

ELECTRONIC AND SOCIAL MARKETING AND ITS ROLE IN SOCIAL LIFE (REVIEW)

Hassan Daghwi Obaid,

M. M Department of Business Administration,

Imam Al-Kadhim College, IRAQ.

hasand.obaid@iku.edu.iq.

Abstract

Marketing is one of the important activities that humans have practiced to varying degrees through the development of humanity until it has become one of the important concepts that contribute to many fields. The view of marketing has changed in recent years as it is concerned in the first aspect with the flow of services and delivering them to beneficiaries to meet the need, demand and desires and work to satisfy them through exchange processes at the same time providing various services to solve social problems.

Keywords: Social Marketing, Electronic Marketing, World Wide Web.

Introduction

Social marketing is one of the modern concepts in dealing with social problems, especially when traditional methods fail to address them.

E-marketing, the optimal use of digital technologies, including information and communication technologies, to activate marketing productivity and its operations represented in organizational functions, operations and activities directed to identify the needs of target markets and provide goods and services to customers and stakeholders.

E-marketing aims to develop realistic and scientific plans and the success of achieving marketing goals.

Social marketing is defined as: expanding the scope of marketing strategies and their commercial use or to market social issues or use marketing principles and tactics.

There are several needs for social marketing, including:

- Satisfying the desires and needs of beneficiaries, as it is a human activity
- Exchanging the benefits of services through civil society organizations and between the target audience
- A marketing function carried out by organizations and promoting social issues and ideas with public benefits

As for the importance of marketing, it works to enhance purchasing power and benefit from services.

A number of researches were selected in which researchers addressed the topic of social marketing, and we tried to choose the latest researches that included a variety of topics affecting social marketing, and each research was explained as shown below:

The researcher Dr. Dharar Abdul Majeed Al-Otaibi

Assistant Professor of Business Administration at King Khalid University

Scientific Journal of the Faculties of Commerce Sector / Al-Azhar University Issue No. 12 - July 2014

(A study analyzing the impact of electronic marketing on improving the competitiveness of hospitals with application in the Asir region)

The services provided by government service agencies are among the most important pillars that achieve the well-being of society, which all governments promise their people to provide, and this is also due to their belief that improving services has economic and social benefits for all segments of society.

The researcher analyzed the reasons that arose as a result of e-marketing in the health sector. The practical aspect included applying several mathematical equations to calculate and analyze inflation rates. The researcher reached several conclusions and recommendations. In his opinion, the researcher believes that government service organizations are a set of economic, political, social, cultural and technical variables and services, which requires these organizations to confront these freedoms by adopting the concepts of modern management, speed of achievement and simplification of procedures. The health sectors in the Kingdom of Saudi Arabia in particular have witnessed progress in the health field, but they face many challenges. In order to develop the health sector and raise its service efficiency, this is done through e-marketing of health services and determining the interest in developing it. Theoretically, due to the rapid development witnessed by the health sector and the use of modern means such as the Internet service.

Researcher's opinion: He talked about the role of the Internet in electronic marketing and specialized in the health field as the largest aspect promoted through the Internet, but did not provide tangible facts such as tables showing the percentage of the health field with other fields and mentioned government policy and did not address the state's planning policy as the basis for planning. The researcher also mentioned that the health services sector is the most important sector in society.

Researcher's opinion: The teaching staff in the Kingdom of Saudi Arabia and Arab countries were distinguished by the lack of studies that address electronic marketing, and for this reason he relied on foreign studies in previous studies and did not address the most important positives. The researcher took samples of 227 public sector hospitals and 102 private sector hospitals.

Researcher Samiha Nasser Khalifa presented August 16, 2022

Research on electronic marketing published in the magazine

Where the researcher worked to divide the research into several axes.

The first axis / the concept of electronic marketing

The second axis / the importance of electronic marketing

The third axis / types of electronic marketing

In which I touched on the rapid development in lifestyles, the term Internet marketing has become widespread. In the past, they relied on promoting and marketing the product on the ground face to face, but today they promote the product and marketing via the Internet

networks around the world and not just in a specific environment, and marketing via the World Wide Web has become a type of new methods in the world of marketing and sales. There are several sites that rely on promoting and marketing goods and products via the Internet, digital devices and mobile phones without the need for papers. This depends on the experience of the marketing employee, the financial budget and the marketing methods followed.

The researcher's opinion: Work on clarifying the concept of electronic marketing more and its impact on promoting and marketing the product. The new concept of social marketing is gaining importance every day for all organizations, especially government agencies and non-profit institutions. There are many books and studies that have addressed the topic and searched for the most important researchers with the term quality of life about everything that an individual can enjoy.

The most important observations on the research by the researcher:

The research addressed electronic marketing with its concepts, importance and types in general without the researcher allocating a specific aspect to focus on to know the marketing concept on a specific aspect and how marketing is done. The research also lacked tables and statistical equations and the research lacked scientific material and sources.

The researchers presented

3/ The impact of social marketing strategy on customer retention (descriptive analytical research)

Prof. Dr. Khamis Nasser Muhammad Muhammad Abdul Mahmal

University of Anbar / College of Administration and Economics, Journal of Business Economics Volume 5 Issue 3 Year 2023 Pages 325-346 ISSN2709-6475:

The research seeks to diagnose the relationships of influence between the research variables represented by the social marketing strategy and customer retention, as well as to clarify the relationships of influence between the variables and their sub-dimensions at the headquarters of Earthlink Communications Company as the field of application of the research, by working on describing, diagnosing and measuring the research variables to provide a number of conclusions and hypotheses that contribute to enhancing these variables from the company and based on the importance of variables in various organizations in general and their importance in the researched area, the researcher relied on the descriptive analytical approach to achieve the goal.

The researcher's opinion: The research identified the relationships of influence between the research variables represented by the social marketing strategy and customer retention and the relationships of influence between the variables and their sub-dimensions, reaching conclusions and recommendations. The research relied on the descriptive analytical approach, such as the headquarters of Earthlink Communications Company. The research was taken from a master's thesis by the researcher, in which he explained the concept of social marketing strategy and addressed the axes, including: Regarding the form of the study, the research addressed two basic problems, but the hypothesis was not an answer to the problem. Figure No. (1,2) mentions the source of the figure, and the researcher also did not address previous studies that addressed the same topic. Also, he addressed the importance and strategic dimensions of social marketing, and by relying on the survey method to reach the most agreed

upon dimensions before the opponents, the research was distinguished by the abundance of sources used, 69 sources.

4- The relationship between social marketing and quality of life (an applied study on the Egyptian state initiative, a decent life)

Dr. Mahmoud Abu Al-Majd Kamel Muhammad

Lecturer of Business Administration / Faculty of Commerce, Mansoura University, Egyptian Journal of Business Studies, 2023

The research focused on studying the relationship between the elements of social marketing and improving the quality of life of the citizen, by applying it to the Egyptian state initiative, a decent life, and a survey list was used as a tool to collect primary data.

The research addressed, through the goal, the study of the relationship between the elements of social marketing and improving the quality of life of the citizen. The researcher used a survey list to collect data, then collect and analyze the sample, where he found a relationship between the stages of implementing social marketing and improving the quality of life.

The researcher looked forward to the future vision until 2030, the beginning of the initiative in 2019, which included all social activities. The researcher relied on foreign sources in previous studies, then addressed the most prominent concepts and then the research axes. The researcher considered that the scientific importance is directed to solve an applied problem, as he showed the role of the citizen in feeling the efforts made to improve the quality of life. The researcher's opinion: The scientific importance and the applied importance of the research were built As a proposed framework in light of previous studies, then the hypotheses and methodology were given and the research relied on the results of the field study, samples and sources, then conducted a test of the hypotheses and analyzed the results using some statistical methods to reach the results, including the hierarchical regression system. Proposing seminars and courses to train them in transferring positive real quality, the researcher used 39 foreign sources in addition to Internet sources, in describing the case of the study and they were not numbered or consistent at the end of the research.

Researcher's opinion: The researcher did not address the most important results and recommendations of the research through the samples that he applied on the ground, the number of research pages is 23 pages. The research included graphic forms, tables and statistical analysis of the data.

5- Amani Abdel Nasser Abdel Wahid, Social Marketing and Planning to Improve Early Childhood Programs

Social Planning, Faculty of Social Service, Aswan University, 2022

The researcher considered that social marketing is one of the modern approaches to dealing with social problems

Especially when unable to solve them. The researcher gave more than one concept of social marketing and also the importance of social marketing. The researcher discussed its importance in terms of civil society organizations and for beneficiaries and for the local community. He also explained social marketing and its most important goals, including confronting ideas, customs and behaviors, as well as directing the current behavior of

individuals and influencing trends, as well as achieving the maximum possible profitability and achieving social goals and achieving progress and growth. As for the foundations of social marketing, they were determined by a number of points. The researcher also emphasized the most important functions of social marketing and the most important characteristics. As for the fields of social marketing, they were classified as marketing ideas. Researcher's opinion: You did not take samples of age groups for children to know how to plan in a real way, and the researcher did not enter numbers or data related to age groups to know how to market socially with regard to early childhood. Conclusion: The above research focused on electronic marketing and also social marketing. The researchers gave general concepts about marketing and how to promote marketing and took models and samples from some areas and how to achieve well-being and provide goods through entertainment Through electronic marketing in developed societies, whether through the Internet as a network or through modern methods, and reducing traditional methods. We have noticed this in some models, including the health sector in the Kingdom of Saudi Arabia or in the Arab Republic of Egypt.

References

1. Fadi Abdel Moneim Ahmed Abdel Fattah, The Role of Electronic Marketing in Improving the Mental Image of Health Services, Faculty of Business, Middle East University 2011
2. Al-Otaibi, Darar Abdel Majeed, Scientific Journal of the Faculties of Commerce Sector, Al-Azhar University, Issue Twelve - July 2014.
3. Khalifa, Samiha Nasser, Electronic Marketing 16, August 2022
4. Muhammad, Khamis Nasser, Mahmal, Muhammad Abd, The Impact of Social Marketing Strategy on Customer Retention, Anbar University / College of Administration and Economics, Journal of Business Economics Volume 5 Issue 3 Year 2023
5. Muhammad, Mahmoud Abu Al-Majd Kamel, The Relationship between Social Marketing and Quality of Life (An Applied Study on the Egyptian State Initiative, Decent Life, Faculty of Commerce, Mansoura University, Egyptian Journal of Business Studies, 2023.
6. Abdul Wahid, Amani Abdel Nasser, Social Marketing and Planning to Improve Early Childhood Programs Social Planning, Faculty of Social Service, Aswan University, 2022.