

The Role of E-Marketing in Sales Enhancement For (Lg) Arab East (Levant) – Case Study

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Abstract: The main aim of this paper is to study the role of E-marketing in sales enhancement in Jordan. A questionnaire was adopted from previous studies and distributed among managers, assistant or deputy director, and head of division at (LG) Levant company in Jordan. The sample of the study consisted 108 respondents. SPSS software was used to analyze the data. The study concluded a number of results achieved (LG) Levant company in Jordan ($= 0.05 \alpha$) for electronic marketing in its dimensions (Facebook, Twitter, mobile applications) on the activation of sales with indicators (purchase percentage, repeat purchase) in Jordan. The researchers also recommended the need to work to achieve success. And the need to develop the concept of solving the problem of sales in (LG) Levant company in Jordan.

Keywords: E-Marketing, Facebook, Twitter, Mobile Applications, Sales Activation, Purchase History, Repeat Purchase, Jordan.

I. INTRODUCTION

Electronic marketing can be seen as a translation of the social and ethical responsibility of marketing, which came to light in response to the growing environmental challenges of the new era (Eneizan & Wahab, 2016; Alshare et al, 2019). This marketing approach coincides with growing global interest in consumer rights protection and the emergence of movements aimed at protecting the rights of people to live in an environment-oriented organization with a safe environment. E-marketing focuses on the commitment of business organizations to deal with environmentally friendly goods, which are harmless to society and the natural environment and to carry out marketing activities within the framework of strong commitment to environmental responsibility and within specific controls to ensure the preservation of the natural environment and not to harm them (Mahlamaki et al, 2019; Mostafa & Eneizan, 2018).

With the proliferation of consumer and environmental organizations and their rights, which are recognized by internationally recognized quality certificates, companies are heavily promoted in the market. Most companies have moved to the e-marketing system, including LG. LG Electronics has adopted the concept of e-marketing to meet the great challenges of producing environmentally friendly products (Eneizan et al, 2015; Abdulsahib et al, 2019; Eneizan et al, 2018). Most of the consumers of these products are specific categories due to their high prices. As people become more aware of environmentally friendly products, Last. This study is aimed at identifying the role of e-marketing in driving sales to LG.

II. THE STUDY PROBLEM

There are a few studies in seals activation in the context of E-marketing. Moreover, the weakness in the application of the concept of electronic marketing in the Arab developing countries, despite its application in developed Western countries.

III. ELEMENTS OF THE STUDY PROBLEM

To achieve the purpose of this study and to find a solution to the problem of the study, the following questions were answered:

Is there a role for electronic marketing in its dimensions (Facebook, Twitter, mobile applications) to activate the sales with its indicators (purchase percentage, repeat purchase) for the LG company in Mashreq in Jordan?

IV. STUDY HYPOTHESES

Based on the study problem and its questions, the following hypothesis was formulated:

First hypothesis: There is no statistical significance at ($0.05 = \alpha$) for electronic marketing in its dimensions (Facebook, Twitter, mobile applications) to activate the sales with its indicators (purchase percentage, repeat purchase) for LG. The following main assumptions emerge from the main premise:

V. THE IMPORTANCE OF STUDYING

The researcher divided the importance of the study into the following:

Scientific importance: The scientific importance of this study is through the addition of theoretical information in the field of electronic marketing, which contributes to enriching the Arab library with a recent study on the role of the dimensions of electronic marketing in activating sales of LG (LG) Arab Mashreq in the current study.

Practical importance: This study will deal with many studies related to e-marketing, reference to previous Arab and foreign studies and knowledge of the experiences of others, which gives this study special importance. Where its findings and recommendations are the starting point for future studies in this area.

VI. PREVIOUS RELEVANT STUDIES

Chong et al, (2015) "Comparing Customer Satisfaction with China Mobile and Telecom Services: an Empirical Study" The study examined the following factors: customer service, quality, price, variety of services and their impact on the degree of customer satisfaction in telecommunications companies. The study developed a special questionnaire (500) questionnaires were distributed to the customers of the company and 472 questionnaires were retrieved and all statistical analyzes were carried out. The statistical treatments revealed that the factors influencing customer satisfaction are closely related and positive. The study also revealed that the telecommunications service lacks the development of a strategy commensurate with the ambition and excellence of customers, especially that there are some weaknesses in these services. The study recommended increasing and enhancing the commercial offers provided by the company in order to attract as many subscribers as possible. Other factors may affect the quality of telephone services in the future.

Ftimah, (2016), "The Effects of Total Quality Management Implementation on Employees Performance - the Case of PT PERTAMINA Refinery Unit III Plague Palembang-Indonesia". Aimed at identifying the impact of TQM implementation on the performance of workers at the Pertamina Unit No. 3 in Indonesia. The descriptive analytical method was used to collect information through personal observation and using the interview and through the questionnaire. 286 questionnaires were distributed at various managerial levels and the appropriate statistical methods were used. The results showed that the application of TQM positively affects the performance of employees at various levels of management and contributes to achieving sustainability in providing the best products. The researcher benefited from the study of Ftimah (2016) in determining the elements of the dependent variable and in the formulation of procedural definitions.

Leopoldo (2018). The role of human resource-related quality management practices in new product development: A dynamic capability perspective. The study examined the adoption of the Dynamic Capacity Vision (DC) as a theoretical framework for empirical investigation into relationships between human resource management (HRM) practices: developing a new product (NPD) as a DC center, learning orientation, knowledge integration, and strategic flexibility. Learning learning and knowledge integration represent two types of strategic flexibility, and strategic flexibility is the advanced capability that facilitates. In order to test relationships in an experimental way, the authors used data from 236 European companies and made structural equivalence models. The results suggest that HRM practices associated with human resources contribute to the creation of a learning-oriented company, the integration of knowledge, and successful NPD support. In addition, knowledge integration is positively associated with NPD through strategic flexibility. The researcher benefited from Leopoldo (2018) in building the model of the current study with its dependent variables, and in formulating their procedural definitions.

Shareef et al., (2019) "Social media marketing: Comparative effect of advertisement sources" The study aimed at the perception of advertising value and consumer attitudes towards advertising. The research was developed to reveal the impact of ad source on the perception of credibility through the theoretical framework of the Dokov ad value model (1995). The research aims to identify the credibility of the lack of credibility in order to create an advertising value and a positive attitude towards the ads launched through Facebook social network. In this regard, the study used three distinct sources to generate and display promotional messages for the product: a reference reference group, an ambitious reference group and marketers themselves. These researches revealed statistically significant differences in the development of advertising value and the formation of a favorable attitude towards advertising when the product message was developed by these three distinct groups, who have different source exceptions.

The study will benefit from the study of Shareef et al. (2019) in constructing the model of the study in terms of the independent variable and building the theoretical framework of the current study.

Schreiner and Riedl (2019) "Effect of Emotion on Content Engagement in Social Media Communication: A Short Review of Current Methods and a Call for Neurophysiological Methods" The study aimed to review the research methods used in the literature on the emotional impact of content sharing in communication through social media. Results show unbalanced use of roads. Content analysis and emotion coding procedures are prevalent, while other methods are barely used. Based on this conclusion, we confirm that future research needs to propagate neurological pathways to capture the complex emotion structure. Because neurophysiological methods are often applied in experimental environments, the increased use of these methods will also mean a more advanced discovery of causal effects, thus clarifying the role of emotion better in the process of content sharing. The researcher will benefit from Schreiner and Riedl (2019) in constructing the model of the study in terms of the independent variable and building the theoretical framework of the current study.

Olbrich et al., (2019) "The effect of social media and advertising activities on affiliate marketing" The study aimed at detecting the impact of social media and advertising activities on commission marketing. The study uses data from a service company to analyze whether social media and advertising activities affect the results of affiliate marketing. The data set extends for six months, recording 611,081 ad impressions, 15,082 clicks, and 2672 messages across social networks. The results of affiliates are analyzed using social media and compared to the results of affiliates that do not use social media. The study adds to the affiliate marketing literature by analyzing the media used, the amount of commission, the length of the partnership, and focusing on the business as campaign variables. In addition, it adds to multichannel literature: the social media activities of affiliate companies positively influence the number of ad impressions and, to a lesser extent, the number of potential customers. Because social networking activities for affiliates affect the results of your affiliate marketing campaign, merchants may include social media data to get a more detailed picture of related activities and offers. The researcher will benefit from the study of Olbrich et al. (2019) in building the model of the study in terms of independent variable and building the theoretical framework of the current study.

Stimulate sales

Sales concept refers to the group of products, services or materials provided by the company, factory or enterprise (Eneizan et al, 2016). The relationship is positive, ie, the more diversified the services and the products at competitive prices, the greater the material return of this company and the more its growth and development.

How to succeed in sales management: The success of the department can be achieved through a set of roles in the work environment:

1. Gain profits: the main responsibility of the sales department.
 - 2 - Application of the Department: one of the functions of the sales manager in particular the recruitment and training and supervision of employees in a correct manner.
 3. Tracking sales information (daily sales volume - new items).
 - 4 - Study the expectations and follow-up previous sales in order to work a future plan.
 - 5- Follow-up of sales department expenses (Mashawir - Travel - Transport) to control the annual financial budget.
- Sales Volume Elements

1. Market share: The Company's market share is defined as the Company's sales of a product, expressed as a percentage of total sales in the industry as a whole. Market share is a measure or a tool for distinguishing between winning and losing companies. Accordingly, business organizations can be seen in a race to seize opportunities and gain the largest share of the

market. This racetrack requires an additional effort to identify external forces and their forces, including opportunities and threats, and to match that acquired knowledge with the strengths and weaknesses of the particular company. This is the choice of opportunities and their investment, an attempt to acquire the market and access to the largest market share. Which is a very important and fundamental element for the company. Through this, the company can achieve the high profitability it can use in expanding its business, which will lead to increased productivity, lower costs and increased profits.

2. Income: The income earned by a company, plant or business from its business activities, which is usually the sale of goods or services to buyers. This is the income the company is entitled to from its normal business activities, such as the sale of a good or service to customers and consumers . Revenue is referred to as turnover. Profit, or net income, generally means total revenue minus total costs and expenses in a given period. In accounting terminology, revenue is often referred to as the "top line" because of its location in the income statement, if at the top while the net income is at the bottom of the statement, so it is known as the "bottom line".

3. Profitability: profitability is the relationship between the profits achieved by the organization and the investments that contributed to the achievement of these profits, profitability is the goal of the organization and a measure to judge its adequacy. Profitability is measured either by the relationship between profits and sales, or by the relationship between the profits and investments that contributed to their achievement.

Sales Activation Dimensions

This study is based on two dimensions of sales activation that emerged in the study model as follows:

A- Buying ratio: Buying plays an important role in the supply operations of the establishment and it is an important element in the rest of its other functions. This is by providing all its production units with different materials and production requirements, in the right quantity and at the right time and in the appropriate quality and price. The purchase function is defined as: "the function responsible for the material cycle from the time a category is requested to the time it is delivered to the entity that uses it."

B - Repeat the purchase: All purchase information begins to recognize the need, which should be accurately described to identify all the parties to the items to be purchased, and this requires monitoring and follow-up stocks in a permanent way to ensure that there are no items in the stores to avoid duplication in the purchase and must know the energy in advance Available for storage to know the quantity that can be accommodated and know the deadlines and delivery times. Sometimes there is a case of urgent request and this is due to the depletion of stocks to mis-determine the level of safety inventory or an estimate error requirements.

VII. METHOD AND PROCEDURES

A - Study Methodology: In order to achieve the objective of the study, the researchers used the analytical descriptive method to classify the data and deal with it in order to describe the respondent community and describe the phenomenon. Through the recording of the researchers for the observations and events available for the study and the presentation and description through tables and forms, the primary data collected through the study tool main questionnaire, and analyzed using the program statistical package for social sciences Statistical Package for Social Science. These data are related to the study variables. After the analysis and access to the results, the recommendations that fit the subject of the study were suggested.

B. Study Society: The study community is from LG, the Arab Mashreq in Jordan, registered in the Ministry of Industry and Trade, and the Securities Depository Center in Jordan.

The unit of sampling and analysis was aimed at examining the role of electronic marketing dimensions in activating the sales of LG Arab Orient. The sampling unit consisted of 113 managers in the middle and middle management of the LG Arab Mashreq Company. The survey sample consisted of general managers, their deputies, assistants and heads of departments according to the study sample. 113 questionnaires were distributed and retrieved (108) of them. After checking, 5 questions were ignored because the responses were not completed, A total of 108 questionnaires were analyzed and 95.8% of the total questionnaires were processed.

The accuracy and persistence of the study instrument: The Likert scale of five values for data collection was adopted by choosing the respondent (agree, agree, neutral, disagree, disagree) so that each answer takes relative importance. In order to give the arithmetical mean by using the ordinal scale of importance for the purpose of using it when analyzing and rationalizing the results, and to explain the arithmetical averages for estimating the members of the study sample (directors, deputies and heads of departments) on each paragraph of the questionnaire and in each of its fields, Sekaran, 2010):

VIII. TEST THE HYPOTHESES OF THE STUDY

First hypothesis: There is no significant statistical role at ($\alpha = 0.05$) for electronic marketing in its dimensions (Facebook, Twitter, mobile applications) in activating sales with its indicators (purchase percentage, repeat purchase) for LG. From making the appropriate decision to this hypothesis, a simple liner regression analysis was conducted to determine the role of electronic marketing in its combined dimensions in sales activation at the level of significance ($\alpha = 0.05$).

Testing the strength of the model: In terms of this test, the correlation coefficient value of the independent variable (e-marketing) and the dependent variable (sales activation) was identified in the LG Arab Mashreq Company in Jordan, as follows:

TABLE (1): SUMMARY TABLE OF THE MODEL

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.603 ^a	.364	.348	2.42885

a. Predictors: (Constant), Facebook, Twitter, mobile applications

TABLE (2): SUMMARY TABLE OF THE MODEL

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	404.819	3	134.940	22.874	.000 ^b
Residual	707.915	120	5.899		
Total	1112.734	123			

a. Dependent Variable: sales activation

b. Predictors: (Constant), Facebook, Twitter, mobile applications

TABLE (3): SUMMARY TABLE OF THE MODEL

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.326	1.307		2.545	.012
1 Facebook	.408	.065	.476	6.314	.000
Twitter	-.042	.089	-.047	-.467	.641
mobile applications	.358	.114	.313	3.147	.002

a. Dependent Variable: sales activation

Table (1,2,3) shows that the correlation value of the independent variable (e-marketing) and the dependent variable (sales activation) amounted to (0.603). The value of the parameter (R²) was 0.364, so the independent variables were able to explain 36.4% of the changes in the dependent variable and the rest were attributed to other factors. Refers to the analysis of variance, which aims to identify the explanatory power of the model and all dimensions of the independent variable (eliminating the concept of waste, reconfiguring the concept of the product, making environmental orientation profitable) by statistical (F). His hypotheses were formulated as follows:

The table showed a high significance for the test of (F) of (22.874), and the level of statistical significance (Sig) was (0.00) and is smaller than (0.05). This means that the multiple regression model is suitable for measuring the causal relationship between the independent variable (e-marketing) and the dependent variable (sales activation). Thus, the null hypothesis is rejected and the alternative hypothesis is accepted that "the multiple regression model is significant (there is a significant role for the independent variable" e-marketing "on the dependent variable" sales activation "). That is, the independent variables were able to interpret (60.3%) of the dependent variable.

Here is the conclusion that there is a statistically significant role at the level ($\alpha = 0.05$) of electronic marketing in its dimensions (Facebook, Twitter, mobile applications) to activate sales with its indicators (purchase percentage, repeat purchase) of the LG Arab Mashreq in Jordan.

IX. DISCUSSION OF RESULTS

The results of the hypothesis test showed a significant role at ($\alpha = 0.05$) level of e-marketing in its dimensions (Facebook, Twitter, mobile applications) on activating sales with its indicators (purchase percentage, repeat purchase) for the Arab Mashreq Company in Jordan.

The results showed that the dimension (Facebook and mobile applications) have a statistically significant effect on the activation of sales. The value of (T) calculated was higher than its value and at a level of statistical significance less than the specified value (0.05). The results indicate that the dimension (Twitter) had a significance greater than (0.05), that is not to play a role in the activation of sales LG (LG).

X. RECOMMENDATIONS: BASED ON THE RESULTS, THE STUDY RECOMMENDS THE FOLLOWING

- 1 - The researcher recommends the necessity of working to keep up with the concept of electronic marketing because of its usefulness reflected on the external environment and internal and thus increase production.
- 2 - The researcher recommends the need to develop the concept of sales activation, which is one of the most important concepts in management and marketing, which is reflected on the profitability of the company (LG) Mashreq Arab, which enhances and increases the continuity of the company and thus increase market share and ability to continue in the surrounding environment.
- 3 - The researcher recommends the need to enhance the dimensions of electronic marketing because of their importance in the development of the concept of evolution and environmental recycling, because the development of these elements helps to increase productivity and win the satisfaction of customers and employees, who will feel that they are the main owners of the company (LG) Mashreq Arab, for them.
- 4 - The management of the company (LG) Mashreq Arab should focus on special strategies that develop training and training programs for the employees of electronic marketing and environmental conservation, which will contribute to improving the organizational structure and thus ensure the company continuity in keeping with developments and increase market share.
5. The researchers recommend that the management of LG Arab Mashreq be focused on supporting the R & D department in the field of e-marketing as one of the most important concepts supporting the environment in general.
- 6 - The necessity of management awareness of the company (LG) Levant to facilitate the tasks of researchers in electronic marketing.
7. The e-marketing approach is expected to open new horizons and attractive market opportunities to the organizations that exercise them, allowing them to avoid traditional competition and therefore to gain competitive advantage in the market.
8. E-marketing helps to achieve competitive advantage by creating certain environmental values for customers and thus creating environmentally friendly market sectors, making the organization ahead of its competitors in the environmental aspect of the market.
9. The adoption of e-marketing organizations will make them always strive to provide the best for green consumers, by focusing on the production of safe and environmentally friendly products by increasing the efficiency of their production processes, thereby reducing levels of environmental pollution and damage resulting from production processes.
- 10- E-marketing offers opportunities and incentives for the managers responsible for the organization to follow the modern and effective methods in providing environmentally friendly products and this is a personal contribution to them in the preservation of the environment.

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