



The Effect of E-Marketing on Developing Competitive Advantage

Hanna NAJM

University of Agronomic Science and Veterinary Medicine of Bucharest, 59 Marasti Blvd, District 1, Bucharest

AL Mafrachi Mustafa

University of Economic Studies, Piata Romana 6, Bucharest, Romania

Ahamad KANNAS

University of Agronomic Science and Veterinary Medicine of Bucharest, 59 Marasti Blvd, District 1, Bucharest

Date of Submission: 20-03-2022

Date of Acceptance: 02-04-2022

Abstract:

The study aimed to shed light on the phenomenon of electronic commerce, its importance and its effects on aspects of contemporary life, especially the economic aspects, as well as discussing the most prominent elements that would develop electronic commerce such as the competitive advantage, where with the provision of this advantage in organizations, their activity is more efficient and effective compared to competitors.

Where the study focused on this feature and its types and objectives. And the impact of competition on the development of e-marketing, the quality of products and the way they are presented. The study concluded a set of results that would increase the competitive power in the various economic institutions.

Key words: e-marketing, competitive advantage, e-commerce, competitive strategy, the basic pillars of competition

I. INTRODUCTION

In this digital age in which the Internet is spreading tremendously, the concept of e-commerce has spread, which provides many advantages, and despite the growth in the volume of e-commerce globally until it has become the future of large economic sectors, especially with regard to services and communications, and the urgent need for electronic commerce. Development in the economic sector to increase foreign trade as well as develop the production and marketing sectors and provide ample opportunities to raise the economic growth of all countries in order to achieve benefit from e-commerce. Which had a positive role in e-marketing. Due to the great development of the information technology sector during the last three decades, it has become Electronic devices are able to achieve direct and instantaneous communication with each other regardless of the distances between them. This communication and communication is achieved through global networks, especially one the Internet has created new advantages in the

marketing process. There is no doubt that these technological developments have made business organizations face a great challenge, forcing them to think and resort to different and advanced methods for e-marketing to keep pace with the changes taking place and achieve a high degree of customer satisfaction.

II. THE METHOD OF WORK

In this research paper, we will try to explain the nature and nature of e-marketing, and develop its concept, competitive advantage, types, objectives and importance in supporting marketing to Canroni and increasing the product offer competition in economic sectors .

Marketing electronic

E-marketing is the application of information and communication technology to traditional marketing. This definition preserved the concept of traditional marketing with the application of information and communication technology [5].



E-Marketing: It expresses a group of marketing systems that depend on electronic media, computer networks, and the Internet [4].

E-marketing as a concept that appeared with the great development witnessed by information and communication technology and the attempt of institutions to harness this technology to perform marketing activities, but the emergence of the Internet and its development and the increase in the number

of its users had the greatest impact on marketing activity, and it should be noted that the concept of e-marketing cannot be addressed without exposure What is known as e commerce.

III. EVOLUTION OF THE CONCEPT OF E-MARKETING

Marketing is the most electronic job compared to the other functions of the institution, and traditional marketing has been able to adapt and keep pace with

Table 1. The evolution of the concept of e-marketing

the technological revolution, which helped it to develop and rise to what it is today, passing through several stages, as shown in the following table.

the year	1970	1980	1990	2000
Marketing / typ	Offer Marketing	Demand Marketing	Administrative Marketing	E-Marketing
Priority	Meet the needs of the organization's internal	- Meet customers' needs - Distribution network needs - Contribution to the gross profit	Give a character to the interactive	Give a character to the interactive
The principle on which this concept is based	Increase sales volume	Market study and communications in order to increase sales volumes	-Attention to quality and overall profit, -Ensure the integrity of the distribution and communication network -Increased sales volume	- Customer care and value creation -Keeping up with technology and interest in communication -Improve quality and make profit

IV. COMPETITIVE ADVANTAGE

Is the organization's performance of its activities more efficiently and effectively compared to competitors [6]?

- It is the process in which an entity struggles to excel over another, which can be a person, an organization or a state, and the goal is to win. For the organization to be competitive, it must provide several factors such as ability, desire to win, commitment, resources [7].

Competitive advantage is the process in which an organization performs its business more efficiently than its competitors by exploiting its internal strengths in order to provide products more distinct than those offered by its competitors.

V. TYPES OF COMPETITIVE ADVANTAGE

There are two main types of competitive advantage, least cost advantage and differentiation advantage: producing and marketing a particular product efficiently at a price.

1. Less cost advantage: It is represented in the organization's ability to design that is close to or less than the prices of competitors, and the cost is reduced as a result of employing low-wage labor or applying modern technology with high productivity.

2. Excellence feature: It is represented in the organization's ability to provide a unique product to buyers, both in terms of form or in terms of providing after-sales services distinctly [9].

This distinction allows the organization to sell at a high price for these services, which makes it distinct and enables it to achieve high profitability, especially if the cost of production is lower compared to competitors. If the organization is able to provide a product at the lowest cost and it is difficult to completely separate the two advantages, because even if it is possible, there must be a minimum quality that makes this product acceptable so that the advantage of low cost disappears.



VI. OBJECTIVES OF COMPETITIVE ADVANTAGE

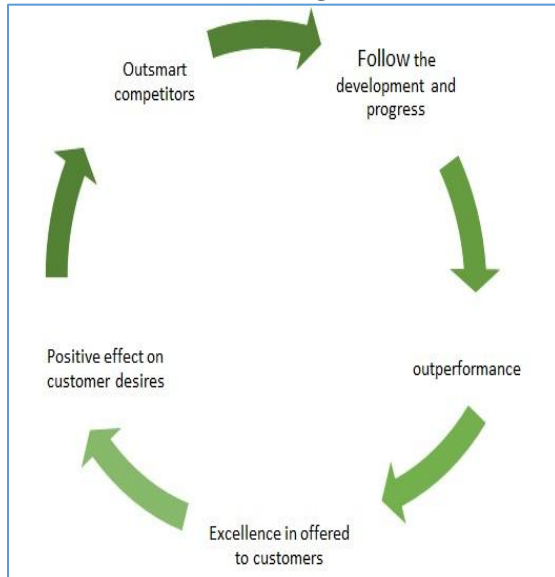
There are two main objectives that the organization seeks to achieve by owning a competitive advantage [1].

1. Entering a new competitive area (new product, new customers, new market).
2. Creating a new future vision for the goals that the institution seeks and the opportunities it seeks to seize.

VII. THE IMPORTANCE OF COMPETITIVE ADVANTAGE

1. Organizations are given a qualitative and quantitative advantage over competitors.
2. It helps the organization to excel in performance
3. It helps the organization to excel in the value of what it offers to clients.
4. Contribute to the positive impact on the perceptions of customers and dealers.
5. Allows organizations to follow up on development and progress in the long run.

Fig.1. shows the importance of competitive advantage



VIII. COMPETITIVENESS STRATEGIES

1. Competition by focusing on cost as a competitive advantage: There are companies that focus on cost to achieve a competitive advantage over their competitors, as the bank's ability to reduce its costs to the minimum possible (without affecting the quality level) will make it able to achieve many advantages, including:

- The ability to face price competition that may be pursued as a competitive strategy .

- The possibility of using price competition as a competitive weapon if necessary.

2. Competition by focusing on delivery: There are many banks in the field of e-business that use delivery as a competitive precedence, and these banks seek to perpetuate and expand competition based on this precedence,

3. Competition by focusing on flexibility: Using the flexibility feature means that the electronic bank is able to transform and change from providing a specific service to providing another, and the ability to switch from one target market service to another target market, and that this takes place without an increase in costs. Without time delays or low costs, little delay

4. Competition by focusing on quality: Quality has become one of the essential aspects to achieve success for organizations, whether traditional or electronic, and achieving quality must be in all aspects of the bank and not only in the quality of banking service, and the focus must be on achieving quality from Meaning.

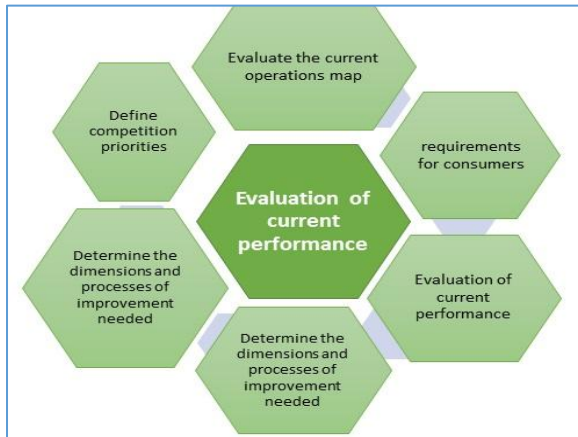
IX. BENCHMARKING AND COMPETITION:

Benchmarking is a best practice technique in which a company compares itself with top-ranked competitors in terms of key success factors. The benchmarking method is based mainly on competition priorities that stem from a performance study. It is based on studying competitors and studying consumer requirements. After studying the conditions of competitors and consumers in the market, appropriate measures are set to evaluate performance and determine the process flow map, and this leads to identifying the dimensions of operations and then improvement necessary to develop performance. , the process of comparison or benchmarking is done with reference points that can represent the leading companies. The above can be represented as (Fig. 2), which shows the relationship between benchmarking and studying competitors and consumers in the market.

The objective of benchmarking is to identify the "competitors' best practices" and adopt them to improve operations, and go beyond that to include trying to outperform those practices to gain or enhance the competitive advantage in the company.



Fig.2. Shows the relationship between benchmarking and studying competitors and consumers in the market



The impact of e-marketing on the competitive strength of customers (2)

There is a significant impact of e-marketing on the bargaining power of customers, as follows:

1. In the age of the Internet, customers determine the information they need, the offers that respond to their needs and desires, and the prices that suit them, so e-marketing is called the term “reversed marketing”.
2. The standards used to provide the performance of marketing activities no longer occupy a higher position in the age of the Internet, as customers through websites are looking for high quality products at reasonable prices and faster and better services.
3. Marketing exchanges no longer revolve around a single exchange process, but marketers in the Internet age are working towards satisfying needs and desires by providing various service packages with added value that the customer understands and appreciates.

X. THE EFFECT OF E-MARKETING ON THE BARGAINING POWER OF SUPPLIERS

The company is a service institution that aims to provide its offers to customers in return for obtaining profits and in the various fields in which these companies operate. And the impact of marketing e-marketing on this relationship between the company and suppliers is through the following [3].

1. Enable the company to obtain the information it needs, offers that respond to its needs and desires, and prices that suit it.

2. Thanks to the Internet, the company can search for high-quality products at reasonable prices, and after-sales services are faster and better.

3. The company can, through the Internet, carry out comparisons between different prices and accompanying services and choose what suits it.

XI. RESULTS

By arriving at the following results:

1. The competitive advantage of the economic institution is a decisive source of the institution's superiority over the rest of the competitors, and this can be done through the production of distinctive products at a lower cost.

2. Technological innovation leads to the development of the competitive advantage of the institution, according to the type of competitive advantage, where if the institution enjoys a competitive advantage from the type of distinguished products, the technological innovation in the product is the most suitable for it in order to develop its competitive advantage.

3. Technological developments have brought about a communications and information boom in all fields, as they have transformed the economy from the traditional form to the digital one that relies on information as the most important element of production.

4. The great credit for achieving the existence and spread of electronic commerce is due to the various tools of information and communication technology, which provided the technical environment necessary for the establishment of this trade, which is nothing but an extensive use of modern technology such as computers, means and communication networks.

5. The degree of e-commerce gains and response to them varied from one country to another, as the largest volume of this global trade was based in the developed world.

XII. CONCLUSIONS

1. Despite the multiplicity of means of information and communication technology, the Internet has emerged as a mainstay for electronic commerce. The services of this network have helped commercial transactions to extend regionally to various continents at the lowest cost.
2. Dealing with electronic commerce imposes the mutual acceptance of bilateral advantages and disadvantages, as it creates value through its assistance to institutions without regard to their size in global markets at the lowest time and cost, and also helps individuals to make the best global choice.



3. The growing interest in e-commerce applications and the increase in their usage rates mainly in various parts of the world
4. E-commerce is a modern approach to business that relies on information and communication technology, especially the Internet, to accomplish all operations related to contracting deals between multiple parties, whether they are institutions, government agencies or individuals. The classifications of this trade are based on the relationship between these parties.
5. The degree of awareness of the benefits of electronic commerce and the response to it varies from one country to another.
6. The study showed that the competitive advantage helps in developing electronic marketing methods and customer service, meaning that the competitive advantage has a positive impact on the global marketing.
7. Talking about the positive advantages granted by the competitive advantage of e-marketing in performing various activities efficiently and effectively, does not mean that it does not involve some negatives, but these negatives do not belong to them in themselves as much as they return to the lack of knowledge of some individuals or institutions in using this feature in the right ways.

REFERENCES

- [1]. bdel-Ghani Abdel-Wahab, Competitive Advantage as a Method for Developing Arab conomic Integration and Activating the Arab-European Partnership, Intervention within the Activities of the International Forum on Arab Economic Integration as a Mechanism for Improving and Activating the Arab-European Partnership, Faculty of Economics and Management Sciences, Farhat Abbas Setif University, Algeria, 8 May 9, 2004, pg. 50.
- [2]. Adrian Payne, the essence of services marking prentice, hall, India, 1995, p. 50.
- [3]. Hani Hamed Al-Damour, Services Marketing, Dar Wael for Publishing, Jordan, 2002, p. 8.
- [4]. Muhammad Al-Taher Naseer, E-Marketing, Dar Al-Hamid for Publishing and Distribution, Jordan, 2005, pg. 29.
- [5]. Michael Porter, l'avantage concurrentiel: comment devancer, ses concurrents et maintenir son avance, Dunad, Paris, 1999, P. 08.
- [6]. Mohieddin Al-Qutb, The Strategic Choice and its Effects on Achieving Competitive Advantage, Dar Al-Hamid for Publishing and Distribution, Jordan, 2012, p. 80.
- [7]. Mohamed Abdel Muttalib Abul Naga, E-Marketing: New Communication Mechanisms with Customers, University House, Egypt, 2008, pp. 6–50.
- [8]. Omar Saqr, Globalization and Contemporary Economic Issues, University House, Alexandria, Egypt, 2001, p. 9.
- [9]. Tariq Taha, Internet Marketing and E-Commerce, New University House, without a country to publish in, 2008, p. 3.