

## The Effect of Electronic Marketing on International Trade: case study on Algerian International Companies

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This study investigates the influence of e-marketing mix components on the success of international firms in Algeria, as well as the relationship between e-marketing mix parts and individual performance. First, A model was built and hypotheses were supplied to meet the study's objectives. A standardized questionnaire prepared expressly for this study was used to collect data from Algerian enterprises' marketing and management teams. A Multiple regression study revealed that e-marketing mix elements have a significant influence on business performance. Simple regression analysis revealed that each component of the e-marketing mix has a significant influence on the performance of international companies doing business in Algeria. Also, The elements of the e-marketing mix (promotion, product, location, and pricing) were shown to have a positive influence on the operations of international companies operating in Algeria. Therefore, Algerian companies are advised to apply this technology in their international market to cope with the international advancement in technology and the internet. Finally, research conclusions, results, and recommendations are outlined.

**Keywords:** E-Marketing Mix, International Firms, Algeria, Management.

**(JEL) Classification :** M310 ,F1.

### 1. Introduction

Traditionally, the marketing mix for things purchased over the counter is coordinated, resulting in an effective product, price, promotion, and placement strategies. Mr. Rosenbloom (Rosenbloom, 1999). Because of the internet, we are changing the way we offer our products and services. The internet is increasingly used by consumers to do research and make purchases. Organizations, on the other hand, are more reliant on online techniques to attract and retain customers. The e-marketing mix takes into account the aspects of delivering the marketing mix online. Companies in Algeria are witnessing a significant shift in the method and style of performing and conducting business as a result of the rapid change in the use of the internet in all sectors and as a result of technological advancements. Algerian enterprises have changed their marketing mix and are now ready to reach the global marketplace to sell and advertise their products.

The influence of e-marketing mix elements and performance firms' worldwide operations in Algeria is the topic of this study. The pieces of the e-marketing mix must be created to fit the demands of targeted markets. To build an e-marketing campaign, the marketing mix elements must be properly combined with the product, promotion, pricing, and distribution-related factors.(Cohen,1999).Based on the findings of an e-marketing literature

review, it is required to analyze how specific organizations use the internet and the World Wide Web to conduct electronic marketing and to embark on a marketing research project focusing on e-marketing mix ingredients. It is a new subject of study that requires considerable attention. The purpose of this research is to investigate the relationship between the components of the e-marketing mix and the success of multinational businesses in Algeria. The study begins by defining the research problem, its relevance, and its objectives. Based on linked literature studies, a research model is built, and hypotheses are produced to be empirically tested. Following that, the research approach, analysis, discussion, and conclusion are all provided.

There is a need for marketing research projects in the field of e-marketing, according to an examination of the e-marketing literature. It's a relatively young field of research that deserves a lot of attention.

The major goal of this research is to look at the relationship between e-marketing characteristics and the success of foreign companies in Algeria. The reasons behind the research difficulty are as follows:

- An e-marketing mix must be created to fit the market's demands. To build an e-marketing campaign, the marketing mix must be properly combined with the product, promotion, pricing, and distribution-related factors. (Rosenbloom, 1999)

- The Algerian companies are witnessing a significant change in the manner and way of performing and conducting business with other countries as a result of the effects of globalization in all aspects that have spread throughout the world and as a result of technological advancements that have been made.

- E-marketing refers to the strategic transformative instruments in the hands of Algerian businesses to expose them to the worldwide business arena and sell and advertise their products there.

- This study illuminated the function of e-marketing in supporting Algerian international enterprises in their international commerce and improving their worldwide exposure through product sales and marketing.

The study also came at a time in which the international Algerian companies have been starting employing e-commerce in order to gain benefits of the new technological applications. Further, the importance of this research comes from the rapid growth in electronic commerce around the world that has prompted many to look for better ways of measuring the affecting factors.

**1.1. Research Question:** Based on the above, the research problem questions are:

- How do foreign firms operating in Algeria use the marketing mix?

- What do you think the most significant aspect of e-marketing is in terms of a company's performance?

- What is the link between the pieces of the e-marketing mix and results?

- Do all aspects of the e-marketing mix have a link with individual performance measures?

**1.2. Research Objectives:**

The research sought to accomplish the following goals:

1. To outline the aspects of e-marketing in Algerian enterprises those operate worldwide.
2. To investigate the link between each component of the e-marketing mix and performance.
3. To investigate the link between all aspects of the e-marketing mix and performance.
4. To identify the most essential component of the e-marketing mix in terms of performance.
5. To investigate the link between each component of the e-marketing individual's success metrics.

## **2. Literature Review:**

International trade is the exchange of goods and services across international boundaries or territories. In most countries, it represents a significant share of GDP. While international trade has been present throughout much of history. (Bonnal, M; Yaya, E. 2016).

### **2-1- Types of International Trade**

- 1- Internal trade: This is the purchasing and selling of products and services within a country's geographical borders.
- 2- Foreign trade: It is the process of buying and selling products and services between countries outside of their geographical borders. (www.nike.com)

Foreign trade has become an urgent necessity for all countries at present because no country can achieve self-sufficiency in all goods, services, and production factors. After all, its economic conditions will not allow it to do so, as countries cannot produce all the goods and services they require for an extended period, and thus they must specialize in the production of goods and services that their natural and economic conditions qualify them to produce and export. (www.kelkoo.com)

### **2.2. International Trade Importance**

Foreign trade plays a significant and "distinguished" role in economic, social, and political life, as evidenced by:

- A- It is seen as a market for surplus output and access to hard money.
- B - Foreign commerce, particularly exports, is a source of strength for any country.
- C- It enables the state to receive more goods and services at the lowest feasible cost, based on the specialization and division of labor principles.
- D- Foreign trade is viewed as a means of increasing the country's national income and economic development through the import of semi-manufactured goods or machines, machinery, and equipment that enter the manufacturing process and lead to an increase in the production of goods and services within the country, achieving the desired economic development.
- E - It is regarded as a barometer of a country's manufacturing capabilities and competitiveness in the worldwide market.
- F - Contribute to the transmission of contemporary technology that aids in the construction of emerging economies and the enhancement of their economic growth processes.

### 2.3. The internet and trade

On the other hand, the World Wide Web is becoming widely acknowledged as a significant developing commercial media and marketing environment (Hoffman & Novak, 1996). An essential issue in doing a business study of the Web as a media environment is to identify that it has distinct qualities that set it apart from previous commercial contexts.

The Internet has gained widespread acceptance as a source of information. Customers in marketplaces, in particular, can benefit from the Internet's enhanced availability of timely and relevant product-related information (Quelch and Klein, 1996).

Marketers must focus on creating a user-friendly experience for a specific activity as the Internet increases as a medium for communication, commerce, and information gathering. Internet marketing involves a thorough grasp of not just the user's desires, but also the information necessary to meet those desires. Understanding and applying alternative models of information display, how the information will be used, and the processes through which people think about that information will make the online experience more intuitive and appealing. The current research employs relevant economics, psychology, and marketing studies to provide an approach for analyzing and criticizing diverse cognitive paradigms. (Wilkins Mira, 2004)

### 2.4. Electronic Marketing

- **Definition:** The concept of e-marketing is one of the most recent and innovative concepts in the world of marketing, and, notably, its definition is ambiguous due to the misconception that marketing can only be done through the Internet. For this reason, the following information should be emphasized before providing an accurate definition of e-marketing. (Lanier, C. D. Jr., & Saini, 2008)

- All digital technologies are used in e-shopping and its functionalities.
- Online purchasing is not synonymous with online marketing.
- Some people feel that e-commerce is the same as e-marketing.

Based on these findings and the nature of e-marketing, as well as the dynamics and methods of its implementation, we believe the following definition provides the reader with a complete and accurate picture: E-marketing is the most effective use of digital technologies, such as information and communication technologies, to boost marketing productivity and operations, which are represented in organizational functions, processes, and activities aimed at identifying target market needs and delivering goods and services to customers and stakeholders. In a nutshell, electronic marketing entails the proper application of the Internet, communication networks, and telecommunications in the pre-production of goods and the supply of services, to ensure client happiness. 2. The proper use of technology was in the following areas:

- Product design service idea and production
- The price of products (goods and services)
- Promotion of products (goods and services)
- Quality improvement (speed of service delivery operations)

### 2.5. E-Marketing Functions:

E-marketing encompasses a wide range of functions, each with its own set of responsibilities. According to the website of the electronic marketing companies, there is the function of communication and establishing a continuous relationship with customers, as well as the function of electronic sales, the function of providing content or content from specific things, and the function of providing a business network. Customers are offered services such as e-mail. It also provides solutions for analysis and data on the outcomes of the e-mail campaign through which the service or product is provided to the public via e-mail messages, presented, and sent to potential clients over the Internet. Persuasion is closer than the jugular vein and can be reached by a mouse. The financial barriers between producers and people have fallen. Communicating with customers directly has become a normal matter that does not require the use of intermediaries, specialized agencies, and participants. From this logic, the marketing function has become more dangerous and more difficult because friction with a worker A variable or a moving element of feelings and the renewal of consumers' ranges requires the dynamism of work in thinking and marketing strategy, and then permanent change and continuous movement Knowledge of the methods, procedures and marketing methods used.

### 3. E-Marketing Characteristics in international trade:

**A- Communication:** The ability of the market to identify relevant customers is defined as the ability of the market to provide information to network visitors about the products they need and want before they make a purchase, and this process is represented by the ability of the market to identify customers before they make a purchase. The capacity to connect with Web visitors from all over the globe on the Internet reflects the notion of thin marketing, which involves dealing with consumers through a website and forming a marketing mix that corresponds to the network's target customers.

**B- Interaction:** It is the feature available in e-marketing that gives customers the freedom to determine their needs and desires directly with the virtual store on the network and to achieve a response from this store according to the marketing communications to it.

**C- Memory:** It means here the ability of the institution to communicate the main or stored data that includes in its contents the personal views of customers about previous purchase cases, and for this data to be used and following what the customer requests in that marketing performance, that is, the institution presents to the visitor its website on the information network that guarantees In the light of which, customers can determine independent and specific views of the course of the marketing process that they wish to accomplish. No doubt presenting these stored data to the customer represents meeting their needs as well as adding value to their customers who deal with them.

**D- Control:** It can be argued that the major content of control for online shoppers is to attract clients, raise their curiosity, and keep them from going to other competing sites on the Internet.

**E- Access:** It is the amount of information available on the Internet, where customers can access the depth of information about competing products that they need to obtain detailed

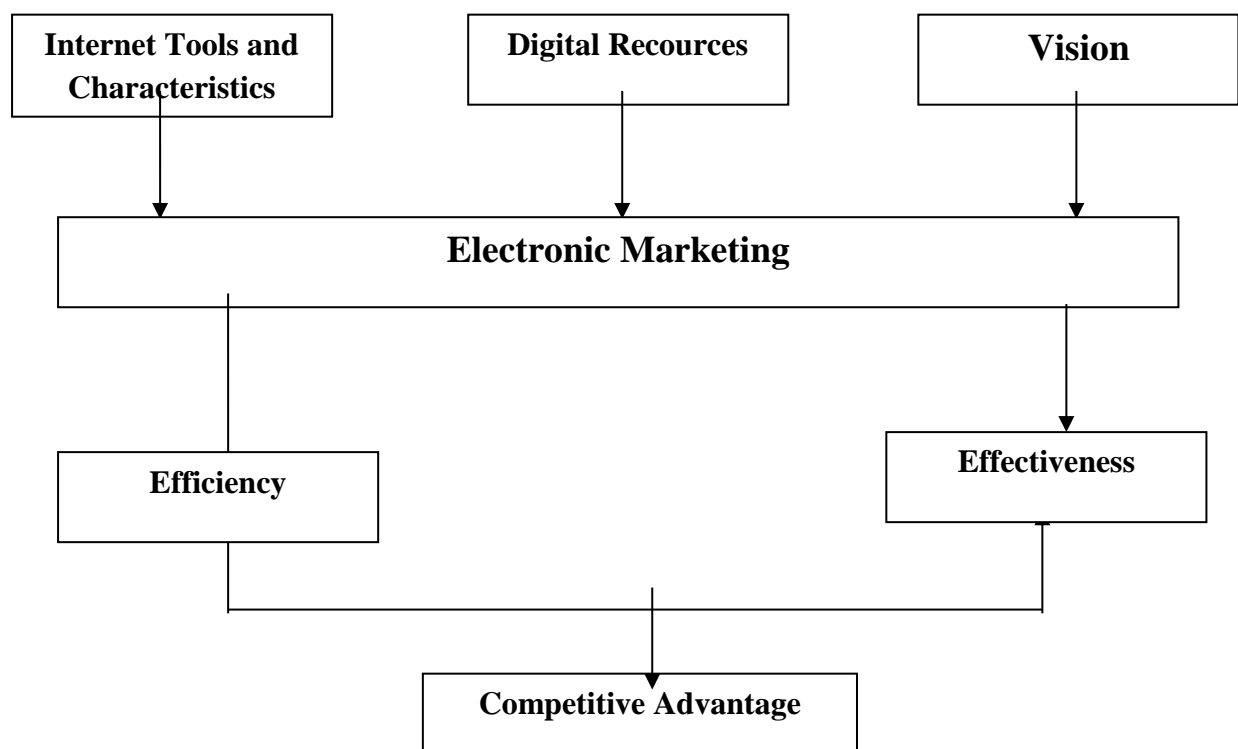
data about before making a purchase decision. On the other hand, accessibility greatly increases the opportunity for competition to attract the attention of Internet users and seek Companies to build a distinctive brand to attract consumers and deal with them (Gonring,2002)

**F- Digital:** It is the product's or at least its benefits' expressive ability at a numerical (quantitative) level of information, and digital here refers to the use of the Internet in distribution, promotion, and sale with these characteristics and features away from the physical things of the product itself, in other words, it is the impactful ability that it creates The site in the network on the customers to accept the product's characteristics and distinctive through a digital medium. (Davenport, T. H., & Jinho, K,2013)

The characteristics can be summarized as follows:

**Figure 01: Dimensions of the definition of e-marketing and its components**

The following figure shows the definition of e-marketing, its various dimensions, the extent of its ability, the components of e-marketing, and the extent to which they interact with each other:



**Source:** Mohamed Bouziane, E-Commerce, Al-Bahith Magazine, Fourth Issue, University of Ouargla, Algeria, 2012

**4. Electronic Marketing challenges in International Trade:**

E-Worldwide Marketing's commerce challenges include: Even though e-marketing is the most recent trend in the future world, there are some challenges in transferring institutions' businesses to the Internet simply because they desire to transfer sales operations and buying

on this network, but it requires more planning and careful consideration of the impact of the real interaction with the environment with which that institution interacts.

a- Harmony with the environment: It shows in their ability to interact with different operating systems and environments, as well as their compatibility with operating standards and communications, as well as the compatibility of the solutions they use, and the extent of their ability to integrate with different operating systems and environments, as well as their compatibility with international standards and communications, as well as the compatibility of the solutions they use.

b- Safety: Perhaps highlighting the risks in using the Internet in electronic marketing activity is the problem of safety in the transfer of information, which finds that institutions are reliant entirely on the Internet in the conduct of their international business and commercial exchanges are beyond the sea.

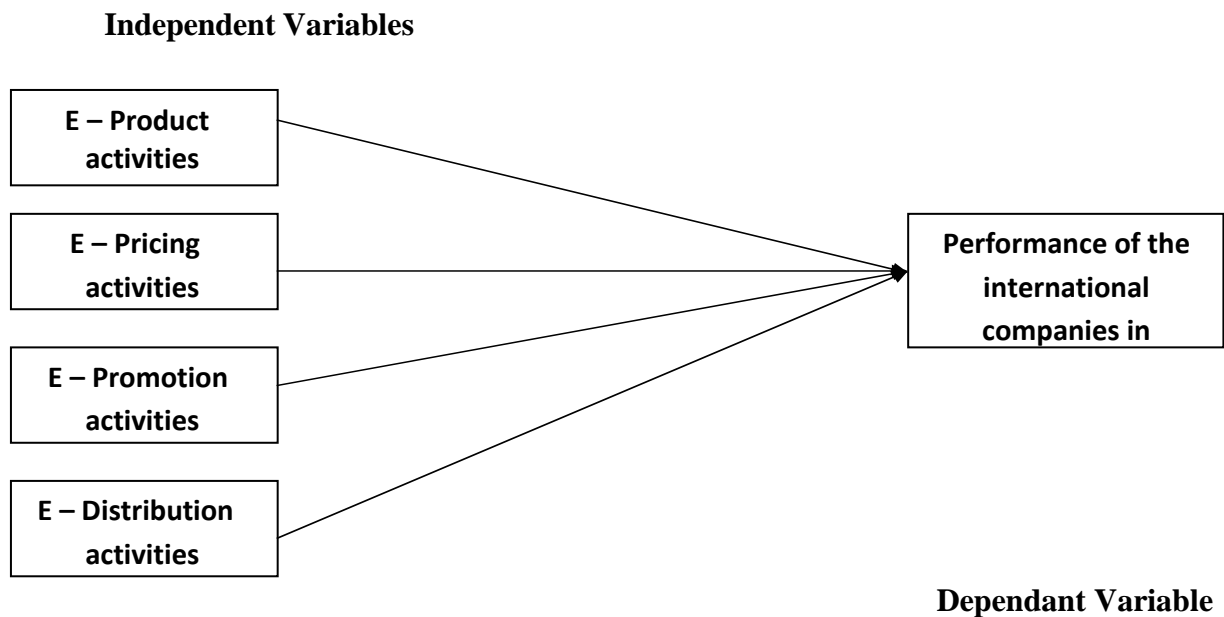
c- Trade exchange operations management: it is related to the quality of the electronic service, who form a link between the dealers in the electronic market, as the customer, after making the purchase process, wants to obtain confirmations that his request is being dispatched. Therefore, a way must be found to follow up the shipping process through the Internet, and there should be quick positive inquiries. Incoming for placing the order or the goods that have been returned.

d- Traffic congestion: This happens when thousands of users try to connect to the network at the same time. If the Internet stops responding to requests for users temporarily until the pressure of the request is relieved, as sometimes happens a case to make sure that the sender has delivered a message to the intended destination.

e- Payment system obstacles: It is one of the most challenges facing the e-marketing process, as it requires compatibility between information systems, distribution networks and banking systems, with high security in the process of exchanged information.

**5. Research Model:** Figure 2 depicts the potential association between electronic marketing mix items and foreign corporations' success in Algerian. The study model is based on a prior literature evaluation of electronic marketing mix techniques and their possible influence on the performance of multinational firms. Based on the research model, several null hypotheses are created, which will be investigated in this study:

Figure 02: **Research Model**



Source: prepared by the researcher According to (Gonring,2002).

Figure (02) shows that proposed relationship between the electronic marketing mix elements and the performance of the international companies in Algeria

**6. Research Hypotheses:** The hypotheses of the study are listed below and as follows;

**Table 01: Research Hypotheses**

Hypotheses	Description
<b>H.1</b>	The success of foreign enterprises in Algeria is unaffected by E-Marketing mix factors.
<b>H.1a</b>	E-Promotion has little influence on the success of foreign enterprises in Algeria.
<b>H.1b</b>	E-Product has little impact on the performance of foreign enterprises in Algeria.
<b>H.1c</b>	The success of foreign enterprises in Algeria is unaffected by E-pricing.
<b>H.1d</b>	There is an effect of E-place on the performance of the international companies in Algeria.

Source: prepared by the researcher

**7. Research Methodology:**



The research model and activities object were examined using research technique. This section explains how the data obtained by the questionnaire was analyzed using statistical analysis techniques. The purpose of the survey was to look at the impact of the e-marketing mix on the performance of international businesses. A random sample of 200 surveys were given to workers of foreign firms. The total number of responses was 168, resulting in an 84 percent response rate.

### **7.1. The research Population and Sample:**

All multinational enterprises operating in Algeria were included in the study's population. Both The Ministry of Trade and Ministry of Industry provided contact information for the firms, and all 18 companies were found to be eligible and willing to participate in the research. The managers of the firms who participated in the survey are all based in Algiers. All marketing managers, customer service managers, and IT managers employed by those organizations were included in the sample for this study. Because they were able to offer enough information on the research questionnaire, the managers were chosen to participate in the study.

### **7.2. Data Collection Method:**

Both secondary and primary data gathering approaches were used to get the information. The major primary data gathering method was determined to be a self-completion questionnaire. The study questionnaire was highly structured, with the majority of the items being fixed-response alternative questions that asked the respondent to choose from a list of replies based on five-point Likert scales (Chrchill2001; Aaker et al 2001). The phrasing and sequence of the items on the questionnaire that was given to respondents were the same, ensuring that all respondents answered the same questions. The main benefit of utilizing such a procedure was how simple it was to administer as well as tabulate and evaluate the results. A cross-sectional survey is a type of study in which information from respondents is collected just once. To gather support and urge managers' divisions to participate, the majority of the surveys were hand-delivered to company headquarters. A total of 168 completed questionnaires were distributed to the selected firms, resulting in an 84 percent response rate, which was considered high for data analysis.

## **8. Statistical Techniques:**

The mean scores were used to calculate descriptive statistics for the study item. The study employed a scale of 1 to 5 to assess the response to each question. The statistical Package for the Social Sciences (SPSS) was used to calculate the frequency and percentages for the investigation.

### **8.1. Validity:**

The validity of tools and scales was assessed using face validity and content validity. Recognize the facts. The questionnaire was presented to 10 professionals and university professors to confirm its applicability and language accuracy. They offered a few modifications. These adjustments were made before the questionnaire was delivered in its final form. Content validity refers to the ability of a research measure to capture the whole range of characteristics of a constructor variable (Chisnal 2001). E-marketing and theoretical

study on e-marketing mix elements and performance were conducted to cover the research variables.

### 8.2. Reliability Test :

To determine dependability, the Cronbach Alpha Coefficient was utilized (Sekaran, 2003). Cronbach's Alpha is a scale that ranges from zero to one. Table 2 shows the alpha values for the research variable. The reliability coefficients for all variables ranged from (0.903) to (0.903). (0.957). As a consequence, the study instrument and variables are trustworthy, and the internal reliability coefficient is high. The instruments can be stated to be valid and reliable for data collection based on the validity and reliability assessments. (Akroush, 2006)

**Table (2) Alpha values for each variable**

Variable	Alpha
E-Promotion	0.957
E-Product	0.928
E-Price	0.904
E-Distribution	0.903
Performance	0.909

**Source:** prepared by the researcher

The decision-socio-demographic maker's characteristics, as well as the firm's features, were addressed in the first section of the questionnaire. This was the simplest scale accessible, and it was acceptable for such categorical data.

The second section consisted of a questionnaire with 5-point Likert-type scales ranging from 5 to 1. The following were the grounds for choosing that scale type:

1. It was simple to put together and administer.
2. The subject found it simple to answer since the response categories provided for adequate representation of emotional intensity.

### 9. Operational definition:

The research construct was measured using scales derived from the literature. The research items were rated on a 5-point Likert scale ranging from 5 (extremely important) to 1 (not at all important) (very unimportant). The marketing assets and literature supplied a wealth of information for developing operational definitions for the study variables (Akroush, 2006)

- **E-Product variable:** This variable is the first element of the marketing mix, and it entails conducting research and investigation into potential customers' needs to develop products that meet those needs. Mitchell William's (1995) three-level model is used to develop and analyze e-marketing products (the core product, the actual product, the augmented product).

- **E-Promotion Variable:** This variable, which is described as part of the marketing mix,

relates to how we employ e-promotion tools to adjust to market changes faster than our rivals and how we advertise products and services via websites. Whatever we plan to offer is meaningless if the target market is unaware of it (Allen and Fjermestad, 2001).

- **E-Place variable:** Because the internet has a worldwide reach, this variable is described as an aspect that has the greatest influence on the internet. The term "place" refers to the physical location of purchase as well as the internet channel structure. The ability to sell items and services over the internet allows the marketer to create direct contact with the end-user.

- **E-Price Variable:** This variable is regarded as a critical component of the marketing mix since it is the only one capable of generating revenue for the company by incentivizing clients to purchase items and services via an e-discount.

- **Performance of the international companies:** This variable was assessed using a variety of financial indicators that were shown to be the most effective measures of success as a result of implementing the e-marketing mix in the proper targeted market. Using four financial measures (increasing sales volume, increasing market share, increasing profitability, and increasing growth in net revenues (Akroush, 2006), the managers were asked to indicate the extent to which e-marketing mix elements had influenced the performance of international companies (Akroush and Al- Dumour, 2006)

## 10. Analysis and discussion:

### 10.1. Information on the Population

**Table 03 : Demographic Data**

Gender	Frequency	Percentage
Male	138	82.1
Female	30	17.9
Total	168	100

On 168 completed surveys, statistical analyses were performed. Table 3 provides the gender percentages of the responders. Males made up 82.1 percent of respondents, while females made up 17.9%; this is logical because males work in multinational corporations in greater numbers than females, while females work in various occupations such as secretarial, sales, and certain managing positions.

**Table 04: Respondents age percentages**

Age	Frequency	Percentage
Less than 25 years	13	7.7
25-35 years	86	51.1
36-45	47	27.9
46+	22	13.1
Total	168	100

Table (4) reveals that the majority of respondents (51.1%) were between the ages of 25 and

35. Only 27.9% of respondents were between the ages of 36 and 45, 13.1 percent were 46 or older, and 7.7% were under the age of 25. This implies that the respondents were young and held high-level positions in middle and upper management, indicating that they had the relevant expertise to complete our questionnaire.

**Table (5) Respondent's education level percentages**

Level	Frequency	Percentage
High School and less	5	2.9
College degree	8	4.8
Bachelor's degree	135	80.4
High Diploma	20	11.9
Total	168	100

Table (5) shows the education level percentages, 2.9% of respondent had a high school certificate and less, 4.8% had college degree, 80.4% had bachelor's degree and 11.9% had high diploma, this indicates most of the employees of international companies in Algeria are university graduate. Therefore the respondents are able to understand and implement the e-marketing mix technology in a better way

## 10.2. Descriptive Analysis:

The sample's attitude toward all of the e-marketing mix elements employed by foreign corporations in Algeria was determined using means and standard deviations; the following tables reflect the results:

**Table (6) Means & Standard Deviation of Sample's responses regarding the promotion variable**

No	Question	Mean	S.Deviation
1	We employ e-promotion tools more than our competitors to adjust to market developments.	3.470	1.25219
2	- E-promotional tools effectively communicate our marketing messaging.	3.399	1.22421
5	We use e advertisings on our website regularly	3.369	1.18149
3	E-promotion influences our customers buying decisions	3.369	1.19660
7	We place our company's website and join globally recognized search engines e.g., Google	3.292	1.22036
4	We promote our products and services through our website	3.286	1.30931

6	We use customer database to promote our products and services regularly	3.226	1.25112
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Descriptive analysis of table (6) reveals that the mean scores for the promotion variable vary between (3.226- 3.470). All of the assertions in the table above were agreed upon by the sample. This suggests that foreign enterprises in Algeria employ e-promotion. The most important statement in the promotion variable is that the mean score of the utilization of e-promotion tools is utilized to respond to changes in the markets more than the other rivals is (3.470). While the mean score of using a customer database to promote a company's products and services regularly is (3.226), which is the least important statement in the promotion variable, this indicates that companies do not rely on customers databases, which can be attributed to a lack of such databases. Other remarks emphasize the importance of e-marketing and its impact on multinational businesses in Algeria.

**Table (7) Means & Standard Deviation of Sample's responses regarding the product variable**

No	Question	Mean	S.Deviation
10	Our website is an important tool to build our company's image	3.411	1.08518
12	We provide our customers with additional services over our website	3.405	1.09565
11	We place our new products and services on our website	3.375	1.17706
9	On our website, we are able to demonstrate the whole features of our products and services	3.369	1.09194
14	Our company provides after sale services over its website	3.327	1.17099
8	The majority of our products and services are available on our website	3.310	1.23304
13	Our website increases our company's brand awareness	3.256	1.19879

The descriptive analysis demonstrates that the mean scores for product variable range between (3.256-3.411) for all assertions of the e- product as one of the 4p's, according to table (7). The sample agreed on all statements in this variable, and it's worth noting that the statement "; a company's website is an important tool for building firms" has the highest mean score (3.411), making it the most important statement in this variable. This emphasizes the value of the companies' websites in terms of product factors. While the company's website's average score rises, its brand awareness is (3.256), which is the less relevant statement. This also supports the website's function in establishing the company's image. Other remarks alluded to the product's impact on multinational businesses in Algeria. This suggests that electronic items are being used by foreign enterprises in Algeria.

**Table (8) Means & Standard Deviation of Sample's responses regarding the Price variable**

No	Question	Mean	S.Deviation
16	We motivate our customers to buy products and services through giving them e-discount	3.417	1.19087
18	We price more than product or service over our website to encourage our customers to buy	3.405	1.14901
17	We encourage our customers to pay by electronic means to reduce costs	3.393	1.23344
19	We have different price levels over our website to suite different customer segments	3.387	1.15258
20	We price our products and services on the website less than traditional methods in traditional markets e.g., branches	3.358	1.11435
15	We place competitive prices for our company's products and services on our website	3.226	1.21223

According to Table (8), the mean scores for price variable vary between (3.266- 3.417) for all statements that assess the influence of price as a market mix factor on the operations of Algerian enterprises. The statement: firm inspires its clients to acquire company's products and services by offering them e-discount has a mean score of (3.417), making it the most significant statement in the price variable. This demonstrates the relevance of pricing factors in both e-marketing and traditional marketing. While the less significant statement in this variable, providing competitive prices for the company's products and services on the company's website, has a mean score of (3.226). This also emphasizes the relevance of price variation in terms of worldwide market competition. The subsequent statements also show the impact of e-pricing on foreign corporations' activity in Algeria.

**Table( 9) Means & Standard Deviation of Sample's responses regarding the distribution variable**

No	Question	Mean	S.Deviation
23	Selling products and services over the website enables us to establish a direct contact with the end consumer	3.470	1.11024
22	Selling our products and services over the website decreases selling costs	3.435	1.20697
21	We use our website as a direct marketing tool with our customers	3.411	1.19043
25	E-distribution channel reduces the costs of our products and services delivery activities	3.256	1.17864
24	E-distribution channel weakens the role of middlemen in the distribution channels	3.250	1.27034

based on table (9), According to descriptive analysis, the mean scores for place variables vary from (3.25- 3.470) for all statements on place factors. All of the claims in the table above were agreed with by the sample, indicating that the location variable has an

impact on activity trading enterprises in Algeria. Furthermore, the data shows that the most essential statement in this variable, providing items and services via the internet allows us to make direct touch with the end client, has a mean score of (3.470). This underpins the importance of location in developing consumer relationships through e-distribution. The statement: e-distribution channels weaken the function of an intermediary in distribution channels has a mean score of (3.25), making it the least important statement in this variable. This implies that e-distribution eliminates the middleman's function and lowers distribution costs.

**Table (10) Means & Standard Deviation of Sample's responses regarding the company performance**

No.	Question	Mean	S.Deviation
29	Increasing sales volume	3.357	1.19523
26	Increasing marker share	3.345	1.27617
28	Increasing profitability	3.316	1.25798
27	Increasing growth in net revenues	3.280	1.11024

The descriptive analysis demonstrates that the mean scores for corporate performance factors vary between (3.280- 3.570) for all statements that assess the company's success, as shown in Table 10. All of the assertions in the table above were agreed upon by the sample.

The following is the average score for the statement: The most significant statement in a company's performance is increasing sales volume (3.3.57). While the less important statement in the company's performance is (3.280), the mean score of increase in net revenues is (3.280).

### 11. Hypothesis testing:

**Table 11: Hypotheses testing**

Hypotheses	R square	F Calculated	Sig*	Confirm / Reject
H.1	0.542	48.23	0.000	Accepted
H.1a	0.370	9.869	0.000	Accepted
H.1b	0.346	9.363	0.000	Accepted
H.1c	0.339	9.229	0.000	Accepted
H.1d	0.498	12.839	0.000	Accepted

**Source:** prepared by the researcher

**12. Research findings:** The results of the multiple and simple regression analysis show that all of the independent variables, such as e-product, e-promotion, e-price, and e-place, have a significant effect on increasing sales volume, market share, profitability, and net revenue growth, as well as the performance of international companies in Algeria. These data suggest that those operations have a significant influence on foreign firms' competency in Algeria. These findings support the rejection of major hypothesis HO1 and acceptance of the alternative hypothesis. The variance inflation component was also examined as part of the multicollinearity test (VIF), Tables revealed that none of the VIF and tolerance values in the



multiple regressions were larger than 10 and that all tolerance values were greater than 0.20. The F and T statistics may then be used to test hypotheses because they are valid.

### **13. Conclusion and recommendation**

Based on the above analysis the study concluded the following results:

- The analysis also demonstrates that location, as one of the 4Ps of the e-marketing mix, has an impact on multinational corporations' activity in Algeria. This is due to having direct touch with the potential consumer and receiving rapid feedback. Furthermore, the consumer may acquire all necessary information directly from the company's employees without the involvement of a middleman, resulting in increased confidence.
- The results demonstrated that the aspects of the e-marketing mix (promotion, product, location, and pricing) had a favorable impact on multinational firms' operations in Algeria.
- Furthermore, the product variable, as one of the four Ps of e-marketing, has an impact on multinational firms' operations in Algeria, because putting product features on the website or introducing the brand image would persuade people to buy the company's product or service. To put it another way, it serves as a tangible product in the traditional marketing mix.
- The findings also show that promotion, as one of the four pillars of the e-marketing mix, has an impact on company trade operations in Algeria. This is because promotion, whether conventional or electronic, plays a significant part in promoting a company's products.
- According to the findings, promotion and product have an influence or relationship with boosting sales volume, while location and pricing do.
- International enterprises activities in Algeria were also affected by price changes. This impact may be related to the fact that the firm can utilize a variety of methods to entice the client to buy, such as lowering its prices or offering the customer several pricing levels to award him a unique discount.

The study suggests the following based on the aforementioned findings:

Because the E-marketing mix and all of its components have an impact on multinational firms' activity in Algeria, the study suggests the following:

- Companies must do market research for the primary targeted markets before employing the e-marketing mix in order to understand the requirements of the targeted markets in order to place a marketing plan that fits those criteria.
- Companies operating in foreign markets are encouraged to employ an e-marketing strategy that has an impact on their target market.
- Companies operating in foreign markets are encouraged to use pricing as one of the most significant components of the e-marketing mix, either to increase sales volume, market share, profitability, or growing net revenue.
- Moreover companies concerned in increasing their market share in the international markets are requested to utilize price more than other elements of marketing mix.

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