketing in reducing the failures caused by the Corona pandemic in the Iraqi economy. To test the effect of the independent variable on the dependent variable, simple regression analysis was used, which measures the effect of the received variable on the dependent variable.

Table 4.34: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493	.244	.242	.39581
a. Predictors: (Constant), E Marketing				

Source: Calculated Results from SPSS Program

Table 4.35: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.596	1	22.596	144.234	.000
	Residual	70.184	448	.157		
	Total	92.780	449			
a. Dependent Variable: Corona pandemic failure						
b. Predictors: (Constant), E Marketing						

Source: Calculated Results from SPSS Program

Data in Tables 4.34 and 4.35 demonstrate that the regression model is statistically significant, pointing to a positive and very strong relationship between e-marketing and failure from the Corona pandemic, with a R Squared value of (0.244), indicating that e-

marketing is responsible for 24 % of the variations in the face of failure in the Corona pandemic.

Table 4.36: Coefficients^a

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.851	.138		13.400	.000
	E Marketing	.440	.037	.493	12.010	.000

a. Dependent Variable: Corona pandemic failure

Source: Calculated Results from SPSS Program

Also, the probability value $P = 0.000 < \alpha = 0.05$ and therefore the correlation is significant. Hence, we reject the hypothesis H_0 : There is no statistically significant effect of e-marketing in reducing the failures caused by the Corona pandemic in the Iraqi economy, and accept the alternative hypothesis H_1 : There is statistically significant effect of e-marketing in reducing the failures caused by the Corona pandemic in the Iraqi economy

b. Sub-hypothesis

The considering null hypothesis is “There is no statistically significant effect of marketing through electronic stores on reducing the failures caused by the Corona pandemic in the Iraqi economy at the level of recession”.

Table 4.37: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.426	.182	.180	.48088

Predictors: (Constant), E- stores .a

Source: Calculated Results from SPSS Program

Table 4.38: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.020	1	23.020	99.550	.000
	Residual	103.597	448	.231		
	Total	126.617	449			
a. Dependent Variable: Depression side						
b. Predictors: (Constant), E- stores						

Source: Calculated Results from SPSS Program

Table 4.37 and Table 4.38 the regression model is significant and indicates a positive and very strong relationship between e-stores and : Depression side, where the value of R Square reached (0.182), which explains that 18% of the changes in the : Depression side is due to e-store.

Table 4.39: Coefficients^a

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.993	.155		12.892	.000
	E-stores	.406	.041	.426	9.977	.000
a. Dependent Variable: Depression side						

Source: Calculated Results from SPSS Program

Also, the probability value $P = 0.000 < \alpha = 0.05$ and therefore the correlation is significant. Hence, we reject the hypothesis H_0 : There is no statistically significant effect of marketing through electronic stores on reducing the failures caused by the Corona pandemic in the Iraqi economy at the level of recession and accept the alternative hypothesis H_1 : There is

statistically significant effect of marketing through electronic stores on reducing the failures caused by the Corona pandemic in the Iraqi economy at the level of recession

c. Sub-hypothesis

There no statistically significant effect of marketing through electronic stores on reducing the failures caused by the Corona pandemic in the Iraqi economy in the level of unemployment.

Table 4.40: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.368	.136	.134	.48733
a. Predictors: (Constant), E- stores				

Source: Calculated Results from SPSS Program

Table 4.41: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.693	1	16.693	70.290	.000
	Residual	106.397	448	.237		
	Total	123.091	449			
a. Dependent Variable: Unemployment side						
b. Predictors: (Constant), E- stores						

Source: Calculated Results from SPSS Program

From Tables 4.40 , 4.41 the regression model is significant and indicates a positive and acceptable relationship between e-stores and : Unemployment side, where the value of R Square reached (0.136), which explains that 13% of the changes in the Unemployment side is due to e-store.

Table 4.42: Coefficients^a

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.179	.157		13.911	.000
	E- stores	.346	.041	.368	8.384	.000

Source: Calculated Results from SPSS Program

Also, the probability value $P = 0.000 < \alpha = 0.05$ and therefore the correlation is significant. Hence, we reject the hypothesis H_0 : There no statistically significant effect of marketing through electronic stores on reducing the failures caused by the Corona pandemic in the Iraqi economy in the level of unemployment, and accept the alternative hypothesis H_1 : There statistically significant effect of marketing through electronic stores on reducing the failures caused by the Corona pandemic in the Iraqi economy in the level of unemployment

d. Sub-hypothesis

There is no statistically significant effect of marketing through social networking sites on reducing the failures caused by the Corona pandemic in the Iraqi economy at the level of recession.

Table 4.43: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.377	.142	.140	.49246
a. Predictors: (Constant), social networking Site				

Source: Calculated Results from SPSS Program

Table 4.44: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.968	1	17.968	74.090	.000
	Residual	108.649	448	.243		
	Total	126.617	449			
a. Dependent Variable: Depression side						
b. Predictors: (Constant), social networking Site						
Source: Calculated Results from SPSS Program						

Table 4.43 the regression model is significant and indicates a positive and very strong relationship between e-stores and : Depression side, where the value of R Square reached (0.142), which explains that 14% of the changes in the Depression side is due to social networking Site.

Table 4.45: Coefficients^a

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.210	.154		14.366	.000
	social networking Site	.354	.041	.377	8.608	.000
a. Dependent Variable: Depression side						

Also, the probability value $P = 0.000 < \alpha = 0.05$ and therefore the correlation is significant. Hence, we reject the hypothesis H_0 : There is no statistically significant effect of marketing through social networking sites on reducing the failures caused by the Corona pandemic in the Iraqi economy at the level of recession, and accept the alternative hypothesis H_1 : : There

is statistically significant effect of marketing through social networking sites on reducing the failures caused by the Corona pandemic in the Iraqi economy at the level of recession

e. Sub-hypothesis

There is no statistically significant effect of marketing through social networking sites on reducing the failures caused by the Corona pandemic in the Iraqi economy in the level of unemployment.

Table 4.46: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.378	.143	.141	.48525
a. Predictors: (Constant), social networking Site				

Source: Calculated Results from SPSS Program

Table 4.47: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.600	1	17.600	74.746	.000
	Residual	105.490	448	.235		
	Total	123.091	449			
a. Dependent Variable: Unemployment side						
b. Predictors: (Constant), social networking Site						

Source: Calculated Results from SPSS Program

Tables 4.46 and 4.47 that the regression model is significant and indicates a positive and strong relationship between e-stores and : Unemployment side, where the value of R Square reached (0.143), which explains that 14% of the changes in the Unemployment side is due to social networking Site.

Table 4.48: Coefficients^a

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.183	.152		14.404	.000
	social networking Site	.350	.041	.378	8.646	.000
a. Dependent Variable: Unemployment side						

Source: Calculated Results from SPSS Program

Also, the probability value $P = 0.000 < \alpha = 0.05$ and therefore the correlation is significant. Hence, we reject the hypothesis H_0 : There is no statistically significant effect of marketing through social networking sites on reducing the failures caused by the Corona pandemic in the Iraqi economy in the level of unemployment, and accept the alternative hypothesis H_1 : There is statistically significant effect of marketing through social networking sites on reducing the failures caused by the Corona pandemic in the Iraqi economy in the level of unemployment

After analysing the data by using the SPSS program and testing the hypotheses related to the impact of e-marketing of Iraqi companies on failure during the Corona pandemic period, the study reached to an important set of results that can be identified as follows

4.10 RESULTS RELATED TO ELECTRONIC STORES

- a. The arithmetic mean of the dimensions of the Iraqi companies' electronic stores was 3.757, within the range (3.41-4.20) corresponding to the "high" answer on the Likert scale areas, and exceeding the mean of the scale corresponding to the average gradations of the Likert scale (3).
- b. The answers of the study sample confirm that social networking sites have contributed to increasing customers' knowledge of product offerings and their advantages.

- c. Digital marketing advertising has contributed to increasing the standing of the organization or brand.
- d. Digital marketing presents products in an easy way to customers using readily available smart devices.
- e. Respondents agreed that digital marketing provides an opportunity to obtain information about mobile applications of social networking sites at any time with a single click
- f. Through the sample answers, it was concluded that social media means communication with marketers who display their products and compare products.
- g. There is a very positive correlation between online stores and recession.
- h. There is a positive correlation between electronic stores and unemployment.
- i. There is statistically significant effect of marketing through electronic stores in reducing the failures caused by the Corona pandemic in the Iraqi economy on the level of recession
- j. There is statistically significant effect of marketing through electronic stores in reducing the failures caused by the Corona pandemic in the Iraqi economy at the level of unemployment.

4.11 RESULTS OF SOCIAL NETWORKING SITES

- i. The arithmetic mean of the arithmetic value of the e-marketing dimension via social networking sites for Iraqi companies and independents was 3.696, within the range (3.41-4.20) corresponding to the "high" answer on Likert scale areas, and exceeds the average of the scale. Corresponding to the average Likert scale scores (3).
- ii. It was concluded that social media means communication with marketers who display their products and compare products.
- iii. Digital marketing can allow famous people (followers and friends) to share their recommendations and reach more people.
- iv. The study sample confirms that the content of products on social media allows discussing their information with other users.
- v. The study sample believes that e-marketing is not reliable enough to convince customers of the products offered to them.
- vi. There is a very positive relationship between social networking sites and recession.
- vii. There is a positive correlation between social networking sites and unemployment.

- viii. There is statistically significant effect of marketing via social media in reducing the failures caused by the Corona pandemic in the Iraqi economy at the level of recession .
- ix. There is statistically significant effect of marketing via social media in reducing the failures caused by the Corona pandemic in the Iraqi economy on the level of unemployment.

4.12 E-MARKETING RESULTS

- i. The general arithmetic mean of the value of the e-marketing variable according to the study sample was 3.736, which is more than the mean of scale (3) and with a significant difference of (3.73621). Moreover, it falls within the range (4.20–3.61), and corresponds to a 'high' answer on a Likert scale.
- ii. There are simple fundamental differences between what the respondents expect and what exists for e-marketing, meaning that e-marketing played a major role in reducing its negative effects during the Corona pandemic.
- iii. There is a strong and positive correlation between the variables of e-marketing and the failure resulting from the Corona pandemic.
- iv. The study sample also showed equal interest in e-marketing through online stores and through social media.
- v. There is statistically significant effect of e-marketing in reducing the failures caused by the Corona pandemic in the Iraqi economy.

4.13 RESULTS OF RECESSION

- a. The arithmetic mean value of the failure dimension during the Corona pandemic period represented by recession was 3.518. It is within the range (3.41–4.20) corresponding to the “high” response in Likert scale areas, and exceeds the scale mean corresponding to the average Likert scale gradients (3).
- b. Respondents feel that the current economic incentives are not sufficient for them due to the cost of living
- c. The sample believes that the economic measures taken during the epidemic are not sufficient to meet the needs of citizens
- d. The sample believes that the effects of the Corona pandemic negatively affected all economic sectors.

- e. The sample believes that the probability of failure of small companies during the Corona pandemic is greater than that of medium and large companies.
- f. The Corona pandemic caused a significant rise in economic inflation rates.
- g. The economic recession increased during the Corona pandemic, causing future economic problems and increasing unemployment.
- h. The difficulty of returning the economy to its normal state before the arrival of the epidemic.
- i. E-marketing is the most suitable solution to face the recession during the Corona pandemic period.
- j. E-marketing through online stores and social networking sites in Iraq has reduced the effects of the pandemic on many companies.
- k. There are small, substantial differences between what the sample expects and what is available.
- l. There is a statistically significant relationship between the role of electronic stores for Iraqi companies in reducing the negative impact of recession. That is, online stores contribute significantly to reducing the effects of the recession resulting from the Corona pandemic.
- m. There is a statistically significant relationship between the role of social networking sites in reducing the negative impact of recession. That is, social media contributes greatly to reducing the effects of the recession resulting from the Corona pandemic.

4.14 UNEMPLOYMENT RESULTS

- a. The arithmetic mean value of the failure dimension during the Corona pandemic period, represented by unemployment, was 3.495. It is within the range (3.41–4.20) corresponding to “high” response in Likert scale areas, and exceeds the corresponding scale mean for Likert scale gradients (3).
- b. Respondents assert that their behavior determines how quickly they find a job.
- c. the eleventh. Respondents believe that they are likely to be unemployed at any time and do not feel job secure
- d. Most of the respondents trust employment agencies to help them find a job.
- e. Most of the respondents do not believe that getting a job is a matter of luck, but rather that skill and knowledge determine the suitable job.

- f. E-marketing is the most appropriate solution to face unemployment during the Corona pandemic.
- g. E-marketing through online stores and social networking sites in Iraq has reduced the effects of the pandemic on many companies.
- h. There is a statistically significant relationship between the role of electronic stores for Iraqi companies in reducing the negative impact of unemployment. That is, online stores contribute significantly to reducing the effects of unemployment resulting from the Corona pandemic.
- i. There is a statistically significant relationship between the role of social networking sites in reducing the negative impact of unemployment. That is, social media contributes significantly to reducing the effects of unemployment resulting from the Corona pandemic.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS

The Corona pandemic affected most countries of the world, and the economic impact in Iraq was greater than that of other countries, especially since the war on terrorism was accompanied by the Corona pandemic crisis. In light of the economic difficulties and the Corona pandemic, e-marketing of many Iraqi companies has emerged significantly, through electronic stores and social networking sites. However, these companies have achieved remarkable results, according to the study sample's opinion, and contributed significantly to reducing the negative effects of the Corona pandemic, especially confronting recession. While this contribution has been less in the face of unemployment.

5.2 RECOMMENDATIONS

- a. Benefit from the expertise of international companies in the field of e-marketing and local and international marketing experts.
- b. Increasing the number of companies operating in the field of electronic marketing in Iraq. This can be done by providing facilities in various fields, because of their important and prominent role during the Corona pandemic period.
- c. Spreading the culture of electronic buying and selling through promotional campaigns that demonstrate the importance and ease of electronic dealing through stores and social networking sites.
- d. Emphasizing the security and integrity of personal and financial information provided by the seller and buyer, through awareness campaigns for customers.
- e. Clarify the importance of e-marketing and its results during the Corona pandemic period in Iraq by preparing studies and articles and publishing them through social media.
- f. Motivating companies to use e-marketing, by showing the volume of sales of companies using e-marketing.

- g. Emphasizing the importance of the role of electronic marketing in facing recession, and indicating the degree of its contribution to increasing the demand for goods and services in Iraq.
- h. Focusing on electronic promotional campaigns that emphasize the importance of electronic marketing in helping many companies to continue during the Corona pandemic period.
- i. Explain the role of e-marketing in creating new job opportunities in Iraq and work via the Internet (content writing, design, etc.). And give guarantees to increase the sense of job security
- j. Adoption of electronic marketing concepts by Iraqi companies by showing the advantages of electronic stores and social networking sites in increasing sales and achieving profits.

REFERENCES

- Abdullah, A., Doucouliagos, H., & Manning, E. (2015). Does education reduce income inequality? A meta-regression analysis. *Journal of Economic Surveys*, 29(2), 301-316.
- Ahmad, N., & Popa, I.-L. (2014). The social media usage and the transformation of political marketing and campaigning of the emerging democracy in Indonesia: Case study of the 2012 gubernatorial election of the Special Region of the Capital City Jakarta. *Social media in politics: Case studies on the political power of social media*, 97-125.
- Al-Zoghbi, R. R. (2016). Achievement goals and their relationship to perceived self-efficacy and academic achievement. *Journal of Studies-Educational Sciences, University of Jordan-Deanship of Scientific Research*, 43(2), 1009-1030.
- Alaimo, C., Kallinikos, J., & Valderrama, E. (2020). Platforms as service ecosystems: Lessons from social media. *Journal of Information Technology*, 35(1), 25-48.
- Alaimo, L. S., & Maggino, F. (2020). Sustainable development goals indicators at territorial level: Conceptual and methodological issues—The Italian perspective. *Social Indicators Research*, 147(2), 383-419.
- Aliberti, S., Amati, F., Pappalettera, M., Di Pasquale, M., D’Adda, A., Mantero, M., . . . Privitera, E. (2020). COVID-19 multidisciplinary high dependency unit: the Milan model. *Respiratory Research*, 21, 1-12.
- Alyasseri, Z. A. A., Al-Betar, M. A., Doush, I. A., Awadallah, M. A., Abasi, A. K., Makhadmeh, S. N., . . . Damasevicius, R. (2022). Review on COVID-19 diagnosis models based on machine learning and deep learning approaches. *Expert systems*, 39(3), e12759.
- Arhipova, N. I., & Gurieva, M. (2018). Modern trends in the development of digital marketing. *RSUH/RGGU Bulletin. Series Economics. Management. Law*.
- Asaad, B. A., & Assaad, M. A. (2022). Impact of Coronavirus Pandemic on Accommodations’ Tourist Demand in Syria. *Research Aspects in Arts and Social Studies Vol. 1*, 19-31.

- Asad, T. (2020). The concept of cultural translation in British social anthropology. In *Writing culture* (pp. 141-164): University of California Press.
- Augenstein, I., Das, M., Riedel, S., Vikraman, L., & McCallum, A. (2017). Semeval 2017 task 10: Scienceie-extracting keyphrases and relations from scientific publications. *arXiv preprint arXiv:1704.02853*.
- Aziz-ur-Rehman Saifee, M. I., & Khan, U. A. (2019). The Contributions of the Scholars for Understanding and Indexing of the Qur'anic Subjects in Arabic and Urdu Languages—Critical Analysis.
- Baker, M. J. (2013). Michael J. Baker: Reflections on a career in marketing. *Journal of Historical Research in Marketing*, 5(2), 223-230.
- Banica, V., del Mar Gonzalez, M., & Sáez, M. (2015). Some constructions for the fractional Laplacian on noncompact manifolds. *Revista matemática iberoamericana*, 31(2), 681-712.
- Bharath, S. T., Dahiya, S., Saunders, A., & Srinivasan, A. (2011). Lending relationships and loan contract terms. *The Review of Financial Studies*, 24(4), 1141-1203.
- Bhatraju, P. K., Ghassemieh, B. J., Nichols, M., Kim, R., Jerome, K. R., Nalla, A. K., . . . Evans, L. (2020). Covid-19 in critically ill patients in the Seattle region—case series. *New England Journal of Medicine*, 382(21), 2012-2022.
- Bilgihan, A., Kandampully, J., & Zhang, T. (2016). Towards a unified customer experience in online shopping environments: Antecedents and outcomes. *International Journal of Quality and Service Sciences*, 8(1), 102-119.
- Chen, E. Y., Tan, C. M., Kou, Y., Duan, Q., Wang, Z., Meirelles, G. V., . . . Ma'ayan, A. (2013). Enrichr: interactive and collaborative HTML5 gene list enrichment analysis tool. *BMC bioinformatics*, 14(1), 1-14.
- Chilongozi, D., Wang, L., Brown, L., Taha, T., Valentine, M., Emel, L., . . . Read, J. S. (2008). Morbidity and mortality among a cohort of human immunodeficiency virus type 1-infected and uninfected pregnant women and their infants from Malawi, Zambia, and Tanzania. *The Pediatric infectious disease journal*, 27(9), 808.

- Daoud, K. A. A., Ku Ismail, K. N. I., & Lode, N. A. (2014). The timeliness of financial reporting among Jordanian companies: do company and board characteristics, and audit opinion matter? *Asian Social Science*, 10(13), 191-201.
- Dekimpe, M. G., & Deleersnyder, B. (2018). Business cycle research in marketing: A review and research agenda. *Journal of the Academy of Marketing Science*, 46, 31-58.
- Deleersnyder, B., Dekimpe, M. G., Steenkamp, J.-B. E., & Leeflang, P. S. (2009). The role of national culture in advertising's sensitivity to business cycles: An investigation across continents. *Journal of Marketing Research*, 46(5), 623-636.
- Díaz, S., Zafra-Calvo, N., Purvis, A., Verburg, P. H., Obura, D., Leadley, P., . . . Martín-López, B. (2020). Set ambitious goals for biodiversity and sustainability. *Science*, 370(6515), 411-413.
- Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2017). Social media: communication strategies, engagement and future research directions. *International Journal of Wine Business Research*, 29(1), 2-19.
- Eckhardt, G. M., Houston, M. B., Jiang, B., Lamberton, C., Rindfleisch, A., & Zervas, G. (2019). Marketing in the sharing economy. *Journal of marketing*, 83(5), 5-27.
- Edeling, A., & Fischer, M. (2016). Marketing's impact on firm value: Generalizations from a meta-analysis. *Journal of Marketing Research*, 53(4), 515-534.
- El-Sharkaway, E., Kamel, R. M., El-Sherbiny, I. M., & Gharib, S. S. (2019). Removal of methylene blue from aqueous solutions using polyaniline/graphene oxide or polyaniline/reduced graphene oxide composites. *Environmental Technology*.
- Emerson, E. A., & Kahlon, V. (2002). *Model checking large-scale and parameterized resource allocation systems*. Paper presented at the Tools and Algorithms for the Construction and Analysis of Systems: 8th International Conference, TACAS 2002 Held as Part of the Joint European Conferences on Theory and Practice of Software, ETAPS 2002 Grenoble, France, April 8–12, 2002 Proceedings 8.
- Evans, J. R., & Berman, B. (2001). Conceptualizing and operationalizing the business-to-business value chain. *Industrial Marketing Management*, 30(2), 135-148.

- Fernandez, A. A., & Shaw, G. P. (2020). Academic leadership in a time of crisis: The Coronavirus and COVID-19. *Journal of leadership Studies*, 14(1), 39-45.
- Gaikwad, J., & KATE, P. H. (2016). E-MARKETING: A MODERN APPROACH OF BUSINESS AT THE DOOR OF CONSUMER. *Clear International Journal of Research in Commerce & Management*, 7(9).
- Goldfarb, A., & Tucker, C. (2011). Search engine advertising: Channel substitution when pricing ads to context. *Management Science*, 57(3), 458-470.
- Helwa, I., Cai, J., Drewry, M. D., Zimmerman, A., Dinkins, M. B., Khaled, M. L., . . . Stamer, W. D. (2017). A comparative study of serum exosome isolation using differential ultracentrifugation and three commercial reagents. *PloS one*, 12(1), e0170628.
- Hoekstra, J. C., & Leeftang, P. S. (2020). Marketing in the era of COVID-19. *Italian Journal of Marketing*, 2020(4), 249-260.
- Hoekstra, J. C., Leeftang, P. S., & Wittink, D. R. (1999). The customer concept: the basis for a new marketing paradigm. *Journal of market-focused management*, 4, 43-76.
- Irkhami, N. (2021). *Asuransi Takaful di Indonesia-Rajawali Pers*: PT. RajaGrafindo Persada.
- Kalyanam, K., & McIntyre, S. (2002). The e-marketing mix: a contribution of the e-tailing wars. *Journal of the Academy of Marketing Science*, 30(4), 487-499.
- Keegan, B. J., & Rowley, J. (2017). Evaluation and decision making in social media marketing. *Management decision*.
- Khater, I. M., Nabi, I. R., & Hamarneh, G. (2020). A review of super-resolution single-molecule localization microscopy cluster analysis and quantification methods. *Patterns*, 1(3), 100038.
- Kotler, P. (2009). *Marketing management: A south Asian perspective*: Pearson Education India.
- Kotler, P., Pfoertsch, W., & Michi, I. (2006). *B2B brand management* (Vol. 357): Springer.

- Lamey, L., Deleersnyder, B., Dekimpe, M. G., & Steenkamp, J.-B. E. (2007). How business cycles contribute to private-label success: Evidence from the United States and Europe. *Journal of marketing*, 71(1), 1-15.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69-96.
- Li, J., Cheng, K., Wang, S., Morstatter, F., Trevino, R. P., Tang, J., & Liu, H. (2017). Feature selection: A data perspective. *ACM computing surveys (CSUR)*, 50(6), 1-45.
- Lin, C., & Lekhawipat, W. (2014). Factors affecting online repurchase intention. *Industrial Management & Data Systems*.
- Liu, W., Zhang, Q., Chen, J., Xiang, R., Song, H., Shu, S., . . . You, L. (2020). Detection of Covid-19 in children in early January 2020 in Wuhan, China. *New England Journal of Medicine*, 382(14), 1370-1371.
- McArthur, A. G., Waglechner, N., Nizam, F., Yan, A., Azad, M. A., Baylay, A. J., . . . Ejim, L. (2013). The comprehensive antibiotic resistance database. *Antimicrobial agents and chemotherapy*, 57(7), 3348-3357.
- Melis, K., Campo, K., Lamey, L., & Breugelmans, E. (2016). A bigger slice of the multichannel grocery pie: when does consumers' online channel use expand retailers' share of wallet? *Journal of Retailing*, 92(3), 268-286.
- Mishbakhudin, M., & Aisyah, M. (2022). The E-Marketing Mix Strategy of Tokopedia Salam during the Covid-19 Pandemic. *International Research Journal of Business Studies*, 14(3), 215-227.
- Morhart, F., Malär, L., Guèvremont, A., Girardin, F., & Grohmann, B. (2015). Brand authenticity: An integrative framework and measurement scale. *Journal of consumer psychology*, 25(2), 200-218.
- Mou, J. B. (2020). *Study on social media marketing campaign strategy--TikTok and Instagram*. Massachusetts Institute of Technology,
- Mughaid, A., Al-Zu'bi, S., Al Arjan, A., Al-Amrat, R., Alajmi, R., Zitar, R. A., & Abualigah, L. (2022). An intelligent cybersecurity system for detecting fake news in social media websites. *Soft Computing*, 26(12), 5577-5591.

- Muller, E., & Peres, R. (2019). The effect of social networks structure on innovation performance: A review and directions for research. *International Journal of Research in Marketing*, 36(1), 3-19.
- Mustaqimah, A., Hartoyo, H., & Nuralina, R. (2019). Marketing mix effect towards customer satisfaction and loyalty: Case study of Rejuve cold-pressed drinks. *Indonesian Journal of Business and Entrepreneurship (IJBE)*, 5(3), 310-310.
- Nazarova, M. (2021). The role of religious psychology in personal education. *ЎЗЕТП НАУЧНЫХ ПУБЛИКАЦИЙ (buxdu. uz)*, 7(7).
- Neger, M., & Uddin, B. (2020). Factors affecting consumers' internet shopping behavior during the COVID-19 pandemic: Evidence from Bangladesh. *Chinese Business Review*, 19(3), 91-104.
- Omata, M., Cheng, A.-L., Kokudo, N., Kudo, M., Lee, J. M., Jia, J., . . . Shiina, S. (2017). Asia-Pacific clinical practice guidelines on the management of hepatocellular carcinoma: a 2017 update. *Hepatology international*, 11, 317-370.
- Omeish, H., Najadat, A., Al-Azzam, S., Tarabin, N., Abu Hameed, A., Al-Gallab, N., . . . Karasneh, R. (2022). Reported COVID-19 vaccines side effects among Jordanian population: a cross sectional study. *Human vaccines & immunotherapeutics*, 18(1), 1981086.
- Pauwels, K., & Neslin, S. A. (2015). Building with bricks and mortar: The revenue impact of opening physical stores in a multichannel environment. *Journal of Retailing*, 91(2), 182-197.
- Pollák, F., & Markovič, P. (2021). Size of business unit as a factor influencing adoption of digital marketing: Empirical analysis of SMEs operating in the central European market. *Administrative Sciences*, 11(3), 71.
- Reitsma, M. B., Kendrick, P. J., Ababneh, E., Abbafati, C., Abbasi-Kangevari, M., Abdoli, A., . . . Aboyans, V. (2021). Spatial, temporal, and demographic patterns in prevalence of smoking tobacco use and attributable disease burden in 204 countries and territories, 1990–2019: a systematic analysis from the Global Burden of Disease Study 2019. *The Lancet*, 397(10292), 2337-2360.

- Royle, J., & Laing, A. (2014). The digital marketing skills gap: Developing a Digital Marketer Model for the communication industries. *International Journal of Information Management*, 34(2), 65-73.
- Soleymani, S. A., Abdullah, A. H., Hassan, W. H., Anisi, M. H., Goudarzi, S., Rezazadeh Baei, M. A., & Mandala, S. (2015). Trust management in vehicular ad hoc network: a systematic review. *EURASIP Journal on Wireless Communications and Networking*, 2015, 1-22.
- Steenkamp, J.-B. E., & Fang, E. (2011). The impact of economic contractions on the effectiveness of R&D and advertising: evidence from US companies spanning three decades. *Marketing Science*, 30(4), 628-645.
- Suresh, P., Daniel, J. V., Parthasarathy, V., & Aswathy, R. (2014). *A state of the art review on the Internet of Things (IoT) history, technology and fields of deployment*. Paper presented at the 2014 International conference on science engineering and management research (ICSEMR).
- Trimble, C. S., & Rifon, N. J. (2006). Consumer perceptions of compatibility in cause-related marketing messages. *International journal of nonprofit and voluntary sector marketing*, 11(1), 29.
- Van Heerde, H., Helsen, K., & Dekimpe, M. G. (2007). The impact of a product-harm crisis on marketing effectiveness. *Marketing Science*, 26(2), 230-245.
- Van Heerde, H. J., Gijsenberg, M. J., Dekimpe, M. G., & Steenkamp, J.-B. E. (2013). Price and advertising effectiveness over the business cycle. *Journal of Marketing Research*, 50(2), 177-193.
- Wyckham, R. G., Fitzroy, P. T., & Mandry, G. D. (1975). Marketing of services an evaluation of the theory. *European Journal of Marketing*, 9(1), 59-67.
- Xu, Z., Chau, S. N., Chen, X., Zhang, J., Li, Y., Dietz, T., . . . Huang, B. (2020). Assessing progress towards sustainable development over space and time. *Nature*, 577(7788), 74-78.
- Houssemand, C., Meyers, R., & Pignault, A. (2019). Adaptation and validation of the perceived control in unemployment scale. *Frontiers in Psychology*, 10, 383.

- Çelik, A. (2022). Dijital Pazarlamada Fenomenlerin Tüketicilerin Satın Alma Kararı İle Marka Sadakatine Etkisi: İstanbul İli Üniversite Öğrencilerine Yönelik Bir Araştırma.
- Perktaş, E. Koronavirüs (Covid 19) Salgınının İşletmeler Üzerindeki Ekonomik Etkileri: Adıyaman Park Avm Üzerine Bir Araştırma. Ekev Akademi Dergisi, (90), 123-146.2021
- Perktaş, E. Koronavirüs (Covid 19) Salgınının İşletmeler Üzerindeki Ekonomik Etkileri: Adıyaman Park Avm Üzerine Bir Araştırma. Ekev Akademi Dergisi, (90), 123-146.
- Alfageeh, T. A. K. (2021). The Effect Of Social Media Marketing On The Buying Behavior Of Libyan Consumers (Doctoral Dissertation).

APPENDIX

QUESTIONNAIRE

The purpose of this survey study is to examine the impact of entrepreneurial orientation on organizational performance meditating by marketing strategies. The information obtained in the questionnaire will be used for scientific purposes. We would like to thank you for sharing your valuable views and for taking the time to contribute to a scientific study, and we present our respects.

A.1 Part 1

Personal Information

Age:

☐ 1- 18 to 25 years

☐ 2-26 to 33 years

☐ 3-34 to 41 years

☐ 4-42 to 49 years

☐ 5-50 or more than 50

Gender:

☐ 1-Male

☐ 2-Female

Educational attainment

☐ 1-No Formal Education

☐ 2-Diploma

☐ 3- Graduate degree.

☐ 4- post-Graduate degree

Experience in e-marketing sector

☐ Less than 2 years

☐ 2-5 years

☐ 5-10 years

☐ 10 to 15 years

Management level

☐ CEO/VP

☐ Senior

☐ Middle

☐ Junior

Income

☐ 0-1000\$

☐ 1000-2000\$

☐ 2000-3000\$

☐ more than 4000\$

A.2 Part 2

No	The dimension of marketing through electronic stores	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		(5)	(4)	(3)	(2)	(1)
1	Digital marketing is the sale of a goods or makes sale service easier					
2	Digital marketing advertisements play an important role in increasing the prestige of an institution or brand					
3	Digital marketing allows comparison between products					
4	In digital marketing, only give importance to the recommendations of people I know before					
5	Before purchasing a product, digital marketing allows for digital research about that product and service.					

6	Digital marketing allows companies to organize more comprehensive campaigns.					
7	Digital marketing allows popular figure (followers and friends) to share their recommendations and reach more people.					
8	Digital marketing enables communication with large public					
9	Digital marketing saves people time and provides the opportunity to obtain information on mobile applications of social networking sites at any time with a single click.					
10	digital marketing makes Access to products becomes easier i. (It is enough to have internet and a digital device).					

A.3 Part 3

No	The dimension of marketing via social networking sites	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		(5)	(4)	(3)	(2)	(1)
1	Social media sites increase my knowledge of product offerings and it features.					
2	Product offers on social media attract me					
3	The content of products on social media allows discussing its information with other users.					
4	I trust the information marketers provide about their products on social media.					
5	I receive offers for different products in the form of texts, images or videos via social media					
6	Social media enables me to communicate with					

	marketers who display their products.					
--	---------------------------------------	--	--	--	--	--

A.4 Part 4

No	The depression dimension about the COVID-19 pandemic	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		(5)	(4)	(3)	(2)	(1)
1	i do not believe that the economy will return to the way it was prior the pandemic					
2	i believe the current economic stagnation will cause economic problems in the future.					
3	I think the economic measures taken insufficient.					
4	I can't take advantage of the incentives given.					
5	I think the economic incentives given are insufficient					

6	the economy recover will take a long time					
7	I believe that all sectors are negatively affected economically.					
8	I think unemployment will increase.					
9	might inflation will increase significantly					
10	I think small businesses will be exhibit to risk of closure					

A.5 Part 5

No	The unemployment dimension through COVID-19	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		(5)	(4)	(3)	(2)	(1)
1	It is my own behavior that determines how quickly I find a job.					

2	No matter what I do, if I am going to become unemployed, I will.					
3	Being in regular contact with the administration office is the only way for me to find a job.					
4	If I want to find a job, I should consult a professional.					
5	I am in control of the way I look for a job.					
6	My family has a lot to do with my finding a job or staying unemployed.					
7	Luck plays a big part in determining how soon I will find a job.					
8	Job finding is largely a matter of good fortune					
9	The main things that affect my ability to find a job are what I do myself.					

10	If I take care, I can avoid being unemployed again					
11	I can find a job if others have searched for me.					
12	No matter what I do, I'm likely to become unemployed again					
13	If it's meant to be, I will become unemployed again.					
14	If I take the appropriate actions, I can find a job.					
15	I can only do what the administration tells me to do in order to find a job.					