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The impact of E-marketing mix elements on chain stores performance in Jordan

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Abstract

The present study aimed at determining the effect of E-marketing mix on the performance of the chain stores in Jordan. The study relied on descriptive analytical methodology. The study population reached (8) commercial centers. The questionnaire was distributed to (156) questionnaires by (96%), and (6) were excluded due to their lack of validity for the statistical tests. The results of the study were found to be statistically significant at the level of ($\alpha = 0.05$) of the components of E-marketing mix (product, pricing, promotion, location, individuals, physical evidence, operations) Market, and customer satisfaction) in Jordan.

In light of these results, the study recommended a number of recommendations, the most important of which was raising the awareness of senior administrative leaders of the importance of marketing mix elements as one of the essential concepts in modern marketing and the need to develop elements of the marketing mix in terms of pricing, promotion and all its details.

Keywords: E-marketing mix, elements, chain stores

Introduction

The elements of the electronic marketing mix are the basic concepts underlying the marketing process, and since all commercial activities focus on the efficiency of the marketing mix in their work, these elements become the focus of attention and attention of many leading companies that seek excellence and achieve competitive advantage over their counterparts. And to achieve the maximum efficiency goals in the elements of the electronic marketing mix, different marketing strategies are followed to achieve marketing efficiency.

Marketing is an effective tool for corporate excellence in a dynamic and dynamic environment, a key driver of corporate profits. Marketing is the marketing tool of marketing, the essence of a marketing strategy.

The Jordanian consumer targets the convenience stores because they are available for all their needs, thus saving time and effort in searching for goods or alternatives. The main reasons are also due to the availability of permanent offers that small shop owners cannot provide to consumers looking for money. The elements of the marketing mix on the performance of the chain stores in Jordan.

Study Problem

Due to the commercial importance of Al-Silisa chain stores and its wide spread throughout the Hashemite Kingdom of Jordan, and the increasing consumer demand for these stores, the consumer has become a trend and acceptance of shopping chain stores and preference over others. These conditions have created intense competition among the chain stores in Jordan, giving great importance to the efficiency of the components of the electronic marketing mix of the services offered by these stores and the products sold in them.

The researcher noted through his work in this sector and his experience of all the events and circumstances associated with this problem a weakness in the adoption of elements of the electronic marketing mix in the chain stores Jordan, in addition to visiting a group of stores chain and meet with a number of branch managers. He directed a set of direct questions in a descriptive manner that reflected the problem of the study. This shows that there is a lack of awareness among branch managers of the areas of electronic marketing mix (product, pricing, promotion, location, individuals, physical evidence, and processes), as well as a vague

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understanding of the impact of these elements on improving chain performance (Sales growth, market share, and customer satisfaction).

The purpose of this study is to identify the impact of the components of the electronic marketing mix (product, pricing, promotion, location, individuals, physical evidence, and operations) on the performance of chain stores in the Jordanian market. The purpose of this study can be achieved by answering the following questions:

Elements of the study problem

The main question: Is there an impact of the components of the electronic marketing mix (product, pricing, promotion, location, individuals, physical evidence, and operations) on the performance of chain stores (sales volume, market share and customer satisfaction) in Jordan?

A number of the following sub-questions arise from this question:

Question 1: Is there an impact of the electronic marketing mix (product, pricing, promotion, location, personnel, physical evidence, and operations) on the volume of sales chain stores in Jordan?

Question 2: Is there an impact of the electronic marketing mix (product, pricing, promotion, location, personnel, physical evidence, and operations) on the market share in the chain stores in Jordan?

Question 3: Is there an impact of electronic marketing mix elements (product, pricing, promotion, location, individuals, physical evidence, operations) on satisfaction of the chain's customers in Jordan?

Study Hypotheses

To answer the study questions, several hypotheses were formulated as follows:

There is no statistically significant effect at the level ($\alpha = 0.05$) of the elements of the electronic marketing mix (product, pricing, promotion, location, individuals, physical evidence, and operations) on the performance of chain stores (sales volume, market share and customer satisfaction) in Jordan.

A number of the following hypotheses emerge from this main hypothesis:

First Hypothesis: There is no statistically significant effect at the level ($\alpha = 0.05$) of the components of the electronic marketing mix (product, pricing, promotion, location, individuals, physical evidence, and operations) on the volume of sales chain stores in Jordan.

Second Hypothesis: There is no statistically significant effect at the level ($\alpha = 0.05$) of the elements of the electronic marketing mix (product, pricing, promotion, location, individuals, physical evidence, and operations) on the market share in the chain stores in Jordan.

Sub-hypothesis 3: There is no statistically significant effect at the level ($\alpha = 0.05$) of the elements of the electronic marketing mix (product, pricing, promotion, location, individuals, physical evidence, operations) satisfaction of the chain's customers in Jordan.

The importance of studying

The importance of the study can be presented as follows:

First: the theoretical importance

The theoretical importance of providing the study concepts that enhance the concept of elements of the electronic

marketing mix in the development or improvement of the performance of the Jordanian chain stores. The study also provides literature on the concept of electronic marketing mix elements and the performance of chain stores throughout their life cycle. And how the elements of the electronic marketing mix affect the implementation and development of the methods and dimensions of the performance of chain stores. The study also seeks to promote new studies that may be of interest to researchers in this field.

Second: Practical importance

The practical importance of this study lies in producing findings and recommendations that may help chain store managers in particular and other organizations in general identify the components of the electronic marketing mix (product, pricing, promotion, location, individuals, material evidence, processes) and how they affect chain performance. In making appropriate decisions for the products and services provided in general and thus towards the performance of the Store and its services.

Previous relevant studies

The researcher surveyed the previous studies on the subject of this study, and was used and benefit from some studies directly related to the following are some of these studies.

As for Afram 2003, there was a significant relationship between the application of the elements of the electronic marketing mix of exports in the food and chemical industries and the export performance. This relationship was not affected by the type of industrial sector. The most important factors influencing the purchasing decision of the Jordanian individual is the price of residential apartments, and the least important factor is the promotion element. The Abu Zneid and Sharif 2009 [2] study showed that customers of commercial banks operating in the West Bank are satisfied with the reality of the service marketing mix of productivity, quality, price, promotion, distribution, service, process, employees, and material evidence. The Tijani study (2017) showed that in the case of an increase in the number of workers having a positive effect, the scientific specialization should be linked to the staff because this has a positive effect.

The Venciute and Auruskeviciene (2017) [48] study showed that marketing capabilities in social media have a significant impact on the overall performance of the new company through an intermediate impact on marketing performance through social media.

Marketing mix concept

Is a set of integrated and interdependent marketing activities that depend on each other for the purpose of performing the marketing function as planned. The marketing mix is the key element in any marketing strategy. The process of building the balance of the marketing mix is unique in every organization or service that differs from Organization, the definition of a market objective requires the creation of a marketing mix in which the needs of the market objective are met. (Mcdaniel, lomb and hair, 2008; Alazzam *et al.*, 2015) [38, 5]

A group of components of the marketing activity in the bank (Alaboodi, 2018) which includes seven marketing activities, which are a whole concept of marketing. (wells *et al.*, 2006; Enaizan *et al.*, 2020) [44], Is the famous marketing

term that expresses the four elements (4 Ps) related to the marketing of the product are the product - Pricing - Pricing - Distribution - Promotion - Promotion, and then increase the four elements in marketing the service to include 3 other elements (3 Ps) People who provide the service - People, tangible physical evidence on the quality of service - Physical evidence, and the process of production that results in the service - Process, and uses the marketing mix of marketing decision-making, such as product identification and specifications and price and channels of sales and advertising methods and types of advertising and other decisions that the marketer can Controlled so that he can meet Customer requirements and then effectively market access. (Kotler, 1998; Eneizan *et al.*, 2020; Enaizan *et al.*, 2019) [33, 24, 27]

The seven electronic marketing mix elements (Enaizan *et al.*, 2020; Maala, 2007; Kotler, 2011; Lovelock and Wright 2012; Miles and Snow; 2003; Mohsin *et al.*, 2020) [32, 44, 35]

Product or service

There is no doubt that one of the main tasks of marketing management is to highlight the distinctive features of the product or service that you put on the market. The product represents a package of tangible and intangible properties that have benefits and benefits to its consumers. The product is divided into three levels (Lovelock and Wright, 2012) [35]

Level 1: Core Benefit

It is the basic benefit that the consumer seeks or the purpose of buying the product.

Level 2: Physical Product (Actual Product)

It expresses the components and features of the physical product, which is its dimensions, packaging, color, weight, brand and packaging.

Third level: the product in its comprehensive sense (Augmented Product)

It means all that accompanies the product from its complementary services (after sales services) such as distribution, installation, warranty services, maintenance, delivery and others.

Price

The price is defined as the value paid by the consumer to the seller of the goods or service in order to obtain them. There are several variables that affect the pricing process of products or services, such as level of competition, price of raw materials, product identity, marketing objectives, and other variables.

Place

By studying the locations of customers and using the best marketing channels to reach them, in addition to studying and selecting the appropriate distribution policy whether it is through direct selling or selling through intermediaries.

Promotion

Promotional communications means the group of contacts that the producer makes to prospective consumers in order to acquaint them with the goods and services they provide and to pay them for purchase. These contacts include advertising, advertising, personal selling, public relations, and sales promotion.

This is taken into consideration when choosing the means of promotional communication used to determine a number of elements including the following:

- The best way to reach the client.
- How to deliver the marketing message to the target customers.
- Time of implementing marketing campaigns (specific season).
- Advertising strategies of competitors and knowledge of their marketing message.

In the event that the stores provide a service and not a tangible physical product, the following elements are taken into account in the marketing mix.

People

They are meant to be the service providers and they are the destination of the shops to the customers, and they are the key to the success of the shops. They are in direct contact with the customer. When dealing with the services, we get our impression of the shops through the service provider.

Operations and procedures for obtaining the service:

The mechanism used to provide the service and significantly affect the degree of customer satisfaction, waiting on the type and accuracy of information given to the client, and the extent of the customer's benefit from the service all these factors lead to win the loyalty of the client.

Physical Evidence

Are the tools that facilitate the service delivery process and affect the customer's view and judgment on the quality of the service. When the customer tries to judge the quality of the service before using it, he uses this evidence.

The physical evidence helps to create an impression on the service user of the level of quality available, as well as improving the perceived image of the customer to the service and reducing the perceived risk level of the customer if he / she purchases the service.

This evidence is in the aesthetic design of shops and decoration, the level of furnishing of shops, the appearance of workers, and the certificates of experience hanging walls and other evidence that show the high level of shops.

Performance of chain stores

There are factors contributing to the chain's success and development: Ken Butcher (2014)

- The shop owner should choose the right place, so that it is not far from the population group or close to another store.
- The diversification of goods and their coverage, it is obvious that the needs of human many and many, and the customer would prefer to find all the needs in one shop, and do not prefer to move to more than a store to get the purposes he wants, especially if the goods catering and food.
- The investor must have an appropriate stock of its goods, so that the consumer can get the goods at the same time; because the goods if the customer will move to buy from another store.
- It is important to maintain the cleanliness of the store and its employees in terms of appearance and substance.
- Attention to the arrangement and decor and design of the store to attract customers to him. Choose a suitable place and space for the shop.

Method and procedures

In this study, the researchers used the descriptive analytical method to obtain the necessary data for the purpose of data analysis and classification to describe the sample of the study and to present it in tables and forms. A questionnaire was designed to collect the data analyzed using the SPSS program. The questionnaire was used as a tool for collecting data related to study variables.

The study community is one of the 8 chain stores in Jordan, where the survey method was used. The study community was based on the researcher's work in these stores, and based on the human resources and personnel departments in these complexes.

The validity of the study instrument has been verified as follows:

A - The tool's credibility

The questionnaire was judged by a group of Jordanian university professors as well as experienced and competent

people who took their opinions in drafting the final version of the questionnaire.

B - Stability of the tool

The internal consistency of the tool was verified by calculating the Cronbach's Alpha coefficient (966) and is acceptable in such studies.

Test the hypotheses of the study

It was ascertained that the conditions necessary for testing the hypotheses of the study were achieved as follows:

The results of the main hypothesis test, which states: "There is no statistically significant effect at the level of significance ($0.05 = \alpha$) of the components of the electronic marketing mix (product, pricing, promotion, location, individuals, physical evidence, operations) (Sales volume, market share, and customer satisfaction) in Jordan."

Multiple regression was performed to test this hypothesis and the result was as follows:

Table 1: Summary table of the model as a whole variable b (Model Summary)

	Model	Sum of Square	Df	Mean Square	F	Sig.
1	Regression	34.603	7	4.943	2313.753	.000
	Residual	.318	149	.002		
	Total	34.922	156			

Table 1 shows that the value of F was (2313.753) and that the statistical significance level reached (0.00), ie, it is less than (0.05). Thus, the null hypothesis was rejected and the alternative hypothesis is accepted. 0.05) for electronic marketing mix elements (product, pricing, promotion, location, personnel, physical evidence, and operations) on the performance of chain stores (sales volume, market share, and customer satisfaction) in Jordan. The table shows that the elements (product, pricing, promotion, location, individuals, and processes) (0.05) on the performance of the chain stores in all their dimensions, and the element (physical evidence) has no statistically significant effect at (0.05).

To ensure that there is no high internal correlation between the elements of the independent variable (Multicollinearity), the VIF and Tolerance were extracted for all dimensions of the independent variable, and VIF were found to be smaller than 5, Multiple regression could be used.

Discussion of results

After the statistical processing of the study data and testing hypotheses, the study showed the following results:

1. There is a statistically significant effect at the level of ($\alpha = 0.05$) of the elements of the electronic marketing mix (product, pricing, promotion, location, individuals, physical evidence and operations) on the performance of chain stores (sales volume, market share and customer satisfaction).

The results of this study agree with the results of Afram study (2003) that there is a significant relationship between the application of the elements of the electronic marketing mix of exports in the food and chemical industries and the export performance, and this relationship was not affected by the type of industrial sector (Shanawi Abdulsahib, Eneizan and Salman Alaboodi, 2019).

The results of this study were also in line with the results of the studies (Al-Dakhour and Al-Khoury 2007;

Rawwash *et al.*, 2020) ^[44] with the effect of the marketing mix on its four elements on the purchasing decision (Shaban and Alaboodi, 2019) ^[45].

2. The elements (product, pricing, promotion, location, individuals, manual, and processes) have a statistically significant effect at a level (0.00), which is less than 0.05 on the performance of chain stores in all their dimensions. Which is statistically significant at (0.05).

3. There is a significant statistical effect at the level of significance ($\alpha = 0.05$) of the elements of electronic marketing mix (product, pricing, promotion, location, individuals, physical evidence, operations) on the volume of sales chain stores in Jordan.

The results of this study agree with the results of Abu Zneid and Al-Sharif (2009) ^[2] that the customers of commercial banks operating in the West Bank are satisfied with the reality of the service marketing mix of productivity, quality, price, promotion, distribution, service, process, employees and material evidence.

The results of this study also agree with the results of the Mehdi and Belkacem (2014) ^[37] study that the electronic marketing mix can be adopted as a methodology and indicator to assess corporate performance.

4. The elements (product, pricing and operations) reached a level of significance (0.000), indicating that they have a statistically significant effect at the level of (0.05) on the volume of sales, while the rest of the elements have no statistically significant effect at (0.05).

5. There is a statistically significant effect at the level of significance ($\alpha = 0.05$) of the elements of the electronic marketing mix (product, pricing, promotion, location, individuals, physical evidence and operations) on the market share in the chain stores in Jordan.

The results of this study agree with the results of Bodea and Bacali (2011) ^[15] that the quality of products is the most important component in the characteristics of the products that contribute to raising the marketing

performance in the sample companies. The incentive price is the most important element in the price elements that drive up marketing performance.

It differed with Evanschitzky and Woisetschlager (2009) [28] that there was no price impact and promotion of brand fame in Germany's automotive sector.

6. The elements (promotion, place) have a statistically significant effect at the level of (0.00), which is less than (0.05) on the market share, and the element (physical evidence) has a statistically significant effect at (0.024) Market, while the rest of the elements do not have a statistically significant effect at (0.05).
7. There is a significant statistical effect at the level of significance ($\alpha = 0.05$) of the components of electronic marketing mix (product, pricing, promotion, place, individuals, physical evidence and operations) satisfaction of customers chain stores in Jordan. had a statistically significant effect on customer satisfaction, and that the promotion factor had a significance level (0.026), which was less than (0.05) Had a statistically significant effect on customer satisfaction, while the rest of the items did not have a statistically significant effect at (0.05).

Recommendations: Based on the results, the study recommends the following

1. The researcher recommends the chain stores, increasing the awareness of senior administrative leaders in the importance of elements of electronic marketing mix as one of the core concepts in modern marketing. Which gives a clear vision for the future, anticipating threats and exposing opportunities in the internal and external environment of shops, so that they can provide creative ideas that help them to develop strategic marketing plans, which are difficult for competitors to imitate at a high cost or after a long time. Through the development of flexible strategies concerned with product prices and presentation in order to win the satisfaction of customers, which leads to improved overall performance and increase the competitive advantage.
2. Performance is an important phenomenon and directly affecting the stores, which may be an obstacle to the development of shops and growth. Therefore, it is important to increase the interest of the management leaders in the chain stores, to study and understand the characteristics of the stages and methods of effective performance that develop and grow shops through the knowledge of how to manage these stages in the form of development and growth, and avoid and avoid crises that may accompany the process of development of stores and growth.
3. The researcher recommends chain stores, the need to develop elements of the electronic marketing mix in terms of pricing and promotion and all its details. Through the development of flexible strategies adapted to surrounding environmental developments. In a manner that harmonizes the internal activities of the shops with the variables of their business environment. As well as the development of alternative plans and programs that can be used when there is a change in the environment.
4. The researcher recommends the chain stores, the importance of availability of the element of place, and personnel, and physical evidence and operations of the

senior administrative leaders in those stores and achieve the future aspirations and to the position that seeks to reach them. Through the development of the capabilities of their employees and encourage them to provide creative ideas and share the vision of the future, which correspond to the directions and future aspirations of the shops.

5. The researcher recommends chain stores, the need to focus on the development of administrative leaders by attracting individuals with the competence and experience gained and accumulated through many years of specialized work. Which enables them to carry out their duties and responsibilities in such a way that these stores enhance their competitive position, by using the internal strengths of the shops to optimize investment opportunities in the business environment, and to seize those opportunities before competitors.

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