



THE ROLE OF E-MARKETING IN IMPROVING EDUCATION INSTITUTIONS IN A DEVELOPING COUNTRY

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Abstract:

To accomplish these goals, this study used a descriptive technique (Quantitative research methodology) to ascertain the status of educational institutions in Iraq and Baghdad and the potential contribution of e-marketing to their improvement. Information was gathered from the institutes' producers and clients at the same time, as well as from a sample of 400 respondents who completed a survey. Because these institutions lack essential elements of the e-marketing mix, websites and their disinterest in the most crucial and primary ranking factor, educational institutions in Iraq and Baghdad have struggled to flourish. Increase the awareness of workers in educational institutes about the role of good marketing of educational services electronically and Work to reduce the gap in the capabilities of applying electronic marketing in educational institutes compared to private ones and encourage the application of electronic marketing in both private and public education, as well as aiding educational institutions that promote education services electronically and introducing the community to the importance of applying electronic marketing and the advantages that can be achieved through the application process and the necessity of conducting intensive and advanced studies in this field related to developing educational services through marketing them electronically. and Focusing light on the modern mechanisms used in marketing educational services and knowing what is new in this field Strengthening the capabilities of public educational institutes and reducing the gap between them and private educational institutes Keeping abreast of developments and preparing more studies on this topic. The opinions of the respondents are the primary emphasis of the article, with particular attention paid to characteristics of websites such as design, clarity, and high-quality content. The article also looks at particular e-marketing tools including live chat, email newsletters, blogs, microsites, online publications, eBooks, and mobile applications, in addition to particular website features like design, clarity, and social elements. Recent studies show that educational institutions are shifting more and more of their marketing operations online, making effective use of online resources as a key component of their marketing strategies. These activities range from raising awareness to developing a top-notch virtual education system. The Internet must be used as a component of an integrated marketing communications strategy to be most effective. and the date range for this study is from May 2023 to December 2023. and study limits and implications to obtain comprehensive insights, the authors advise that additional study be done to evaluate the hypotheses in longitudinal research design. and Practical ramifications educational institutes in poor nations have been shown to give their strategic objectives less thought. goals Understanding how e-marketing affects organizational performance, as well as how e-marketing affects educational institute's marketing performance, examining research on educational institutes, and determining how e-marketing and organizational performance are related to each other.

Keywords: E-Marketing. E-Marketing Mix. Websites. Educational Institutes.

INTRODUCTION

The tremendous advancements that humanity is experiencing are leading to a rise in interest in education. Due to the abundance of educational institutions, rivalry has increased between them to not only draw in students but also to recognize outstanding staff members. As a result, it has become necessary to create academic organizations with a



focus on observing and regulating the caliber and superiority of learning environments. Promoting educational institutions online is just the first step toward raising their overall output. It also serves as the foundation for creating fresh, varied approaches to advertising an institution's offerings. As a result, it is believed that the concept of ranking is the most crucial technique for optimizing the value of the institute's services to its clients. Consequently, the role of e-marketing in enhancing educational institutions was the main emphasis of this study. All of the students and institution executives who were interviewed agreed on the significance of the institute website's online presence. These interviews also verified that there are numerous design and content issues with educational institutions' websites. In addition, the following study questions have been developed as a result of these sites' frequent disturbances during browsing:

1. How does e-marketing contribute to the enhancement of the institutions?
2. To what extent do the components of the e-marketing mix help to make educational institutions better.?

The talents, resources, and capacities that allow businesses to successfully use digital platforms and technology for marketing are known as e-marketing capabilities. These capabilities encompass various aspects such as online advertising, digital marketing, SEO, email campaign, data analytics, and customer relationship management (CRM) in the digital realm. The Internet, as a dynamic innovation, has taken a pivotal role in fostering the emergence of fresh business connections and unlocking cross-border market potential for companies. That suggests that the company is growing and doing well. The Internet can serve as a catalyst to assist SMEs overcome these challenges and enter new markets, especially considering their limited resources and experience. The potential of internet marketing to lower obstacles to SMEs' entry and growth in other markets is highlighted by the understudied effect of its resources and skills on a company's market development.

Capabilities are groups of assets that have grown as a result of intentional investment actions, creating new types of competitive advantage depending on certain methods and approaches. As an organizational capital, the Web provides a basis for developing unique online marketing skills that easily integrate into corporate processes and international marketing initiatives, and it has a significant influence on the expansion of businesses. A business may use this skill to achieve a greater level of performance and surpass their rivals when they successfully incorporate and assimilate online strategies and other resources into its implementation and procedures. (ALHARTHEY, et al., 2023). Digital marketing may be defined as a type of marketing activity that makes use of digital media to market or promote a product or service to potential customers. A common method of advertising that promotes products or services and establishes an online connection with customers is digital marketing. In the era of globalization, digital marketing is essential due to its versatility and user-friendliness. A portion of the promotional mix known as digital marketing enables interactive, two-way information exchange in which users may participate and change the content and structure of the information they get at any given time. Digital marketing offers organizations several benefits, such as the capacity to advertise swiftly, monitor and assess the outcomes of marketing campaigns instantly, and broaden the geographic scope of marketing initiatives with a few easy online clicks. Examples of digital marketing dimensions and indicators include websites, search engine optimization (SEO), paid search click-based advertising, social networks, email marketing, affiliate marketing, and strategic alliances. In 2023 (Hanandeh et al). Electronic marketing, sometimes known as "E-marketing," is a modern business concept and approach that includes advertising goods, services, information, and concepts online and through other electronic media. A review of the pertinent literature reveals those definitions of electronic marketing, or "E-Marketing," differ depending on the perspective, experience, and area of expertise of the authors. Utilizing electronic data and applications to plan and carry out the creation, pricing, and distribution of products, services, and ideas in order to facilitate exchanges that meet the needs of both individuals and organizations (SADEQ, et al 2023).

IMPORTANCE AND OBJECTIVES

One of the modern factors that has attracted more attention lately is e-marketing, particularly in the field of education. Because it plays a part in developing educational services and elevating educational institutions, e-marketing is important for services provided by educational institutions. If this method is carefully applied to its stages and is managed appropriately, it can be quite effective. This research's practical significance stems from its focus on identifying the e-marketing mix components found on the websites of educational institutions in Baghdad. Thus, the following goals are the focus of the study:

1. Checking to see if Baghdad educational institutions' websites have any components of the e-marketing mix.
2. Identifying the flaws and mistakes in the electronic marketing mix components for the educational institutions' websites in Baghdad.
3. Making suggestions about how to make Baghdad's educational institutions better.



LITERATURE REVIEW

It frequently happens that educational institutions' marketing and promotion fall short of adequately expressing their excellence, and this is especially true in the online context. According to this study, e-marketing is a multidisciplinary field that incorporates concepts from the more general business, commerce, and information and communications technologies parent areas. Furthermore, e-marketing courses are becoming more widely available as core or elective courses in finance, accounting, operation management, and other fields, not just marketing programs and degrees. As a result, it's critical that individuals who establish curricula in business and management institutions are aware of the advancements and state of E-marketing education (SHALTONI, et al., 2016). Online, e-marketing is a term used to describe a type of advertising for a particular good or service. E-marketing is the application of a wide range of information technology to accomplish the restructuring of marketing campaigns to maximize consumer benefits through effective market segmentation and a productive electronic marketing mix that boosts the productivity of the commercial bank and forges strong relationships with clients and E-marketing has recently become the unchallenged marketing arm, although it is just a few years old, in most cultures it has been used and at all levels of society, it has enjoyed tremendous success and popularity (ALGNAIDI, et al., 2021). To enter and become successful in e-marketing, building a suitable website is a requirement. For this reason, many organizations have created websites to communicate with their existing customers and to attract new customers (RAHIMNIA, et al., 2013). With the ways that people are spending their free time and how they communicate changing, online marketing is becoming more and more important. The ability to target the content we deliver at a specific audience group is another benefit of using the Internet as a communication tool. From the standpoint of their use in public relations initiatives in the corporate and academic domains, these facts appear to be significant. assert that the primary goal of public relations in an online setting is to persuade the public to use this platform to leave favorable reviews for the company's goods or services. In contrast to an offline setting, groups of people interested in discussing the organization and its components can be immediately connected online, regardless of geographic limitations. Both the objective and subjective qualities of a specific educational institution might affect its reputation. demonstrates how difficult it is to modify objective features, or that doing so would demand significant financial resources. Subjective attributes refer to how particular respondents' groups view the institution. An institution's current reputation, particularly in the educational sector, is typically derived from its prior standing and exhibits some degree of stability. This demonstrates that a variety of circumstances make change impossible to achieve without patient, long-term labor. In the online world, this perceived physical distance is bridged by constant connection through e-marketing platforms including blogs, websites, wikis, Q&A/FAQ portals, email newsletters, and microsites. Many scholarly publications demonstrate the significance of e-marketing technologies. explains that content on websites is crucial and can be challenging to update because users dislike static websites. It is also an unacceptable error to not update websites on a regular basis. This error might. Higher education institutions that prioritize providing educational services share traits with other market subjects in that students act as the customers who carry out their purchasing decisions. Students choose educational institutions based on information that is readily available to them, including the perception that marketing initiatives in the online environment support the growth of brand loyalty by offering a variety of standard ways for an organization to improve user experience and shape its reputation (AL SHOWA, et al 2020).

THEORETICAL FRAME WOKE

Key definitions, theories, with factual information on the associations, the literature review examined the linkages between e-marketing and client satisfaction, loyalty, and service quality. E-marketing and the other characteristics found are strongly correlated, according to the majority of the assessments. Additionally, it became clear that, especially in developing and impoverished countries, there hasn't been much research done in the e-SMEs industry. A theoretical structure has been constructed to explore eleven major hypotheses based on the gaps that have been found. The approach used for this study is described in the following chapter and is based on an objectivist stance, as is the case with the majority of earlier studies. (OPUNI, 2023; et al.) All business organizations prioritize and seek to increase earnings, and this is especially applicable for companies that successfully offer goods and services. The need to develop cutting-edge marketing strategies is increasing in order to not only compete and survive but also to triumph with a sizable market share. The primary determinant of an organization's product marking is the purchasing intentions and decisions of its customers. Numerous marketing tactics and initiatives may serve as inspiration for this problem. The interests, expectations, values, attitudes, and conduct of the customers influence their purchasing decisions. Using the various E-Marketing channels is one technique to impact consumer behavior, which in turn can inspire their purchasing decisions. Consumer purchasing decisions can be influenced by a variety of variables, including online advertising as an E-Marketing channel. Numerous studies have validated the connection between these E-Marketing channels and consumer purchasing decisions; consequently, the validation of this connection prompts additional research in this field



to close the gaps in the literature and broaden the field's scope (KURDI, B., et al. 2022).

SEARCH TERMS AND DEFINITIONS

E-Marketing

E-marketing, as opposed to traditional marketing, is the process of leveraging the internet and digital technologies to help firms reach their marketing goals by efficiently sharing information about their goods and services. E-marketing offers several benefits over traditional marketing, including speedy visitor communication, success measurement, and efficiency (in terms of lower expenses for things like TV commercials and poster printing). E-marketing has transformed the marketing process, boosted competitiveness among businesses, and helped them reach as many consumers as possible with their goods and services. E-marketing uses a variety of electronic instruments to offer a wide range of services. A help desk, which gives users links to support resources like a frequently asked questions list, an email response management system, which is another customer service tool that gives users an instant, automated response for incoming inquiries, and chat rooms, which give users virtual spaces to practice real-time communication, are examples of various tools for e-marketing. In the tourist sector, e-marketing refers to the use of the internet and communication technology. Using E-marketing solutions, travel agencies can offer information and services to travelers, boost supplier productivity, and facilitate visitor access to better amenities. It is stated that e-marketing is a tool used by tourism businesses to reach customers who are sufficiently engaged. In the tourist sector, the value of a client's experience rises with their worth, which fosters more customer pleasure and loyalty. Perceived value by customers is a crucial determinant of sustained competitive advantage. Verified that the organization's competitiveness and market position are significantly impacted by e-marketing. E-marketing, namely its variables of e-pricing, e-promotion, and e-distribution, was found to have a beneficial impact on the competitiveness of tourism enterprises in a performed study. Discovered a strong correlation between transaction cost reduction, customer service quality, and profitability when it comes to e-marketing. They discovered through their research that the growth of e-marketing positively impacts the competitiveness and business development of the travel industry. (Khalid Naser AL-ZU'BI. 2022). Simply put, e-marketing is marketing that capitalizes on advancements in information technology. This project's goal is to provide the foundation for utilizing web-based media to speed up marketing campaigns and product distribution. Through the use of Internet-based media as a platform, e-marketing enables firms to more readily adapt to their target consumers, reduces transaction costs, and provides access around-the-clock. During this research, the e-marketing idea will be examined, and the primary focus will be on the topic of promotional activities to advertise the items online. In today's technologically advanced marketplaces, e-marketing strategies have expanded beyond the company to third parties, like internet retailers or even e-word-of-mouth spread via social media. The degree to which a company's target market or markets are exposed to marketing or communication technology in order to promote its goods or services utilizing e-marketing channels is referred to in this study as e-marketing exposures. By presenting and enticing the products in a way that would meet their needs and desires, the promotion or marketing strategies were used to convince potential buyers using all of the marketing components. In order to achieve its objectives, every business seeks to affect the behavior of its clients or prospective consumers. Increasing sales through product purchases is the ultimate goal of this promotional activity. Purchase decisions were somewhat impacted by the actions that would result in the use of marketing strategies. Promotional efforts have therefore been essential in influencing the expected (planned) behavior of customers. Actually, marketing campaigns may affect customers' level of product confidence, which in turn affects their purchasing choice. Since we were interested in the kind of e-marketing campaigns that may be used to promote a firm, a wide variety of tools were accessible. For example, the business can rely on search engine optimizers to reach their target consumers. Additionally, they could develop a website for the business and market it through search engine optimization. To attract customers, the business may customize the product details, characteristics, and even the firm address in the case of online shopping platforms. This kind of exposure, nevertheless, can raise expectations for the items based on the information presented. Social media activities have made extensive use of the concept of social media marketing. Celebrity or well-known social media channel endorsements of products have grown ubiquitous in social media networking. Social media marketing also includes earned social media exposures, or product exposure through other people's social media networks. Social media networks allow individuals to talk to one other about companies, goods, or even simply ideas. Social media might be utilized to boost marketing awareness even if the firm wasn't actively involved in the activities. According to recent studies, creating a lot of time exposure in advertising isn't always a good idea. Actually, it should be exposed to internet ads for shorter periods of time. It is advised to utilize greater consumer engagement, such as the usage of material that engages with customers directly, to foster a positive perception of a product or brand. Marketing exposures have been demonstrated to be improved by endorsement activities, such as using telegram (Instagram, Facebook, Twitter) or youtubers (YouTube) to boost consumer connection. When using a website to boost visibility, it's critical to concentrate on the visual elements that shape



consumers' perceptions of the products. According to Lubis et al. (2022), marketers have the option to enhance their exposure to e-marketing by combining several available solutions.

E-marketing channels and Mechanisms

The promotion of goods and services via the internet is known as e-marketing or internet marketing. It comprises putting marketing plans and campaigns into action via online and digital platforms. Electronic marketing includes marketing activities carried out via wireless communication channels like cell phones, satellite communication networks, wireless local area networks (WLANs), wireless sensor networks, terrestrial microwave networks, and electronic mail (e-mail). It is not just restricted to marketing activities carried out online. It helps link companies with their clients by utilizing a variety of technologies. E-marketing methods state that H1H2marketing on social media Facebook advertising Instagram promotion WhatsApp advertising Internet marketing advertisements on search engines Banner ads Internet marketing Performance of SMEs Market reporting Consumer spending Retention of customers Sales results H3Email promotion Greetings via email Newsletters Personalized email marketing Because there are more channels and marketing tools available on the internet, e-marketing encompasses a greater variety of marketing features than traditional marketing. As a result, electronic marketing offers businesses a worldwide reach by enabling them to quickly reach millions of individuals worldwide with their promotions, goods, and services. Due to its two-way nature, electronic marketing allows businesses to communicate with their customers in both directions and is very adaptable, allowing for constant modification to meet changing market conditions. E-marketing tactics are those internet-based, wireless, or online technologies or channels that businesses may use to produce and distribute promotional information to consumers and engage with them more successfully. These tactics are varied, dynamic, and ever-changing in tandem with the development of digital technology and the internet. Among them are, generally speaking, online advertising, social media marketing, email marketing, search engine marketing, website marketing, affiliate marketing, viral marketing, content marketing, e-distribution, banner advertising, pay-per-click advertising, sticky advertising, or pop-up advertising. (Glory Sunday, et al., 2021) (ETIM)

E-marketing manages numerous channels and systems that are essential to the process's success. The Social Channels are the most widely used e-marketing channels. Among the most well-known are Instagram, Twitter, Facebook, and others.

Search techniques: You can target consumers who are looking for the product by using these techniques.

1. Email: It works by gathering users on a private website to a mailing list, giving them access to services and goods as they become available.

2. Content marketing is the practice of offering articles and guidance to clients in an effort to acquire their confidence and loyalty. This, in turn, stimulates demand for the products and services offered.

3. Video marketing involves creating videos that are seen on niche networks like YouTube, where advertisements can be placed (<https://www.ebdaonline.com/category/emarketing>). Through these many techniques, business organizations may open interactive channels of contact with their consumers and customers can interact with business organizations. It goes without saying that the new digital environment has enforced the many services offered by current technology, which have grown to be one of the mainstays of the contemporary period. Now, staying up to date with these advancements is necessary for survival. (Jaas, 2022).

E-Marketing Phases

E-marketing has become a crucial component of most organizations' marketing communications strategy. E-marketing is the recognized term, despite the fact that academics and practitioners use phrases like digital marketing, Internet marketing, online marketing, and social media marketing interchangeably. A collection of marketing-related actions conducted electronically through the Internet and its applications is the core idea of e-marketing. E-marketing is the process of using electronic information and communications technologies, particularly the Internet, to achieve marketing objectives. E-marketing is a subset of e-business that employs electronic media to execute marketing duties and achieve specific marketing objectives inside an organization has evolved into a marketing and business-wide innovation. and e-marketing, which is a new way of thinking about business nowadays, entails advertising goods, services, information, and concepts online and through other electronic media. The employment of marketing strategies and tactics in an online environment is known as e-marketing. It entails idea generation, content creation, design, upkeep, measurement, and advertising. The growing use of mobile phones, intranets, extranets, and other electronic marketing tools in electronic transactions may eliminate many business threats in addition to opening up new opportunities for small businesses. (OPUNI and others, 2023.)

He refers to this four-stage model as the "e-marketing course." These phases are:

Phase of preparation: During this phase, numerous conventional or electronic methods are used to gather the essential data about potential consumers, including their wants, desires, target markets, and the nature of the competition. In



order to exhibit the product or service on demand in the local or international market, the seller or product must first do a market analysis to ascertain the demands and preferences of customers. This aids in creating a database on local, potential, or current customers' preferences, market size, and competition, all of which assist the company accomplish its objectives more successfully and economically than its rivals. Contact Phase: In this instance, the consumer is approached to expose them to the new items that are being offered for sale online. The business will interact with customers through a variety of channels while simultaneously marketing its goods and attempting to persuade and compel them to purchase them. A website, or webpage, will play a significant role in this process. Additionally, it gives the customer the ability to process the data transmitted electronically during the enterprise product advertising and promotion process by using the AIDA model, which consists of the following stages:

Phase of Attention-Grabbing: The objective is to draw in customers by employing email messages, tools, videos, and ad banners.

1. Data Collection Phase: In order to help the consumer establish a distinct opinion about the new product, the information he needs is acquired at this stage.
2. The Phase of Arousing Desire: This phase involves using multimedia technologies to offer a spectacular demonstration that will arouse the customer's desire.
3. The Actual Performance and Action Phase: In this phase, after being persuaded by the introduced product, the choice to buy is finally made.
4. Exchange Phase: At this stage, the buyer and seller have finished the acceptance and exchange procedure. The consumer receives the product or service during this phase, which is considered the centre of the electronic marketing process, and the company receives the cash back using secure payment mechanisms that provide confidentiality, anonymity, and reliability.
5. Post-Sale Phase: E-marketing doesn't end with the transaction; you still need to stay in touch with and take care of the customer. There are a number of ways to do this, such as through email, chat rooms, virtual communities, e-mail, FAQ lists, technical support services, and modernization

It should be mentioned that in order for these stages to be successful, it is necessary to examine the most significant developments in this field and understand the mechanisms that can be used to truly represent the ground. Sending insightful messages after seeing and evaluating the data that the networks have access to is also crucial, as is gauging the success of marketing initiatives and how well they align with the organization's overall plan. (Jaas, 2022).

Promotion E-marketing

Advertising concept Promotion is one of the most crucial and effective components of the marketing mix, helping marketing campaigns related to the provision of products and services to customers reach their desired results. Its significance is emphasised in terms of achieving effective communication between the company and its products, the target market, and clients. The only strategies employed are advertising, sales activation, publishing, public relations, and personal selling. A mix of sales promotion and advertising is the most effective strategy for achieving the main objective of the promotion process, which is to find the customer, persuade, and motivate him to buy the commodity where there is the most competition. As a result, the following are the broad promotion channels that are now available: Read media, send direct mail, and initiate sales. alternative methods of promotion When promoting online, it is imperative to explain two key elements, which are

1.A culture for the internet or web should be provided, as the absence of this kind of culture may drive customers away from the internet rather than draw them in. The business has to provide content that appeals to consumers' senses and incorporates innovative, creative concepts that are appropriate for the Internet age and the modern digital economy.

2.The consumer determines the kind and extent of information that he wants to look for and acquire on the internet, setting it apart from traditional marketing communication channels. Additionally, the internet has significant dimensions and implications for website design (AL-HEALI, Alaa. 2022). The promotion of online commerce is primarily achieved via the use of contemporary electronic promotion techniques and procedures in global markets. Market segmentation, market targeting, market positioning, marketing strategy, and authorized marketing types are all part of the promotion technique. Mechanisms for promoting electronic products using the internet include e-business, e-market, and network marketing; partial electronic commerce; data systems connecting institutions and electronic markets; and theoretical models of shared revenue. The development of a worldwide concept that is clearly related to the company's goal and the product that it was created for is the first step in the commercial promotion of products on the internet. This marketing strategy seeks to provide the operational foundations and legal frameworks for businesses, as well as their relationships with clients and the intermediaries who promote the products on their behalf. Every successful commercial promotion has electronic marketing at its core. In today's knowledge society and digital economy, possessing marketing



knowledge has become the ticket to instant wealth. By combining the digital economy and information communication technology aspects of online transactions, the trustworthy third party (TTP) aims to eliminate online fraud and promote the development of confidence in the online environment. For some online retailers, managing sales through commission or direct selling offers a mechanism to profitably and lawfully generate large sums of money (SABBAGH, 2021).

E-Marketing Mix

is a collection of coordinated, interconnected marketing actions that must work together in order to carry out the intended marketing function. Any marketing strategy's essential component is the marketing mix. Every firm or service that is different from the organization has a different procedure for balancing its marketing mix; defining a market aim necessitates developing a marketing mix that satisfies those needs. A collection of aspects that make up the bank's seven marketing operations, which collectively represent the notion of marketing. The term "marketing" refers to the four components (4 Ps) that are involved in product marketing: When selling the service, broaden the four components to include three more components (3 Ps): the product, pricing, distribution, and promotion. Individuals who deliver the service: Individuals who offer concrete, physical proof of the caliber of the service Physical proof as well as the manufacturing procedure that yields the service Process and employs the marketing mix for marketing decision-making, including product identification, specifications, pricing, sales channels, advertising methods, and other choices that the marketer can manage to satisfy customer needs and subsequently gain market access. (AL-SUKAR, et al 2020).

A few components of the conventional marketing mix are evolving as a result of the internet. But the internet marketing mix is shifting the emphasis from the producer's perspective to a more consumer-driven, interactive scenario. The marketing industry's usage of digital media is changing traditional marketing in new ways. The marketing mix comprises multiple elements that might impact a product's demand, sometimes referred to as the 4Ps: product, price, location, and promotion. These traditional 4P e-marketing mix criteria have already changed in terms of their constituent parts. According to Allen and Fjermestad, the traditional marketing mix (4Ps) can act as the cornerstone of an e-commerce strategy by highlighting the modifications necessary to create an appropriate model for e-marketing. Products in e-commerce have developed into virtual images and information collections; pricing demands price comparisons due to fierce competition; location is reachable; and promotion provides more information. highlighted that, in addition to the changes made to the 4Ps' dimensions, e-commerce now involves three more dimensions: people, process, and virtual evidence. E-commerce uses virtual proof as opposed to the physical evidence utilized in conventional marketing. Examples of this virtual proof include social media sites, company websites, and smartphone applications. Virtual evidence is not the primary focus of the study since online retailers are rare. The elements of this e-marketing mix are referred to as "product, price, place, promotion, people, process, and virtual evidence." However, since this study is based on an e-marketplace, and online retailers on websites or mobile applications provided by e-marketplaces already reflect this, virtual evidence is not the focus of this investigation. (Fachriyan & associates, 2022).

Websites

Consumers are exposed to hundreds of websites when using social media. They only have access to visually appealing designs, which lowers the expense of clients' searches. The term "website quality" generally describes the structure, look, and content of a website. Website quality is a key component in the literature that is currently available for measuring satisfaction. Clunky websites with unclear instructions about what the company offers draw less customers and, in most cases, result in a brief period of time spent on the site by potential customers. Currently, it has been discovered that users' decisions to make online purchases are significantly influenced by the quality of websites. The literature lists a wide range of antecedents—different factors that affect how users interact with websites—that are related to website quality. There are certain important aspects of e-shopping sites that improve e-satisfaction. For instance, Mohammadi and Dickson propose that website quality can be assessed using the technical adequacy aspects of content quality, particular content, and appearance. used a five-dimensional framework that includes interactivity, usefulness, completeness, information design, and fulfillment to measure e-satisfaction. The term "interaction" describes how customers and other customers, as well as customers and service providers, benefit from one another. Relevance, accuracy, and timeliness of information are implied by usefulness. The degree to which information is deemed detailed and comprehensive is related to completeness. Information design is the process of organizing data to satisfy e-customers' requirements and expectations. Hedonic (joy and playfulness) and utilitarian (instrumental benefits) components coexist in fulfillment. Empirical research has shown in the body of existing literature that e-satisfaction and website quality are related. In order to capture and maintain user attention and interest, websites that offer emotive benefits through attractive designs, intriguing themes, clever graphics, and enticing services are crucial components. In the same vein, assert that users who discover high-quality websites through their searches have a propensity to return and become very engaged and driven. Recent research in the e-commerce industry undertaken in emerging and developing economies has shown a favorable correlation between the quality of websites and customers' e-satisfaction.



In light of the assessments above, it is determined that website quality is a reliable indicator of e-satisfaction. Notwithstanding the foregoing, a recent study undertaken from the standpoint of an emerging country found that e-satisfaction was not influenced by the quality of the website, but rather by pricing, product quality, and prompt delivery. As a result, it is helpful to carry out more research and promote conversations about website design and the predictability of e-satisfaction, particularly in relation to small firms that conduct online sales. (OPUNI, et al., 2023).

System performance, which is defined as the ability of the system to convey information, has been identified as a crucial success factor that affects user satisfaction and the usage of technology. Online consumer happiness and online purchases have been found to be significantly impacted by the quality of the website system in the context of e-business. Even if the website offers high-quality information, users who are not satisfied with it because it is slow, unresponsive, unvibrant, insecure, or lacks personalized services are likely to abandon it. System quality can be measured using navigability, response time, personalization, telepresence, and security. Navigability refers to the website's capability to provide alternative interaction and navigating techniques. Online visitors with greater control over their navigation can arrive at their destination website with less confusion thanks to navigability. Since online customers won't wait more than a few seconds for a response, quick response times are crucial to improving system quality. There has been a significant need for tailored systems that handle each consumer individually due to the overwhelming amount of information that online shoppers must sort through in order to locate and choose the best product or service. Online consumers could benefit from personalized services, efficient one-to-one information sharing, and a unique interface thanks to personalization technologies. The term "telepresence" describes the feeling of being in a virtual setting that is produced by a computer or communication device. Online shoppers are known to interact with shops just like they would in real stores, feeling and touching the merchandise. They are inclined to use their real-world experience as a standard for assessing their online experience. Finally, security is one of the biggest obstacles to e-business. Online consumers do not disclose their personal and financial information until they are convinced the website is secure. Therefore, in order to ensure safe online buying, websites should incorporate a number of measures (such as encryption, third-party affiliations, and security statements). Vendor-specific characteristics In addition to the three website quality characteristics previously addressed, Internet vendor-specific quality, vendor awareness, and pricing competitiveness have all been identified as critical success factors for e-businesses. Since website recognition is closely tied to brand loyalty and network effects, e-business organizations spend millions of dollars on advertising to enhance awareness of their online presence. Awareness of the website is increased when a critical mass who know and want to experience the website exists. According to earlier research, consumers tend to favor technology that has been widely chosen by other users. Since an efficient business could reduce its cost of trade and provide clients with better pricing, price savings have been used as a gauge of store efficiency. (LEE et al., 2006).

Educational Institutes.

In research on higher education, it is not always clear whether institutes are able to develop their own strategies. A substantial portion of the body of research suggests that in intricate and loosely connected organizations like institutes, institutional planning is impractical. Analyzing strategies in accordance with planning goals either revealed that strategy is mostly a ceremonial act of complying with environmental requirements, or it only partially reflects the organizational endeavor's complexity in producing coherent activities. Because of this, some writers proposed that adaptive models of tactics would be the most appropriate for the HEI. The literature suggests that university tactics can be restricted to a minimal level of autonomy in resource management, a reactive response to external demands, or a basic mechanism for resource allocation in accordance with preset criteria in order to maintain a fragile internal environment. Following this perspective, university nature as loosely coupled systems would lead to emergent strategies based on ad hoc responses by learning organizational units or by adaptation through simultaneous tracking. Building on Mintzberg's organizational configurations and the concept of professional bureaucracy, Hardy additionally highlighted the connection between strategy and structure by pointing out several pairings between academically particular organizational aspects and strategy creation procedures. When institutes are viewed as formal organizations, managers begin to view strategies as tools for change. Normative stances on appropriate processes of university strategy making have been also developed, like academic planning as an attempt to apply rational logic to decision making about future states of the organization. In a similar vein, a microeconomics model that views universities as multi-product units defines strategy as a tool for organizing organizational decisions so as to plan for achieving specific goals while recognizing resource constraints and establishing one's own place in a market that is becoming more and more competitive. Finally, Maassen and Potman have conducted a discussion of the interpretive model of strategies based on empirical evidence from the Dutch case. Interpretive strategies would also help Institutes become more legitimate in the eyes of stakeholders since they identify different forms of isomorphic activity and connect strategy to the distinctive organizational characteristics of universities. This succinct summary of the literature highlights the range of viewpoints that can be used to examine



higher education institutions' strategies. Therefore, we propose that a functional HEI strategy includes planning, environmental adaptation, and the creation of frames of reference for both internal and external players. In addition to planning, which is mandated by national authorities in the majority of nations, it may be argued that each HEI must determine its niche, establish long-term objectives, and coordinate its organizational activities. Furthermore, because higher education institutions are too decentralized to readily accommodate long-term strategic planning, they are open organizations with strong linkages to the environment and are particularly susceptible to significant influence from state and policy players. Last but not least, the degree of autonomy of the academic understructure would suggest that creating common frames of reference and inspiring people's actions are more crucial than command and control, providing compelling evidence for interpretative techniques. (Fumasoli et al., 2011).

METHODOLOGY

Methods of Research and Sampling

The community's framework and the research sample

The research community's framework: Thirty educational institutions in Baghdad were chosen for this study because they complied with the minimal requirements set by science.

Study Group and Representative Sample:

1. Regarding the analytical investigation, by monitoring their operations and evaluating them using the metrics selected for the study, all thirty educational institutions were identified inside the framework of the research community.

2. In order to gather data on the study's issue, a random sample of the students at the aforementioned educational institutions was chosen, with consideration given to each school's class and sample size proportionate to the total number of students at that specific institution. Among these clientele are staff members, professors, and students.

Study tools

The investigator used instruments in this study. The information that was made public came first. To gather the primary data required for the study, the researcher created a survey as the second instrument. It also aligns with the theoretical foundation and present study issue. Lastly, the meaning of the previously described terms was assessed using a five-year Likert scale: strongly disagree (1), disagree (2), neutral (3), agree (4), and highly agree (5). The researcher distributed 465 questionnaires to the individuals in the selected sample. The researcher received 430 responses, of which 400 were deemed acceptable.

Statistical analysis with SPSS

a) Stability: The Alpha-Cronbach coefficient was used to examine the questionnaire responses after they were recoded to SPSS28. The questionnaire's paragraphs must be consistent with values of at least 0.7 to assess if the parameter's value satisfies the search criteria.

b) Reliability: The researcher met conferred with academic specialists in marketing and management at Mazandaran University following the literature review of the studies about the research variables (E-Marketing), several additional studies on websites, and field interviews. Phrases in the questionnaire were developed and adjusted by their instructions to get the appropriateness needed to evaluate the research variables.

Descriptive Statistics

This study includes arithmetic means and standard deviations, two of the many statistical markers that are included in the statistical description.

Testing the Theory

Following the computation of survey participant average responses for every component of the study, the researcher examined whether there was a fundamental discrepancy between the averages that were calculated and the average neutrality in the Likert scale that was employed.

Questionnaire are employed as the primary means of gathering information on the variables in the current study, and statistical analysis is employed to confirm or deny the existence of correlations and effects among the variables. These tests are measured both before and after being distributed to the research population, and a range of statistics are used. Since questionnaire forms were given to an exploratory sample of the population being studied, the issue involves determining the validity and reliability of the statistical instrument utilised as well as identifying any flaws in the data distribution. The study includes the following:

- By confirming the qualitative and quantitative measures supplied and confirming the measurements prior to distribution to the research sample, it is possible to guarantee that the questionnaire can accurately measure the study variables.



- By confirming the internal balance of the questionnaire's components and the data's importance on the research variables prior to distribution to the study sample, it is possible to guarantee the data's balance and the calibre of the analysis.

Using the descriptive analytical method, many studies, research projects, and books were employed to understand the components of the topic and evaluate its dimensions. In terms of analysis, the questionnaire form was used to verify the validity of the survey after it was reviewed by the arbitrators. This was done by taking advantage of the stability of Cronbach's alpha coefficient, which was distributed to a sample of (400) people to get their opinions on the topic.

In order to analyze the data and determine the necessary relationships for the study's objectives for independent factors (table 1) and items within the questionnaire's covered axes, the statistical program Statistical Analysis System-Spss28 was used. The purpose of the analysis was to determine the role of e-marketing in Baghdad's educational institutions. The arithmetic means and standard deviation for each paragraph, as well as the significant differences between the average test and the T-test, were computed using the total of the numbers for each answer in the answer degree, which was established based on importance. Divide the result by (400), which represented the total samples: strongly disagree = 1, disagree = 2, agree = 4, neutral = 3, and so on.

This research was applied to a sample of experts and manager and consumers educational institutes in Baghdad, which amounted to (400) as spatial limits, while the temporal limits of the study were for the period from 2022 to 2023.

The significant differences between percentages were compared with. The 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.

MEASUREMENT

Information Collection Methods and Tools

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

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

Validity and Reliability of Measurement Tools

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

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

In order to get accurate and trustworthy results about the research variables, the data must be examined to make sure there are no missing values, checked for outliers and extreme values, and its normal distribution tested.

First: As a group of the following were relied upon, measuring the validity of the decision is to ensure the validity of the results obtained from the study. This includes confirming the accuracy of the questionnaire's content, ensuring that the results obtained from the questionnaires correspond to each other, and ensuring the validity of the results obtained from the questionnaires:

1. By distributing the questionnaire to a group of specialized experts for review, demonstrating the degree of correspondence between the questionnaire and the intended purpose, and figuring out the best way to distribute the questionnaire to a sample study, qualitative testing ensures the validity of the content developed in the questionnaire. (This indicates that the arbitrators formulated the questions correctly.)

2. assessing the questionnaire's content integrity after it has been distributed (quantitative test) to make sure it can accurately measure the study variables. By ranking the responses to the paragraphs in ascending order, creating two equal groups by picking 27% of the highest and 27% of the lowest scores, and then comparing the two groups using the T-TEST test to identify any significant differences, content validity is assessed. According to the table below, the



questionnaire questions accurately reflect the phenomena under study if the computed differences are more than the authorized tabular value and the probability value is less than the authorised level of significance of 0.05.

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

Variable	T-Test cal.	T-Test table	Sig.
E-Marketing	24.347	2.045	0.000

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

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

1- The internal consistency test (quantitative test after distribution): the internal consistency of the questionnaire items and their expression of the variables under consideration were evaluated using the Cronbach's alpha test.. Table (2) shows that all coefficients of stability at the level of the axes are more than 70% and, at 0.898, which confers a high degree of stability to the study's scale at various times.

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

Variable	Number of items	Cronbach alpha
E-Marketing	24	0.898

2- This paragraph discusses how the measures employed in this study's exploratory validity were assessed using an exploratory factor analysis. Exploratory factor analysis (EFA) is one of the applications of structural equation modeling. The steps in this analysis are as follows: first, the assumed model is determined; it is made up of latent variables, or unmeasured variables, that represent the scale's assumed dimensions. From these variables, arrows leading to the second type of variables are drawn. The statements in this case are taken to be indicators of the latent variables. These variables are also referred to as measurable variables, dependent variables, or internal variables. They reflect the paragraphs of each dimension or the dimensions of each general component. The E-marketing study scale's exploratory construct validity.

Table (3): KMO and Bartlett's Test for E-marketing

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.839
Bartlett's Test of Sphericity	Approx. Chi-Square	1825.00
	df	276
	Sig.	.000

From table of KMO and Bartlett's Test for E-marketing, we see that KMO is equal to 0.839 and that above of 0.5, so that means that sample is sufficient for analysis. From Chi-Square is equal to 1825 with Sig. less than 0.05.

Table (4): Communalities for E-marketing

Items	Extractio ns
1. Institute uses E-marketing resources (such as web site and e-mail) to communicate with our customers?	.801
2. Institute uses E-marketing resources (such as web site and e-mail) to advertise our products?	.718
3. Institute uses the internet in accessing other institute sites?	.727
4. Institute use E-marketing tools to support its enterprise traditional commercial activities (e.g., pricing information, customer service)?	.619
5. Institute web site has a systematic or regular updates?	.631
6. Institute website is connected to a small customer database?	.551
7. Institute interacts with its customers through registration forms, newsletters and email accounts?	.629
8. Institute uses E-marketing tools to conduct commercial transactions (e.g., selling products and accepting payment via web site)?	.615
9. Institute has a computerized customer database that we use to perform marketing activities (e.g., inform customers about new products)?	.662
10. Institute plans to minimize the manual input on conducting electronic transactions to create an automated workflow and Business - to - Business	.471



automated processes to fulfil all our customers' needs?	
11. Institute uses e-marketing as a means to promote its products or services in society?	.436
12. Institute uses social media sites like Facebook, Twitter, Instagram, and LinkedIn for attracting customer?	.590
13. Recently, institution's attention to using of gamification has increased significantly?	.724
14. Institute uses social media influencers in advertising?	.570
15. The use of visual data and video marketing are among the marketing methods of institutions?	.443
16. The use of artificial intelligence is rapidly becoming pervasive for marketing in institutions?	.656
17. The use of AR and VR tools for education and marketing is emphasized in institutions?	.621
18. Distance education is used in this institution.	.680
19. The use of content marketing, chatbots and customer page personalization is very important for this institution.	.659
20. Customers are answered 24 hours a day, seven days a week, using the social network?	.525
21. Customers can easily register for training courses and pay online using Institute website?	.521
22. Increasing the ranking of the site and using SEO for the institution's site is highly emphasized?	.620
23. The institution always considers appropriate financial resources to raise the site's rank?	.493
24. The institution usually allocates a significant budget to electronic marketing?	.522

From table (4) Communalities of questions in factor, and we see the (1) has Extraction highest value (0.801).

Table (5): Total Variance Explained for E-marketing

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.283	30.347	30.347	7.283	30.347	30.347
2	1.828	7.618	37.965	1.828	7.618	37.965
3	1.676	6.985	44.950	1.676	6.985	44.950
4	1.386	5.777	50.727	1.386	5.777	50.727
5	1.215	5.062	55.789	1.215	5.062	55.789
6	1.095	4.564	60.352	1.095	4.564	60.352

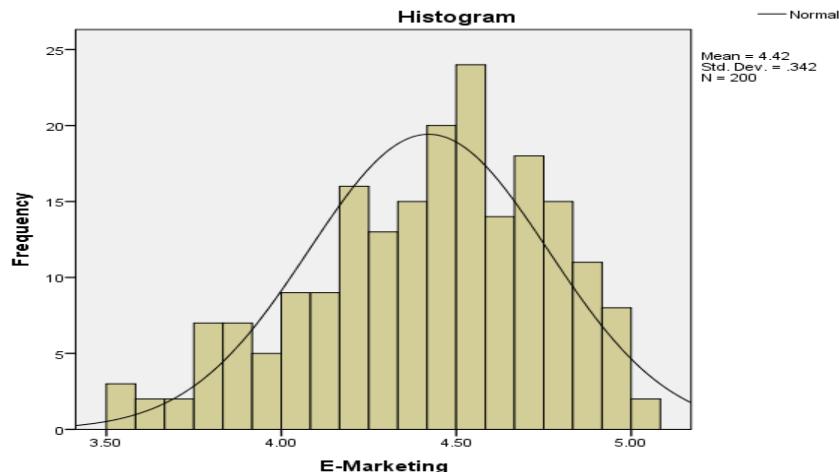
Extraction Method: Principal Component Analysis.

From table (5) of total variance explained, we see the questions of E-marketing has 6 factors with initial eigenvalues from (7.283 to 1.095) with 60.352 % of Total variance.

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

Table (6): Test of the normal distribution of the study variables.

Variables	Kolmogorov-Smirnov	P-value < 0.05	Significance
E-Marketing	0.039	0.074	Not Significant



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

Finding the significance of the study's primary and secondary variables in Baghdad's educational institutions is the goal of this investigation. The results of the descriptive analysis of the study variables' availability and their dimensions at the study site, along with the sample members' questionnaire responses, are presented using some directional descriptive statistical methods, which are represented by frequency distributions and percentages. The paragraph is approved or rejected by the sample based on a number of factors, including arithmetic means, standard deviations, coefficients of variation, importance, level of answers, and relative proportions of paragraphs and themes. These factors are arranged according to their significance. In light of the aforementioned, the study was split into the following categories:

First: How to measure answers

A five-point Likert scale was used, and the study sample's responses to the questionnaire items were categorized using the following scale categories and weights in accordance with the guidelines and features of this scale.
 (Totally agree = 5) (Agree = 4) (Neutral = 3) (Disagree = 2) (Totally disagree = 1)

The level of answers (the degree of interest of the sample members in the variables presented) will be determined by manipulating the arithmetic means of the sample answers based on a five-point Likert scale. These answers will also be represented in five categories, which can be extracted using the following equations.

Length (range) = (maximum scale value - minimum scale value) ÷ number of levels

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

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

Table (7): Classification of categories of response level of the study sample based on the arithmetic mean

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

We will use the weighted arithmetic mean and compare it to the default mean (3) and standard deviation (1) in order to estimate the degree of importance based on the direction of the study sample's answers about agreement on the items or not. Interest is indicated if the computed mean exceeds the hypothesis.

A positive paragraph is appropriate since both the paragraph's content and the responses are focused on reaching an understanding. If it is below the default average, on the other hand, it suggests that the respondent is arguing against the paragraph's substance and has little interest in it. The paragraph is thus rejected, and if the deviation is smaller than one, it shows that the sample members are paying attention to the intended variable.



Additionally, the mathematical approach will be used to divide the highest score on the scale by the arithmetic mean to determine the relative value of each paragraph's content in relation to the other paragraphs. Based on this information, the paragraphs will be prioritized.

Second: Measuring the level of study variable

The findings of the study sample's responses about the research variables will be provided in order to address the fifth sub-question in the applied study's problem.

The questionnaire variables are shown below in terms of their order, as well as the minimum and maximum number of items, as well as the arithmetic mean, standard deviation, and their respective outcomes.

Table (8): An overview of the survey sample's answers to the E-marketing questionnaire items

questionnaire items	Mea n	S. D	C.V	Relative importan ce
1. Institute uses E-marketing resources (such as web site and e-mail) to communicate with our customers?	4.37	0.62	14.20	87.40
2. Institute uses E-marketing resources (such as web site and e-mail) to advertise our products?	4.51	0.60	13.34	90.20
3. Institute uses the internet in accessing other institute sites?	4.54	0.58	12.85	90.80
4. Institute use E-marketing tools to support its enterprise traditional commercial activities (e.g., pricing information, customer service)?	4.45	0.65	14.56	89.00
5. Institute web site has a systematic or regular updates?	4.37	0.65	14.92	87.40
6. Institute website is connected to a small customer database?	4.34	0.64	14.68	86.70
7. Institute interacts with its customers through registration forms, newsletters and email accounts?	4.33	0.68	15.71	86.50
8. Institute uses E-marketing tools to conduct commercial transactions (e.g., selling products and accepting payment via web site)?	4.44	0.63	14.22	88.80
9. Institute has a computerized customer database that we use to perform marketing activities (e.g., inform customers about new products)?	4.35	0.70	16.09	87.00
10. Is the institute planning to reduce the amount of manual input required for electronic transactions in order to establish automated workflows and business-to-business automated procedures that will meet the needs of all of our customers?	4.47	0.58	13.07	89.30
11. Institute uses e-marketing as a means to promote its products or services in society?	4.45	0.63	14.21	88.90
12. Institute uses social media sites like Facebook, Twitter, Instagram, and LinkedIn for attracting customer?	4.44	0.65	14.57	88.80
13. Recently, institution's attention to	4.41	0.63	14.23	88.20



using of gamification has increased significantly?				
14. Institute uses social media influencers in advertising?	4.38	0.66	15.11	87.60
15.The use of visual data and video marketing are among the marketing methods of institutions?	4.51	0.63	13.88	90.20
16.The use of artificial intelligence is rapidly becoming pervasive for marketing in institutions?	4.44	0.63	14.22	88.80
17.The use of AR and VR tools for education and marketing is emphasized in institutions?	4.45	0.63	14.20	89.00
18.Distance education is used in this institution.	4.35	0.67	15.42	87.00
19.The use of content marketing, chatbots and customer page personalization is very important for this institution.	4.47	0.65	14.52	89.40
20.Customers are answered 24 hours a day, seven days a week, using the social network?	4.49	0.62	13.76	89.80
21.Customers can easily register for training courses and pay online using Institute website?	4.45	0.57	12.90	88.90
22.Increasing the ranking of the site and using SEO for the institution's site is highly emphasized?	4.46	0.61	13.64	89.20
23.The institution always considers appropriate financial resources to raise the site's rank?	4.59	0.55	12.03	91.70
24.The institution usually allocates a significant budget to electronic marketing?	4.62	0.57	12.38	92.40
E-Marketing	4.42	0.34	7.74	88.41

The most homogeneous answers from the studied sample are found in Table No. (8), which states, "The institution usually allocates a significant budget to electronic marketing." It obtained a relative importance of 92.4% in the research sample, where the arithmetic mean reached 4.62 with a dispersion of 0.57, indicating good homogeneity between the research sample's answers. The value of the coefficient of variation is 12.38%, and this table ranked first for the E-marketing. The direction of this question is Strongly agreed. With an arithmetic mean of 4.42 and a dispersion of 0.57, the level of e-marketing achieved a relative importance of 88.41% in the research sample. This suggests that the responses of the research survey sample are reasonably homogeneous, with a coefficient of variation of 7.74% and a strongly agree direction for the answers.

PURPOSE OF THE RESEARCH

As we mentioned previously, the purpose of this research is to study the impact of electronic marketing on the work of educational institutions in Baghdad. To achieve this purpose and collect data on e-marketing functions, a comprehensive review of the literature and inquiries from experts in this field were conducted.

RESULTS

The study's findings can be summed up as follows:

1. One important factor in the improvement of educational institutions is e-marketing.
2. E-marketing conveys gratitude to educational institutions.



3. It becomes evident from going over the previous studies' criteria that websites are evaluated solely on the basis of their technological aspects.
4. an endeavor to draw in waves of brilliant and skilled individuals from academia, including academic experts, researchers, students, and other intellectuals.
5. The function of E-marketing does not follow the same guidelines as educational institutions actually work in terms of instruction. The educational institutions that are able to develop in this fashion do not always do so because of their exceptional academic standing. Instead, they can promote themselves via a powerful and prestigious website.

RESEARCH IMPLICATIONS

1. In this research, an attempt was made to reduce errors resulting from bias and personal judgment of the interviewees by using a systematic process to code the data and measure the validity of the qualitative results. However, there is a possibility that the explanations provided in the content analysis method were not presented correctly.
2. There is a time limit when referring to the directors, meaning that the meetings and interviews take place within a limited period, and the research took place in the winter and summer of 2023, in the middle of the semester until the end, and this is a long time during which the study was continuing in the educational institutes, and given the consideration not to violate the privacy of the institutes. Therefore, the interviews were conducted in person and through other communication channels (via phone calls and letters). For this reason, the inaccuracy of the subjects in effectively answering the interview questions and limitations in sampling are other limitations. For this research as well as the lack of cooperation of managers in the absence of a recommendation meetings must be held with prior arrangements
3. The current research was conducted according to the environment of education and higher education in educational institutes with special missions. Therefore, this may fail to limit the comprehensiveness and generalizability of the model obtained.
4. Acknowledgment of the limited knowledge and awareness of some experts in this field regarding the research topic, which made the researcher use the theoretical foundations of the research and involve him in the interview process.
5. The lack of appropriate education for some managers in the required field.
6. This study employed cross-sectional data rather than longitudinal data. The current features of marketing skills were developed based on the experience of Iraqi professionals in the public and private sectors. Consequently, the numbers may be impacted by cultural prejudice in the nation.

SUGGESTIONS

1. Increase the awareness of workers in educational institutes about the role of good marketing of educational services electronically.
2. There are some obstacles that educational institutes face in implementing and marketing educational services electronically, which require knowing the underlying causes and working to address them as soon as possible.
3. Work to reduce the gap in the capabilities of applying electronic marketing in educational institutes compared to private ones.
4. Encouraging the application of electronic marketing in both public and private learning institutes and supporting educational institutes that market educational services electronically.
5. Introducing the community to the importance of applying electronic marketing and the advantages that can be achieved through the application process.
6. The necessity of conducting intensive and advanced studies in this field related to developing educational services through marketing them electronically.
7. Focusing light on the modern mechanisms used in marketing educational services and knowing what is new in this field.
8. Strengthening the capabilities of public educational institutes and reducing the gap between them and private educational institutes.
9. Keeping abreast of developments and preparing more studies on this topic.

RECOMMENDATIONS

Based on the results of the hypothesis test and the theoretical discussion of the previous investigations, the study



supports the following suggestions:

1. Currently, educational institutions can raise their ranking by making the best use of the components of the electronic marketing mix, with a focus on website design, security, and service quality. Educational institutions can control the content on their websites to improve how they appear in ranking systems.
2. To improve their standing, educational institutions should concentrate on carrying out rigorous scientific research and creating excellent external publications. Additionally, they should set up a Google Scholar account for academics and researchers at educational institutions, where they can be recognized by both their names and the names of the institutions they work for. This way, the quotes from the researchers will be taken into account when classifying the institutions, as quotes are a crucial component of the methods used to rank the institutions.

FUTURE RESEARCH

Future studies should focus on the in-depth material included in e-marketing course syllabi rather than just the primary subjects covered in textbooks. Surveys, interviews with academic professionals, and content analyses of e-marketing course syllabi from respectable educational institutions across the globe could be used to do this. Subsequent studies can also examine the approaches taken in instructing E-marketing courses at various academic levels. All things considered, researchers are having a stimulating conversation on advancements in business and management education as a result of the ongoing growth of e-marketing tactics and technology. This initiative offers guidance and understanding. Additionally, the website's quality is a noteworthy problem that has been overlooked but merits additional investigation. This element may affect the way e-marketing works with other elements.

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