

# **Impact Of Electronic Marketing Tools, And Electronic Word Of Mouth On Online Purchase Intention: Empirical Study On University Students In Tabuk**

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## **Abstract**

This paper aims to study impact of electronic marketing tools, and electronic word of mouth on online purchase intention: empirical study on university Students in Tabuk, and also aim to study the different tools of Electronic marketing. The objective of this study is

To examine the impact of E M tools on online purchase intention, the study aims to examine the impact of E W O M on online purchase intention, and to find out what is the most effective tool of E M impact on online purchase intention. The study was conducted in University of Tabuk in Saudi Arabia, the research hypotheses was adopted based on the previous studies, and Based on variables of the study. The researcher used the descriptive analytical method; The Data was collected through Field research (questionnaire) among 120 respondents. The results show there was a positive correlation between electronic marketing tools and online purchase intention among university students. This study recommends that companies should move away from conventional marketing techniques and inculcate electronic marketing into their marketing plans in order to better stay connected with customer

Key words: electronic marketing- electronic marketing tools- social media marketing- search engine marketing- e- mail marketing- electronic word of mouth- online purchase intention.

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## **1. Introduction**

The world is witnessing major developments in communications due to the intensive spread of technology and information through the Internet through different mediums such as the smartphone, social media platforms, and the electronic word-of-mouth (Al-Marroof & Al-Emran, 2018; Al-Qaysi & Al-Emran, 2017; Al-Qaysi, Mohamad-Nordin, & Al-Emran, 2018; Alshurideh, Salloum, Al Kurdi, & Al-Emran, 2019). These technological

advancements make the world look like a small village as these communication media are able to facilitate access and interaction with consumers (Alghizzawi, Salloum, & Habes, 2018; Malik & Al-Emran, 2018; S. A. Salloum, Al-Emran, Shaalan, & Tarhini, 2019). Consumers use digital communication channels to search for product information and services. It has become part of people's everyday life (Stephen, 2016).

The number of internet users in Saudi Arabia increased by 4.3 million (+15%) between 2019 and 2020 (Simon Kemp, 2020). According to Statista (2020), in 2025, the number of internet users in Saudi Arabia is forecasted to reach 36.2 million users up from 28.8 million users in 2019, the number of mobile users in Saudi Arabia is forecasted to reach 36.17 million users in 2025 (Statista Research, 2020). The proliferation of internet has changed the business landscape for multinational companies, resulting in the exponential growth of successful online business, such as Amazon, Grab, Lazada, Facebook, and Google, as key players in the digital economy (Kannan, 2017). This has led to tough competition in the E-commerce market, and players are looking for innovative ways to attract online consumers as well as retaining existing customers (Safie, Satar, Dastane, & Ma Arif, 2019). Most people use digital marketing and social media intensively through their role as consumers of goods and services as they search for information and data on the products consumed in addition to communicating with others about their experiences (S. A. S. Salloum & Shaalan, 2018).

In general, Electronic marketing (E-Marketing) has been described as a recent realistic and attitude involvement with marketing of commodities, and ideas via internet and other auto electronic mediums (El-Gohary, 2010)

E-marketing which is also known as online marketing or digital marketing, can be defined as marketing of goods and services done through electronic tool. It's developing the tools online transactions of business in buying and selling. It's the modern way of marketing in which technology used drastically. It has now become a huge tool between marketers and customers. (Meng, 2009)

There are different synonym use for online marketing that is E-shopping, E-store, E-web stores, internet shops etc. (Ashwini N & Manjula., October 2015 - March 2016), Dave Chaffey (2007) defines E-marketing as "Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers

(within a multi-channel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behavior, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.

Electronic Marketing gives firms a global reach by allowing their products, services and promotion to reach millions of people across the world within the span of a few minutes; electronic marketing is a two-way communication channel that enables firms not only to send out information to customers, but also to get feedback from them; it allows firms to reach customers with an intended message at a very fast pace and reduced cost.

Today, monotonous advertising and marketing techniques have given way to digital marketing or electronic marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms have tested the success of E- m marketing tools as being effective and useful for achieving results (teo,2005). More importantly, growth in E-marketing has been due to the rapid advances in technologies and changing market dynamics ((Mort, Sullivan, Drennan, Judy, 2002). In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing. Word of mouth is considerably effective communication tool that has a unique position in respect to marketers. The one who starts the word of mouth communication is the consumer. Individuals express their positive or negative opinions and give advices to each other about products or services. Since it is carried out among acquaintances, friends or family members, it has never been perceived commercial by the consumers, and it plays a major role in the purchase decision – making process of a consumer. (Aysen,2013)

The Internet has facilitated WOM conversations; information can spread among a huge number of users even in a very short period of time through EWOM (Brown et al., 2007). Consumers search for information posted by former customers in order to make themselves comfortable before purchasing products or services (Pitta and Fowler, 2005). Due to these advantageous sides of EWOM, researchers also show interest in EWOM as

well as consumers; and conduct a considerable amount of research relating to EWOM (Cheung and Thadani, 2012; King et al., 2014). Purchase intention is greatly affected by the customers online search and time spent browsing e-commerce websites (Donni, Dastane, Heba & Selvaraj, 2018). Companies must attract both the new consumers and existing customers on their websites; this is achieved by understanding the impact of electronic marketing on purchase intention. According to Kim & Ko, (2012) Purchase Intention is a combination of consumer interest and the possibility of buying a product. Doh and Hwang (2009) also believe that e-WOM has an important impact on consumers' purchase intentions, because consumers trust e-WOM before making any product purchases. Thus, we also assume that if a product receives positive reviews from consumers through E-WOM, it will affect the purchase intention of other consumers of the product. Purchase intention has become vital for the development of digital marketing and online sales. Consumers purchase intention is classified as a complex process usually related to their behavior, perception, and attitude (Mirabi, Akariyeh & Tahmasebifard, 2015). Purchase intention changes with the influence of price comparison, perceived value, and quality (Mirabi et al., 2015). A consumer generally perceives a low-budget product with poor packing and unfamiliar brand as a less reliable and high-risk product (Mirabi et al., 2015). Besides, consumers are affected by external motivation (the website information) and internal motivation (shopping experiences) in the purchase process (Atapaththu & Kulathunga, 2018). Although a greater purchase intention is possible through an attractive website, online services and website layout for influencing the objective and motivation of the customer to access the website for product search and purchase (Vahdati and Mousavin Nejad 2016), emphasized that information searching on the internet increases the satisfaction level and joy of purchasing products and services. nevertheless, this leads to repeated customer purchases, repeated visits to digital platform, and positive reviews of the advertised product (Hausman & Siekpe, 2009). In their research on digital marketing, Dehghani and Tumer (2015) revealed that branding increases purchase intention. since the trend changes over time, consumers would refer to online product reviews before making the right purchase decisions. Elley and Tilley (2009) described online marketing as online communication activity which can be in different forms and can include different online techniques, such as Search Engine Marketing, online partnership, social media, online advertising, email marketing. These online marketing techniques have become vital communication tools for the marketing department of a company to promote its websites,

services and products in the online environment. Ab Hamid (2008) states that, internet offers many opportunities for companies and it can be a useful platform for their marketing activities, such as to spread information, attract new customers, retain existing ones and even to improve relationship with existing customers by online customer relationship management.

Today, most of the companies adopted internet as a part of their marketing communications in their marketing strategies. According to Adegoke (2004 cited in Jensen, 2008) “online marketing communications has grown to be an important part of a company's promotional mix”. This view is also motivated by Shankar and Batra (2009) and they state that companies are using online medium as a new marketing communication channel and marketing through internet is growing rapidly. Baker (2007) notes that, “marketers need to carefully assess the significance of e-marketing and assimilate it, as appropriate, into all aspects of marketing from strategy and planning to marketing research, objectives setting, buyer behavior, marketing communications and the marketing mix”. For these reasons I became interested in effectiveness of online marketing communication. In this study our purpose is to explore whether electronic marketing and EWOM, impact on online purchase intention, an empirical study on university students in Tabuk, Saudi Arabia. The key objectives include (1) to examine the impact of electronic marketing tools on online purchase intention (2) to examine the impact of the electronic marketing on E WOM; (3) to examine the impact of EWOM on online purchase intention ;(4) to examine of electronic marketing and EWOM on online purchase intention .

### **1-1specific problem statement -**

Product and services and buying behavior of consumers are the basic elements of internet marketing. In the last ten years there has been a universal shift in media use towards digital media. This implies the internet is becoming an important for all services ( soyoye& jenyoye,2015). The scope of marketing communication has broadened due to the growth and new developments of the internet. This has enabled a large number of people to be reached no matter where they are located(laudon& laudon,2018).

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are using online medium as a new marketing communication channel and marketing through internet is growing rapidly. The boom of digital marketing is correlated with the wide expansion of digital technologies, such as smartphones, smart products, internet of thing (IOT), and artificial intelligence (AI), that has an impact on the revolution of consumer purchase and reshaping of future marketing strategy.

Consumers' shopping habits have changed over the past decade. The use of digital technology to research, browse and purchase has gone from segment-specific or sporadic to mainstream (Sue, 2015). The transformation is largely driven by the influence of digital technology on the shopping experience. With the emergence of technological development, companies have to change its outlook towards consumers (Jose, 2017).

Today the general consumer behaves differently and expects much more from various products and companies. Changes in consumer behaviour means business and organizations must continually refine their strategies to operate in the digital space. Digital marketing is increasingly important as companies must compete for consumer attention in an online, mobile world.

One of major trends in today's marketing is orientation on exploitation of Internet and social media for promoting of the company and its products (Deniss and Elina, 2011). Digital marketing has changed the way in which marketers brand and market their organizations.

eWOM messages can effectively reduce the risk and uncertainty when purchasing products so that consumer purchase intention and decision making can be further influenced (Chatterjee, 2001; Wang et al., 2012; Tsimonis and Dimitriadis, 2014). Chevalier and Mayzlin (2006) found

that online communications significantly influence the product purchase intention of consumers. Berger, Sorensen and Rasmussen (2010) found the significant relationship between the quantity of online reviews and favourable purchase intention of consumers towards the specified brand. Lee, Lee and Shin (2011) found that products with more favourable reviews generally sell better. However, if the number of negative reviews about product increases, consumers will learn its many disadvantages and lead to a negative effect on purchase intentions (Park & Lee, 2008).

However, it is also predictable that negative reviews are more influential than positive messages about the products and that negative messages also play an important role in consumer decision making (Lee, Lee & Shin, 2011). Thus, eWOM communication is

extremely useful for customers to build up their buying decision regarding a particular product or brand

**From the above studies, less** has done on the Impact of electronic marketing tools, and electronic word of mouth on online purchase intention

**So we formulate the research problem as follows**

"To analyze the Impact of electronic marketing tools, and electronic word of mouth on online purchase intention: empirical study on university Students in tabuk"

### **1-2 Research questions**

Based on background, research gap and problem statement, following research questions have been formulated:

- What are E – Marketing tools?
- Do electronic marketing tools have any significant impact on online purchase intention?
- To examine the impact of E W O M on online purchase intention?
- What is the most effective tool of E M impact on the online purchase intention?
- To examine the impact of E M and E w o m on online purchase intention?

### **1-3 Research objectives:**

- 1- The main objective of the current study is to identify the impact of Electronic marketing tools and electronic word of mouth on online purchase intention: empirical study on university Students in tabuk"
- 2- To study the different tools of E M.
- 3- To examine the impact of E M tools on online purchase intention
- 4- To examine the impact of E W O M on online purchase intention
- 5- To find out what are the most effective tool of E M impact on online purchase intention.

#### **1-4 Research importance:**

- E- Marketing becomes one of the most important necessities in the life of institutions, factories and commercial companies in local and global societies.
- There are not many studies conducted in Saudi Arabia ( tabuk) in the area of digital marketing tools
- Closing the gap in the academic research that investigates the Impact of electronic marketing tools, and electronic word of mouth on online purchase intention: empirical study on university Students in tabuk"

- This study will be helpful for the marketer and online marketing companies to choose the most effective E- Marketing tool for the greater impact
- Few studies have been found on the direct impact of E- Marketing tools and E-WOM on online purchase intention. In this respect, it is hoped this study will a gap.
- No studies have been found on the direct impact of electronic marketing tools, and electronic word of mouth on online purchase intention
- According to Crowd Analyzer,(2018), Saudi Arabia is ranked number one nation in the middle, East region concerning E- Commerce
- Furthermore, 79% of Saudi internet users that search online to buy products or services and about 64% of those searchers were found to have made a successful online buying ( crowd analyzer,2018)

#### **1-5 Limitation of study**

- This research is limited by the nature of the participants where it was conducted on university students in tabuk who are regular online users in Saudi Arabia.
- Another limitation is the sampling technique where this study depended on a convenience.

#### **1-6 Hypotheses**

**Based on the previous studies, the researcher proposes the following hypotheses:**

H1: E- marketing tools have a significant impact on online purchase intention of university students.

H11: social media marketing has a significant impact on online purchase intention of university students.

H12: search engine marketing has a significant impact on online purchase intention of university students.

H13: E- mail marketing has a significant impact on online purchase intention of university students.

H2: Electronic word of mouth has a significant impact on online purchase intention of university students.

H21: Positive Electronic word of mouth has a significant impact on online purchase intention of university students.

H22: Negative Electronic word of mouth has a significant impact on online purchase intention of university students.

H3: E- marketing tools and Electronic word of mouth have a significant impact on online purchase intention of university students.

## **2-Research methodology**

The descriptive – analytical approach was used in the research, the population consisted on Tabuk University students together with professionals. Convenience sampling was used to select the sample size of participants. Total 120 respondents were selected from the population. The questionnaire included 24 statements about electronic marketing tools (8 statements about social media marketing- 9 statements about search engine marketing- 7 statements about e- mail marketing) 12 statements about E- word of mouth and 14 statements about online purchase intention. A 5 -point Likert scale was used to enable the respondents to indicate their level of agreement or disagreement regarding each statement. The study was conducted over 4 months' time period.

### **2-1 Statistical analysis**

The gathered data was interpreted through SPSS 20.0. The relationship between variables was tested through regression, correlation and other descriptive analysis. Whereas, the data collecting tools were also checked for reliability and validity using SPSS 20.0.

### **3- Previous studies**

#### **1- Nehajain ,2014 " E – marketing and the consumer decision making process"**

The study was based on secondary data analysis where the data was collected from the 32 websites of automobile, banking, FMCG and E- Commerce verticals using website Analysis tool. The researcher concluded that satisfying consumers into well-defined segments On the basis of their pre-purchase behavior can aid marketing in developing more streamlined and focused consumer targeting process

#### **2- Mukhtarwadya& Mohammad sadiq ,2014," EMPIRICAL EFFECT OF ELECTRONIC MARKETING ON CUSTOMER PATRONAGE AND RETENTION TOWARDS SHOPPING MALLS IN MANILA"**

This research examined the empirical effect of electronic marketing on customer patronage and retention towards shopping malls in Manila. The scope of this study revolved around investigating how banner advertising, affiliate marketing, video marketing and search engine marketing influence customer patronage and retention towards shopping malls in Manila. The study was based on qualitative research method and survey questionnaire was used to collect data from 289 shoppers in Manila. Four null hypotheses were developed and tested using Simple regression coefficient. Consequent upon analysis, it was revealed that electronic

marketing (banner advertising, affiliate marketing, video marketing and search engine marketing) had a significant effect on customer patronage and retention towards shopping malls. Based on this finding, the study concluded that electronic marketing significantly enhances customer patronage and retention towards shopping malls. It was recommended that shopping malls should integrate their marketing efforts and campaigns into a robust online platform in order to target and reach larger groups of customers.

### **3- Ali Zulqurain et al, 2015, "Understanding E-Marketing as a Firm's Promotional tool and Its Impact on Consumer Perception"**

The study has provided a deep insight into the concept of e-marketing. Four dimensions of e-marketing can be used to provide better quality, product and services to their customers. The study has thoroughly described the importance of e-marketing and its dimensions e-mail marketing, mobile marketing and web marketing for stimulating positive consumer perception. The research supported the view that marketing efforts should be switched from traditional marketing channels to e-marketing. The research results show that e-marketing has an important significant role as a firm's promotional tool and different modes of e-marketing play a role of helping hand for the fulfillment of this objective.

*The researcher concluded that* E-marketing is considered the best communication tool that works as bridge between companies and the consumers. Companies are using this tool but to a limited extent i.e. one way communication with the customers. Companies can improve the efficiency and effectiveness of this strong tool with little effort and ease by getting consumers Feedback. This two-way communication process will ultimately help for enhancing the capability of this media.

### **4-Hartemo, M. (2016)." Email marketing in the era of the empowered consumer "**

documented in the study that e-mail marketing is a tool which allows personalised communication and empowers consumers by converting consumers into active consumers. However, the study indicated that currently markets are not updated and does not exploit e-mail marketing to its full potential. "Beyond the Rack" is an e-commerce retail company which drives its 16.2% of the traffic from the e-mail marketing campaign as the content is resonating enough to attract consumer's attention

**5--Imran Gandhi et al 2017," IMPACT OF ELECTRONIC MARKETING ON CUSTOMER PURCHASE BEHAVIOR IN THE INDIAN HOSPITALITY INDUSTRY"**

This research examined the impact of electronic marketing on customer purchase behavior in the Indian hospitality industry. The study was conducted in order to provide empirical evidence as to how electronic marketing impacts customer purchase behavior with particular reference to the Indian hospitality industry. The research methodology adopted was the survey and descriptive research design. The study elicited primary data from 205 hotel guests in Delhi Metropolis of India using structured questionnaire. Simple regression was employed in analyzing the data and the findings revealed that electronic marketing strategies (social media marketing, search engine marketing, video marketing, and email marketing) had a significant impact on customer awareness, patronage and loyalty. It was concluded that electronic marketing had a significant impact on customer purchase behavior in the Indian hospitality industry. Finally, the study recommended that hospitality firms in India should move away from conventional marketing techniques and inculcate electronic marketing into their marketing plans in order to better stay connected with customers

**6-- ToorAreeba et al ,2017" The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator**

The study investigates the impact of social network marketing on consumer purchase intention and how it is affected by the mediating role of consumer engagement.

This study analyses data taken from 300 existing users of social network marketing websites in Pakistan. Structural equation modeling was employed to test the model developed.

In this study, social network marketing is found to have a significant effect on consumer purchase intention in the context of Pakistan. The finding indicates that Pakistani consumers can be influenced by online word-of-mouth communication through social media sites

**7-Key Thomas, 2017 " Domains of digital marketing channels in the sharing economy "**

This article explores the domains of digital marketing channels— specifically e-mails marketing, social media marketing and search engine marketing—to understand how they can contribute to growth for organizations in the sharing economy .A detailed conceptual model of the decision spectrum necessary to coordinate digitalMarketing channels is presented and a special case is made for the role branded-mobile applications play in this context. In particular, branded-mobile applications leverage three embedded components to overcome

common deterrents for participating in the sharing economy: trust, utility, and user experience

### **8- Kala devkant&chaubey, 2018" Impact of Electronic Word of Mouth on Brand Image and Purchase Intention towards Lifestyle Products in India"**

The study attempts to examine the extent to which EWOM can influence brand image and purchase intention in the lifestyle products in the Indian context. Based on the information obtained from 313 respondents who had experience within the online communities, this paper analyses the impact of EWOM, brand image and purchase intention using structural equation modeling. The results obtained show the significant impact of EWOM on brand image and the mediating role of the brand image between EWOM and purchase intention. The study recommends that marketers should put greater emphasis on EWOM in order to maximize brand popularity that resultantly would influence consumers' purchase intention.

### **9-Nawaz samsudeen&kaldeen mubara,2020," Impact of digital marketing on purchase intention"**

This study aims to determine the relationship between social media, email marketing, customer engagement and purchase intention in ICT Company named CoderFirst Sri Lanka. It intends to attain a theoretical confirmation about the relationship between the variables and determine the suitable implications to maximize the research findings for long-term use. This study used an online questionnaire as the research instrument that was responded completely by 363 participants made up of the potential customers of CoderFirst. The PLS- SEM method was used to determine the effect and correlation of each variable, calculated using SmartPLS software. This research primarily aims to determine the impact of digital marketing specifically social media and email marketing on customer engagement and purchase intention. The results obtained show the significant role of digital marketing specifically social media and email marketing in improving customer engagement and purchase intention.

### **10--DastaneOmkar, 2020, " Impact of Digital marketing on online purchase intention: mediation effect of customer relationship"**

This study investigated the impact of digital marketing on the online purchase intention of e – commerce consumers in Malaysia. In addition, the mediating effect of customer relationship management between digital marketing and online purchase intention. A quantitative research method was applied to collect empirical data from 202 online shoppers by snowball sampling technique. Data were collected through a self- administered questionnaire in the greater klang valley region of Malaysia. The study contributed to the literature by providing

a structural model of digital marketing and purchase intention to measure the impact of digital marketing on online purchase intention in the context of Malaysian e-commerce. The results suggested that digital marketing had a positive significant impact on online purchase intention.

#### **4. Literature Review**

IT developments influence the community's behavior in terms of their acceptance of new products as they are highly reliant on technology as a source of information and for communicating with others. Due to this, many companies became aware of the need to improve their marketing approach to widen their customer reach and one way of doing so is by utilizing information technology specifically digital marketing or E – Marketing.

##### **4-1. online marketing communications:**

Online marketing communication defined by Chaffey (2009) as "online communication techniques used to achieve goals of brand awareness, familiarity and favorability and to influence purchase intent by encouraging users of digital media to visit a website to engage with the brand or product and ultimately to purchase online or offline through traditional media channels such as by phone or in-store. There are different online marketing communication tools for companies to adopt to promote and increase the visits of their websites. Chaffey (2009) lists those acquisition tools, which are search marketing, online PR, online partnership, interactive Ads, Opt in e-mail and viral marketing.

##### **4-2 E- MARKETING**

**Several definitions have been introduced to e-marketing based upon various thoughts and viewpoints**

THE terms "electronic marketing", "internet marketing", "digital marketing" and "online marketing" are commonly used by business executives and consumers throughout the world as business are recognizing the potential opportunities for commerce in the online business environment (Jaian et al, 2012). Dave Chaffey (2007) defines E – marketing as "Applying digital technologies which form online channels (web, e – mail, databases, plus mobile / wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multi – channel buying process and customer lifecycle) through improving our customer knowledge, then delivering integrated communication and online services that match their individual needs.

Internet marketing or E marketing is the use of information technology in the process of creating , communicating and delivering value to customers and for managing customer relationship in ways that benefit the organization and its stakeholders( pawar et al 2016,pp23) E-Marketing refers to the application of marketing principles and techniques via electronic media and more specifically the internet. (F. Iddris et.al,2015,pp160). In a wider view , Electronic marketing mostly define as a new attitude and modern realistic involvement with marketing of good , services , information and even ideas via internet and other electronic means (Gohary, 2010, pp214).E-marketing has broader scope while internet marketing just refers to internet thing like world wide web ( www) and electronic mail, while e- marketing all above plus tools like mobile phones, internet and extranet---- .enterprises adopting e-marketing as a strategy can create interactions by customizing information for individual customers that permit customers to design products and services that meet their specific requirements ( Haraizah,2020).E- Marketing provides customers with more convenience and more competitive prices, and it enables business to reduce operational costs. Organizations use e- marketing or digital marketing, to reach consumers and market products or services to them.Methods or tools for e- marketing often involve electronic communication and digital technology. ( Imran&Zakhaev, 2017).

Consequently, electronic marketing and all its strategies added customer value further than what traditional marketing could gain. E- Marketing in point of view of e- business begun to enhance and reinvent the mean of traditional business, beside internet played vital role in this process. Marketing through electronic devices lied at the main part of integrating information technology and marketing attributes. Add value to products, increase quality of services ,create facilitate relationship between firms and customers and have better concept about place and etc. are all options that have been offered by this almost new phenomenon of doing business.( Tehrani ,Majid nik,2008).

#### **4-3 E- Marketing Tools**

E- Marketing tools or Digital marketing tools are considered as the best way to interact with the customers and sustain the reliability of the organization as it matches the pace of dynamic needs of customers (Wymbbs, 2011). Digital marketing is an umbrella term which includes all the digital techniques which are efficient in acquisition, relationship building, brand promotion and retention of customers and in effect boost the sales. The advantages of the online marketing have not been limited to the small companies but is utilized by the brands like Louis Vitton, Amazon to name a few. These companies use online marketing platforms

to communicate about the history of the brand, employees and their upcoming events. The major role is to convince customers to be a part of the journey by the medium of storytelling (Greenhill, 2011). (Z.Ali, et al, 2015) confirmed that there are several digital success factors for companies to succeed in the online market, these factors are: attract users, engage users, retain users, ensure their return to an application, learn about their preferences, and, lastly, relate back to them to provide the sort of customized interactions.

There are different e- marketing tools for companies to adopt to promote and increase the visits of their websites. (G.J. Dehkordi, 2012) investigated four main E - marketing tools including ( mobile marketing- e- mail marketing- website marketing and through social networks). (Ellis et al, 2012) explain that e- marketing practices relates to use of interactive actions in enabling communication with clients. E- Marketing practices incorporates both offline and online networks, including electronic mails, digital platforms, telecommunications technology and websites to ensure marketing objectives has been achieved (baker & sinkula, 2005). E- Marketing is part of integrated marketing practices that include: social media, email marketing and search engine marketing. (G.J. Dehkordi, 2012).

In this study we will focus on (social media marketing, E- Mail marketing and search engine marketing).

#### **4-3-1: Social media marketing**

Social media is defined as the online communication and interaction between people in certain media platform (Strauss & frost, 2012). Social media is an online environment with the same interest to share thought, comment and idea (Weber, 2007).

According to Dewing (2012), social media are used as reference for many services based on internet and cellular service that make the user to participate in online exchange, contribute on content that created by the user, or joining into community online such as blog (e.g. Tumblr), wikis (e.g. Wikipedia), Social media site (e.g. Facebook, Twitter, LinkedIn) and media sharing site (e.g. YouTube, Instagram). Social media growth causes social media as innovative way to communicate with many people. This is also used as a benefit for entrepreneur, social media encourage time and space in business interaction with the potential consumer and create a feel of closeness (Mersey et al., 2010). With social media, entrepreneur has opportunity to advertise their local product with low cost to consumer and get feedback from them. (Hanna et al., 2011). This creates social media to play functional role in business marketing. Social media activity components have been discussed by several writers with one of them Kim and Ko (2012). They classify characteristics of Social Media

Marketing Activity as entertainment, interaction, trendiness, customization, and word-of-mouth (WOM) and apply it to luxury brand. Entertainment on social media is an important component that gives rise to positive emotions, enhances participatory behavior and gives rise to the intention to use it continuously (Kang, 2005).

Interaction on social media occurs if users can communicate and exchange opinions and information easily with other users in the online community (Kim & Ko, 2010, p.168). According to Maoyan et al. (2014, p.94), interactions in social media marketing not only occurs from client to client or client to company, but the company can also quickly respond to questions from consumers. Trendiness as another component of social media marketing activities means providing the latest information about products to customers (Godey et al., 2016). Many consumers turn to various types of social media to get information, because consumers consider the source of information more reliable than company-sponsored communication through traditional promotions. Advertisement as a component refers to ad campaigns and promotions that have been carried out by business people through social media to increase sales (Bilgin, 2018). Duffett (2017) and Alalwan et al. (2017) performed a survey on the effect of advertising or social media advertising on perception and customer awareness and reported that advertising is an important part of social media marketing activities. In Customization according to Kim and Ko (2010) social media must not only provide interesting information, but also must provide a place for users to be able to find the information they need and be able to freely express their thoughts.

**In comparative study** of how blogs and online newspaper influence consumer in purchase intention, Colliander and Dahlen concluded that blogs were more effective in purchase intention. (Colliander & Dahlen, 2011, p.317). Enhancing brand image and value by using viral marketing on Facebook, which increase consumer intention to purchase (Dehghani & Tumer, 2015:599).

#### **4-3-2: EMail Marketing**

Email marketing is a communication tool entailing the use of electronic mail to deliver messages to people or groups (GhavamiLahiji, 2016). Email marketing entails the communication of advertisements, company requests or donations, and other messages to build trust, loyalty and brand awareness. Email marketing is a highly responsive tool for carrying out promotions and building customer interactions at a low cost (Ali, Ejaz, Aleem, Saeed, Tahir, & Kashif, 2015). It is the most useful form of e-marketing (electronic marketing). As per Merisavo and Raulas (2004), emails can serve numerous marketing

purposes like, To inform customers about a company's products, To promote the products, To establish brands, To give information regarding the company websites, To alert the customers, and To update customers about the status of their orders Through email marketing, purchase frequency of the customers may be increased and consumers may be compelled to respond and ultimately engaged in negotiation process with company. So it's a best marketing tool that can be used by the firms to market their products (Raad and Yeassen, 2010). E-mail marketing is some kind of direct marketing through which service quality can be enhanced and customer awareness and attention can be increased (Dehkordi et al., 2012). Pepper and Rodger (2000) state that email marketing is such tool which is low in cost and high in response and this thing has made email marketing the most useful term of electronic marketing.

Emails are significant channel for marketing as it can assist companies in building and maintaining relations with their customers (Chaffey et al., 2003). Companies are widely and rapidly adopting emails as a promotional tool because it has low distribution cost and even small and medium sized firms can afford the cost (Moustakas et al., 2006).

#### **4-3-3: Search engine Marketing:**

Search engine marketing is a form of internet marketing that involves the promotion of website by increasing their visibility in search engine results pages through optimization and advertising. Search engine marketing promotes websites by increasing their visibility in search engine results pages. (sherlekar, 2008), search engine optimization and sponsored search are two types of the search engine marketing .

According to the PWN encyclopedia definition, search engine is a web site that allows searching web pages containing the particular keywords. R. Prytherch described the search engine as a program produced by the publisher or data provider, enabling access to its information resources by author, title or keyword (prytherch, 2000) M. Busby defines it as kind of browser software, which searches the resources of the Internet, identifies the contents of web pages and stores it on computer's search engine (Busby et al, 2004).

Search engines provide consumers with both organic and sponsored results based on the keywords searched for by the consumer (Kritzing & Weideman, 2013; Yang & Ghose, 2013). Organic results, hence non-paid results, are placed according to the search engine's complex algorithm based on companies' relevance to the search with respect to other links and can be

enhanced by search engine optimization (Kritzinger&Weideman, 2013; Yang &Ghose, 2010). Sponsored results on the other hand are paid results, charging companies per click (Kritzinger&Weideman, 2013). This improves the ranking of the search result, placing sponsored results above organic results (Google, 2018).

Search engine is used widely for information search and online shopping. The display results of the search engine are categorised into keyword ads and organic ads. Many businesses are integrating keywords search ads into their business model to reach targeted audiences (Ghose& Yang, 2009). Yoo (2014) concluded in the study that keyword search ads are effective tools in creating brand recognition and also assimilates the brand image.

Search engines take user queries, retrieve related documents found in the searchable indexes created by the indexer, produce snippets with web address, a short description, similar pages, and cache, and display them in a ranked order on the SERP (xiang,Gretzel&fesenmaier,2009 )

The major part of search engine interface is used to display those results based on the internal ranking, which is termed Organic Listing. In addition, major search engines, such as Google, display paid advertisements on the top and right side of major resultpages, ranked by businesses' bidding price on clicks and the quality of pages, which is termed Paid Listing. The paid listings could also appear blended with organic listings for certain search engines, such as Baidu.com (the most popular search engine in mainland China) and Yahoo.com. However, the two companies separated the two types of results recently under pressure from the general public and the users (Back 2009; Schwartz 2009).

#### **4-4: Online purchase intention**

##### **4-4-1: ONLINE pre-purchase intention model**

ONLINE pre-purchase intention model has been proposed and empirically tested in the context of search goods (Shim, Eastlick, Lotz&Warrington,2001) ,which is based on TPB and Interaction model . In this "intent to search information online "has been used as predictor of" intention to buy online" contrasting to other established model it excludes adoption of online buying. Due is to its limited nature it has not been utilized much but has been cited extensively(Chawla et al .,2015)

##### **4-4-2: Online Purchasing Intention**

Online purchasing intention has been subject to extensive research. Consumers' intention to buy online allows for determining consumers' intention to undertake a purchasing behaviour specific to internet (Salisbury, Pearson, Pearson, & Miller, 2001). Moreover, reasoned action

theory suggests that consumer behavior may be predicted through intentions that are perceived in terms of actions, objectives and the context of this behavior ( ibid)

Online purchase intention, an important predictor of actual buying behavior, refers to an outcome of criteria assessment of consumers regarding website quality, information search, and product evaluation(poddar et al ,2009, hausman and siekpe,2009) . online purchase intention reflects the desire of consumer to make purchase through the website .

**Intention:** is often considered as a mediating variable between attitudes and behavior (Ajzen&Fishbein, 1985, 1985). It is the individual's self-instructions to behave in certain way (ibid ). It represents desires, wishes or willingness to behave (Limayem, Khalifa, &Frini, 2000). Taylor and Todd (1995) claim that thanks to the ability of predicting intentions of use, predicting behaviour is made possible. Davis (1989) assumes that intentions to use a system directly determine use. Childers et al. (2000) define intention to purchase online in terms of a threshold from which the consumer is likely to purchase a product or a service from a specific c web site. Purchasing intention may determine real purchasing behavior. Rogers (1983) shows that the relative advantage of an innovation is positively correlated to its adoption rate. Davis et al. (1989) distinguish between pre-adoption and post-adoption phases. The authors consider that perceived usefulness remains a determinant of intentions to use a system during these two phases. Szajna (1996), empirically attesting for Davis et al's distinction, concludes that perceived usefulness determines intentions to use during these two phases

#### **4-4-3 Purchasing intention**

Purchase intention has become vital for the development of digital marketing and online sales, purchase intention is classified as a complex process usually related to their behaviour, perception and attitude ( Mirabi,Akariyeh&Tahmasebifard,2015).

**Purchasing intention:** may be classified as a component of a consumer's cognitive behavior revealing the way an individual intends to purchase a specific brand (Huang & Su, 2011). Online purchasing intention is the context to which a customer shows readiness to undertake an online transaction (Ling, Chai, &Piew, 2010). According to Triandis (1979), intentions represent self-instructions to behave in a certain way. It implies instructions like "I should do ...", "I am going to do ..." or "I will do ...(Athapaththu and kulathunga,2016") found various stages of purchase intention before finalizing purchase assessment of the product based on experience , current knowledge, interest ,preference, persuasiveness and purchasing influence of the consumer

(Vahdati, 2016.) also emphasized that information searching on the internet increases the satisfaction level and joy of purchasing products and services. Nevertheless, this leads to repeated customer purchases, repeated visits to the digital platform and positive recommendation and reviews of the advertised product (Hausman & Siekpe, 2009).

#### 4-5-Electronic Word Of Mouth:

(Jalilvand, Esfahani, & Samiei, 2011) define the phrase —word of mouth as a process for consumers to share information and opinions about a product or service to others. This definition has been agreed by Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004

WOM communication is widely acknowledged as a noncommercial and trustworthy source of information that has a massive effect on consumer attitude formation and purchase behaviour. With the rapid growth of the internet, eWOM has emerged as a way for consumers to engage in noncommercial advertising, share and discuss direct experience about the specific product and brand (Chevalier & Mayzlin, 2006). E-WOM is now believed to be the most commonly used and favored source of information by consumers (Zhu and Zhang, 2010). Hennig-Thurau et al. (2004) explained the term as: [ . . . ] any positive or negative statement made by potential, actual, or former customers about a product or company which is made available to a multitude of the people and institutes via the Internet. Before purchasing any product or service, consumers cannot know about the actual product experience and after-sale services; however, by accessing other consumers' reviews online, a perceived opinion about the quality, performance and after-sales service can be formed, which ultimately influences other factors such as brand image and the purchase intentions of consumers (Jalilvand and Samiei, 2012; Almana and Mirza, 2013; Tham et al., 2013; Charo et al., 2015; Sallam and Wahid, 2015).

Gupta and Harris (2010) claim that the development of internet technology has led to e-WOM. Since the golden age of this modern media era, more and more consumers are sending and receiving messages through the internet. E-WOM is a positive or negative statement made by customers in the future, present or past about a product or company, and can be accessed by anyone online (Hennig-Thurau et al., 2004).

When consumers want to gather information about products, before they make a purchase often consumers look for product reviews or information online (Jalilvand & Samiei, 2012). Baker et al (2016) said that positive word of mouth communication would increase purchase intentions, but if the information was negative it would have an impact on the lack of buying interest. In his research Goyette et al. (2010) divides e-WOM into 4 dimensions, namely

Intensity, Positive Valance, Negative Valance and Content. Intensity is the number of opinions or opinions written by consumers on a social networking site (Goyette et al., 2010). Positive Valance or positive comments are part of the Valance of Opinion, which are both positive and negative consumer opinions about products or services. Positive Valance itself is a positive comment from consumers on social networks. Usually negative comments arise because of consumer dissatisfaction with the product or service. However, if the number of negative reviews about product increases, consumers will learn its many disadvantages and lead to a negative effect on purchase intentions (Park & Lee, 2008). However, it is also predictable that negative reviews are more influential than positive messages about the products and that negative messages also play an important role in consumer decision making (Lee, Lee & Shin, 2011),the information content of social networking sites is relating to products and services.In this study the researcher divided E-w o m into two dimensions (positive w o m -negative w- o m).(Almana& Mirza,2013,p27) as a result of their study in Saudi Arabian, concluded that the comments made on the internet were an important factor in purchasing decisions of consumers when making a purchase decision. E-WOM has a positive impact on purchase intention ( Alrwashdeh et al., 2019) . E- WOM ON social media have a positive impact on purchase intention (Balakrishnan et al 2014,p183) .

## 5-Results and discussion

- **The descriptive analysis** of the respondents was on the basis of management practices. Table (1) illustrates the descriptive statistical analysis which was used in order to know the impact of electronic marketing tools and electronic word of mouth on online purchase intention.
- The mean of all the items was higher than 2.5 which shows non-neutral stance from respondents on all items. The higher mean values represent that the respondent's strong values for all the items.

Table (1) shows the descriptive statistics of **E-marketing and E-WOM**

<b>Variable</b>	<b>Mean</b>	<b>SD</b>	<b>N</b>
<b>X1(E marketing tools )</b>	<b>2.73</b>	<b>0.98</b>	<b>120</b>
<b>X2(E Word of mouth )</b>	<b>2.82</b>	<b>1.087</b>	<b>120</b>

- From table (1) the mean of all the items was higher than 2.5 which shows non-neutral stance from respondents on all items. The higher mean values represent that the respondent's strong values for all the items.

Table (2) shows the descriptive statistics of **E-marketing tools**

<b>Variable</b>	<b>Mean</b>	<b>SD</b>	<b>N</b>
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<b>X11(social media marketing)</b>	<b>2.75</b>	<b>1.110</b>	<b>120</b>
<b>X12(search engine marketing)</b>	<b>2.65</b>	<b>0.946</b>	<b>120</b>
<b>X13( E- mail marketing)</b>	<b>2.79</b>	<b>1.045</b>	<b>120</b>

- From table (2) the mean of all the items was higher than 2.5 which shows non-neutral stance from respondents on all items.
- Table (3) shows the descriptive statistics of **E- WOM**

<b>Variable</b>	<b>Mean</b>	<b>SD</b>	<b>N</b>
<b>X21 ( positive EWOM)</b>	<b>2.79</b>	<b>1.072</b>	<b>120</b>
<b>X22 (Negative EWOM)</b>	<b>3.12</b>	<b>1.030</b>	<b>120</b>

- From table (3) we can show the highest mean of the table is negative EWOM (3.12), which indicates that it is one of the most effective forces on online purchase intention.

### Correlation Analysis

The Pearson correlation is used to determine the relationship between all the variables, SPSS is a beneficial tool to run the correlation between variables for finding insights about the relation and Strength.

For our study we used correlation analysis to test relationship and strength between different variable.

**Table (4) shows the correlation between (Y, X<sub>1</sub>)**

<b>Online purchase intention</b>	<b>Pearson Correlation</b>	<b>1</b>	<b>.911**</b>
	<b>Sig. (2-tailed)</b>		<b>.000</b>
	<b>Sum of Squares and Cross-products</b>	<b>152.162</b>	<b>120.157</b>
	<b>Covariance</b>	<b>1.279</b>	<b>1.010</b>
	<b>N</b>	<b>120</b>	<b>120</b>
<b>Electronic marketing tools</b>	<b>Pearson Correlation</b>	<b>.911**</b>	<b>1</b>
	<b>Sig. (2-tailed)</b>	<b>.000</b>	
	<b>Sum of Squares and Cross-products</b>	<b>120.157</b>	<b>114.342</b>
	<b>Covariance</b>	<b>1.010</b>	<b>.961</b>
	<b>N</b>	<b>120</b>	<b>120</b>

**\*\*.** Correlation is significant at the 0.01 level (2-tailed).

**Table (5) shows the correlation between (Y, X<sub>2</sub>)**

			Online purchase intention	E WOM(electronic word of mouth)
Online purchase intention	Pearson Correlation		1	.866**
	Sig. (2-tailed)			.000
	Sum of Squares and Cross-products		152.162	126.729
	Covariance		1.279	1.065
	N		120	120
E WOM(electronic word of mouth)	Pearson Correlation		.866**	1
	Sig. (2-tailed)		.000	
	Sum of Squares and Cross-products		126.729	140.666
	Covariance		1.065	1.182
	N		120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**From table ( 4)and table( 5) we show**

- There is a significant positive correlation between dependent variable (online purchase intention (Y) and independent variable(electronic marketing tools ) (X<sub>1</sub>) with 91.1%, indicating a high correlation.
- There is a significant positive correlation between dependent variable (online purchase intention (Y) and independent variable(electronic word of mouth ) (X<sub>2</sub>) with 86.6%.indicating a high correlation.

**Table (6) shows the correlation between (Y, X<sub>11</sub>)****Correlations**

			Online purchase intention	Social media marketing
Online purchase intention	Pearson Correlation		1	.905**
	Sig. (2-tailed)			.000
	Sum of Squares and Cross-products		152.162	135.181
	Covariance		1.279	1.136
	N		120	120
Social media marketing	Pearson Correlation		.905**	1

	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	135.181	146.531
	Covariance	1.136	1.231
	N	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed)

**Table (6) shows that there is a significant positive correlation between (Y) (online purchase intention) and (Social media marketing) (X<sub>11</sub>) with 90.5%**

**Table (7) shows the correlation between (Y, X<sub>12</sub>)**

			Online purchase intention	Search engine marketing
Online purchase intention	Pearson Correlation		1	.885**
	Sig. (2-tailed)			.000
	Sum of Squares and Cross-products		152.162	112.636
	Covariance		1.279	.947
	N		120	120
Search engine marketing	Pearson Correlation		.885**	1
	Sig. (2-tailed)		.000	
	Sum of Squares and Cross-products		112.636	106.545
	Covariance		.947	.895
	N		120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table (7) shows that there is a significant positive correlation between (Y) (online purchase intention) and (search engine marketing ) (X<sub>12</sub>) with 88.5%.**

**Table (8) shows the correlation between (Y, X<sub>13</sub>)**

			Online purchase intention	E-mail marketing
Online purchase intention	Pearson Correlation		1	.874**
	Sig. (2-tailed)			.000

	Sum of Squares and Cross-products	152.162	122.946
	Covariance	1.279	1.033
	N	120	120
E-mail marketing	Pearson Correlation	.874**	1
	Sig. (2-tailed)	.000	
	Sum of Squares and Cross-products	122.946	129.928
	Covariance	1.033	1.092
	N	120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table (8) shows that there is a significant positive correlation between (Y) (online purchase intention) and (E-mail marketing) ( $X_{13}$ ) with 87.4%.**

**From The correlation analysis we show:**

- Shows that there is a significant positive correlation between (Y) and ( $X_{11}$ ) with **90.5%**, hence it is proved by majority that social media impact on online purchase intention.
- Shows that there is a significant positive correlation between (Y) and ( $X_{12}$ ) with **88.5%**.hence it is proved by majority that search engine marketing impact on online purchase intention
- Shows that there is a significant positive correlation between (Y) and ( $X_{13}$ ) with **87.4%**.hence it is proved by majority that E- Mail marketing impact on online purchase intention.
- The most independent variable correlated with (Y) is ( $X_{11}$ ) (social media marketing) then ( $X_{12}$ ) (search engine marketing).
- So we conclude that, there is a statistically significant relationship between online purchase intention and electronic marketing tools, it is clear to us that there is a positive correlation between electronic marketing tools and onlinepurchase intention.
- 

**Table (9) shows the correlation between (Y,  $X_{21}$ )**

			<b>Correlations</b>	
			<b>Online purchase intention</b>	<b>Positive e w o m</b>
<b>Online purchase intention</b>	<b>Pearson Correlation</b>		<b>1</b>	<b>.861**</b>
	<b>Sig. (2-tailed)</b>			<b>.000</b>
	<b>Sum of Squares and Cross-products</b>		<b>152.162</b>	<b>124.231</b>
	<b>Covariance</b>		<b>1.279</b>	<b>1.044</b>

		N	120	120
Positive e w o m	Pearson Correlation		.861**	1
	Sig. (2-tailed)		.000	
	Sum of Squares and Cross-products		124.231	136.760
	Covariance		1.044	1.149
	N		120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table (9) shows that there is a significant positive correlation between (Y) (online purchase intention) and (positive EWOM) ( $X_{21}$ ) with 86.1 %.

Table (10) shows the correlation between (Y,  $X_{22}$ )

			Correlations	
			Online purchase intention	Negative E W O M
Online purchase intention	Pearson Correlation		1	-.880**
	Sig. (2-tailed)		.000	
	Sum of Squares and Cross-products		152.162	-122.021-
	Covariance		1.279	-1.025-
	N		120	120
Negative E W O M	Pearson Correlation		-.880**	1
	Sig. (2-tailed)		.000	
	Sum of Squares and Cross-products		-122.021-	126.250
	Covariance		-1.025-	1.061
	N		120	120

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table (10) shows that there is a significant negative correlation between (Y) (online purchase intention) and (negative EWOM) ( $X_{22}$ ) with 88.00 %.

#### From The correlation analysis we show

- Shows that there is a significant positive correlation between (Y) and ( $X_{21}$ ) with 86.1%.hence it is proved by majority that positive EWOM impact on online purchase intention.
- Shows that there is a significant negative correlation( inverse relationship) between (Y) and ( $X_{22}$ ) with 88.0%.hence it is proved by majority that negative EWOM impact on online purchase intention
- The most independent variable correlated with (Y) is ( $X_{22}$ ) (negative EWOM)

- So we conclude that, there is a statistically significant relationship between online purchase intention and electronic word of mouth, it is clear to us that there is a positive correlation between electronic word of mouth and online purchase intention

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### Test the research hypotheses:

#### Regression Analysis

Regression could be used as a bivariate to predict two variables or as a multiple regression for checking multiple variables at the same time .In this article, the simple linear regression technique was used to test the research hypotheses.

#### Hypothesis one

H1: E- marketing tools do not have a significant impact on online purchase intention of university students.

H11: social media marketing doesn't have a significant impact on online purchase intention of university students.

H12: search engine marketing doesn't have a significant impact on online purchase intention of university students.

H13: E- mail marketing doesn't have a significant impact on online purchase intention of university students

Table (11)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.930 <sup>a</sup>	.864	.861	.421840	1.405

Predictors: (Constant), E- mail marketing, search engine marketing, social media marketing.

Dependent Variable: Y: online purchase intention

The table (11) gives us the R square -value which represents the correlation between the observed values and predicted values of dependent variable. R square is called the Coefficient of determination and it gives the adequacy of the model. Here value of R square is 0.864 which that the independent variable of the model can predict 86.4% of variance in dependent variable.

Table (12) ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	131.520	3	43.840	246.362	.000 <sup>a</sup>
Residual	20.642	116	.178		
Total	152.162	119			

a. Predictors: (Constant), E-mail marketing, Search engine marketing , Social media marketing

b. Dependent Variable: Online purchase intention

The above table gives the test results for the analysis of one way ANOVA. The results are given in three rows. The first row labeled as Regression gives the variability in the model due to known reasons. The second row labeled residual gives variability due to random error and unknown reasons. F-value in this case is 246.362 and the p-value is given by 0.000 which is less than 0.05 so we conclude that the electronic marketing tools have a significant impact on online purchase intention of university students.

From regression tables we can conclude:

- The R squared, was (86.4%) also called coefficient of determination, is a statistical calculation that measures the degree of interrelation and dependence between two variables. In other words, it is a formula that determines how much a variable's behavior can explain the behavior of another variable.
- The regression model, variables can be independent, which are used as the predictor or causal input and dependent, which are used as response variables. In experimental studies, independent variable X is the variable that can be controlled and variable Y is the variable that reflects the changes in the independent variable X. and the regression model in our research will be:

$$Y = -0.229 + 3.187X_{11} + 3.239X_{12} + 5.027X_{13} + E$$

Where:

Y is online purchase intention.

X<sub>11</sub> is Social media marketing.

X<sub>12</sub> is Search engine marketing.

X<sub>13</sub> is E-mail marketing.

E is the error term

- **The finding showed that there is a positive correlation between electronic marketing tools and online purchase intention of university students.**

**Hypothesis two:**

H2: Electronic word of mouth doesn't have a significant impact on online purchase intention of university students.

H21: Positive Electronic word of mouth doesn't have a significant impact on online purchase intention of university students.

H22: Negative Electronic word of mouth doesn't have a significant impact on online purchase intention of university students.

Table (13)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.924 <sup>a</sup>	.853	.850	.437229	1.293

a. Predictors: (Constant), Negative E W O M, Positive e w o m

b. Dependent Variable: Online purchase intention

The table (13) gives us the R-value which represents the correlation between the observed values and predicted values of dependent variable. R square is called the Coefficient of determination and it gives the adequacy of the model. Here value of R square is 0.853 which that the independent variable of the model can predict 85.3% of variance in dependent variable

**Table (14) ANOVA**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	129.795	2	64.897	339.477	.000 <sup>a</sup>
Residual	22.367	117	.191		
Total	152.162	119			

a. Predictors: (Constant), Negative E W O M, Positive e w o m

b. Dependent Variable: Online purchase intention

From regression tables we can conclude:

- The R squared, was (85.3%) also called coefficient of determination, is a statistical calculation that measures the degree of interrelation and dependence between two variables. In other words, it is a formula that determines how much a variable's behavior can explain the behavior of another variable.
- The regression model, variables can be independent, which are used as the predictor or causal input and dependent, which are used as response variables. In experimental studies, independent variable X is the variable that can be controlled and variable Y is the variable that reflects the changes in the independent variable X. and the regression model in our research will be:

$$Y = -3.394 + 0.47X_{21} + 0.585X_{22} + E$$

Where:

Y is online purchase intention.

X<sub>21</sub> is Positive e w o m.

X<sub>22</sub> is Negative e w o m.

E is the error term.

The finding showed that there is a positive correlation between electronic word of mouth and online purchase intention of university students.

Hypothesis three

H3: E- marketing tools and Electronic word of mouth do not have a significant impact on online purchase intention of university students

Table (15)

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.948 <sup>a</sup>	.899	.898	.361602	1.531

Predictors: (Constant), ( EWOM),( electronic marketing tools)

Dependent Variable: Y: online purchase intention

The table (15) gives us the R square -value which represents the correlation between the observed values and predicted values of dependent variable. R square is called the coefficient of determination and it gives the adequacy of the model. Here value of R square is 0.899 which that the independent variable of the model can predict 89.8% of variance in dependent variable.

Table (16) ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	136.863	2	68.432	523.353	.000 <sup>a</sup>
Residual	15.298	117	.131		
Total	152.162	119			

Predictors: (Constant), ( EWOM),( electronic marketing tools)

Dependent Variable: Y: online purchase intention

The above table gives the test results for the analysis of one way ANOVA. The results are given in three rows. The first row labeled as Regression gives the variability in the model due to known reasons. The second row labeled residual gives variability due to random error and unknown reasons. F-value in this case is 523.353 and the p-value is given by 0.000 which is less than 0.05 so we conclude that the (EWOM and E M tools)have an influence on online purchase intention.

**From regression tables we can conclude:**

- The R squared, was (89.9%) also called coefficient of determination, is a statistical calculation that measures the degree of interrelation and dependence between two variables. In other words, it is a formula that determines how much a variable's behavior can explain the behavior of another variable.
- The regression model, variables can be independent, which are used as the predictor or causal input and dependent, which are used as response variables. In experimental studies, independent variable X is the variable that can be controlled and variable Y is the variable that reflects the changes in the independent variable X. **and the regression model in our research will be:**

$$Y = -0.206 + 0.690X_1 + 0.425X_2 + E$$

- Y is online purchase intention.  
 X<sub>1</sub> is Electronic marketing tools.  
 X<sub>2</sub> is E WOM (electronic word of mouth).  
 E is the error term

- The finding showed that there is a positive correlation between electronic marketing tools and electronic word of mouth and online purchase intention of university students.

### **6- Results of hypothesis tests**

- In this article, the simple linear regression technique was used to test the research hypotheses
- **Hypothesis one**
- H1: E- marketing tools have a significant impact on online purchase intention of university students.
- H11: social media marketing has a significant impact on online purchase intention of university students.
- H12: search engine marketing has a significant impact on online purchase intention of university students.
- H13: E- mail marketing has a significant impact on online purchase intention of university students.
- The findings showed that there is a positive correlation between E- marketing tools and the online purchase intention of university students - which means accepting the null (H0) Hypothesis and rejecting the alternative. (H1).
- **Hypothesis two:**
- H2: Electronic word of mouth has a significant impact on online purchase intention of university students.
- H21: Positive Electronic word of mouth has a significant impact on online purchase intention of university students
- H22: Negative Electronic word of mouth has a significant impact on online purchase intention of university students.
- The findings showed that there is a positive correlation between E- word of mouth and the online purchase intention of university students - which means accepting the null (H0) Hypothesis and rejecting the alternative.(H1)
- Hypothesis three
- H3: E- marketing tools and Electronic word of mouth has a significant impact on online purchase intention of university students
- The finding showed that there is a positive correlation between electronic marketing tools and electronic word of mouth and online purchase intention of university students ,which means accepting the null (H0) Hypothesis and rejecting the alternative.(H1)

### **RESULTS:**

- Electronic marketing is a field that satisfies consumers by utilizing new marketing methods or tools. The impact of E W O M communication in today's business are very critical element, it help companies to understand the desires of consumers and their interests on various products and services.
- This study analysis the impact of electronic marketing tools (social media marketing- search engine marketing- e- mail marketing) and electronic word of mouth (positive E WOM- Negative EWOM) on online purchase intention.
- Pilot study finds evidence that a positive and significant correlation exists between electronic marketing tools and EWOM and the online purchase intention of university students, and this confirmed by the study.
- There is a significant positive correlation between (Y) and (X<sub>11</sub>) with **90.5%**, hence it is proved by majority that social media impact on online purchase intention, and this confirmed by( kim&ko,2010;Yadav and Rahman,2017;khan,2019).
- There is a significant positive correlation between (Y) and (X<sub>12</sub>) with **88.5%**.hence it is proved by majority that search engine marketing impact on online purchase intention, and this confirmed by( Ghose&yang,2009;Yoo,2014; Marekzgodawarzwawie,2011)
- There is a significant positive correlation between (Y) and (X<sub>13</sub>) with **87.4%**.hence it is proved by majority that E- Mail marketing impact on online purchase intention, and this confirmed by( pepper and Rodger,2000;chaffey et al,2003;Moustakas et al,2006)
- According of the result of this study ,The most independent variable correlated with (Y) is (X<sub>11</sub>) (social media marketing) then (X<sub>12</sub>) (search engine marketing),so we can concluded that social media marketing is the most effective E- marketing tools on purchase intention and this confirmed by this study and this confirmed by (Colliander and Dahlen,2011; Dehghani&Tumer,2015;Alal et al,2017). But other studies have shown that e- mail marketing is the most effective E- Marketing tools (Nileshpawer&Alaknandapagar, 2016; pepper and Rodger, 2000; chaffey et al,2003;Moustakas et al,2006).So we conclude that, there is a statistically significant relationship between online purchase intention and electronic marketing tools
- There is a significant positive correlation between (Y) and (X<sub>21</sub>) with **86.1%**.hence it is proved by majority that positive EWOM impact on online purchase intention.

- There is a significant negative correlation (inverse relationship) between (Y) and (X<sub>22</sub>) with **88.0%**, hence it is proved by majority that negative EWOM impact on online purchase intention.
- The most independent variable correlated with (Y) is (X<sub>22</sub>) (negative EWOM), and this confirmed by a study and this confirmed by ( park& Lee,2008,lee ,lee& shin,2011)
- So we conclude that, there is a statistically significant relationship between online purchase intention and electronic word of mouth, it is clear to us that there is a positive correlation between electronic word of mouth and online purchase intention. And this confirmed by a study and confirmed by (kala&chaubey, 2018; chatterjee,2001; Wang et al.,2012; tsimonis& Dimitriadis,2014).
- There is a significant positive correlation between dependent variable (online purchase intention (Y) and independent variable (electronic marketing tools) (X<sub>1</sub>) with 91.1%, indicating a high correlation, and this confirmed by (wymhs,2011; G.J.Dehkardi,2012;)
- There is a significant positive correlation between dependent variable (online purchase intention (Y) and independent variable (electronic word of mouth) (X<sub>2</sub>) with 86.6%. indicating a high correlation, and this confirmed by ( Devkantkala& D.S.Chaubey,2018; Libai et al ,2013; Alrwashdeh et al,2019; Balakrishanan et al,2014: 183; Kim and ko:2010:69).

#### 7-RECOMMENDATIONS

- The Significant role of electronic marketing tools specifically (social media marketing – search engine marketing- E- mail marketing ) in improving customer purchase intention ,as described previously has been proven in this
- Companies and business people must understand the importance of electronic marketing tools as an effective tool for marketing products and services.
- With the advent of internet – based technologies, consumers are moving towards compute- mediated communication to obtain the information they need to make purchase decision. It is important to say that positive EWOM play an important role in creating a favorable image of the company and its brand, increasing customers purchase intention, and reducing promotional expenditure.
- Overall, the study found that electronic marketing tools and EWOM significantly facilitated online purchase intention. Therefore, it is concluded that electronic marketing tools and ewom have a significant impact on online purchase intention.

Given the importance of electronic marketing tools, this study recommends that companies should move away from conventional marketing techniques and inculcate electronic marketing into their marketing plans in order to better stay connected with customers.

### **8-Future research:**

- For, future research should be done to explore more tools of E- marketing tools, applied to get more response from customer.
- This research was conducted only on university students and did not include consumers with different demographic structures. Different results can be obtained by selecting a different sample such as age, education, income groups in future studies.

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