

# The Efficiency Level of E-Marketing Strategies and its Impact on the Enhancement of Hotel Establishments Position in Consumer Mind (Comparative study between the hotel establishments in Jordan and Saudi Arabia)

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## Abstract

This study aims to identify the impact of strategies efficiency level of electronic marketing mix factors and electronic promotional mix factors on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind, and to achieve the objectives of the study researchers relied on the descriptive analytical approach and built a questionnaire as a tool to collect data from the study sample, where the researcher distributed (40) questionnaires on the customers of selected hotels at the Hashemite Kingdom of Jordan and (40) other questionnaires on the customers of selected hotels at Saudi Arabia, which conclude that the amount of distributed questionnaires is (80) in an appropriate and random way, (70) of those questionnaires were recovered and valid for analysis with (35) questionnaires were selected from the Jordan sample and the other (35) were selected from the Saudi Arabia sample. Results showed the existence of a statistically significant impact at (67%) for the role of e-marketing mix elements on the enhancement of hotel establishment's position at the Jordanian and Saudi hotel market, and results also showed that efficiency impact level of e-mix strategies on the enhancement of hotel establishments position in the Jordanian and Saudi hotel market came at high degree with an arithmetic mean of (3.85-4.39) for the responses of sample members from the hotels customers in Jordan and Saudi Arabia respectively.

The study also made some recommendations where the most important was the continuous improvement of website which gives the consumer an impression about the quality level of electronic product and build a clear imagination of the real product, which contributes significantly to the consumer selection process.

**Keywords:** consumer mind, e-distribution, e-marketing strategies, e-pricing, e-product, e-promotion, hotel establishments' position

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## 1. Introduction

The electronic marketing (e-marketing) consider one of the electronic business (EB) activities (Al-Altaiy, et al., 2007) and with the technological development and advancement in the world in general and in the markets in particular many institutions, whether its Arab or Western were forced to align with this development through the entry to electronic markets (Sarner, A, 2007) due to the fact that many consumer purchases in the international and local markets have become through the electronic markets and institutions. It wasn't enough for the decision makers to published their products, goods, and services on the web pages (Shafiq, Haddad & Nidam, Swedan, 2003) but it exceeded to the fact that marketing institutions are making progress by finding the best ways to achieve the competitive advantage and the market position of the organization (Abdul Hamid, Bassiouny, 2011) through the strategies' efficiency and the high efficiency of marketing activities on the web pages.

The synergy between the internal and external environment is a very important matter for the institutions to achieve the satisfaction for all parties (Zidan, 2010) and at the present time the marketing institutions in Alwatanalarabi countries, such as The Hashemite Kingdom of Jordan and Kingdom of Saudi Arabia have increased and e-marketing has become a large opportunity for institutions, especially the hotel service establishments (Abu Bakr, 2013) due to the religious tourism in Saudi Arabia and the recreational tourism in the Hashemite Kingdom of Jordan, and also the increase in the number of consumers who went to purchase their needs through the electronic markets, but despite the increase in the numbers of institutions but few of them were able to implement the E-marketing strategies with high efficiency which reflected on the profits of institution, its value, and its market position among the competitors. Whenever we talk about the service or logistic institutions we mention the hotels services as an example which found it selves and its status through

the electronic marketing that occupied the markets (Abdelkader, Wissam, 2013).

Successful organizations rely on the internal and external marketing in their electronic marketing (Greens, Torjeman, 2006) and the E-marketing strategies that invest in the hotel establishments (William, Gilmore & S. Altan E, 2006) consider the border line between the net profit or net loss where the strategy is a double-edged sword that marketing institution fights through it the competitors in the market and achieve the rewards and profits at the same time (Hussein, Shamt, 2010), where the efficiency of electronic marketing depends on the objectives and capabilities of the institution in addition to the ability of the decision-maker to analyze the market and make the right decision and also the development level of software and hardware that used in the implementation of strategies which push towards the ultimate goal as in the strategies of marketing mix elements where its effectiveness have increased in the electronic era (Carroll B & Siguaw J, 2003).

**Types of hotel establishments within the efficiency of E-marketing strategies:**

1. Organizations that have a high analysis of the market environment and are aware of the required level to be implemented from the required E-marketing strategies and know how and when to invest in it at high efficiency.
2. Organizations that have a medium analysis of the market environment and are aware of the required level to be implemented from the required E-marketing strategies and know how and when to invest in it at high efficiency.
3. Organizations that have a low analysis of the market environment and aren't aware of the required level to be implemented from the required E-marketing strategies and don't know how and when to invest in it at high efficiency.

Model (1) Represent the types of hotel establishments within the efficiency of E-marketing strategies



## 2. Study Importance

E-marketing is characterized by achieving what traditional marketing didn't achieve through the speed, accuracy, and cost reduction on sides of the equation (consumer and enterprise) (www.of ok-adv.com, 2013). The importance of the study shows in the fact that many organizations use e-marketing and its strategies but it lack the efficiency level in investing e-marketing strategies in a way that is appropriate with the organization potentials, the surrounding environments, and the needs, desires, and capabilities of the consumption category that organization wishes to market its service products to the targeted market sector.

## 3. Study Hypotheses

**First Main Hypothesis:** the strategies efficiency level of electronic marketing mix factors have an impact on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind.

**Secondary Hypotheses:**

- The efficiency level of strategies; electronic product has an impact on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind.
- The efficiency level of strategies; electronic pricing has an impact on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind.

- The efficiency level of strategies; electronic promotion has an impact on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind.

- The efficiency level of strategies; electronic distribution has an impact on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind.

**Second Main Hypothesis:** the strategies efficiency level of electronic promotional mix factors have an impact on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind.

**Secondary Hypotheses:**

- The efficiency level of strategies; electronic advertisement has an impact on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind.

- The efficiency level of strategies; electronic public relations have an impact on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind.

- The efficiency level of strategies; electronic sales increase has an impact on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind.

- The efficiency level of strategies; electronic sales promotion has an impact on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind.

**4. Study Objectives**

- Identify the impact of strategies efficiency level of electronic marketing mix factors on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind.

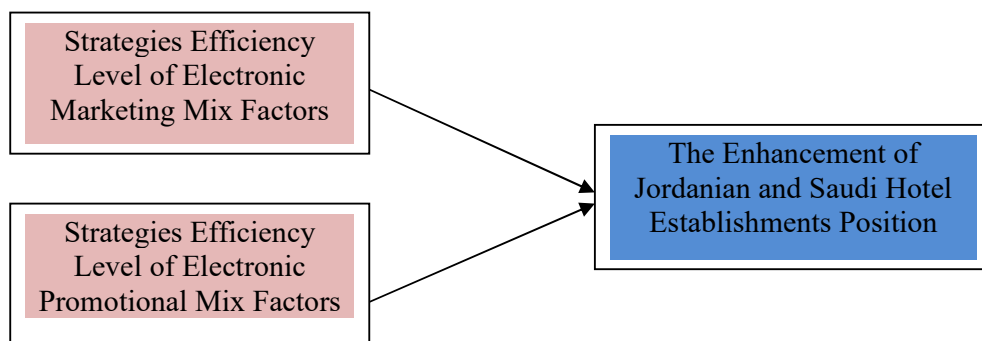
- Identify the impact of strategies efficiency level of electronic promotional mix factors on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind.

**5. Study Model**

The strategies efficiency level of electronic marketing and its impact on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind

**Independent Variable**

**Dependent Variable**



**6. Previous Studies**

The researcher mentioned a series of previous studies related to the study topic and its variables, where the researcher intended to take and distribute the previous studies on the study variables and make comments on it in order to enrich these studies in line with the reality of current study and its objectives where the study of (Hatem Abbas Al-Samdi, 2001) that entitled "The Role of E-Marketing in Improving the Quality of Health provided at the Unit Services" aimed to identify the benefits and importance of technology to drive marketing at the institutions to be more efficient and effective in achieving the goals of the organization, customers, and society due to the fact that it aims basically to attract the attention of individuals by designing and tailoring the best Ads to customers to align with their wishes and desires. This study resulted in increasing the efficiency

and quality of services and increasing its efficiency through the electronic marketing, and as we mentioned earlier in the introduction, many institutions of various types especially service found electronic marketing as one of the most important ways to remove all the obstacles, as they were able to invest in all of the marketing mix elements strategies and the promotional mix strategies with high efficiency and minimal costs which increase the efficiency of strategies, profit gain, market position, and competitive advantage significantly.

While the study of (Haddad & Judah, 2010) entitled "The Reality of E-Marketing in the Jordanian Commercial Banks aimed to identify the recognition level of the commercial banks businesses to the importance of e-marketing in dealing with the workers, and the study intended to answer the following questions: Does e-marketing enhance the position between commercial banks and their customers? Does it enhance the quality of banking services provided to the customers and consumers? Have these commercial banks reached an acceptable level of success? The researcher through this study reached a lot of results and the most important one are: there is a relationship between the availability of an information base for electronic marketing and the presence of banking services quality, and that e-marketing affects the quality of services. Researcher recommended the need to provide databases and marketing information that help the workers to meet their needs or to help them make their own decision in regard to the banking matters, and banks should conduct studies to follow up on all the new development of electronic banking services, and to follow up on the recent developments of e-marketing field and to connect with the workers through the newest electronic means considering its direct impact on the quality of banking services.

The utilization and investment of marketing and promotional mix strategies in the e-marketing has increased the status of banking institutions and other service institutions like hotels due to the sensitivity level that deal with these services, where consumers are concern with reaching these services quickly and at the lowest cost, and also institutions are concern with providing these services to consumers quickly, and at the lowest cost and effort. The banking and hotel institutions have in fact arrived to this achievement through the e-marketing which led to an increase in the service value at consumer mind and also increased the market position.

A study by (Al-Subai'i & Al-Jalhami, 2010) entitled "Evaluating the e-marketing activity at the Saudi companies" aimed to identify all the marketing problems and the work to find radical solutions to it through the e-marketing, and also identify the challenges that stand in the way of e-marketing among the Saudi companies. Study found that Saudi shareholding companies have great importance and role of the e-marketing concept where many companies have realized that e-marketing activities aren't expensive on the marketing institutions unlike traditional marketing.

These are some of the advantages that e-marketing achieves for enterprises where it achieves speed in the workers performance, increases the market share, reduces the promotion costs, increases the workers rate of retention, supports the mental image of consumer's memory about the organization, and provides all parties with the information about products. The researcher recommended the use of e-marketing and enhance it, the focus on the importance and necessity of e-marketing in the institutions and follow-up the development of technology for the benefit of marketing activities, and the interest of organizations to have an efficient teamwork in line with the technological development and the need of e-marketing to keep up with the development.

The things that e-marketing has provided to institutions in general and the service institutions in particular, such as hotel establishments has never been provided by anyone throughout the history, which has alleviated the psychological pressures, time pressures, and effort and cost on both parties (enterprise and consumer) and therefore pushed towards the progress by fame, profits, and reduce costs and then the competitive advantage.

The study of (Abu Zenaid & Al-Sharif, 2009) entitled "The Impact of Electronic Marketing Mix on Customers' Satisfaction: A Field Study on the Commercial Banks in the West Bank of Palestine" aimed to identify the reality of marketing mix service at the commercial banks that operate in the West Bank and the work on measuring the customers' satisfaction level about the reality of this marketing mix. The researchers relied on the descriptive analytical method in describing and analyzing the data where the study sample consisted of a random sample that contain (1032) members who are spreading all over the commercial banks that operate in the West Bank. The study found that customers of the commercial banks that operate in the West Bank are satisfied with the reality of marketing mix service represented in the productivity, quality, pricing, promotion, distribution, service, operation, employees, and physical evidence.

All the old institutions that experienced the traditional marketing are aware of the true meaning of suffering and overcoming that were resulting from the old methods of promotion but when these institutions entered the new labor market as the e-marketing it felt the differences between the modern and traditional methods, which led to reduction in cost, effort, and suffering on the institutions in addition to the achievement of high level profits at the market and the achievement of market position, especially for the institutions that have invested in the marketing mix elements at the highest efficiency (Baggio, et al., 2013a).

In a comprehensive study, N.L. Chan & B.D. Guillet (2011) investigated the marketing performance of 67 hotels in Hong Kong on 23 social media and the results showed that Hong Kong hotels suffer from a poor performance there. The authors suggest that an independent department for hotels should be created to formulate and implement a detailed plan for managing the social media. Stanley C.K (2011) attempted to show how the use of images and video clips on a website could have positive effects on marketing. They analyzed these from six dimensions: public relations, beauty, customization, reliability, human virtual interaction, and flexibility. By examining the electronic tourism, innovation, and growth in South Korea they found that designing a website that includes the above capabilities can motivate users to shop online and increase their satisfaction about their purchase (Kim, Chung & Lee, 2011). According to the findings of this study, the internet has revolutionized tourism information dissemination and sale. This study shows that Korean SMEs in tourism; by using innovative and well developed websites can access the international tourism markets more effectively. Schmidt et al. (2008) evaluates hotels' website characteristics and relates those characteristics to website performance. The results indicate that small and medium size hotels in the Balearic Islands in Spain and in the South of Brazil are using their websites as mass media tools; ignoring the potential for interactivity and one-to-one communication. Baloglu & Pekcan (2006) utilized content analysis to analyze the websites of four and five star hotels in Turkey in terms of site design characteristics and site marketing practices on the Internet. The findings showed that hotels in Turkey aren't utilizing the Internet to its full potentials and effectively e-marketing their hotels regardless of the hotel type. With the increasing popularity of the Internet, the detection of relevant tourism information in multiple languages becomes more important (Lituchy & Barra, 2008). Li & Law (2007) indicated that international customers viewed reservation information as the most important dimension and room rates as the most important attribute.

## **7. Study Methodology**

The study aimed to identify the level of e-marketing strategies and its impact on the enhancement of hotel establishments' position in Jordan and Saudi Arabia through a comparative study between the hotel establishments in Jordan and Saudi Arabia. The study will include six different hotels three of those in Jordan and the other three are in Saudi Arabia.

### **7.1 Study Method:**

The researcher in this study relied on the descriptive analytical approach due to the fact that descriptive method describes a phenomenon, arrive to the reasons for this phenomenon, and identify the factors that have influence on it but in the analytical field the researcher through it will collect data, analyze it, and test the study hypotheses and then conclude the most important results and make some recommendations where the researcher built a questionnaire as a tool to collect data from the study sample.

### **7.2 Study Population:**

The study society consists of a number of hotel establishments' clients in the Hashemite Kingdom of Jordan and in the Kingdom of Saudi Arabia.

### **7.3 Study Sample:**

The study sample was selected through the simple random sample method of customers at six different hotels that were divided equally between Jordan and Saudi Arabia, and the researcher selected the following hotels from Jordan (Marriott, Regency, Radisson) while the sample from Saudi Arabia included (Hilton Jeddah, Elaf Jeddah, Sheraton Jeddah) hotels, and based on the table of statistical samples at the significance level of ( $\alpha \leq 0.05$ ), where the researcher distributed (40) questionnaires on the customers of selected hotels at the Hashemite Kingdom of Jordan and (40) other questionnaires on the customers of selected hotels at Saudi Arabia, which conclude that the amount of distributed questionnaires is (80) in an appropriate and random way, (70) of those questionnaires were recovered and valid for analysis with (35) questionnaires were selected from the Jordan sample and the other (35) were selected from the Saudi Arabia sample which is the number required for reliability, results, and the introduction of required recommendations.

### **7.4 Study Analysis:**

According to the nature of study variables, the analysis unit consisted of a number of customers at the mentioned hotels in the study sample randomly, where the study tool that was designed by the researcher was answered in order to collect data from the selected study sample regardless of any demographic characteristics of the study sample through their different cultures, ages, or scientific levels.

Part (1): includes the measurement of independent variable, which is the efficiency level of e-marketing strategies through four dimensions: (product, pricing, promotion, distribution or place) and the study tool included (22) items to measure it which are divided as follows:

**Table (1) distribution of items' dimensions of the e-marketing strategies efficiency level**

|                 | Product | Pricing | Promotion | Place |
|-----------------|---------|---------|-----------|-------|
| Number of items | 10      | 4       | 4         | 4     |
| Order of items  | 1-10    | 11-14   | 15-18     | 19-22 |

Part (2): includes the measurement of the dependent variable, which is the position of hotel establishments in the consumer mind through three dimensions: (advertising, public relations, sales activation) and the study tool included (17) items to measure it which are divided as follows:

**Table (2) distribution of items' dimensions of the hotel establishments' position in the consumer mind**

|                 | Advertisement | Public Relations | Sales activation |
|-----------------|---------------|------------------|------------------|
| Number of items | 5             | 6                | 6                |
| Order of items  | 1-5           | 6-11             | 12-17            |

The response level ranged from (1-5) on the Five Likert scale, as follows:

**Table (3) responses' hierarchy**

| Response Alternative | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|----------------------|----------------|-------|---------|----------|-------------------|
| Scale                | 5              | 4     | 3       | 2        | 1                 |

### 7.5 Study Variables:

The study consists of the following independent and dependent variables:

- **Independent Variable:** The efficiency level of e-marketing strategies which consist of four dimensions: e-product, e-pricing, e-promotion, and e-pricing.
- **Dependent Variable:** The position of hotel establishments in the consumer mind which consists of three dimensions: e-advertising, e-public relations, and the e-sales activation.

### 7.6 Used Statistical Analysis & Treatments:

To respond to the items and questions of study tool and test its hypotheses, the researcher used the Statistical Package for Social Sciences program (SPSS), followed the descriptive analytical approach, and implemented the following statistical methods and tests:

- **Repetitions & Percentages:** in order to identify and analyze the measurement indicators adopted in the study.
- **Arithmetic Means:** to determine the response level of study sample members on its variables and conduct the comparison process that study aims to achieve.
- **Standard deviation:** To measure the dispersion degree of the study sample members response from its arithmetic means.
- **Category Length Equation:** To measure the importance level of study variables which were calculated by the formula:

Implementation degree (level of importance) = highest degree-lowest degree/ number of importance level  
 Implementation degree =  $5-1/3 = 1.33$ , and therefore the level of importance will be as follows:

**Table (4) Scale to determine the appropriateness level of arithmetic means**

| Arithmetic Means    | Evaluation Degree |
|---------------------|-------------------|
| 1-less than 2.34    | Low               |
| 2.35-less than 3.68 | Medium            |
| 3.69-less than 5    | High              |

- **Cronbach Alpha Coefficient:** to measure the stability of study tool (questionnaire), the amount of its internal consistency, and to determine the responses reliability level on the questionnaire items.
- **Variance Inflation Factor (VIF) and Tolerance Test:** to make sure that independent variables aren't highly correlated.
- **Multiple Regression Equation:** To identify the impact of independent variable represented in the efficiency level of e-marketing strategies on the dependent variable represented in the position of hotel establishments in the mind of consumer.

**Factor Analysis:**

Factor Analysis was used to verify the belonging level of the questionnaire items' dimensions, and table (5) shows the rotation matrix for the independent variable items' dimensions represented in the efficiency level of e-marketing strategies, which includes (4) dimensions that were measured by using (22) items.

**Table (5) the perpendicular rotation matrix for the independent variable's items "efficiency level of e-marketing strategies"**

| Item Number | Factors |      |      |      |
|-------------|---------|------|------|------|
|             | 1       | 2    | 3    | 4    |
| 1           | 0.87    |      |      |      |
| 2           | 0.74    |      |      |      |
| 3           | 0.88    |      |      |      |
| 4           | 0.70    |      |      |      |
| 5           | 0.78    |      |      |      |
| 6           | 0.80    |      |      |      |
| 7           | 0.88    |      |      |      |
| 8           | 0.79    |      |      |      |
| 9           | 0.69    |      |      |      |
| 10          | 0.76    |      |      |      |
| 11          |         | 0.82 |      |      |
| 12          |         | 0.85 |      |      |
| 13          |         | 0.86 |      |      |
| 14          |         | 0.74 |      |      |
| 15          |         |      | 0.69 |      |
| 16          |         |      | 0.86 |      |
| 17          |         |      | 0.84 |      |
| 18          |         |      | 0.85 |      |
| 19          |         |      |      | 0.76 |
| 20          |         |      |      | 0.80 |
| 21          |         |      |      | 0.84 |
| 22          |         |      |      | 0.82 |

Matrix Determinant = 1.024, Keizer-Mayer-Oclean test (KMO) = 0.60, Bartlett's Test = 1052.231, significant level (Sig) = 0.000

It shows from table (5) that all items ranged between (0.69-0.88), which all exceed the value (0.4) and according to (Hill, B. D., 2011) any correlation below 0.4 should be neglected as it consider weak relationships, where the perpendicular rotation led to the classification of questionnaire items into four factors: the first contains (10) items with branches ranged between (0.69-0.88) while the second factor contains (4) items with branches ranged between (0.74-0.86), but the third contains (4) items with branches ranged between (0.69-0.86), and the fourth factor contains (4) items with branches ranged between (0.76-0.84). It shows from table (5) above that matrix determinant value is equal to (1.024) which exceeds zero and that KMO test value is equal to (0.60) which exceeds (0.50) and this value is acceptable as it ranges between (0.6-1.0) while the value of Bartlett's Test was (1052.231) with a significant level (0.000) which is lower than (0.05) value.

Table (6) shows the rotation matrix for the dependent variable items' dimensions represented by the position of hotel establishments in the consumer mind which includes (3) dimensions that were measured by using (17) items.

**Table (6) the perpendicular rotation matrix for the dependent variable items "the position of hotel establishments"**

| Item Number   | Factors |      |      |
|---|---------|------|------|
|   | 1       | 2    | 3    |
| 1   | 0.78    |      |      |
| 2   | 0.87    |      |      |
| 3   | 0.92    |      |      |
| 4   | 0.80    |      |      |
| 5   | 0.66    |      |      |
| 6   |         | 0.84 |      |
| 7   |         | 0.71 |      |
| 8   |         | 0.70 |      |
| 9   |         | 0.71 |      |
| 10  |         | 0.54 |      |
| 11  |         | 0.77 |      |
| 12  |         |      | 0.64 |
| 13  |         |      | 0.71 |
| 14  |         |      | 0.89 |
| 15  |         |      | 0.73 |
| 16  |         |      | 0.62 |
| 17  |         |      | 0.75 |
| Matrix Determinant = 0.4, Keizer-Mayer-Oclean test (KMO) = 0.60<br>Bartlett's Test = 571.045, significant level (Sig) = 0.000 |         |      |      |

It shows from table (6) that all items ranged between (0.54-0.92), which all exceed the (0.4) value according to (Hill, B. D., 2011) where the perpendicular rotation led to the classification of second dimension items in the questionnaire, which represented by the position of hotel establishments in the consumer mind into four factors: the first contains (5) items with branches ranged between (0.66-0.92), while the second factor contains (6) items with branches ranged between (0.54-0.84), and the third contains (6) items too with branches ranged between (0.62-0.89). It shows from table (6) above that matrix determinant value is equal to (0.4) which exceeds zero and that KMO test value is equal to (0.60) which exceeds (0.50) and this value is acceptable as it ranges between (0.6-1.0) while the value of Bartlett's Test was (571.045) with a significant level (0.000) which is lower than (0.05) value.

**7.7 Study Tool Constancy:**

Cronbach's Alpha Coefficient was used to verify the internal reliability of questionnaire items as it consider the most commonly used measure by researchers in order to achieve this purpose.

The results of table (7) show that Cronbach's Alpha Coefficient for the dimensions and items of independent variable represented in the efficiency level of total e-marketing strategies which amounted to (0.93) and it considers a good percentage as it exceeded (0.8) according to (Gliem & Gliem, 2003). Table (7) also shows that Cronbach's Alpha Coefficient for the dimensions of dependent variable, which is represented by the position of hotel establishments in the consumer mind as a whole and amounted to (0.80) and it also consider a good percentage as it equal to or exceed (0.8) according to (Gliem & Gliem, 2003).

**Table (7) Cronbach's Alpha Coefficient for the questionnaire items**

| Aspects/ Factors  | Dimensions             | Items | Alpha Coefficient |
|---|------------------------|-------|-------------------|
| Efficiency level of e-marketing strategies                | e-product              | 1-10  | 0.88              |
|   | e-pricing              | 11-14 | 0.82              |
|   | e-promotion            | 15-18 | 0.60              |
|   | e-place (distribution) | 19-22 | 0.73              |
| Overall 0.93  |                        |       |                   |
| The position of hotel establishments in the consumer mind | Advertisements         | 1-5   | 0.55              |
|   | Public relations       | 6-11  | 0.61              |
|   | Sales Activation       | 12-17 | 0.50              |
| Overall 0.80  |                        |       |                   |



## 8. Study Results Display

This part presents the study results to identify the impact of efficiency level of e-marketing strategies on the enhancement of hotel establishments' position in the consumers' minds during a comparison between the hotel establishments in Jordan and Saudi Arabia, and through testing the study hypotheses where the results are as follows:

**Results related to the arithmetic means of the study sample members responses on the efficiency level dimensions of e-marketing strategies:**

**Table (8) arithmetic means and standard deviations of the study sample members' responses on the dimensions of independent variable represented by the efficiency level of e-marketing strategies (N1=35, N2=35)**

| Ranks                                      | Dimensions  | Hotels in the Hashemite Kingdom of Jordan |       |                   | Hotels in the Kingdom of Saudi Arabia |       |                   |
|--|-------------|---|-------|-------------------|---------------------------------------|-------|-------------------|
|  |             | Mean                                      | STDEV | Evaluation Degree | Mean                                  | STDEV | Evaluation Degree |
| 1  | e-product   | 4.02                                      | 0.79  | High              | 4.40                                  | 0.48  | High              |
| 2  | e-pricing   | 3.10                                      | 1.01  | Moderate          | 4.17                                  | 0.82  | High              |
| 3  | e-promotion | 4.18                                      | 0.75  | High              | 4.45                                  | 0.50  | High              |
| 4  | e-place     | 4.09                                      | 0.87  | High              | 4.52                                  | 0.45  | High              |
| Efficiency level of e-marketing strategies |             | 3.85 High                                 |       |                   | 4.39 High                             |       |                   |

It shows from the two independent samples T-Test of the arithmetic means the following:

- The arithmetic means of first study sample members responses which represents the customers of (Marriott, Regency, and Radisson) hotel in Jordan, about the dimensions of independent variable "efficiency level of e-marketing strategies" ranged between (3.10-4.18) at a high degree, where the order of dimensions according to the arithmetic means in the following order: e-promotion, e-distribution, e-product, and e-pricing, and the arithmetic means for the field dimensions as a whole was (3.85) at a high degree. The standard deviation values indicated an agreement among the sample members on the efficiency level of e-marketing strategies except for the e-pricing dimension where the researcher found that importance level for this dimension was moderate and the researcher attributed that to the high tax in Jordan and that hotels add taxes on the electronically displayed pricing and sometimes separately and sometimes the taxes will not be added to the electronic advertising which result in differences between the e-pricing and the real pricing.

- The arithmetic means of second study sample members responses which represents the customers of (Hilton Jeddah, Elaf Jeddah, Sheraton Jeddah) hotel in Saudi Arabia, about the dimensions of independent variable "efficiency level of e-marketing strategies" ranged between (4.17-4.52) at a high degree, where the order of dimensions according to the arithmetic means came in the following order: e-distribution, e-promotion, e-product, and e-pricing, and the arithmetic means for the field dimensions as a whole was (4.39) at a high degree. The standard deviation values indicated a full agreement among the sample members on the efficiency level of e-marketing strategies.

**Results related to the arithmetic means of study sample members responses on the field and dimensions of hotel establishment position enhancement at the Saudi and Jordanian market:**

- The researcher found the arithmetic means and standard deviation of the study sample members responses on the dimensions of hotel establishment position enhancement at the Saudi and Jordanian market, and the results came as follows:

**Table (9) the arithmetic means and standard deviation of the study sample members responses on the dimensions of hotel establishment position enhancement at the Saudi and Jordanian market (N1=35, N2=35)**

| Ranks  | Dimensions       | Hotels in the H.K. of Jordan |       |                   | Hotels in the Kingdom of Saudi Arabia |       |                   |
|--|------------------|------------------------------|-------|-------------------|---------------------------------------|-------|-------------------|
|  |                  | Mean                         | STDEV | Evaluation Degree | Mean                                  | STDEV | Evaluation Degree |
| 1  | Advertisements   | 4.25                         | 0.39  | High              | 4.39                                  | 0.13  | High              |
| 2  | Public relations | 4.22                         | 0.42  | High              | 4.57                                  | 0.19  | High              |
| 3  | Sales Activation | 4.18                         | 0.40  | High              | 4.38                                  | 0.25  | High              |
| Hotel establishment position enhancement at the Saudi and Jordanian market |                  | 4.22 High                    |       |                   | 4.45 High                             |       |                   |

It shows from the two independent samples T-Test of the arithmetic means the following:

- The arithmetic means of first study sample members responses which represents the customers of (Marriott, Regency, and Radisson) hotel in Jordan, about the dimensions of dependent variable "The hotel establishment's position in the Jordanian market" ranged between (4.18-4.25) at a high degree, where the order of dimensions according to the arithmetic means came in the following order: e-advertisement, e-public relations, and e-sales activation while the arithmetic means for the field dimensions as a whole was (4.22) at a high degree. The standard deviation values indicated the existence of an agreement between the sample members on the level of hotel establishment position enhancement at the Jordanian hotel market where the researcher found that importance level for all dimensions came at a high degree and the researcher attributes this result to the impact of all dimensions on the consumer mind and influenced significantly by the hotel's marketing strategies. It also emphasizes the important role of electronic advertising and the way it formulated and the role of public relations and the sales activation and promotion to reach a larger number of new consumers in addition to the current customers and to strengthen the hotel position in the mind of consumer.

- The arithmetic means of second study sample members responses which represents the customers of (Hilton Jeddah, Elaf Jeddah, Sheraton Jeddah) hotel in Saudi Arabia, about the dimensions of dependent variable "The hotel establishment's position in the Saudi market" ranged between (4.38-4.57) at a high degree, where the order of dimensions according to the arithmetic means came in the following order: e-public relations, e-advertisement, and e-sales activation, and the arithmetic means for the field dimensions as a whole was (4.45) at a high degree. The standard deviation values indicated the existence of an agreement between the sample members on the level of hotel establishment position enhancement at the Saudi hotel market where the researcher found that importance level for all dimensions came at a high degree and the researcher attributes this result to the impact of all dimensions on the consumer mind and influenced significantly by the hotel's marketing strategies. It also emphasizes the important role of electronic public relations which include the delivery and introduction of offers and promotions to customers, the attempt to recruit new consumers, the way e-advertisement it formulated, and the sales activation and promotion to reach a larger number of new consumers, make offers in order to compete in the hotel market, and to strengthen the hotel position in the consumer mind an addition to the recognition of hotel establishment position enhancement level in the consumer mind at the Jordanian and Saudi hotel market.

## 9. Study Hypotheses Testing

**Main Hypothesis:** there is a statistically significant impact at level ( $\alpha \leq 0.05$ ) for the efficiency level of the e-marketing mix elements strategies on the enhancement of Jordanian and Saudi hotel institutions position in the mind of consumer.

The main hypothesis will be divided into the following sub-hypotheses:

- **First secondary hypothesis:** there is a statistically significant impact at level ( $\alpha \leq 0.05$ ) for the efficiency level of strategies; electronic product on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind.

- **Second secondary hypothesis:** there is a statistically significant impact at level ( $\alpha \leq 0.05$ ) for the efficiency level of strategies; electronic pricing on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind.

- **Third secondary hypothesis:** there is a statistically significant impact at level ( $\alpha \leq 0.05$ ) for the efficiency level of strategies; electronic promotion on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind.

- **Fourth secondary hypothesis:** there is a statistically significant impact at level ( $\alpha \leq 0.05$ ) for the efficiency level of strategies; electronic distribution on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind.

In order to verify the validity of main hypothesis and to show whether there is an impact for the efficiency level of strategies, e-marketing mix elements on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind, the researcher conducted Kolmogorov Smirnov Test in order to verify the nonexistence of any statistical problems in the study data which could reflect negatively on the study hypotheses test, such as the lack of adoption of natural distribution of data and the existence of a large correlation between the study independent variables which may lead to an inability to interpret or predict the situation.

**Table (10) Normal distribution of study variables**

|  | Variables             | Kolmogorov Smirnov | Results                        |
|--|-----------------------|--------------------|--------------------------------|
| Strategies Efficiency of the Electronic Marketing Mix Elements | e-product             | 1.793              | Follow the Normal distribution |
|  | e-pricing             | 2.510              | Follow the Normal distribution |
|  | e-promotion           | 0.717              | Follow the Normal distribution |
|  | e-distribution/ place | 1.912              | Follow the Normal distribution |
| Hotel Establishments Position                                  | e-advertisements      | 1.434              | Follow the Normal distribution |
|  | e-public relations    | 1.673              | Follow the Normal distribution |
|  | e-sales activation    | 1.195              | Follow the Normal distribution |

It shows from table (10) the output of statistical analysis results using the SPSS software and by looking to the results at level of significance ( $\alpha \leq 0.05$ ) the distribution of all variables is normal, where all the normal distribution ratios of all responses were greater than (0.05) which is the adopted level in the statistical study and its analysis. In order to test, diagnose, and ensure the nonexistence of high internal correlation between the independent variables, the researcher calculated the Tolerance Coefficient for all of the independent variables and tested the Variance Inflation Factor (VIF) where the VIF value should be less than (10) for all variables and the Tolerance values should be greater than the significance level (0.05).

**Table (11) variance inflation factor and allowed variation (Tolerance) tests for the independent variable dimensions**

| Dimensions            | Tolerance | VIF   |
|-----------------------|-----------|-------|
| e-product             | 0.295     | 3.173 |
| e-pricing             | 0.620     | 1.613 |
| e-promotion           | 0.424     | 2.358 |
| e-distribution/ place | 0.203     | 4.923 |

It shows from table (11) that VIF values for all the independent variables were less than (10) and the Tolerance Coefficient values for all the dimensions of independent variable were greater than the (0.05) value which indicate the nonexistence of high correlation between the dimensions of independent variable therefore all dimensions could be used in the regression model and identify any of these dimensions have a statistically significant impact on the dependent variable and calculate the percentage of this impact in case if it exist and after ensuring the nonexistence of high correlation between the dimensions of independent variable, it will be possible to employ the multiple regression equation to test the main hypothesis and the secondary hypotheses.

**Table (12) Summary Model/ Interpretive Force**

| Model | R                  | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|--------------------|----------|-------------------|----------------------------|
| 1     | 0.820 <sup>a</sup> | 0.673    | 0.668             | 2.93430                    |

Table (12) shows the existence of an impact for the dimensions of strategies efficiency level; the e-marketing mix elements (e-product, e-pricing, e-promotion, and e-distribution) a. Predictors (Constant) on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind as a whole, where the correlation coefficient value (R) amounted to (0.820<sup>a</sup>) which indicates the presence of correlation degree between the independent variables as a whole and the dependent variable while the Adjusted R-Square value amounted to (0.6680) which represents the interpretive value of strategies efficiency dimensions level; the e-marketing mix elements on the enhancement of hotel establishments position as a whole, where the strategies efficiency level; the e-marketing mix elements explain (67%) from the ongoing change in the enhancement of hotel establishments position and therefore the main hypothesis will be accepted.

**Table (13) variation analysis (ANOVA) to verify the model validity**

| Model              | Sum of Square | DF | Mean Squares | F-Value | Sig                |
|--------------------|---------------|----|--------------|---------|--------------------|
| Between Groups     | 1205.957      | 1  | 1205.957     | 140.063 | 0.000 <sup>b</sup> |
| Experimental Error | 585.487       | 68 | 8.610        |         |                    |
| Overall Variation  | 1791.443      | 69 |              |         |                    |

Table (13) indicates that (F) test value is equal to (140.063) at a statistical significance (0.00) which is a statistical significance value at the level ( $\alpha \leq 0.05$ ) therefore there is a variation in the capability of the independent variable dimensions on the dependent variable.

**Table (14) the coefficients impact of the independent variables on the dependent variable**

| Model                 | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig    |
|-----------------------|-----------------------------|------------|---------------------------|--------|--------|
|                       | $\beta$                     | Std. Error | Beta                      |        |        |
| (Constant)            | 38.740                      | 2.972      |                           | 13.034 | 0.000* |
| e-product             | 0.839                       | 0.078      | 0.792                     | 10.694 | 0.000* |
| e-pricing             | 0.864                       | 0.145      | 0.586                     | 5.971  | 0.000* |
| e-promotion           | 2.431                       | 0.194      | 0.835                     | 12.521 | 0.000* |
| e-distribution/ place | 1.746                       | 0.186      | 0.725                     | 9.408  | 0.000* |

\*statistically significant at level ( $\alpha \leq 0.05$ )

Table (14) shows the following:

- There is a statistically significant impact at the level ( $\alpha \leq 0.05$ ) for the strategies efficiency level; e-product on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind where the values of (T,  $\beta$ ) (0.792, 10.694) respectively, which are statistically insignificant values.
- There is a statistically significant impact at the level ( $\alpha \leq 0.05$ ) for the strategies efficiency level; e-pricing on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind where the values of (T,  $\beta$ ) (0.864, 15.971) respectively, which are statistically significant values.
- There is a statistically significant impact at the level ( $\alpha \leq 0.05$ ) for the strategies efficiency level; e-promotion on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind where the values of (T,  $\beta$ ) (0.835, 12.521) respectively, which are statistically significant values.
- There is a statistically significant impact at the level ( $\alpha \leq 0.05$ ) for the strategies efficiency level; e-distribution on the enhancement of Jordanian and Saudi hotel establishments position in the consumer mind where the values of (T,  $\beta$ )

## 10. Results & Recommendations Discussion

This part provides a discussion for the results that researcher reached through the study, according to its questions and its hypotheses testing, and it also presents a set of recommendations that derived from the findings.

## **10.1 Results Discussion:**

Responses to the study's first question: What is the efficiency impact level of e-marketing mix strategies elements? The results showed that efficiency impact level of e-mix strategies on the enhancement of hotel establishments' position in the Jordanian and Saudi hotel market came at high degree with an arithmetic mean of (3.85-4.39) for the responses of sample members from the hotels customers in Jordan and Saudi Arabia respectively. The researcher may attribute this result to the importance of the e-marketing mix elements through its four elements which have large importance in attracting new customers and contributes to the achievement of competitive advantage that contributes significantly to the enhancement of hotel position in the consumer mind.

***Responses to the study question: What is the importance level of hotel establishment's position at the Jordanian and Saudi hotel market?***

The results showed the importance level of hotel establishment position for the selected hotels from each sample in the Jordanian and Saudi hotel markets, where the field elements and items came at a high degree for Jordanian and Saudi Arabia respectively (4.22-4.45) and the researcher may attribute this result to the fact that hotels are interested significantly in the enhancement of its institutional position in the hotel market, to stay in a larger number of customers' minds, and on the list of consumers' priorities.

***Responses to the study question: What is the impact of e-marketing mix elements role (e-product, e-pricing, e-promotion, and e-distribution) on the enhancement of hotel establishments' position in the consumer's mind at the Jordanian and Saudi hotel market?***

The study results show the existence of a statistically significant impact at (67%) for the role of e-marketing mix elements on the enhancement of hotel establishment's position at the Jordanian and Saudi hotel market, where the researcher may attribute this result to the fact that consumers in the hotel market are very interested in the e-product presentation processes, e-pricing, and e-promotion in order to determine their options and these elements contribute significantly in the enhancement of hotel's position in the consumer's mind at the Jordanian and Saudi hotel market, which characterized by a highly competitive hotel market.

***First Study Hypothesis: Is there a statistically significant impact at level ( $\alpha \leq 0.05$ ) for the e-product dimension on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind?***

The results showed a statistically significant impact at the level ( $\alpha \leq 0.05$ ) for the dimension of e-product on the enhancement of hotel establishment position at the Jordanian and Saudi hotel market in the consumer mind, where the researcher found that concern in the e-product, and the continuation of its improvement and display process will help in the enhancement of hotel establishment's position at the Jordanian hotel market and also at the Saudi hotel market in the consumer mind.

***Second Study Hypothesis: Is there a statistically significant impact at level ( $\alpha \leq 0.05$ ) for the e-pricing dimension on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind?***

The results showed a statistically significant impact at the level ( $\alpha \leq 0.05$ ) for the dimension of e-pricing on the enhancement of hotel establishment position at the Jordanian and Saudi hotel market in the consumer mind, where the researcher found that consumers are interested in e-pricing and they compare it with the real value that should be paid to obtain the product and this contributes to the enhancement of the hotel establishment position in the consumer mind.

***Third Study Hypothesis: Is there a statistically significant impact at level ( $\alpha \leq 0.05$ ) for the e-promotion dimension on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind?***

The results showed a statistically significant impact at the level ( $\alpha \leq 0.05$ ) for the dimension of e-promotion on the enhancement of hotel establishment position at the Jordanian and Saudi hotel market in the consumer mind, where the researcher may attribute this finding to the importance of promotion for the e-product, which contributes to the consumer's comparison process of the offered electronic products in the hotel market, whether its in the Jordanian or the Saudi hotel market, and also the promotion processes and the work to show it professionally will contribute significantly in the enhancement of hotel establishment position in the consumer mind at both markets.

***Forth Study Hypothesis: Is there a statistically significant impact at level ( $\alpha \leq 0.05$ ) for the e-distribution dimension on the enhancement of Jordanian and Saudi hotel establishments' position in the consumer mind?***

The results showed a statistically insignificant impact at the level ( $\alpha \leq 0.05$ ) for the dimension of e-distribution on the enhancement of hotel establishment position at the Jordanian and Saudi hotel market in the consumer mind, where the researcher found that reaching more new customers and delivering the new products and its advantages to the company's customers will contribute significantly to the enhancement of hotel establishment position at the Jordanian and Saudi hotel markets in the consumer mind.

## 10.2 Recommendations

Based on the study results, the researcher recommends that decision makers and senior management in the hotel establishments at the Jordanian and Saudi markets to do the following:

- The continuous improvement of website which gives the consumer an impression about the quality level of electronic product and build a clear imagination of the real product, which contributes significantly to the consumer selection process.
- The interest in promotion processes and the easy access to electronic services, reservations processes, and to access the website through the advertisements on social networks to facilitate the access process to the hotel's website.
- Work to adjust the electronic pricing and the possibility of making it equal to the real value that consumer must pay for services and product and to show the pricing value of e-product before and after tax, especially in the Jordanian hotel market.
- Work on receiving the electronic complaints and the responses to it which have a great role in the credibility and confidence that consumers put in the hotel establishment where the speed of responses to the complaints gives the consumers great deal of importance and leave with them a good impression that motivate them to experience the product on the ground.
- The large interest in offering promotions continuously which contribute significantly to an increase in new consumers, help to motivate the old consumers to repeat the experience, and leave an impact on both consumers.

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