



E-Marketing and Its Impact on The Competitive Advantage

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Abstract. Competitive advantage is considered as a subject that haunts business organizations all over the world due to its importance in the organizations 'quest to increase its profitability and productivity. Hence, this forces the organizations to extend all their efforts, and to follow all the relevant methods and strategies to reach the competitive advantage.

Therefore, this study is aimed at identifying the impact of E-Marketing on the competitive advantage by following three strategies for competitive advantage which are (Cost leadership, Focus, & Differentiation) in Al-Razi Pharmacies in the city of Irbid. The study population consisted of (120) pharmacy workers, for which the researchers distributed (92) questionnaires, where the study used the descriptive and analytical approach to describe the phenomenon in question. Finally, the study found out that E-Marketing has an effect on all the dimensions of the competitive advantage.

Keywords: E-Marketing, Competitive Advantage, Al-Razi Pharmacies, Jordan.

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INTRODUCTION

The companies began developing and using customer relationship management software which enabled the marketing companies possessing a vast a huge of information about the needs of their customers', and, hence, allowed such companies to specify its priorities from the world, and build strong relationships with them. (Wardership, 2014: 36-38), In addition, the clients have also begun to search for the goods they intended to buy online away from salespeople. Of course, this has reinforced the companies' need to find electronic solutions to market their products. Nowadays, most companies follow and rely on digital marketing strategy, entirely or partially for which the term "Electronic marketing" has become widely used. Besides, the scholars expect that its use will continue to grow within the coming years due to the effort, time and money it provides to the companies and customers (Sweeney, 2011). It is noteworthy that competitiveness is considered as one of the secretions of globalization, which means openness on the world culturally, economically, politically and technologically, although, globalization requires keeping pace with all the variables by developing performance in all financial, marketing and informational activities. Al-Razi Group seeks as it practices one of the marketing activities to achieve a competitive advantage, which requires adopting new methods which are suitable for technological development in order to be able to create an advantage. Therefore, competitiveness must rely on resources and capabilities to achieve differentiation in innovation, risk tolerance, and tendencies towards taking risks in front of competitors and be highly effective in seizing market opportunities and obtaining the largest market share so as to be able to remain in the world of business (Kotler, 2000). Accordingly, business-oriented organizations achieve a state that is described as being proactive, which reflects their ability to be a market leader, and not a subordinate to any use of processes related to predicting future market needs and trying to satisfy them before the competitors' know how to achieve this goal, so that bold competition comes to reflect the organizations towards businesses, which, hence, allow them to outperform their competitors considerably (Al-Khafaji, 2008; Al-Qudah et al, 2020). Besides, the organizations achieve a degree of excellence in its performance and qualification to achieve competitive advantages and create new opportunities based on the capabilities and interconnected activities of business units and willingness to seize such opportunities and face threats in order to achieve their interests (Johnsonscholes.1997; Obeidat, 2020). In order to give the organization support in the competitive position,

there must be flexible structures, competencies and strong scientific human skills that enable it to adapt quickly and easily with the dynamics of the technical environment, whether in the local or international side (Al-Khafaji, 2008; Mahfodh & obeidat, 2020).

Jordan is considered as one of the leading countries in the field of human pharmaceutical industry, and it is one of the countries that has risen to the standard notably, whether on the Arab or International level, as Jordan always strives to upgrade its pharmaceutical industries, which occupies the third place in the structure of exports, through the issuance of laws and legislation that provide the possibility for the Jordanian drug industry to continue and develop and avoid the effects resulting from the globalization of the economy, in addition to Jordan's accession to the World Trade Organization agreement and the conclusion of a European partnership contract and which requires internal legislation, the foremost among which is the guarantee and protection of property rights. Furthermore, and within this context and in order to achieve this goal, the Jordanian Ministry of Health has developed a plan based on issuing a drug law that deals with developments and rapid global changes and preserves the competitiveness of the Jordanian pharmaceutical exports. Jordan has paved the way for this step by issuing the Intellectual Property Protection and Patent Law in a move that is aimed at attracting Jordan to the Arab and foreign investments, and protecting the existing Jordanian pharmaceutical industries from the resulting effects. Moreover, the Jordanian pharmaceutical industries are also witnessing a stage of establishing Jordanian and foreign partnerships in the pharmaceutical industry, by which the Jordanian companies rely on these partnerships in the fields of production and marketing, and, hence, increase Jordan's revenue from drug exports which has acquired a good reputation during the past two decades. Therefore, the pharmacies seek to keep pace with these developments and new up comings that are taking place in this world either by practicing their marketing activities or changing their marketing strategies and maintaining the competitive ability to serve consumers at the lowest costs effort and time, and with the highest possible quality than that given by the other competitors. These situations require that pharmacies shall adopt best practices that ensure competitiveness and success. Thus, it has to be more innovative, eco-friendly, adopting technology and targeting its customers effectively in order to stay relevant and competitive in order to stay within the midst of the ongoing changes. (Lwiza & Nwonkwo, 2002; Jenkins, 2013) Through the foregoing and in front of all these developments imposed by the tremendous development of information and communication technology, and the orientation of all institutions to adopt the philosophy of E-marketing, the problem of our research emerged, which is represented by the following question: What is the impact of E-marketing on achieving the competitive advantage of pharmacies in the Al-Razi Group in the Hashemite Kingdom of Jordan from the viewpoint of its employees.

LITERATURE REVIEW

E-MARKETING

E-businesses are considered as the activities that use digital technologies and information technology in managing the businesses of organizations in order to implement traditional marketing applications. Consequently, E-marketing includes technologies that enable the organization to manage customer relationships, organize resources, manage supply chains, send text messages, and more (Strauss and Frost, 2005; Coupy, 2001; Chaffey 2003; Oconnor et al., 2004). Hence, effective internet business needs effective marketing that includes all the elements starting from a distinctive branding strategy, the search words used by the customers to search for your products, and to advertise the e-commerce website on the Internet search engines in order to ensure that the website appears to all the potential customers, and, consequently, achieve the highest possible revenue from your e-commerce site (Mohammad, Al-Ashqar, 2018). It is worth mentioning that one of the most important goals of shopping is to identify the needs and desires of the target markets, and to obtain the desired satisfaction more effectively and efficiently than other competitors. Besides, if the description of electronic marketing is added, then, we are talking about an environment and tools that the Internet space combines with all such technology has enabled for communication between individuals (Abdel Fattah, 2011; Irtaimh et al, 2016). In addition to the above, the increase in the global internet users has also led to the expansion of the applied fields for its use, especially in the fields of commercial marketing (Al-Jarrah and others, 2014).

As a result, marketing science is no longer the same at the present time as it was in the past, due to the tremendous development it was subjected to in the scientific and technological fields and the openness of markets to each other, which in turn, led to exposing customers to a huge amount of marketing messages (Al-Shannaq and Others, 2013). It is noteworthy that the basic concept of marketing falls under human needs,

and includes the basic material needs of food, clothing, warmth, safety and belonging, and individual needs for knowledge and self-expression. These needs are not created by marketers, but, are an essential part of the human structure (Kotler & Armstrong, 2007). Therefore, E-Marketing is the employment of social networks for marketing purposes in companies, as it becomes a means of communication between the company and customers, and determining the needs and behaviors of each individual client, through which the relationship with the customer is strengthened (Nour El Din, 2014)., Abu Qahf et al. al (2006) defined E-Marketing as the process of using the internet and the digital technology to achieve the marketing goals of companies and to promote the modern marketing concept. Hence, Internet marketers can spread the information about their products and companies more easily and freely than the other traditional marketing.

The importance of E-marketing in marketing emerges from the Internet as an effective way to define the market to be targeted, in addition to giving help to study the requirements of the marketing sector (Reynolds, et al., 2004; saffar & obeidat, 2020). Besides, it helps to provide products that can meet customers' needs, through the design quality, and, then, fulfill these design specifications through the quality of conformity (Brynum, 2006 shrouf et al, 2020;). On the other side, failure to design quality and conformance affects actual performance and customer needs, since failure to match quality will negatively affect actual performance, and, hence, failure in the design quality will result in a failure to meet customer needs. Therefore, the customer views quality as a set of product characteristics that meet his needs and expectations, in addition to its conformity to the specified specifications and standards. Thus, the primary benefits of E-Marketing are represented by reducing the costs and increase the reach to clients. Smith and Zook (2011) assume that the cost of the digital marketing platform is usually lower than the other marketing platforms such as face-to-face communications made by sales personnel or intermediaries / distributors. Meanwhile, Banerjee and Dash (2011) confirm that email marketing campaigns, web signboards, online directory ads, telemarketing, and other interactive marketing techniques produce nearly double the return on marketing investment compared to other major forms of traditional marketing techniques. In addition, the web is widely recognized as a search tool by the organizations and individuals, and therefore, it is expected that the organizations which are hesitant to adopt digital marketing are more likely to lose than those who have readily embraced this concept (Ellis-Chadwick & Doherty, 2012). For this reason, digital marketing has real benefits that include a faster time, higher response rates, global reach, affordable market access, more conversion rates, 24-hour marketing plus traceable and scalable communication campaigns (Ellis-Chadwick and Doherty; 2012). Besides, Krishnamurthy and Singh (2005) added that E-Marketing opens new markets for existing companies; that create new business models like virtual organizations while providing users with an easier and more convenient screen interactions. Harridge-March (2004) also confirms that electronic marketing enables organizations to achieve increased effectiveness and efficiency through communication with customers.

COMPETITIVE ADVANTAGE

The subject of competitive advantage is receiving a widespread attention at the global level, so that this subject has become currently at the forefront of the list of concerns and priorities of various countries of the world, with the aim of keeping pace with the requirements of the rapid developments taking place in the world which are represented by the acceleration of globalization and integration into the global economy and the policies of openness and markets' liberalization. Therefore, the ability to succeed in competition has become one of the most important elements of the enterprise's growth and continuity (Abdel-Wahab, 2012), especially as the competitive advantage is considered as the main pillar on which the performance of organizations is based. Consequently, it is rare for business organizations to have a competitive precedent in all areas due to the organization's limitations on one hand, and, on the other hand, take exchange and mutual decisions for the purpose of building distinct decisions on the other hand. Therefore, distinguishing competitiveness as a pillar is considered as fundamental to the success and sustainability of business organizations (Al-Mutairi, 2012).

Al-Douwairi (2015) defined the competitive advantage as the capabilities and expertise that the organization enjoys and makes it more distinct from other organizations which are working in the same sector to which it belongs, and depending on the organization's ability to use its resources and implement its activities with high efficiency, in addition to providing high quality products, and having the most effective creative methods in conjunction with the ability to apply such creative methods. However, Porter (1998) argues that competitive advantage "Arises mainly from the value that an institution can create for its customers so that it can take the form of lower prices relative to those of competitors with equal benefits, or by providing unique

benefits in the product that widely compensate the large price's increase imposed. "In his definition", Porter focused on the value that the institution creates for its customers, which takes two forms: Either in the form of lower prices compared to competitors, but with preserving the same benefits, or in the form of a distinct product. Many researchers have addressed the importance of competitive advantage, where Abdel-Wahab (2012) believes that the competitive advantage bears an internal dimension represented by good knowledge of capabilities and potentials and investing in them in a manner that achieves the competitive advantage of the enterprise. Meanwhile, Al-Talbani Et al. (2012) sees that competitive advantage represents the critical strategic element that presents a substantial opportunity for the organization to realize constant profitability compared to its competitors. Besides, Hassoun and Others (2012) indicated that competitive advantage is a driver and catalyst for the organizations to develop and strengthen its resources and capacity and push it to search and development in order to preserve and strengthen this advantage. Papulova (2006) mentioned that the competitive advantage makes the company able to meet the needs of the customers more effectively than their competitors, which is achieved by adding a real value to the customers. Therefore, competitive advantage is considered as one of the main reasons for the company's survival in the market, where the company exists in the market and its strength depends on its value, which is determined by the competitive advantage, and hence making the customers is completely loyal to the company.

On the other hand, there are several dimensions of competitive advantage, the first of which is cost reduction: it means the organization's ability to design, manufacture, and market products at the lowest cost compared to its competitors (Aquilano et al, 1996). The second dimension, which is innovation, renovation and creation, which is the reshaping or re-work of new ideas to come in a new way, and it is done by reaching a solution to a specific problem, or to a new idea and its applications which is strongly linked to technology (Abu Jalil, 2013). The third dimension is flexibility which is the basis for achieving competitive advantage by responding quickly to changes that may occur in product design and in line with the customers' needs (Dilworth, 1996). The fourth dimension, which is quality, means or refers to doing things properly to provide products that suit customers' needs (Zolghadar, 2007). Hence, the idea underlying the concept of general strategies is that competitive advantage is the heart of any strategy, and accordingly, it has been defined by Porter (1998) who set the general strategies for competitive advantage as follows:

Cost leadership: which means that the organizations shall seek to provide goods and services at the lowest possible cost compared to other organizations which are operating within the same sector, and this can be done by achieving economic savings and owning technology that contributes to reducing cost and use of raw materials more efficiently in their production processes. This may also be achieved through expansion in the same industrial sector to which it belongs or through entering into new industries related to the sector to which it belongs (Porter, 1998). As a result, this means the ability of the organization to implement at the lowest costs compared to competitors through improving production Disposal of waste, and tight control over the cost components (Al-Janabi, 2011).

Differentiation: It is the strategy represented by developing a product or service that has unique characteristics and has a great value for the customers and that such products or services are better than other competitors' products or different from them so that they can set exceptional prices for the product) Dahbour, (2012). Meanwhile, Jones et. Al, (2003) believes that differentiation is the pursuit of a firm to be distinctive in the industry, through some dimensions of great value for the customers, and hence the company distinguishes its products or services by its unique selling suggestions in the target market sector. On the other hand, Abdel-Wahab (2012) indicated that differentiation is made through the development of differentiation methods of the institution's products and services in comparison with the products and services of other competing organizations or by reducing the advantages of other competing organizations and institutions. Besides, the organizations seek to provide products which are better than other competitors, and add an added value to its marketing and production processes in terms of introducing some characteristics and new products such as ease of use or providing after-sales services in an innovative way, such as maintenance, delivery, credit facilities. Therefore, the principle is related to the fact that the consumer is aware of these new features and that they are of a value to him which other competitors lack. (Porter, 1998).

CONCENTRATION

It means focusing on a specific sector of the market and its service. Two aspects are used for this purpose, the first is meant to achieve a competitive advantage in focus, meanwhile, the second is meant to achieve a competitive advantage in achieving differentiation focus in the target market by limited products and

geographical area, (Wheelen & Hunger, 2002) which is based on selecting a narrow competitive range within the industry, and part of it is selected from a group of sectors in the industry and alignment of its strategy for target groups. Accordingly, the organizations seek to achieve competitive advantage for the target segment though it does not possess a competitive advantage in general. As a result, the focus strategy offers two variables: Focus on cost, or Focus on excellence. (Porter, 1998).

E-MARKETING AND COMPETITIVE ADVANTAGE

A person knows within his quest to distinguish himself from others for the aim of achieving self-benefit represented in satisfying his needs, especially since all companies seek to obtain a competitive advantage that distinguishes it from other competing companies. Therefore, the marketing activity, like other activities of the institution or the organization, was affected by the great development in the information and communication technology sector. Marketing, which evolved from the productive concept to the selling and then marketing concept to the social concept, found its applications on the internet within the framework of what has been termed as “Electronic Marketing”, besides, this global network has opened companies with wide prospects and great opportunities to reach consumers across the world (Scharf, 2007; Aljawarneh et al, 2020). Hence, the increase in global internet users led to the expansion of application fields for its use, especially in the field of commercial marketing (Al-Jarrah et al., 2014), as customers are often disappointed with customer service due to the lack of personal service, entertainment, and social interactions experienced in traditional marketing activities. However, Raoofi (2012) refutes and deny this fact and in return insists that digital marketing provides enormous potential benefits to the consumers globally by offering them a wider choice and a range of products at lower prices and by taking advantage of completely new and many more products, besides product categories such as books, CDs, and travel packages to consumers who are physically distant from the traditional trade centers in the world. In this era, companies are racing to reach the largest possible number of customers to raise the value of their profits and raise their brand, as a large number of these companies adopt expanding channels its marketing through the use of digital technology (Gregurec & Grd, 2012). Therefore, it is necessary to have an appropriate electronic marketing means for the customer which are based on the environment surrounding it, as a result, marketing means have now become elements that represent the environment surrounding the organizations, which affects the volume of sales and profits achieved as well as its reputation including product, services, system and quality information which are strategic decisions that the organization must act and determine.

(Hill and Jones, (2008) and Figure No. (1) represents the model of this study, and based on the above, this study assumes the following:

- E-Marketing has an effect on a cost leaders
- E-Marketing has an effect on differentiation
- E-Marketing has an effect on focus

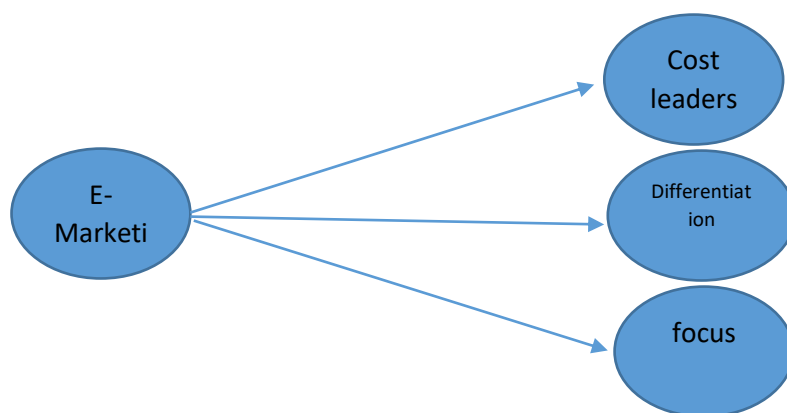


Figure (1) Study Model

STUDY APPROACH

The current study has followed the descriptive method which is based on describing the phenomenon, where the phenomenon is studied based on the data collected from its primary sources. It, also, relied on the analytical method which studies the data, tests the hypotheses and reaches the relevant results and conclusions. Moreover, the initial data were collected from the respondents of the questionnaire after

collecting the data, analyzing and presenting its results. The number of the study population reached (120) employees in all branches of Al-Razi pharmacies in the city of Irbid. Besides, the study included (92) employees based on Sekaran statistical tables to determine the size of the acceptable sample (Sekaran & Bougie, 2010). The authors have analyzed the data collected using SPSSv19, where the majority of them were female under the age of (30) and holding a bachelor's degree, and were in the category of young employees.

Table (1): Demographic data for responde

Variable	Category	Repetition	Percentage
Gender	Male	32	34.8
	Female	60	65.2
	Total	92	100%
Age	Less than 30 years	64	69.6
	30-Less than 40 years	27	29.3
	40-Less than 50 years		
	50 Years and over	1	1.1
	Total	92	100%
Educational Level	Diploma	5	5.4
	Bachelor	82	89.1%
	Postgraduate	5	5.4%
	Total	92	100%
Experience	Less than 5 years	58	63
	5- Less than 10 years	23	25
	10-less than 15 years	11	12
	15 years and over	0	
	Total	92	100%
Position	Director	1	1.1
	Head of the Department	0	
	Employee	91	98.9
	Total	92	100%

TESTING THE VALIDITY & RELIABILITY OF THE STUDY TOOL

The apparent validity of the questionnaire was tested by presenting it to a panel of experienced and competent arbitrators including academic professors in order to express an opinion regarding it in terms of its suitability for collecting the data related to the study, besides its clarity, coherence and cohesion, or any other observations they deem appropriate regarding the correction, or deletion according to the arbitrator's opinion. It is noteworthy that the comments of the arbitrators and their suggestions have been taken into consideration. Accordingly, the process of reviewing and auditing the questionnaire by the arbitrators, taking their observations and suggestions, in addition to making the modifications referred to by them was considered as a test of the apparent validity of the tool, and, therefore, the study tool is considered valid for measuring what it is designed for. Furthermore, the reliability of the instrument used in measuring the variables included was also tested by using Cronbach Alpha Coefficient Test, where the result of the scale is statistically acceptable if the value of Cronbach Alpha is greater than (0.60). (Sekaran, 2006, 311). Hence, the closer the value to (100%), this indicates to a higher degrees of stability for the study tool. In view of the data presented in the following table, the internal consistency coefficient of Cronbach Alpha was measured for the variables of the study and its dimensions, especially since the values of the internal consistency coefficient of Cronbach alpha for the paragraphs of the study tool ranged from (0.760 - 0.843), and, therefore, all the values are greater than (0.60). Consequently, this is an indication of the consistency between the paragraphs of the tool of the study, the reliability of the study tool and its reliability for performing statistical analysis.

Table (2): The values of the internal consistency coefficient for the study tool items

Dimension	Alpha Value
E-Marketing	0.813

Cost leadership	0.795
Differentiation	0.843
Concentration	0.760

DESCRIPTIVE STATISTICS

Table (3): The arithmetic means and standard deviations for the E-Marketing items

no	Items	M	SD
E-Marketing		4.030	0.453
1	The company deals with customer complaints electronically	3.761	0.906
2	The company has internet services	4.185	0.740
3	The company is constantly developing its services	4.500	0.620
4	The services provided by the company are characterized by speed	4.185	0.811
5	Employees are interested in complaints submitted through the company's website.	3.707	0.871
6	The company provides its services at all times	4.207	0.833
7	The information provided on the system is complete and accurate	4.283	0.635
8	The system is characterized by quick response	3.859	0.944
9	The system is characterized by safety and privacy	4.141	0.764
10	The electronic payment system is convenient for customers	4.228	0.772
11	Ease of dealing with the company's electronic system.	4.141	0.833
12	The information provided is private	3.913	0.834
13	The company provides sufficient information on its website	3.576	0.929
14	The information provided meets customer needs	3.761	0.869
15	The company provides its services in various forms	4.011	0.777

The previous table represents the description of the E-Marketing paragraphs, where the general average of E-Marketing in terms of the relative importance came to be high, as the general average was (4.030) and a standard deviation of (0.453). This indicates that Al-Razi Pharmacies follow electronic marketing methods to reach customers

Table (4): The arithmetic means and standard deviations of the competitive advantage dimensions

no	Items	M	SD
Cost Leadership		4.015	0.515
1	The company seeks to take advantage of economies of scale and optimum utilization of production capacity.	4.098	0.826
2	The company offers different types of discounts	4.326	0.786
3	The company tends to reduce the distribution costs of products as much as possible.	4.087	0.885
4	The company tends to manufacture the material requirements for production whenever possible.	3.609	0.784
5	Relatively low prices compared to competitors are the primary advantage of the company with which it outperforms competitors in the target markets.	3.957	0.824
Differentiation		4.214	0.590
1	The company is described as innovative and rapidly developing new products.	3.924	0.774
2	The company's products are described as quality and effective.	3.924	0.716
3	The company differs from its competitors in some non-price characteristics	4.283	0.754
4	The company always strives to reduce the defective percentage in its services.	4.380	0.796

5	The company carries out quality control in all service stages.	4.217	0.780
6	The company is constantly developing its products	4.087	0.695
Concentration		4.226	0.478
1	The company enjoys a strong relationship with customers.	4.370	0.641
2	The company enjoys a good reputation in the market	4.554	0.618
3	The company's distribution team possesses high knowledge and experience in dealing with new customers.	4.435	0.700
4	The company targets specific customer segments	3.511	0.858
5	The company is constantly looking for new markets	4.261	0.797

As for the overall average of cost leadership in terms of the relative importance, it is high and the general average reached (4.015) with a standard deviation of (0.515). Hence, the general average of differentiation in terms of the relative importance is high, as the general average is (4.214) with a standard deviation of (0.590). The general average of the concentration in terms of the relative importance is high, with the general average reaching (4.226) and a standard deviation of (0.478).

HYPOTHESIS TESTING

The first hypothesis: There is a statistically significant effect of electronic marketing on cost leadership

Table (5): * Results of the first sub-hypothesis test, H01-1

Dependent Variable	Model Summary		ANOVA		Coefficient				
	R	r ²	F	Sig F*	Statement	B	Standard Error	T	Sig t*
Cost Leadership	0.337	0.113	7.668	0.007	E-Marketing	0.438	0.542	2.769	0.007

The effect is statistically significant at ($\alpha \leq 0.05$).

The results of Table (5) indicate that the value of (R = 0.337), which means that there is a positive relationship between (E-marketing) and (Cost leadership). This turns out that the value of the coefficient of determination is (r² = 0.113), which means that (Electronic Marketing) has explained (11.3%) of the variance in (Cost Leadership), meanwhile, other factors remain constant as can be seen. In addition, the value of (F) reached (7.668) at a confidence level (Sig = 0.007). This confirms the significance of the regression at ($\alpha \leq 0.05$). In addition, it can be seen from the parameter table that the value of (B = 0.438) and the value of (t = 2.769) is at the level of confidence of (Sig = 0.007). This confirms the significance of the parameter at the level of ($\alpha \leq 0.05$).

The second hypothesis: There is an effect of electronic marketing on differentiation.

Table (6): * Results of the second sub-hypothesis test, H01-2

Dependent Variable	Model Summary		ANOVA		Coefficient				
	R Correlation Coefficient	r ² Determination Coefficient	Calculated F	Sig F*	Statement	B	Standard Error	Calculated T	Sig t* Indication level
Differentiation	0.456	0.208	15.721	0.000	E-Marketing	0.586	0.506	3.965	0.000

***The effect is statistically significant at ($\alpha \leq 0.05$).**

The results of Table (6) indicate that the value of ($r = 0.546$), which means that there is a positive relationship between (Electronic Marketing) and (Differentiation). It turns out that the value of the coefficient of determination is ($r^2 = 0.208$). This means that (Electronic Marketing) has explained (20.8%) of the variance in (Differentiation), while the other factors remain constant. Meanwhile, the value of (F) reached (15.721) at the level of confidence (Sig = 0.000), which confirms the significance of the regression at the level of ($\alpha \leq 0.05$). Therefore, it is evident from the parameter table that the value of (B = 0.586) and the value of (t = 3.965) is at the level of confidence (Sig = 0.000). This confirms the significance of the parameter at the level of ($\alpha \leq 0.05$).

The third hypothesis: There is a trace of electronic marketing in focus

Table (7): * Results of the third sub-hypothesis test, H01-3

Dependent Variable	Model Summary		ANOVA		Coeffecient				
	R	r ²	Calculate d F	Sig F*	Statement	B	Standar d Error	Calculate d T	Sig t*
Concentration	0.495	0.245	19.461	0.000	E-Marketing	0.545	0.423	4.411	0.000

***The effect is statistically significant at ($\alpha \leq 0.05$).**

The results of Table (7) indicate that the value of ($r = 0.495$), which this means that there is a positive relationship between (Electronic Marketing) and (Focus). It turns out also that the value of the coefficient of determination is ($r^2 = 0.245$). This means also that (Electronic Marketing) has explained (24.5%) of the variance in (Concentration), while the other factors remain constant as it turns out that the value of (F) reached (19.461) at the level of confidence (Sig = 0.000), which confirms the significance of the regression at the level of ($\alpha \leq 0.05$). As it can be seen from the parameter table that the value of (B = 0.545) and that the value of (t = 4.411) is at the level of confidence (Sig = 0.000). This confirms the significance of the parameter at the level of ($\alpha \leq 0.05$).

CONCLUSION

In this study, the study model was developed to test three hypotheses, where the results of the first hypothesis test confirmed that there an effect of electronic marketing on cost leadership, since the electronic marketing tools used by the Al-Razi Group have a positive effect in reducing the general costs of Al-Razi Group, based on the fact that Electronic marketing has become today a leading strategy in the business world, which is characterized by reducing the costs for the organizations in general. It is worth stating that Sheikh, Shahzad & Ishaq, (2017) indicated that E-Marketing has positive effects that appear through increasing profits and revenues, reducing costs, quality of customer service, and stability of commercial operations. As for testing the second hypothesis, it was found out that there is an effect for E-Marketing due to the fact that Al-Razi Group is following a strategy of differentiation and working through E-Marketing to provide products or services that have specific characteristics, which differ from the services provided by the other competing companies. As for the third hypothesis, it has also stated that there is an effect of electronic marketing in following the strategy of Al-Razi Group on focus, as E-marketing helps Al-Razi Group to target a specific segment of customers. (Sidek et al, 2020) has indicated that the companies that want to invest specific resources in E-marketing methods will create a strategy to obtain a customer database in order to promise a better return on their investment.

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