

## **The Role of the Electronic Marketing Adoption in Enhancing the Organization's reputation: A Survey Research of a Sample of Electronic Marketers in Babylon Province**

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**Abstract:** The aim of this research is to verify the role of e-Marketing represented by (advertising, CRM, direct marketing) in enhancing organization's reputation on a sample of electronic marketers in the province of Babylon (governorate center) where distributed (40) questionnaires. The response rate was 100%. The appropriate statistical methods (repetitions, arithmetic mean, simple regression, coefficient of influence, correlation coefficient) were used to analyze the obtained data. The research concluded that there is correlation and impact relationship that statistical significance between e-Marketing and organization's reputation. The most prominent results were the existence of a significance statistical relationship for each of the dimensions of e-Marketing according to the strongest impact (advertising, CRM, direct marketing). The most recommendations are focusing on customer relationship management as an essential part of e-Marketing dimensions by keeping pace with the customer before and after the purchase, the need to activate credit cards for customers as many as possible to encouraging them to conduct electronic exchanges of e-Marketing, make laws that protect the customer and marketer of electronic marketing cons to stimulate the conduct of electronic transactions. This is reflected positively on the organization's reputation and its acquisition of a larger share of the market.

**Key words:** e-Marketing, organization's reputation, e-Marketers, advertising, CRM, direct marketing

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### **INTRODUCTION**

In recent period, there has been a rapid growth in electronic transactions in various forms through the internet network of (internet) and perhaps among those transactions (electronic marketing) which provides efficiency and effectiveness in business management and provide effort and time to the customer and marketer. Modern marketing companies realized that the achieving customer satisfaction brings her profit and market share to ensure survival and continuity in market. This will certainly have a positive impact on the reputation of the organization based on the customer's mental position if its research is consistent with the needs and desires of the customer.

### **MATERIALS AND METHODS**

**Research problem:** e-Marketing is one of the most important and contemporary activities in business management in general and marketing in particular because it target's customers any where and is not governed by borders or other obstacles because it considers the world as a mini village and this is provided

by the internet which is available to every user. The electronic marketing in Iraq is a modern experience and is still the focus of research because many are still ignorant of the existence of selling and buying on the internet and this is what we try to focus on in this research we can sum up the problem with several questions: what is the level of customers interest in electronic marketing? Is there an impact of e-Marketing in enhancing organization's reputation?. Is there a relationship of e-Marketing to enhance organization's reputation? What is the magnitude of the impact and the relationship and what is its strength? What are the most important and influential elements in enhancing the organization's reputation?

**Research importance:** The importance of research can be indicated in the following:

- The importance of research is to highlighton organizations or marketers are deal with electronic marketing in Babylon Province
- Lack of research that dealt with electronic marketing in the Babylon Province
- Identify the tendencies and behaviors of customers towards the organizations (research sample)

- We noted in the recent period an increase in the number of organizations that dealing with e-Marketing in Babylon Province which made them worthy of attention

**Research objectives:** The current research aims to achieve several objectives, including:

- Know the interest extent of companies or organizations that dealing with e-Marketing
- Measuring the impact of e-Marketing on enhancing the organization's reputation
- Measuring the correlation of e-Marketing with enhance the organization's reputation
- Obtain the indicators of the reality of the companies work that deal with e-Marketing in Babylon Province

**Research model:** In this research we developed virtual model that illustrates the dimensions of the problem investigated which consists of two variables: the independent variable (e-Marketing) which consists of: advertising, CRM, direct marketing and the dependent variable (organization's reputation) (Fig. 1).

#### Research hypothesis:

- $H_1$ : there is a positive and moral correlation between e-Marketing represented by its dimensions and organization's reputation (research sample)
- $H_2$ : there is a positive and moral impact relationship between e-Marketing represented by its dimensions and organization's reputation (research sample)

#### Independent variable

**e-Marketing:** The concept of e-Marketing began with the beginning of the various techniques adopted by some of the leading organizations to sell their products through the internet in the beginning of the 1990's and the subject of e-Marketing is controversial and different theories about it (Al-Sumaidaie and Osman, 2012). The importance of e-Marketing has become increasingly after the commercial use of the internet. e-Marketing has opened new horizons in the shopping world to the present day where high-tech has provided a lot to the customer and provided him with the luxury of acquiring his needs and wants.

The e-Marketing of the organizations provides an opportunity to target buyers, marketers and consumers individually when ever the administration is able to address consumers (consumers and customers) individually they are become able to attract him to the organization. Because of the importance of e-Marketing it has become a priority for the success of the modern

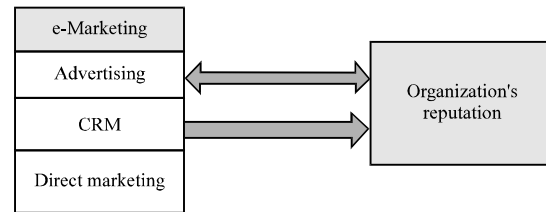


Fig. 1: Research model (Dependent variable independent variable)

organization and it is necessary to organize this marketing pattern in the activities and operations of the organization (Farah and Ahmed, 2014).

e-Marketing, also known as internet marketing is defined as the marketing of goods and services through technological management. It is a modern method of marketing whereby technology is widely used by marketers and customers such as voice, video, graphics, pictures, etc. (Chaturvedi, 2018). The American marketing association defines "e-Marketing": a function that consists of a set of processes that identify creation, communication and delivery of value to the customer and customer relationship management in ways that achieve the benefits and objectives of the organization and the stakeholders which are through electronic tools and means (Al-Sumaidai and Osman, 2012). e-Marketing is also called digital marketing and is linked to several business models:

- Electronic commerce and the sale of goods directly to customers B2C
- Commercial business from one organization to another organization B2B
- From consumer to consumer C2C
- Web sites that sell
- Selling by active vendors online (Gaultier-Gaillard *et al.*, 2009)

There are synonyms for e-Marketing such as e-Shopping, e-Store, e-Shops and other online stores (Ashwini and Manjula, 2015).

**e-Marketing advantages:** There are several advantages of e-Marketing that differ from the traditional marketing and that have become attractions for marketers inproviding effort and time to the customer and the organization at the same time is as follows: dealing with customers on an individual basis as an alternative to current alternatives such asm widespread marketing and market-based on segments. Market in which the customer plays a more active role in the exchange process rather than the prevailing perception that marketers must engage

customers to deal with the organization. Interaction with customers and get instant reactions to the offers of marketing provided instead of relying on marketing research to know the reactions of customers after the design of marketing offers and submission to the market. Dependence on the promotion and broadcast personal promotions for customers rather than relying on the design of advertising messages to the market sector in limited times and means of advertising. Increasing dependence on the internet as channels for distribution and reduce the role of traditional distribution outlets and the emergence of new types of intermediaries. AL-Sahan and Nabila (2004) and Al-Astal (2009). Expanding the customer base as a result of instant and permanent access. The site is always open and can be accessed by international customers as well, e-Marketing is available to all around the clock. The whole length of the year does not take leave, sleep or distract from the customer at any time of the day. Huge savings in cost: the most successes in the effective use of electronic marketing which reduced the enormous costs associated with the work of organizations as a result of the use of electronic marketing in its business activities.

Addition to the above e-Marketing work as a means of social communication to change the behavior of the consumer and marketing method which is an electronic marketing tools that attract a wide range of consumers especially young people rather than businessmen (Chaturvedi, 2018).

### **Challenges of electronic marketing**

**Organizational challenges:** Business organizations and through the use of e-Marketing strategies need to make changes in the infrastructure environment in the structure, path and philosophy of regulatory institutions.

**The high costs of setting up websites:** The establishment of websites has become costly, including the design, development and employment of energies working on the management of customer relations in a way that meets customer ambition and earns additional profits for the organization.

**Developing the technology of websites:** One of the most important challenges facing the continuation and success of the websites and increase their effectiveness and competitiveness, so, must keep pace with rapid technological developments in the design and development of these sites.

**Language and culture barrier:** Language and culture are challenges that stand in the way of customers and into

some websites, so, organizations should develop programs to translate texts on their websites into languages understood by customers.

**Security and privacy:** Security and privacy are the main challenges because of the psychological and behavioral impact on customers to accept the idea of internet marketing especially that this process (e-Marketing) requires the customer to put some data such as name, nickname, age, credit card number and others thinks.

### **Lack of trust in the means of electronic payment:**

One of the most methods of payment associated with e-Marketing is payment by credit cards, so, organizations use the programs to secure electronic payment such as secure electronics transactions (Heera, 2010).

This is what we see in the Iraqi environment of fear and lack of interaction with the electronic marketing which is due to several things, including: culture of the customer, many customers in Iraq in general do not have sufficient knowledge of marketing transactions on the internet. Loss of security and privacy and this is due to the absence of infrastructure represented by establishment of an electronic system manages the money of customers and the issuance of credit cards of their own to facilitate access to electronic marketing transactions in addition to the weakness of the law in Iraq which allowed fraud during marketing deals. Trust is a major issue in service delivery and loyalty as research has shown that many customers do not feel with the convenience of advertisements and e-Mails that come back to their devices (Varnali and Toker, 2010). In any relationship between a customer and a organization, trust is built over a period of time and by repeated personal interaction (Cabral and Hortacsu, 2010).

### **e-Marketing dimensions**

**Advertising:** A term used to denote the publication of paid ads by publishers on their web pages. These sites are free sites that offer the content or services available on them free of charge, so, it is natural that it need an income source that covers the costs of site continues to offer its free services as a begin and allows it to earn a profit margin from these ads in the future (www.seo-ar.net). The electronic advertising is characterized by the traditional announcement that it has the power of persuasion in urging the customer to enter because of its characteristics attractive to the customer such as pictures and drawings or both (Swaidan and Haddad, 2009). Given the competitive environment of a competitive market, a great effort is required to reach the customer's mind in order to modify or change his convictions regarding his call to a particular product.

**Customer relationship management:** Is a business philosophy of contemporary organizations for the purpose of establishing a long-term relationship with customers to achieve continuous sales and profits, build reputation and establish a sustainable market share. It is the science and art of attracting new customers, retaining existing customers and achieving the necessary growth of transactions with profitable customers (Al-Taei, 2014). It is referred to as a strategy that contains human and technological aspects and is followed by the organization to implement certain decisions to satisfy customers and increase income to achieve profitability (Mendoza *et al.*, 2007). This aspect is very important in maintaining a close relationship with the customer because it depends on continuous communication with the customer and meet his vary needs and wants, so, requires good dealing with the customer through the management of the relationship in a way that ensure the achievement of the goals to the both parties.

**Direct marketing:** Direct marketing is the result of the process of soliciting, attracting and persuading customers to acquire the product where it ends with delivery of the product to the customer. It works to achieve direct engagement with a select group of customers and individuals in order to achieve an automatic response and build strong relationships (Tamila and Makatif, 2014). This confirms that it seeks to establish a link between the organization and customers to achieve loyalty. It is a direct communication with carefully selected individuals and targets using the means of communication represented by telephone, mail, fax, e-mail, the internet and other direct means of communication with specific customers (Al-Taei, 2009). This enables the marketer to invite customers to their sites to create loyalty and profitability (Topp, 2009). Finally, direct marketing requires to be credible and transparent between the marketer and the customer in order to maintain the relationship as long as possible and achieved by marketing what has been announced in real terms in terms of quality, price, delivery method and other specifications.

## RESULTS AND DISCUSSION

### Dependent variable

**Organization's reputation:** Reputation describes the expectations of key stakeholders about the organization's products and performance practices and is the result of a competitive process for the organization to excel in social center (Sontaitwe and Kristensen, 2009). The organization's reputation has grown over time to recognize managers and employees of organizations for their importance in

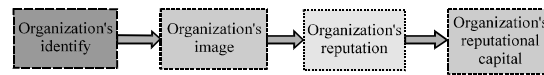


Fig. 2: Reach to the organization's reputation (Shamma, 2012)

sustaining organizations, maximizing profits and gaining loyalty from customers and employees (Dolatabadi *et al.*, 2012).

The organization's reputation has been defined as the evaluation to organization that gaining from stakeholder and credibility in its policies, systems, processes and performance. Also, we can mention to reputation "all factors are considered to be an essential block in building confidence in the organization which results in achieving multiple core values as well as transparency and commitment to responsibility" (Beheshtifar and Korouki, 2013).

On the other hand, the reputation of the organization is one of the most important intangible assets that the developed organizations seek to preserve for their effective role in keeping them under the crises conditions that confront them Alzaidi and Rashid (2014) and Esen (2011) noted that the organization's reputation is perceptions that reflect shareholder feedback about the organization's past actions, processes and activities and views on intangible assets.

The organization's reputation is broad concept encompasses all marketing aspects of the organization's identity, the image of the organization, the external relationship of the organization as well as its legal personality, at the same time, the stakeholder's developments on the organization and then determining the mechanism to reach the organization's reputation in Fig. 2.

**The benefits of the organization's reputation:** The great benefit of the organization's reputation is to improve customer satisfaction, increase their awareness and understanding of the organization's products, their perception of their good image and contribute to the preservation and growth of shareholder's funds, wider public relations, identify strengths and work to strengthen them and weaknesses and work to address them the identification of strengths and strengthening and processing them (Westcott, 2005). The good reputation of the organization helps the consumer to understand the quality of the products which gives the organization the opportunity to increase sales and thus, increase profits and retention of talented employees in the organization and raise the morale of the employees which reflects on the productivity of the organization and the protection of

the organization by reducing the risks and identify potential crises and contribute to international expansion and the formation of strategic alliances (Feldman *et al.*, 2014). Testa and Samaiziene and Jucevicius noted that the organization's reputation greatly contributes to increased profits as well as opening additional value to products, attracting new customers, increasing customer satisfaction and acting as a barrier to entry of new competitors (Testa, 2008; Samaiziene and Jucevicius, 2010).

**Elements of the organization's reputation:** Several elements of the organization's reputation have been identified which can reflect the organization's reputation requirements in the current research:

**Innovative skills:** Skills and experiences that are in the form of positive behaviors by employees to demonstrate their distinguished abilities to perform the tasks assigned to them (Kannan, 2002). Innovation is referred to as the ability to create new something and bring it into existence as it is an interactive social process that can evoke different emotions. In order to achieve competitive advantage in the market and for the rapid technological development, electronic marketers should keep abreast of this and provide innovative ideas during the process of marketing the product electronically such as delivering information about the product to the customer's mind by perceived means, pictures, educational video, price, specifications and help him make the purchasing decision.

**Quality of service:** Quality of service is the extent to which the service provided achieve as a superior value to the customer through which to enhance the mental position to continue to receive the service. Quality means that things are done correctly from the first time. Organizations strive to provide quality service that meets the customer's satisfaction and service quality and the degree to which the service meets the needs of customers. Overall, the satisfaction achieved means a high perception of service quality (Yu and Fang, 2009). In this regard we can characterize the quality of service in the current research subject by the facilities offered by electronic marketers to customers and provide all the available products through the various visual means and save time and effort.

**Social responsibility:** The obligation and commitment of business people to pursue policies to make decisions, processing desired situations and achieve the goals and values of the whole community, not just focus on maximizing profits (Alshbiel and Al-Awawdeh, 2011). In dealing with the organization, the organization should rely

on several things: compliance with the laws and legislations in force, providing security in the use of goods by customers through guidance and instructions and adopting clear ethical standards in dealing with the environment whether through its employees or in dealing with the customer directly or indirectly through the marketing mix policies (Al-Bakri, 2012). Accordingly, electronic marketers through their marketing of products require them to abide by the laws and customs and traditions prevailing in the community and to establish close relationships with customers for the purpose of achieving the acceptable good reputation first and to stay and continue and reap profits second.

#### **Description and diagnosis of research variables**

**Description and diagnosis of (independent) variable e-Marketing; x:** This study includes a description of the (independent variable) dimensions of the research (e-Marketing) (Table 1).

The views of the sample gave the attention of the e-Marketing which reflected positively on the answers of the sample where the weighted arithmetic mean for all the paragraphs of the variable mentioned higher than the premise mean. The results indicated indicate that the organization of the research sample is interested in e-Marketing which has a positive effect to some extent on the reputation of the organization.

**Advertising:** It is clear from the results of Table 1 that the weighted arithmetic mean of the advertising was (4.3), higher than the premise mean and a standard deviation was (0.754) and the percentage of response intensity was (86%). The arithmetic mean of advertising dimension paragraphs was higher than the premise mean (3).

When we refer to Table 1 we find that the results achieved at the level advertising dimension paragraphs were as follows: the weighted arithmetic mean of C1 (4.3) was higher than the premise mean with a standard deviation of (0.707) and a high response (86%). This means that e-Marketing is based on advertising by the internet. The weighted arithmetic mean of C2 (4.4) was higher than the premise mean with a standard deviation of (0.663) and a high response (88%). This indicates that advertising on the Internet is attractive and affects the customer. The weighted arithmetic mean of C3 (4.1) which is higher than the premise mean with a standard deviation of (0.893) and a high response (82%). This indicates that the advertising expresses the product honestly and transparently in terms of quality and price.

Table 1: Frequency distribution, the mean, the standard deviation and the percentage weight of sample responses to the variable of (e-Marketing): x

Dimensions/Questions	1	2	3	4	5	The weighted arithmetic mean	SD	The severity of the answer (%)
<b>Advertising</b>								
C1	0	1	3	20	16	4.3	0.707	86
C2	0	1	1	19	19	4.4	0.663	88
C3	0	3	6	17	14	4.1	0.893	82
Total	0	5	10	56	49	4.3	0.754	86
<b>Customer relationship management</b>								
C4	0	0	9	20	11	4.1	0.705	82
C5	0	2	5	18	15	4.2	0.997	84
C6	2	0	5	15	18	4.3	0.808	86
Total	2	2	19	53	44	4.2	0.837	84
<b>Direct marketing</b>								
C7	0	2	3	17	18	4.3	0.932	86
C8	0	5	1	20	14	4.1	0.937	82
C9	0	4	2	16	17	4.2	0.755	84
Total	0	11	7	53	49	4.2	0.875	84
X								
Average	2	18	36	162	142	4.2	0.822	84

Preparation by researchers according to the results of the computer using the program SPSS.V22

**Customer relationship management:** It is clear from the results of Table 1 that the weighted arithmetic mean to the customer relationship management was (4.2) which is higher than the mean arithmetic mean and a standard deviation of (0.837) and a high response (84%), the arithmetic mean of CRM dimension paragraphs was higher than the premise mean (3). The weighted arithmetic mean of C4 (4.1) was higher than the premise mean with a standard deviation of (0.705) and a high response (82%). This shows that the electronic marketer creates and manages the CRM by creating a customer information base. The weighted arithmetic mean of C5 (4.2) was higher than the premise mean with a standard deviation of (0.997) and a high response (84%). This means that e-Marketing focuses on the main customers who have long dealings with them. The weighted arithmetic mean of C6 (4.3) was higher than the premise mean with a standard deviation of (0.808) and a high response (86%). This indicates that the electronic marketers depends on the principle of trust in dealing with the customer in order to obtain customer loyalty.

**Direct marketing:** It is clear from the results of Table 1 that the weighted arithmetic mean of direct marketing was (4.2) which is higher than the premise mean and a standard deviation of (0.875) and a high response (84%). The arithmetic mean of direct marketing dimension paragraphs was higher than the premise mean (3). The weighted arithmetic mean of C7 (4.3) which is higher than the premise mean with a standard deviation (0.932) and the high response (86%). This indicates that the electronic marketer deals personally with the customer by sending personal messages to inform him about the product. The weighted arithmetic mean of C8 (4.1) which is higher than the premise mean with a standard deviation of (0.937) and

a high response (82%). This indicates that the electronic marketers contact with customers from time to time to inform him of what is new of products. The weighted arithmetic mean of C9 (4.2) which is higher than the premise mean with a standard deviation (0.755) and a high response (84%). This means that the electronic marketer receives feedback from the customer and tries to meet them as soon as possible.

**Description and diagnosis of (dependent) variable organization's reputation; y:** The views of the sample gave the attention of the organization's reputation which was positively reflected on the responses of the sample. The weighted arithmetic mean for all the paragraphs of the variable was higher than the premise mean (Table 2).

The results indicates that the research sample is interested in the reputation of the organization, through the results shown in Table 2 regarding the reputation of the organization, the following results can be observed: n the weighted arithmetic mean of C1 (4.2) which is higher than the premise mean with a standard deviation (0.691) and a high response (84%). This means that the advertising works on the internet to enhance marketing in general and e-Marketing in particular. The weighted arithmetic mean of C2 was (4.3) which is higher than the premise mean with a standard deviation (0.661) and a high response (86%) which means that the quality of the electronic advertising reflects good organization's reputation. The weighted arithmetic mean of C3 (4.3) was higher than the premise mean with a standard deviation (0.989) and a high response (86%). This means that the customer relationship management enhances organization's reputation. The weighted arithmetic mean of C4 (4.2) which is higher than the premise mean with a standard deviation (1.098) and a high response (84%). This

Table 2: Frequency distribution, the mean, the standard deviation and the percentage weight of the responses of the sample to the variable of the organization's reputation

Dimension/Questions	1	2	3	4	5	The weighted arithmetic mean	SD	The severity of the answer (%)
<b>Organization's reputation</b>								
C1	0	1	4	16	19	4.2	0.691	84
C2	0	0	7	20	13	4.3	0.661	86
C3	0	0	5	10	15	4.3	0.989	86
C4	0	5	2	15	18	4.2	1.098	84
C5	1	3	3	16	17	4.1	0.989	82
C6	2	1	5	20	13	4.1	1.090	82
Y	3	10	26	97	95	4.2	0.919	84

Table 3: Results of correlation relationships between (e-Marketing and organization's reputation) with calculated (Z) values (N = 40)

Independent variable y/ Dependent variable x	E-marketing dimensions				
	e-Marketing (X)	Advertising (X <sub>1</sub> )	CRM (X <sub>2</sub> )	Direct marketing (X <sub>3</sub> )	(Z) value tabulated
<b>Y organization</b>					
R	0.996	0.995	0.983	0.983	1.96
(Z) value calculated	6.220	6.214	6.139	6.139	Degree of confidence
Relationship p type	There is a positive and significant correlation relationship at level (1%)				0.99

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means that the organization's reputation is superior when it has a large number of customers. The weighted arithmetic mean of C5 (4.1) was higher than the premise mean with a standard deviation of (0.989) and a high response (82%). This means that the customer expresses his satisfaction to deal directly with the marketer without intermediaries. The weighted arithmetic mean of C6 (4.1) was higher than the premise mean with standard deviation (1.090) and a high response (82%). This means that the direct marketing enhances the position and reputation of the organization at the customer.

#### Analyzing and testing the correlation between research variables

**Test the first main hypothesis:** There is no correlation relationship between e-Marketing and organization's reputation for the purpose of proving the hypothesis it is necessary to prove the sub hypothesis emerging from it as follows:

**The first sub-hypothesis:** There is no correlation between the advertising and the organization's reputation Table 3. Table 3 indicates that there is a positive correlation between the advertising (X<sub>1</sub>) and organization's reputation (Y). The simple correlation coefficient (0.995) which is indicated to positive relationship between advertising and organization's reputation in research sample and this enhance positive correlation relationship (Z) calculated (6.214) is higher than the (Z) tabular value (1.96) at the level of (1%). It is clear that the advertising dimension correlated positively to organization's reputation.

**The second sub-hypothesis:** (There is no correlation relationship between CRM and organization's reputation) where there is a positive correlation between CRM (X<sub>2</sub>) and organization's reputation (Y). The simple correlation coefficient (0.983) was confirmed by the calculated value of (Z) (6.139) which is higher than the (Z) value tabulated with a significant level at (1%).

**The third sub-hypothesis:** (There is no correlation relationship between direct marketing and the organization's reputation). Where there is a positive correlation between direct marketing (X<sub>3</sub>) and organization's reputation (Y). The simple correlation coefficient (0.983) was confirmed by the calculated value of (Z) (6.139) which is higher than the (Z) value tabulated with a significant level at (1%). It is clear that there is a positive correlation between e-Marketing and organization's reputation which leads to the reject the first main hypothesis which states (there is no significant correlation between e-Marketing and organization's reputation).

**The alternative hypothesis accepted:** There is a significant correlation between e-Marketing and organization's reputation.

**Analysis and testing of impact trends between research variables:** The objective of this study will be achieved to test the second main hypothesis as follows: there is a positive and moral impact relationship between e-Marketing represented by its dimensions and organization's reputation (research sample) and stemmed from this as follows:

Table 4: Estimating the parameters of the simple linear regression model for measuring electronic marketing with its dimensions in the organization's reputation n = 40

Dependent Variable Y/ Independent Variable X	Constant A	Organization's reputation Y B	F-values		t-values		R <sup>2</sup>
			Calculated	Tabulated (1%)	Calculated	Tabulated (1%)	
Advertising X <sub>1</sub>	0.032	0.619	313.20	2.296	17.698	2.138	0.991
CRM X <sub>2</sub>	0.099	1.744	88.01		9.382		0.967
Direct marketing X <sub>3</sub>	0.196	1.818	86.15		9.281		0.966

Preparation by researchers according to the results of the computer using the program SPSS.V22

There is no significant impact of advertising on the organization's reputation in order to prove the above hypothesis, the F test was used to analyze the significance of the simple linear regression model as shown in Table 4 which was constructed according to the following formula:

$$X_1 * b + a = Y$$

Where:

Y = Dependent variable ( organization's reputation)

X<sub>1</sub> = Independent sub-variable (Advertising)

The results in Table 4 shows the following Table 4. The value of f (calculated) for the simple linear regression model for the (X<sub>1</sub>) was (313.20) which is higher than the tabulated F-value (2.296) at a significant level (1%). This indicates the regression coefficient (0.619 = b) at the above mentioned level, i.e., a change of one unit of advertising dimension affects in organization's reputation by (0.619). This means that the significance of the simple linear regression model is proven.

Therefore, advertising dimension (X<sub>1</sub>) has a significant impact on organization's reputation (Y). The value of the interpretation factor (R<sup>2</sup>) is (0.991). This means that the advertising dimension (X<sub>1</sub>) interprets (99.1%) of the changes in the reputation of the organization (Y). The remaining (0.8%) is due to the contribution of other variables not included in the current research plan. Accordingly, we rejects the first sub-hypothesis that is (there is no significant impact relationship of advertising dimension in organization's reputation) emanating from the second main hypothesis and accepting the alternative hypothesis (there is significant impact relationship of advertising dimension in organization's reputation). There is no significant impact of CRM on the organization's reputation: The results in Table 4 shows the following: the value of calculated (F) for the simple linear regression model for CRM dimension (X<sub>2</sub>) was (88.01) which is higher than the value of tabulated (F) (2.296) at a significant level (1%). That's mean regression coefficient (B = 1.744) is proved at the significant level, i.e., a change of one unit in CRM dimension affects in organization's reputation by (1.744). This means that the significance of the simple linear regression model is proved. (Therefore, the CRM dimension (X<sub>2</sub>) has a significant impact on the organization's reputation (Y).

The value of the interpretation factor (R<sup>2</sup>) was (0.967). This means that the CRM (X<sub>2</sub>) interprets ( 96.7%) of the changes in organization's reputation (Y). The remaining (4.3%) is due to the contribution of other variables not included in the current research plan. Accordingly, we rejects the second sub-hypothesis that is (there is no significant impact relationship of CRM dimension in organization's reputation) which stems from the second main hypothesis and accepts the alternative hypothesis (there is a significant impact relationship of CRM dimension in organization's reputation). There is no significant impact relationship of the direct marketing dimension and the organization's reputation. The results in Table 4 shows the following: the value of (F) calculated for the simple linear regression model of direct marketing (X<sub>3</sub>) was (86.15) which is higher than the value of tabulated (F) (2.296) at a significant level (1%). This indicates the regression coefficient (1.818 = b) at the above mentioned level is proved, i.e., a change in one unit in direct marketing dimension affects in organization's reputation by (1.818). This means that the significance of the simple liner regression model is proved.

Direct marketing (X<sub>3</sub>) has a significant impact on the organization's reputation (Y). Therefore, the value of the interpretation factor (R<sup>2</sup>) was (0.966). This means that the direct marketing (X<sub>3</sub>) interprets (96.6%) of changes in organization's reputation (Y). The remaining 4.4% is due to the contribution of other variables not included in the current research plan.

Accordingly, we rejects the third sub-hypothesis that is (there is no significant impact relationship of direct marketing dimension in organization's reputation) which stems from the second main hypothesis and accepts the alternative hypothesis (there is a significant impact relationship of direct marketing dimension in organization's reputation).

## CONCLUSION

Based on the results of the research we find several conclusions are as follows: there is a clear awareness and interest by members of the research sample for electronic marketing. In the research sample knowledge in dealing with advertising online. Electronic marketer establish and

manage customer relations through the establishment of a database of their own but not the required level. The research sample has the full knowledge that the expansion of the electronic marketing work is leads to enhance organization's reputation through the multiplicity of profit sources and obtain a greater market share. Results showed that the direct marketing is good but requires more activation and must reach as many as possible and by personal means. Based on the observation there is fear by most customers in the electronic deal because they do not trust the specifications presented in the advertisements are the same in fact. They prefer to deal face to face. Electronic marketing operations are not up to the required level because of the different cultures and traditions of many segments of society.

### RECOMMENDATIONS

The research recommends the adoption of credibility and transparency in its electronic advertisements to gain customer confidence. CRM system must be in direct contact with the customer before and after the purchase process for the purpose of following the customer in terms of knowledge of satisfaction or not and try to identify the reactions to become a feedback to improve the product. Increase the focus on dealing with the customer personally by providing him new everything about the products through electronic methods available. The subject of electronic marketing requires culture and awareness by members of the community whether marketer and customer and also requires a law that imposes protection for anyone exposed to forms of fraud in terms of electronic payment. To ensure the success of the electronic marketing idea of in a large extent in the province of Babylon and Iraq in general requires the activation of the credit cards application for the largest segment of individuals and the transition from the traditional payment method to become electronic, saves time and effort on both sides. The development of deterrent laws of the party violating the agreement in the electronic marketing process whether marketer or customer. Finally, the research recommends that organizations that shop electronically must realize that the main source of multiple sources of profit is to gain a good reputation, competitive advantage and market share. This is achieved by attracting the largest number of customers.

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