

## THE ROLE OF ELECTRONIC MARKETING IN PROMOTING THE PRODUCTS OF THE NATIONAL INDUSTRY IN IRAQ

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### ABSTRACT

The research aims to clarify the role of electronic marketing and what it can achieve in promoting the products of the national industry in Iraq. Marketing channel depends on modern communication and information technology that industrial and metal companies can use in promoting and selling their products along with traditional marketing outlets. To achieve the objectives of the research, a questionnaire was used, which consists of three axes, the first includes the personal data of the sample (gender, age, educational attainment, place of residence, marital status, income level), while the second axis includes various questions about the products of the national industry. Third axis includes questions to analyze the role of e-marketing in promoting for the products of the national industry, the validity of the tool was confirmed using the validity of the arbitrators, as well as the reliability of the tool was confirmed using the Cronbach's alpha coefficient, where the total value of stability was (0.93), which is a very high degree, It was distributed to (1810) consumers from the city of Baghdad. Then data was analyzed using the SAS statistical program. The research concluded that e-marketing affects the promoting the products of the national industry through its contribution to the rapid delivery of the national product to consumers, reducing costs, time and effort, and facilitating the production system, plus to simplified electronic reservation of the national product. The research recommends that national industry companies should build and develop their own websites on the internet to enhance their presence in the electronic market and communicate with current and prospective customers to expand market share and increase profits.

Keywords: E-marketing, promotion, national industry products.

### دور التسويق الإلكتروني في الترويج لمنتجات الصناعة الوطنية في العراق

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### الخلاصة

يهدف البحث الى بيان دور التسويق الإلكتروني وما يمكن ان يحققه في الترويج لمنتجات الصناعة الوطنية في العراق كمنفذ تسويقي يعتمد على وسائل الاتصال الحديثة وتكنولوجيا المعلومات التي يمكن ان تستخدمها شركات الصناعة والمعادن في الترويج لمنتجاتها وبيعها الى جانب منافذ التسويق التقليدية، ولتحقيق أهداف البحث، استخدمت استبانة مكونة من ثلاثة محاور الأول يضم البيانات الشخصية للعينة (الجنس، العمر، التحصيل الدراسي، مكان السكن، الحالة الاجتماعية، مستوى الدخل)، بينما يضم المحور الثاني أسئلة متنوعة عن منتجات الصناعة الوطنية، اما المحور الثالث فقد ضم اسئلة لتحليل دور التسويق الإلكتروني في الترويج لمنتجات الصناعة الوطنية وتم التأكد من صدق الأداة باستخدام صدق المحكمين، وكذلك التأكد من ثبات الأداة باستخدام معامل ألفا كرو نباخ حيث بلغت القيمة الكلية للثبات (0.93) وهي درجة مرتفعة جدا، وتم توزيعها على (1810) مستهلك من مدينة بغداد، وتم تحليل البيانات باستخدام البرنامج الاحصائي SAS وتوصل البحث الى ان التسويق الإلكتروني يؤثر في الترويج لمنتجات الصناعة الوطنية من خلال مساهمته في سرعة تقديم المنتج الوطني الى المستهلكين وخفض التكاليف والوقت والجهد وتسهيل نظام الحجز الإلكتروني للمنتج الوطني. ويوصي البحث بضرورة قيام شركات الصناعة الوطنية ببناء وتطوير المواقع الإلكترونية الخاصة بها على شبكة الانترنت لتعزيز وجودها في السوق الإلكترونية والتواصل مع الزبائن الحاليين والمرتبين لتوسيع الحصة السوقية وزيادة الأرباح.

الكلمات المفتاحية: التسويق الإلكتروني، الترويج، منتجات الصناعة الوطنية.



## INTRODUCTION

The industrial sector in Iraq is one of the most important sectors for the advancement of the economy, which has a major role in increasing the volume of the internal product, providing job opportunities for many graduates and increasing the volume of exports, for the purpose of building a national industry and to avoid harmful practices such as policies of dumping the markets in products or unjustified increases. In imports or imported products that are subsidized by exporting countries, leading to the loss of fair competition's conditions and for the purpose of taking appropriate measures to protect Iraqi products and local producers. The National Product Protection Law has been enacted. The real challenge for any organization is not the production and delivery of products, but the ability to employ modern technologies in the field of its activities to achieve excellence and stay in the market, and then enhance its ability to meet the needs and requirements of customers through effective marketing of its products. With the technological development and the emergence of electronic marketing, many means, and mechanisms have emerged through which the products of the national industry can be promoted with high-quality techniques. Electronic platforms provide the ability to broadcast images and videos, and interact and communicate with users. electronic marketing provides an opportunity for companies to target buyers individually, as the development of the Internet and technology environment has enabled e-marketing to manage the interaction between business companies and consumers in order to achieve mutual benefits through the exchange process.

## FIRST TOPIC - RESEARCH METHODOLOGY

### Research problem

The research problem is summarized in the question: What is the role of e-marketing in promoting the products of the national industry in Iraq.

### Research aims

1. Learn about the role of electronic marketing in promoting the products of the national industry in Iraq.
2. Identifying the most important obstacles that prevent of using electronic marketing in promoting the products of the national industry.

### Research importance

The importance of the research lies in the following:

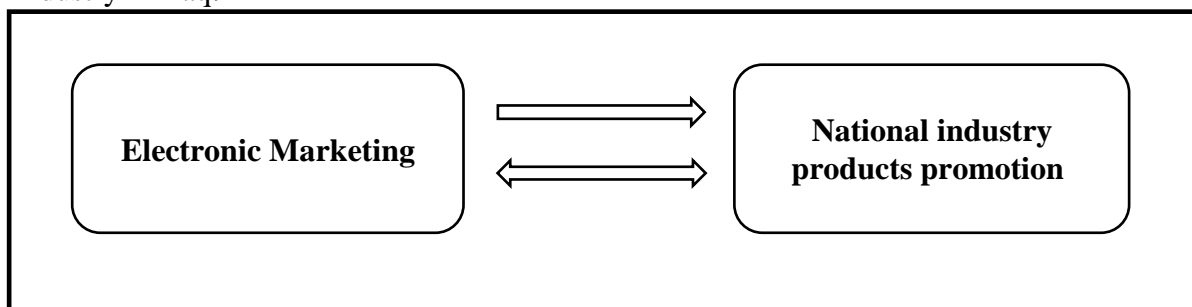
1. Identifying the role of electronic marketing and its importance in promoting the products of the national industry in Iraq.
2. The importance of promoting the products manufactured by the companies of the Ministry of Industry and Minerals in Iraq.
3. An attempt to draw the attention of consumers to the products of the national industry in Iraq and the importance of their support.

### Research limits

This research was applied to a sample of consumers in the city of Baghdad, which amounted to (1810) as spatial limits, while the temporal limits of the study were for the period from 1/1/2021 to 31/12/2021.

**Research assumes**

1. There is a significant correlation between electronic marketing and the promotion of national industry products in Iraq.
2. There is a significant effect of electronic marketing in promoting the products of the national industry in Iraq.



**Figure (1):** The hypothesis of the study.

**Research methods and tools used**

Using the descriptive analytical approach in order to understand the aspects of the subject and understand its components and analyze its dimensions, where many studies, researchs and books were used. In the analytical aspect, the questionnaire form was relied upon after its arbitration by the arbitrators and to ensure the validity of the questionnaire using the reliability Cronbach's alpha coefficient, which was distributed electronically to a sample From (1810) individuals, to know their views on the subject. The statistical program Statistical Analysis System-SAS (2012) was used in analyzing the data to study the required relationships according to the objectives of the study for independent factors and items within the axes covered by the questionnaire To measure the role of e-marketing in promoting products for the national industry in Iraq.

The significant differences between weights or averages and for each scale were compared with the Least Significant Difference (LSD) test and the T-test, and the arithmetic mean and standard deviation for each paragraph were calculated according to the sum of the numbers for each answer in the answer degree that was determined according to importance. Strongly agree = 5, agree = 4, neutral = 3, disagree = 2, strongly disagree = 1 and then divide by (1810) which represented the total samples.

The significant differences between percentages (calculated by dividing the part by the whole and multiplying by 100) were compared with the Chi-Square  $\chi^2$  test. The correlation coefficient (Correlation coefficient) between the studied axes or measures, according to the simple law of correlation, and the regression coefficient of the independent variable were also evaluated.

**SECOND TOPIC-THE THEORETICAL FRAMEWOKE****Electronic marketing concept**

It is an application of the concept of modern marketing and its elements and mix through the use of the Internet, focusing on meeting the needs and desires of customers, and identifying distributional outlets that enable institutions to reach the target market (Al-Sumaidaie & Othman 2012). It is also defined as the use of digital means in achieving marketing activities, and it expresses digital means, modern means of communication that have developed with the emergence of information technology and the Internet, such as social networking sites and other social networks, such as websites, blogs and search engines (Zidan

2019). Also, It is a type of marketing a good or service on the Internet as an easy, fast and less expensive means of communication (Al-Faisal 2014). E-marketing mainly depends on the Internet in carrying out all marketing activities such as advertising, selling, distribution, marketing research, designing new products and goods, and others (Al-Jarjari & Al-Azzawi 2014). It was also defined as the use of information technology in the processes of creativity, communication, providing value to consumers and managing the relationship with consumers in a way that benefits the company and its stakeholders (Strauss & Frost 2009).

Considering the distinction that the digital environment of the Internet enjoys, there is urgently needs to emphasize the importance of these digital means and methods in promoting the products of the national industry and publishing them on the network, starting from the establishment of the company's website and ending with accepting the requests of consumers wishing to purchase these products in order to improve the image of the institution and products patriotism, reducing costs, promoting products, achieving a competitive advantage and achieving speed in business performance, increasing sales, providing services to consumers and the possibility of consumer access to products at anytime and anywhere at the lowest cost (Al-Sumaidaie & Othman 2012). As e-marketing is an integrated information marketing system that provides access to global markets, it is used by those interested in promoting their products without distinguishing between the giant company with huge capital and small companies with limited resources, as it contributes to reducing marketing costs. It allows the ability to measure the success of the promotion process through feedback on the number of visitors to the website. E-marketing has four marketing activities, which are advertising, customer service, sales and marketing research (Abboud & Muhammad 2015).

### Electronic marketing channels

Among the most important channels of electronic marketing are:

1. Creating websites: They are the electronic pages that appear in the search engine and that provide internet users with the information they need (Kazlauskas 2017), known for short as the web (www), which is a huge network of documents linked together using Hyper Text technology. Markup Language, HTML and multimedia to make the internet easy to use and is the first step that industrial companies can use to promote their products by creating their own website in an attractive and easy to access to attract visitors and motivate them to visit the site and turn it into buyers. Publishing via the website is characterized by the possibility of using images and sounds to convey information, making it clearer, ease and speed of search, low cost, and the ability to deal with a large amount of information easily, A website combines function, content, look, organization and interaction; There is a set of elements that are considered as key elements in good website design and they are called 7Cs: context, Content, Community, Customization, Communication, connection, commerce, Kotler also adds another element of constant updating and change (Kotler *et al.*, 2015).
2. Marketing through search engines: It is a means that allows searching for websites to view data, information and studies and allows access to multiple sources. Ease of obtaining search engines to ensure the success of obtaining the largest number of visitors.
3. Email marketing: It is considered one of the most important means to maintain communication with consumers, and it is the most rapid and accurate means of communication in the transfer of information, as it allows sending simple information or large files to any other that has an email in a very short period of time and at no cost. Email is characterized by Ease of exchanging information between individuals and



companies, consolidating relationships with current and prospective customers, reducing costs, and speeding up performance (**Al-Sayrafi 2008**).

4. Marketing through social networking sites: It is considered one of the most important e-marketing channels and the most important digital platform to interact with target consumers, as Facebook, Twitter, YouTube and other social media are used for marketing purposes that industrial companies can use and use the advertising and publishing tools available on each network and attract greater number of consumers.
5. Mobile marketing: The most important advantage of using it in the field of marketing is that it is the most private device, as it is the channel that reaches at any time to everyone who wants to talk and also has a large degree of interaction with the recipient of marketing messages like the internet, but it is distinguished about the possibility of reaching the final consumer anywhere and anytime, studies have confirmed that mobile phone users not only want it to make contacts, but also to take advantage of the multimedia attached to it.

One of the things that must be taken into consideration when choosing one or all of the electronic marketing means is the nature of the product and the specific budget for the marketing and promotion process of products, as some of these methods are not free, as well as the personal experience of the marketing man in dealing with different software for the marketing process and the digital marketing environment (**Louisa 2019**).

### Promotion concept

Promotion is one of the effective and influential elements of the marketing mix, and its importance is highlighted in achieving persuasive communication between the company and its products, the target market and consumers to reach the desired goals of marketing activities related to the delivery of products and services to the consumer. It is done only through advertising, personal selling, sales activation, public relations and publishing (**Mansour 2011; Al-Heali 2020**). The purpose of this is to achieve the main objective of the promotion process, which is to identify the consumer, persuade him and motivate him to buy the commodity where the competition is most intense, so resorting to a combination of advertising and sales promotion is the most effective strategy (**Strauss & Frost 2009**).

Therefore, the available broad promotion channels are according to the following: Read media, Direct mail, Sales activation, Alternative promotional means (**Abdel Hamid 2018**)

There are two important principles that must be mentioned when promoting online, and they are:

1. The company must provide content that includes valuable information that consumers feel and new and innovative ideas that fit the era of the Internet and the current digital economy, and a culture should be provided for the internet or the web, because the lack of this type of culture may distance consumers from the internet instead of bringing them closer to it.
2. The internet as a marketing communication channel is different from other channels because it is the consumer who decides the type and nature of information that he wants to search for and obtain, and it has great dimensions and implications for the design of the website (**Mansour 2011**).

### National industry products

Industry is one of the branches of economic activity that transforms agricultural raw materials, mineral ores and other natural resources into superior tradable products that meet consumer needs in production, consumption, and investment. The importance of industry in its

simple, sophisticated, and complex concept is highlighted by finding and developing the basic infrastructure of the economy to the manufacturing industry in particular producing capital and consumer goods, raising the rate of growth and achieving economic progress. The importance of the industry stems from providing job opportunities and raising the level of the volume of exports in addition to increasing the volume of the internal product. Supporting national products is an extension of work to encourage everything related to the national economy and encourage the local product to be competitive with foreign products of high quality, whether in the local or even global market, and it also enhances the ability of the local product to use the same tools that were the reason for the success of the foreign product of high quality, including efficiency in operation, reduction of operating expenses, care for quality, and continuous search for opportunities and expansion.

It supports the industry sector locally the demand for the national product encourages companies to expand and expand their market share locally and globally in light of the support of consumers that encourages increasing the company's investments. It also encourages local companies to increase their investments in various fields to meet the local demand for the national product. If the national product is the consumer's choice, this will support national industries and their spread, as it encourages innovation, as the success of national companies with high efficiency makes them more passionate about innovation and attracting innovators from the national and foreign workforce, and this ultimately supports the national economy, the company's competitiveness locally and globally and the localization of jobs. In the private sector, supporting innovation in the industrial and services sector, in addition to improving investment opportunities in the financial market and supporting the growth of the national economy (Abu Shamala 2017).

### **THIRD TOPIC - THE PRACTICAL FRAMEWORK**

**First: Description of the research community** This section describes the research community that was applied to it through

#### **1- Description of the research sample**

The research was applied to a sample of consumers in the city of Baghdad, and the number of sample members was (1810) who were chosen randomly. The following is a table showing the characteristics of the research sample:

**Table (1):** Distribution of the sample members according to personal information.

Features	Details	Frequency	(%)	X <sup>2</sup>
gender	male	1650	91.2	** 3433.30
	female	160	8.8	
Age(year)	18-25	170	9.4	** 4443.20
	26-35	560	30.9	
	36-45	690	38.1	
	46-55	270	14.9	
	56-65	90	5	
	66 and older	30	1.7	
education	high school	330	18.2	** 1888.69
	Diploma	160	8.8	
	BSc.	1010	55.8	
	higher diploma	20	1.1	
	MSc./PhD.	290	16.1	
residency	Karkh	540	29.8	** 150.97
	Al-Rusafa	430	23.8	
	others	840	46.4	
merage status	single	300	16.6	** 1802.40
	married	1440	79.5	
	divorced/widowed	70	3.9	
income	good	430	23.8	** 946.55
	intermediate	1200	66.3	
	poor	180	9.9	
**P<0.01.highly significant				

It is noted from (Table 1), which includes the distribution of the sample members according to personal variables, that with regard to the gender variable, we find that the largest percentage is the percentage of males and constituted approximately (91.2%), and the percentage of females is the least, as it constitutes (8.8%), and it is noted that the age group (26 -35 years, representing the bulk of the sample members at a rate of (30.9%), while the age group (66 years and over) is the least part of the sample members at a rate of (1.7%), while it is noted that the bachelor's category occupied the largest percentage of the sample members at a rate of (55.8%). As for the high diploma category, the lowest percentage of the sample members was (1.1%), and the place of residence (others) constituted the largest proportion of the sample members, reaching (46.4%), while the place of residence (Al-Rusafa) constituted the least percentage of the sample members, reaching (23.8%). The social status of the sample members, the percentage of married people represented the largest part of the sample members at a rate of (79.5%), and the ratio of divorced/widowed constituted the least part of the sample members at a rate of (3.9%), and the average income level was the largest part of the sample members it reached (66.3%), while the percentage of the income level is weak, and it reached (9.9%).

## 2. Describe the opinions of the research sample towards the products of the national industry

**Table (2):** Distribution of sample members according to purchase of national industry products

Have you ever bought national industry products	frequency	(%)
Yes	1540	85.1
No	270	14.9

It is clear from (Table 2) that (85.1%) of the total sample members had previously purchased the products of the national industry, while only (14.9%) had never purchased the products of the national industry.

**Table (3):** Distribution of the sample members according to satisfaction with the products of the national industry

Are you satisfied with the quality of the national product	Frequency	(%)
Yes	690	38.1
No	1120	61.9

It is clear from (Table 3) that (38.1%) of the sample members are satisfied with the quality of the national product, while (61.9%) of them are not satisfied with the quality of the national product.

**Table (4):** Distribution of the sample members according to the desire to support the products of the national industry

Do you want to support the national product?	frequency	(%)
Yes	1660	91.7
No	150	8.3

It is clear from (Table 4) that (91.7%) of the sample members have the desire to support the national product, while only (8.3%) of them have no desire to support the national product.

**Table (5):** Distribution of the sample members according to the desire to support the products of the national industry despite the high price.

If the price of the national product is higher than the price of the imported product, do you buy it to support the national industry?	Frequency	(%)
Yes	680	37.6
No	1130	62.4

The (Table 5) shows that (37.6%) of the sample members support the national product even if the price of the national product is higher than the price of the imported product, while the largest percentage of respondents' answers do not want to buy the national product when its price is higher than the imported product, and it reached.(%62.4 )

**Table (6):** Distribution of the sample members according to the motives behind dealing with the products of the national industry.

The motives that led you to deal with the products of the national industry	Frequency	(%)
The good reputation of the product.	530	29.3
National product quality.	700	38.7
The price	400	22.1
good treatment	70	3.8
Services accompanying the purchase of the product.	110	6.1

It is clear from (Table 6) that the highest percentage of the sample, which amounts to (38.7%), buy the products of the national industry out of the quality of the national product, and then (29.3%) of them buy these products out of the good reputation of the national product. As for the price motive behind buying the products of the national industry, it reached (22.1%) of the answers of the sample members, while the responses of the sample members towards buying the national product out of the services accompanying the purchase of the product amounted to (6.1%), while the motive of good treatment amounted to (3.8%).



**Table (7):** Distribution of the sample members according to their opinions that the electronic marketing of the national product is equivalent to the electronic marketing of the imported product.

E-marketing for the national product is equivalent to e-marketing for the imported product	frequency	(%)
Yes	230	12.7
No	1180	65.2
To some extent	400	22.1

The (Table 7) shows that (12.7%) of the sample members answered that the electronic marketing of the national product is equivalent to the electronic marketing of the imported product, while (65.2%) of the sample members' answers were the opposite and (22.1%) their answers were that the electronic marketing of the product the national e-marketing is somewhat equivalent to the imported product, and this indicates that the e-marketing of the national product is very weak compared to the imported product in the field of e-marketing, and the national industry companies should strengthen efforts for the e-marketing of their products.

### 3. Field Research Results

It is noted from the data of (Table 8) on the frequency distributions, percentages, mean and standard deviation of the e-marketing variable, that the highest percentage of the sample members agree with the contribution of e-marketing in the speed of providing the national product to consumers, as their percentage reached (47.5%), while it has been found that (3.9%) of the sample members do not agree with that, and that (45.9%) agree with the contribution of electronic marketing in facilitating the electronic reservation system, while only (5%) do not agree with that, and it has been found that (44.2%) agree with the contribution of electronic marketing for the product The national government has reduced costs, time and effort, while we find that (6.6%) do not agree with that. The most prominent variables that contributed to enriching the study variables are: (X1, X4, X6, X8, X13). This indicates that electronic marketing contributes to the rapid delivery of the national product to consumers and contributes to reducing costs, time and effort, and facilitates the electronic reservation system for the national product. These answers came with an arithmetic mean (4.01) and a standard deviation of (0.931).

It is noted from the data of (Table 9) regarding the frequency distributions, percentages, mean and standard deviation of the variable promoting the products of the national industry that the highest percentage of the sample members agree with that the electronic marketing sites for companies offer better offers for products as their percentage reached (44.8%), while we find that (5%) of the sample members do not agree with that, and that (44.8%) agree with the contribution of the personal experience of the marketing man in dealing with promotion mechanisms through programs and websites, and among the most prominent variables that contributed to enriching the study variables are: (X1, X7, X11, X12). This indicates that e-marketing sites contribute to the presentation of products, as the personal experience of the marketing man contributes to dealing with promotion mechanisms through programs and websites by attracting customers to enter the site through advertisements by modern means such as direct mail, and these answers mean was (3.98), with a standard deviation of (0.957).



**Table (8):** Frequency distributions, percentages, and standard deviation of the electronic marketing variable.

1-E marketing	Strongly agree		agree		neutral		disagree		Strongly disagree		Mean	sd	%Sample agreement with question	T-test
	freq	(%)	freq	(%)	freq	(%)	freq	(%)	freq	(%)				
X1. electronic marketing of the national product contributes to reducing costs, time and effort	520	28.7	800	44.2	350	19.3	120	6.6	20	1.1	3.9	0.917	78.6	43.07 **
X2. electronic marketing contributes to the rapid delivery of the national product to consumers	640	35.4	860	47.5	230	12.7	70	3.9	10	0.6	4.1	0.817	82.7	58.96 **
X3. Electronic marketing facilitates the completion of purchases and reservations quickly and accurately	700	38.7	700	38.7	300	16.6	100	5.5	10	0.6	4.1	0.903	81.9	51.56 **
X4. electronic marketing contributes to attracting new consumers	810	44.8	760	42.0	170	9.4	50	2.8	20	1.1	4.3	0.825	85.3	65.21 **
X5. The company's website provides high-quality ads	540	29.8	720	39.8	380	21.0	150	8.3	20	1.1	3.9	0.963	77.8	39.29 **
X6. electronic marketing contributes to facilitating relationships with consumers directly without the need for an intermediary	670	37.0	770	42.5	260	14.4	70	3.9	40	2.2	4.1	0.928	81.7	49.65 **
X7. Industrial companies update the information on their website	560	30.9	720	39.8	300	16.6	190	10.5	40	2.2	3.9	1.038	77.3	35.56 **
X8. electronic marketing contributes to facilitating the electronic reservation system	620	34.3	830	45.9	250	13.8	90	5.0	20	1.1	4.1	0.880	81.4	51.82 **
X9. Industrial companies adopt a website to promote their products	620	34.3	730	40.3	300	16.6	130	7.2	30	1.7	4.0	0.972	79.7	43.04 **
X10. The management of industrial companies seeks to shift from traditional marketing to electronic marketing	570	31.5	730	40.3	360	19.9	130	7.2	20	1.1	3.9	0.947	78.8	42.18 **
X11. Industrial companies use the catalog channel to market their national products through the Internet	550	30.4	650	35.9	400	22.1	190	10.5	20	1.1	3.8	1.010	76.8	35.39 **
X12. The company's website provides sufficient information about the company, its products, prices and locations	580	32.0	730	40.3	300	16.6	180	9.9	20	1.1	3.9	0.989	78.5	39.69 **
X13. The company's website provides easy communication with it	670	37.0	800	44.2	220	12.2	100	5.5	20	1.1	4.1	0.895	82.1	52.51 **
X14. electronic marketing contributes to building long-term relationships with customers	600	33.1	740	40.9	330	18.2	110	6.1	30	1.7	4.0	0.952	79.6	43.71 **
Average	618		753		296		120		23		4.01	0.931	80.2	
LSD value	-	-	-	-	-	-	-	-	-	-	0.407 *	-	-	-

\* (P<0.05) significant \*\* (P<0.01) highly significant

**Table (9):** Frequency distributions, percentages and standard deviation of the promotion variable for the products of the national industry.

2- Promote the products of the national industry	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		mean	sd	%Sample agreement with question	t-test
	freq	(%)	freq	(%)	freq	(%)	freq	(%)	freq	(%)				
X1. The promotion and advertising methods applied by the company contribute to creating a good image of the product	700	38.7	740	40.9	310	17.1	40	2.2	20	1.1	4.1	0.853	82.8	56.78**
X2. The products of the national industry are well promoted online	480	26.5	590	32.6	350	19.3	290	16.0	100	5.5	3.6	1.194	71.7	20.87**
X3. Contests and prizes contribute to promoting the products of the national industry	740	40.9	680	37.6	290	16.0	50	2.8	50	2.8	4.1	0.957	82.2	49.35**
X4. Discounts and offers contribute to promoting the products of the national industry.	880	48.6	670	37.0	170	9.4	50	2.8	40	2.2	4.3	0.904	85.4	59.82**
X5. E-marketing sites for companies provide better offers for products	560	30.9	810	44.8	320	17.7	90	5.0	30	1.7	4.0	0.913	79.7	45.80**
X6. The personal experience of the marketing man contributes to dealing with promotional mechanisms through programs and websites	700	38.7	810	44.8	230	12.7	50	2.8	20	1.1	4.2	0.834	83.4	59.78**
X7. The specific budget for promoting the products of the national industry has a role in choosing the means of promotion	590	32.6	820	45.3	320	17.7	70	3.9	10	0.6	4.1	0.839	81.1	53.49**
X8. The Facebook and Twitter pages contribute to promoting the products of the national industry and attracting more consumers.	810	44.8	680	37.6	230	12.7	70	3.9	20	1.1	4.2	0.886	84.2	58.10**
X9. The company's promotion of its products through its websites is characterized by credibility	450	24.9	580	32.0	580	32.0	150	8.3	50	2.8	3.7	1.023	73.6	28.25**
X10. Electronic catalogs are prepared that change constantly with the change of customers directed to them	580	32.0	690	38.1	380	21.0	120	6.6	40	2.2	3.9	0.994	78.2	39.03**
X11. Customers are attracted to enter the site through advertisements by modern means such as direct mail	490	27.1	760	42.0	330	18.2	180	9.9	50	2.8	3.8	1.031	76.1	33.29**
X12. Do you think that commercial centers and malls have a role in giving the national product a special place for them?	550	30.4	730	40.3	390	21.5	120	6.6	20	1.1	3.9	0.937	78.5	41.88**
X13. National industry companies offer free gifts and souvenirs to introduce the new company's services	650	35.9	620	34.3	290	16.0	210	11.6	40	2.2	3.9	1.083	78.0	35.37**
Average	629		706		322		115		38		3.98	0.957	79.6	
LSD value	-	-	-	-	-	-	-	-	-	-	0.415*	-	-	

\* (P<0.05) significant ,\*\* (P<0.01)highly significant .

Second: Analysis of the study model and its hypotheses: for the purpose of studying the correlation and influence relationships between the variables of the study and depending on its hypotheses, some tools and statistical methods will be applied for the purpose of identifying the validity of the study model and its hypotheses, as follows:

1. Analyzing the correlations between the study variables

The correlation between the independent variable (electronic marketing) and the dependent variable (promotion of the products of the national industry) is shown in (Table 10).

**Table (10):** Correlation coefficient between e-marketing and promotion of national industry products.

Electronic marketing (independent variable)	
0.78	Promote the products of the national industry (dependent variable)

In (Table, 10) notes that there is a correlation between electronic marketing and the promotion of the products of the national industry to the consumer, as well as the relationships of significant significance and can be observed from the value of the correlation coefficient of (0.78) and at the level of significance (0.05), and this result reflects our acceptance of the hypothesis of the first study, which states There is a significant correlation between the e-marketing variable and the promotion of the products of the national industry to the consumer.

2- Analyzing the influence relationships between the studied variables

The influence relationships between the independent variable (electronic marketing) and (promoting the products of the national industry) are shown in (Table 11).

**Table (11):** Analysis of the influence relationship between electronic marketing and the promotion of the products of the national industry.

T-test	R <sup>2</sup>	regression coefficient	F value	F-test	B1	B0	dependent variable / independent variable
3.336 NS	0.607	0.573	1.88	2.197	0.573	1.684	electronic marketing
No of mean = 13, Total of sample = 1810. Degree of freedom: Variables =1, Error = 11, Total =12 P<0.05 Tabular T value.(1.782)							

Testing the second hypothesis, which states that there is a significant effect of e-marketing in promoting the products of the national industry. The data of the (Table 11) above shows that e-marketing has a significant effect on the promotion of the products of the national industry. The moral relationship and the model can be embodied by relying on the analysis of the results in (Table 11), which showed that the model is significant according to the (F) value calculated at the level of significance (0.05). Which amounted to (2.197), with a regression coefficient (0.573) and a function of the calculated T value (3.336), which is significant at the level (0.05), and the coefficient of determination that expresses the ability of the explanatory variable to explain the responsive variable and its value was (60.7) and this result reflects us accepting the hypothesis of the study which states that There is a significant influence relationship between e-marketing and the promotion of national industry products.

## CONCLUSIONS

1. Electronic marketing affects the promotion of national industry products through its contribution to the rapid delivery of the national product to consumers, reducing costs, time and effort, and facilitating the electronic reservation system for the national product.
2. Electronic marketing contributes to attracting new consumers due to the high-quality advertisements it provides for the company's products.
3. The company's website provides sufficient information about the company, its products, prices and locations, and also facilitates communication with it by customers, which helps in building long-term relationships with them.
4. The commercial centers and malls have a role in giving the national product a distinguished place for it, as it is possible to promote the products of the national industry through the websites of the commercial centers and malls.
5. There is a correlation and influence between e-marketing and the promotion of national industry products.

## RECOMMENDATIONS

1. National industry companies must build and develop their own websites on the Internet to enhance their presence in the electronic market and communicate with current and prospective customers to expand market share and increase profits.
2. The need to develop the level of knowledge and skill of employees in e-marketing activities by introducing them to specialized and continuous training courses to keep pace with the development and upgrade their capabilities and skills.
3. To take advantage of the possibilities offered by the Internet in obtaining information about middlemen, suppliers and target customers to meet their needs and desires and to provide new products that meet those needs.
4. Attention to the preparation of electronic catalogs for the products of the national industry constantly changing with the change of customers directed to them and offering free gifts to introduce the services of the new company, which contributes to creating a good image of the company's products.
5. The national industry companies constantly update their data on the website.
6. Cooperating with commercial centers and malls in granting the national industry product a distinguished place by displaying and promoting the products of the national industry.

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