



The Impact Of E-Marketing On Achieving Sustainable Competitive Advantage Among Libraries: A Case Study On Ithraa Public Library In Dammam- KSA

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Abstract:

The study aimed to demonstrate the impact of e-marketing to achieve a sustainable competitive advantage among libraries. The researchers followed the case study approach, where the questionnaire was used to collect primary data from the study population, which consisted of a segment of the beneficiaries who had previously obtained services from the Ithra library, and the study sample amounted to 506 beneficiaries. The questionnaire was unloaded and analyzed using statistical tests to reach valuable evidence and indicators that support the subject of the study.

The study reached several important results, the most prominent of which were: The library is characterized by the presence of a distinguished website that does not have any breakdowns and is responsive to all the needs of the beneficiaries, where there is confirmation from the study sample about that at a rate of 70.6%. The Ithra Library is also working to publish all its services and events that will be held and to clarify all appointments through its accounts on social networking sites which confirmed by 81.6% of beneficiaries.

Considering the results of the study, the researcher proposes several recommendations as follows: Strengthening electronic means and various creative ideas that contribute to increasing the beneficiaries' sense of the pleasure of electronic communication with the library. It also clarifies the library's policies, including security and privacy factors.

Keywords:e- Marketing- sustainability- competitive advantage- libraries

Introduction:

Sustainable development has become one of the most important issues of the times, as it aims to balance of current needs with the needs of future generations. Through its past 2015-2030 development program, the UN works with peoples and social levels to help nations rise to crises and promote sustainable growth that improves the quality off all.

The contribution of libraries to achieving the sustainable development goals:-

Libraries play an active role in achieving sustainable development goals, as one of their goals is that the information-based society contributes to the development of nations, as the availability of information sources will support comprehensive societies for sustainable development.

Libraries also play an important role in sustainable development by providing information in all its forms and providing knowledge-related programs and services in rapidly changing societies.¹

The library field is of great importance in society, and libraries have a prestigious position, due to the volume of services that libraries provide to many beneficiaries of their services, as libraries work to provide complementary role that helps students, researchers, and teachers; it also improves their cultural and knowledge levels ² The library field contributes to improving the societal situation through scientific research provided by researchers to address societal problems, and therefore clear electronic marketing strategies must be used that contribute to the development and improvement of the way libraries provide their services to beneficiaries. ³. Even if this service does not include all the benefits mentioned in the advertisement.

The problem of study:

The problem of the study is to identify the role of the use and application of e-marketing strategies for libraries and their role in achieving the competitive advantage of libraries, in light of the tremendous development witnessed by the modern era at the technical and knowledge levels, where the number of researchers increased in the past years, and therefore there must be clear strategies specifically for libraries, through which they explain how the public of beneficiaries can benefit from library services.

¹ Ahmed Adel (2019) The Role of Specialized Libraries in Qena Governorate in Sustainable Development A Study in Reality and Planning for the Future, Journal of the Faculty of Arts in Qena, No. 49. pp. (120-126)

²1 - Sheikh, Mustafa Saeed. (2018). Factors affecting consumer behavior e- marketing: A case study in the city of Amman. Publisher: Association of Culture for Development, No. 127.

³ Nouredine, Dechen. (2015 AD). Employing Web 2.0 applications in marketing the services of Algerian university libraries: the central libraries of the universities: Algeria 1, Oran 1 - Ahmed Ben Bella - and Constantine - Mentouri - as a model. (Master Thesis), Faculty of Humanities and Islamic Sciences, University of Oran, Algeria.

The importance of study:

- 1- The importance of the study stems from the role that e-marketing plays in facing severe competition in the library field, which called for attention to the library field to enable it to compete, prepare trained cadres and deal with the Internet as an effective and inexpensive means.
- 2- The importance of e-marketing as a catalyst in the rapid spread of library services in the community as a new channel of distribution.
- 3- Studying the impact of applying e-marketing strategies and achieving the competitive advantage of libraries in the Ithra Library.
- 4- E-marketing can help libraries in increasing the rates of penetration of their services among the audience of beneficiaries.
- 5- This study represents, through the results that will be reached and the recommendations that will be recommended, a good step in the path of scientific research, and a great benefit for the library sector in the Kingdom of Saudi Arabia.

The objectives of the study:

- 1- Understand the concept of e-marketing.
- 2- Discussing the different types of e-marketing strategies and determining the advantages and disadvantages of e-marketing.
- 3- Studying what is meant by competitive advantage and identifying the role of e-marketing in achieving it.
- 4- Reaching significant results that clarify the role of e-marketing strategies in achieving the competitive advantage of libraries.
- 5- A statement of the nature of the relationship between e-marketing and the competitive advantage of libraries.

Study questions:

- 1- What is e-marketing and what are its advantages and disadvantages?
- 2- How does e-marketing affect the competitive advantage of libraries?
- 3- What is the level of that e-marketing uses in Ithra Library?
- 4- What is the nature of the relationship between e-marketing and the competitive advantage of libraries?

The limits of the study:

The limits of the study were as follows:

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1- Objective limits: The objective limits of this study are to identify the role of e-marketing strategies in achieving the competitive advantage of libraries.

2- Spatial limits: Ithra Library in Dhahran, Saudi Arabia.

3- Time limits: This study will be completed during the year (2019 AD - 2020 AD) (1440 AH - 1441 AH).

Previous studies:

1- The researchers (Kenchakkanavar & Hadagali, 2016) conducted a study entitled (Social networking sites as a viable tool for an effective delivery of library services)⁴. The study aimed to:

Highlighting the importance of social media in libraries and information centers, as libraries rely on social media as a tool to provide effective services to beneficiaries; without wasting time. One of the results of the study reached by the researchers was that social media technology is very useful for the reference services needed by beneficiaries, and they also emphasized that social media is a complementary technological tool to the traditional library system in libraries.

2- The researchers (Khan & Kamal, 2016) conducted a study entitled (Marketing of library and information services in university libraries: A Practical experience)⁵, the study aimed to reveal the basics of marketing for librarians, and work to provide practical solutions to achieve and implement the marketing strategy. One of the results of the study was the extent to which libraries needed to innovate services and information sources, in addition to working on developing means of communication with beneficiaries to know their reactions about the service provided.

3- The researcher (Phillips, 2015) conducted a study entitled (Face booking it: promoting library services)⁶. The study aimed to shed light on the role of social media as an effective tool for libraries, due to the lack of scientific research focusing on library marketing and its services. The results of the study also showed that the librarians who were surveyed; They believe that social media is a useful tool for reaching beneficiaries, and there was consensus among the respondents that social media is an effective tool for the library.

⁴ Kenchakkanavar, A, Y & G, S. Hadagali (2016). Social networking sites as a viable tools for an effective delivery of library services. *Imperial Journal of Interdisciplinary Research (IJIR)*, Pp 170-175.

⁵ Khan, M. Milan and Kamal, M (2016). Marketing of library and information services in university libraries: A Practical experience, *Asian Journal of Multidisciplinary Studies*, Vol 4, Issue 1, Pp20-26.

⁶ Phillips, A, L (2015). Face booking it: promoting library services.

4- The researcher (Jain, 2013) conducted a study entitled (Application of social media in marketing library & information services: A global perspective)⁷. The study aimed to reveal how libraries and information centers are used for social media applications to support marketing around the world. The results of the study showed that the librarians who were surveyed; They see social media as a useful tool to reach beneficiaries.

5- The researchers (Al Kindi & Al Suqri, 2013) conducted a study entitled (Social networking sites as marketing and outreach tools of library and information services)⁸, the study aimed to clarify the role of social networking sites in marketing library and information services. Public libraries tend to implement four marketing practices through their page on the site.

The first topic: the concept of marketing:

Kotler and Armstrong described marketing as the process through which organizations can form strong relationships with customers, with the aim of obtaining a financial return from these customers. To provide the necessary service and necessary follow-up in order to ensure that the consumer is fully satisfied with the purchase of the product⁹.

Based on the foregoing, it becomes clear to us that marketing is the process of presenting the product or service that institutions will provide to the consumer, through the use of attractive tools and advertisements that draw the consumer's attention towards buying and using the offered product.

E-marketing definition:

There have been many definitions that researchers worked on to describe the term e-marketing, as some researchers describe the e-marketing process as all marketing activities that were implemented through the Internet, which is the management of interaction between the organization and the consumer in the virtual environment space to achieve common benefits. Virtualization of e-marketing mainly depends on the Internet and information technology¹⁰.

In another definition of e-marketing, we can define it as that process in which digital information technologies are optimally used, including information and communication technologies to activate marketing productivity and its operations represented in

⁷ Jain, P (2013). Application of social media in marketing library & information services: A Global perspective. European Journal of Business, Economics and Accountancy.

⁸ Al Kindi, S. Al Suqri, M (2013). Social networking sites as marketing and outreach tools of library and information services, Global Journal of Human Social Science, 13, (2), 1-14.

⁹ Kotler, P.&Armstrong, G. (2006),principles of marketing Pearson/prentice hall, Newjersy, USA.

¹⁰ Al-Sabbagh, Noor. (2016 AD). The impact of e-marketing on customer satisfaction in the telecommunications sector (a field study). (Master Thesis), Virtual University, Syria.

organizational functions, processes and activities directed to determine the needs of target markets and provide goods and services to customers¹¹.

Through this, we can define e-marketing as the process of using the Internet with its various means, applications, and tools to create direct or indirect communication between the institution that owns the product or service and the consumer, with the aim of influencing the consumer to purchase the product.

Advantages of e-marketing:

E-marketing has many advantages, which contributed to the demand of all business institutions to develop strategic plans for use in achieving their goals. The following is an explanation of the most prominent advantages of the e-marketing process:

- 1- The possibility of selling or buying through the home, and this saves time and effort for the seller and the buyer and provides the completion of the buying and selling process with complete ease.
- 2- E-marketing provides comfort and freedom factors for the seller and buyer alike in making the decision to buy or sell, as well as saves in financial expenses.
- 3- E-marketing provides the buyer with the ability to collect more information about the commodity before making a purchase decision; By using the opinions of friends or searching for them on other sites.
- 4- This type of marketing allows to increase the number of customers and marketing transactions significantly due to the wide spread of the Internet.
- 5- E-marketing allows the purchase of many types of goods that may not be available in the buyer's country itself, and he may only find them through the Internet.
- 6- Ease of obtaining any information related to the product in a short time, as well as the ease of obtaining the product through the home, and this provides for exceeding the spatial boundaries.
- 7- This type of marketing provides the possibility of marketing any quantity of products, as this is not available in normal marketing because it requires a place where the products are displayed¹².

Disadvantages of E-marketing:

¹¹ Jilali, Bouhdbey. (2015 AD). The impact of electronic marketing on consumer behavior, a case study of Algeria Telecom, Mostaganem Agency. (Master Thesis), Faculty of Economics, Commercial and Management Sciences, Abdelhamid Ibn Badis University-Mostaghanem-, Algeria.

¹² Abdel Rahim, Jamal Kamal. (2012). The impact of e-marketing on sales by application on the Giad Automotive Industry Company. (University Master's Thesis), College of Graduate Studies, Omdurman Islamic University, Sudan.

1- Privacy violation: One of the most important serious defects of e-marketing is the possibility of hacking accounts by some people, because some accounts lack the element of confidentiality and security.

2- Product inadequacy: This type of e-marketing may allow some people to market bad and inferior goods through fake names and entities and publish images that do not represent the product in its true form, thus deceiving the consumer.

3- Lack of legislation to protect the consumer: The lack of widespread e-marketing policy in many Arab countries is one of the most prominent negatives of e-marketing in Arab countries.

4- Difficulty of paying the consideration: One of the most prominent negatives of the marketing and e-shopping process is the lack of an easy way to pay in many electronic markets, and the ignorance of many people about fast and safe shipping methods.

5- Deception and fraud: This happens frequently due to the lack of laws and legal institutions that protect the consumer from fraud that he may be exposed to through the Internet¹³.

E-marketing Methods:

The e-marketing process depends on several ways that business organizations can use to promote their services and products, the most prominent of which are the following:

- 1- E-marketing through search engines.
- 2- Marketing through advertising (display marketing).
- 3- Marketing using electronic means (E-mail marketing).
- 4- Marketing using interactive advertising.
- 5- Viral marketing.
- 6- Marketing through affiliate or agent programs.

Many specialists in the field of e-marketing have emphasized that the previous types are the most prominent methods used in the e-marketing process, emphasizing that it is possible to use more than one method together in the e-marketing process, or use all previous methods to market a product or service¹⁴.

Types E-marketing:

¹³The same source, pg. 56

¹⁴ The same source, pg. 53

1- External marketing: This type is related to traditional marketing functions in terms of design and implementation of the marketing mix elements (product, price, promotion, distribution).

2- Internal marketing: This type is related to the employees within the organization, as each organization is supposed to train employees and develop their communication skills of these in order to make them communicate well with customers.

3- Interactive marketing: This type of marketing is related to the idea of the quality of services and goods provided to customers, and therefore it depends mainly on the quality of the relationship between the seller and the buyer¹⁵.

E-Marketing Obstacles:

The e-marketing process faces many obstacles that encounter the development and growth process of e-marketing, the most prominent of which are the following:

1- The difficulty of providing the necessary infrastructure for the e-marketing and e-commerce process.

2- The difficulty of providing a flexible legal and legislative environment to face all the problems that may occur in the e-marketing environment.

3- Language and culture barriers that hinder the interaction process between institutions and many clients.

4- Lack of experience with some suppliers and most users due to the lack of computer knowledge for many users.

5- Lack of confidence among many consumers in using websites and using electronic payment methods¹⁶.

Study procedures

Study Methodology

The case study method is the most widely used and common method in the field of scientific research, which aims to describe the data and characteristics of what is under study, as it works on describing them accurately to reach conclusions that contribute to development and change and expressed in quantitative or qualitative methods. Using some scientific research tools, such as the questionnaire or the interview¹⁷. (Al-Omrani, 2012). The study relies on two types of data, which are as follows:

¹⁵ Al-Sabbagh, 2016 AD, p. 17

¹⁶The same source, pg. 24

¹⁷ Al-Omrani, Abdul-Ghani Muhammad. 2012 AD. The researcher's guide to preparing scientific research. i 2. University Book House, Sana'a, Yemen.

Raw data

To address the analytical aspects of the subject of the study, the researchers resorted to collecting primary data through an electronic questionnaire as a main tool for research, which was distributed to a segment of the beneficiaries of the Ithra library; Then the questionnaires were unloaded and analyzed using frequencies and percentages to reach valuable indications and indicators that support the subject of the study.

Secondary data

In addressing the theoretical framework of the study, researchers turned to secondary data sources, which are related to Arab and foreign books and references, periodicals, articles and reports, and previous research and studies that dealt with the subject of the study. The researcher also resorted to studying and reading on various websites.

Study population and sample:

The electronic questionnaire was distributed to a segment of the beneficiaries of the Ithra Library, who had previously benefited from the library's services, and the responses of (506) beneficiaries were collected.

Study tools:

The main tool for the study is an electronic questionnaire that will be prepared as follows:

- 1- Reviewing previous studies and research related to the subject of the study and benefiting from them in building the questionnaire and formulating its paragraphs.
- 2- Preparing a preliminary questionnaire for use in collecting data and information.
- 3- Presenting the questionnaire to a group of arbitrators, who will in turn provide advice and guidance, and amend and delete what is necessary for the questionnaire to come out in its best form.
- 4- Distribute the questionnaire to all members of the random sample to collect the necessary data for the study.

Data Analysis:

Figure (1) : Beneficiaries' Demographic Data:

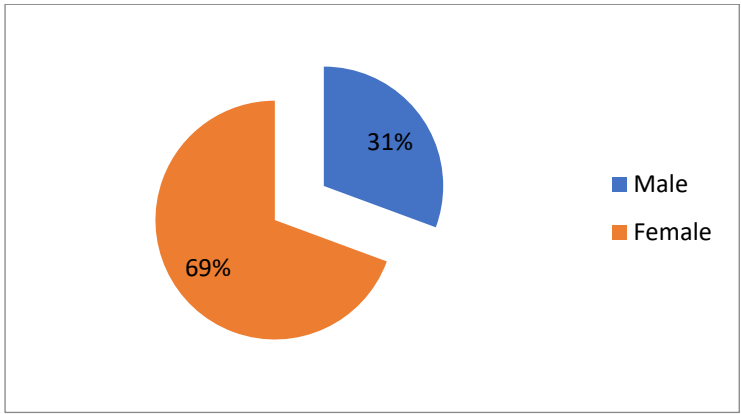


Figure (2): Distribution of the responses of the study sample members according to the gender variable:

By studying the previous histogram, it becomes clear to us that the largest percentage of the study sample was female, with a percentage of 69.4% of the study sample. While the lowest percentage was for males, reaching 30.6% of the sample size.

The researchers explain the high percentage of female beneficiaries of library services, due to the presence of many girls' colleges in Dammam near the library site.

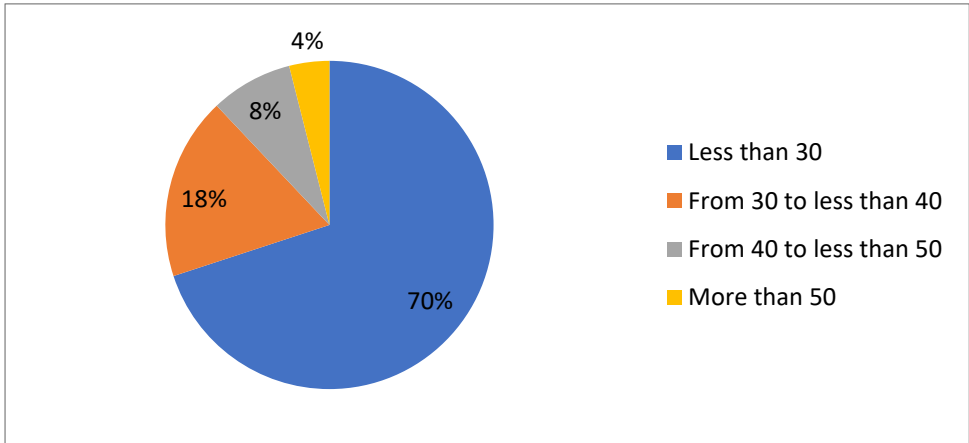


Figure (2): Distribution of the responses of the study sample members according to the age variable:

By studying the previous illustration, it becomes clear to us that the largest percentage of the study sample was for those who belonged to the age group less than 30 years, as their percentage reached 70% of the study sample, while it came in second place for those whose ages ranged from 30 to less than 40 year, as their percentage amounted to 18% of the study sample, while the lowest percentage was for those aged 50 years and over, as their percentage amounted to 4% of the sample size.

The increase in the proportion of the study sample members who belong to the (age group less than 30 years) can be explained by researchers that most of the male and female students are university students, and therefore their age did not exceed 30 years.

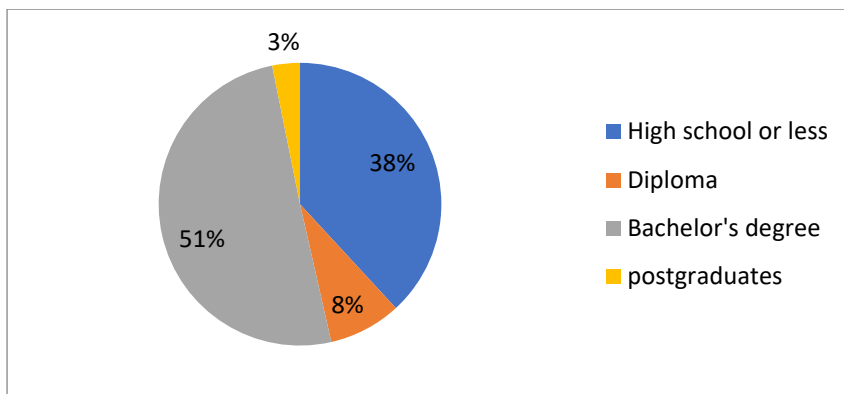


Figure (3): Distribution of the responses of the study sample members according to the educational qualification variable:

It is clear from the previous histogram that the largest percentage of the study sample was for those with a bachelor's degree, reaching 50.4%, while the second was for those who had an educational level (high school or less), with a percentage of 38.1% of the study sample, while the lowest percentage of the study sample was for graduate students, as they represented 3.2% of the sample size.

The researchers explain this that the high percentage of beneficiaries of bachelor students confirms what was stated in the previous question about the age group, which was a large proportion of them who did not exceed the age of 30 years, and therefore a large proportion of the beneficiaries are bachelor students, due to the proximity of many universities For the library, such as Imam Abdul Rahman bin Faisal University, King Fahd University of Petroleum and Minerals, and others.

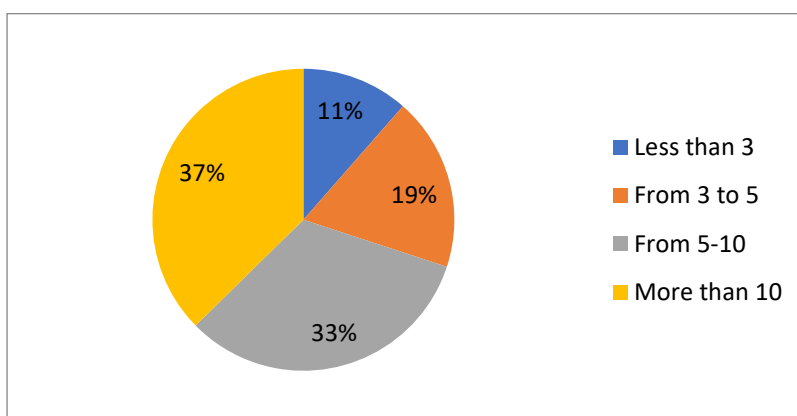


Figure (4): Distribution of the responses of the study sample members according to the variable of experience in using the Internet:

It is clear from the previous histogram that the largest percentage of the study sample was for those who had experience in using the Internet for a period ranging from 10 years or more, reaching 37.3%, while it came in the second place for those whose experience was between (5 years to 10 years) , where their percentage amounted to 32.6% of the study sample, while the least percentage of the study sample was for those with no more than 3 years of experience in using the Internet, as their percentage amounted to 11.5% of the sample size.

The researchers explain the high percentage of the study sample members who have experience using the Internet for a period ranging from 10 years or more, to the great technological and technical development, and the government’s work to provide Internet services in the country decades ago.

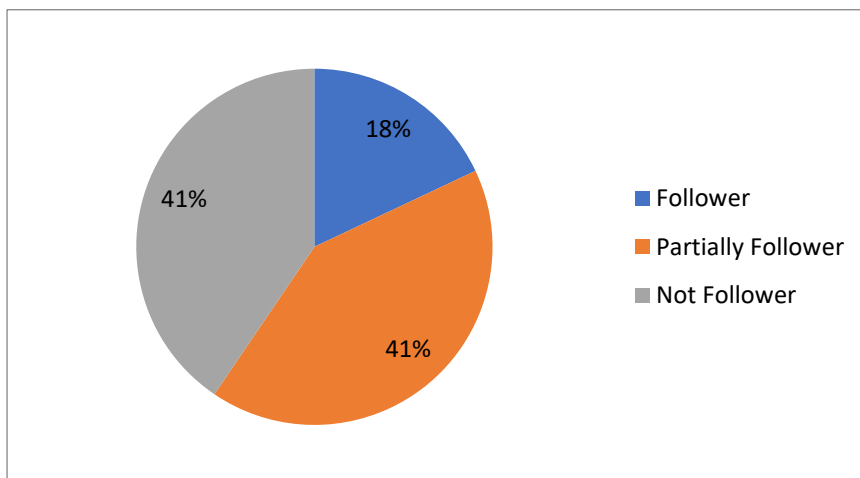


Figure (5): Distribution of the responses of the study sample members according to the variable of the sequence of library accounts on social media websites:

It is clear from the previous histogram that the largest proportion of the study sample was for those who had a partial follow-up to the accounts repressed on social media websites, reaching 41.5%, while it came in the second place for those who had no interest in following up the library accounts on social networks, Their percentage amounted to 40.5% of the study sample, while the lowest percentage of the study sample was for those who follow all the library's accounts on social networks, reaching 18% of the sample size.

Section Two: Questions related to the study topics:

The first topic: the role of e-marketing in libraries

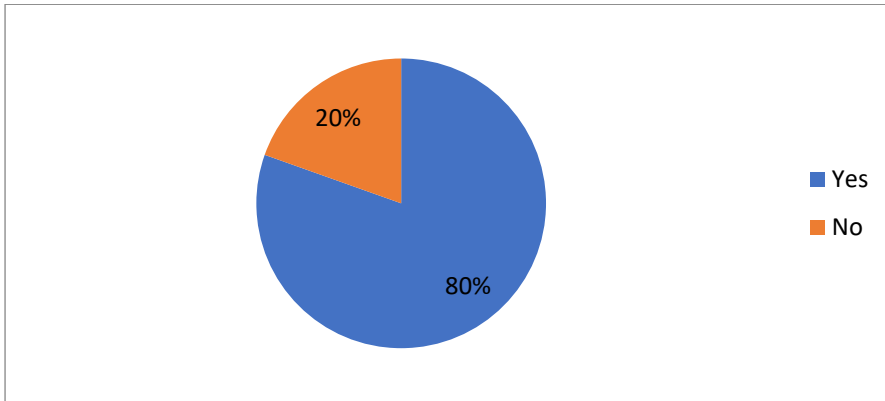


Figure (6): The extent of responsiveness and response to all inquiries by the workers

It is clear from the previous histogram that a large percentage of the study sample members see that there is a great response and interaction by the workers regarding responding to the beneficiaries' inquiries and clarifying anything ambiguous, as there was agreement in a large percentage by the members of the study sample, where the percentage of They agreed to deal with that 80.4%, while the least percentage of the study sample was those who believed that there was a weakness in the speed of response and response by the workers, and their percentage amounted to 19.6% of the sample size.

The researchers explain the high percentage of those who agreed that there was a speedy response by the workers to the inquiries of the beneficiaries, to the inclusion of the library with a staff of qualified workers to deal with all the needs of the beneficiaries, and to provide services to them.

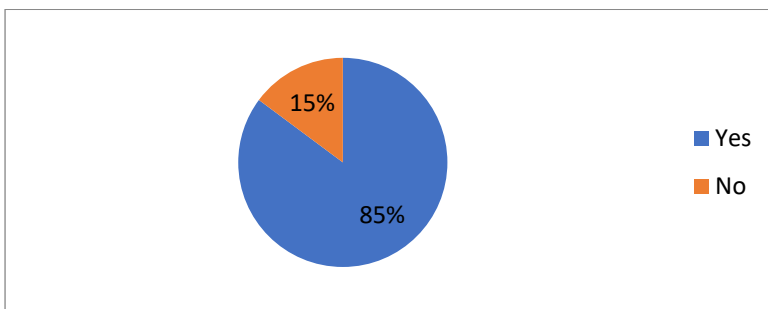


Figure (7): Receive good treatment from all library staff

It is clear from the previous histogram that a large percentage of the study sample members believe that the library has an effective and trained staff to deal with the beneficiaries in a way that meets their expectations. That is 85.2%, while the least percentage of the study sample was those who believed that they were not receiving good treatment by the employees, and their percentage amounted to 14.8% of the sample.

The researchers explain the high percentage of those who believe that the staff provides them with a good service and treatment that meets their expectations, to the presence of a qualified staff of workers to deal with all the needs of the beneficiaries and meet their expectations, and this answer corresponds and confirms the previous answer, and this confirms the effectiveness and professionalism of the library staff.

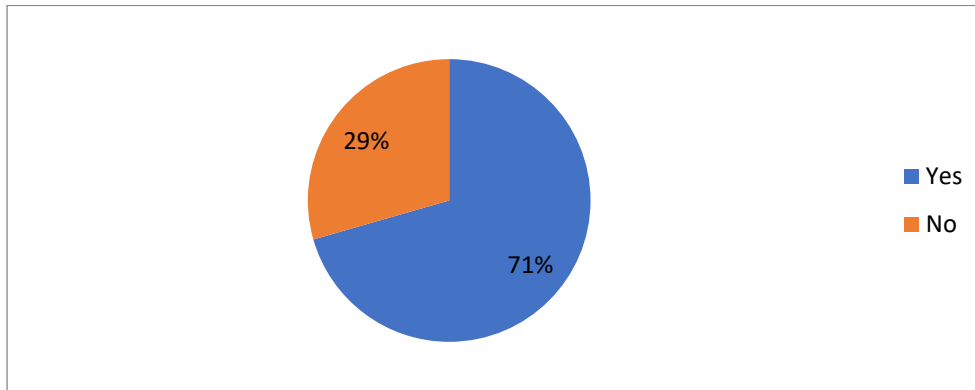


Figure (8): The library has a distinguished website, which does not have any malfunctions:

It is clear from the previous histogram that a large percentage of the study sample members believe that the library owns a distinctive website, which is easy to use and that there are no malfunctions that affect the browsing of its beneficiaries to know the services provided by the library, as there was agreement in a large percentage by individuals The sample of the study, where the percentage of those who agreed with this amounted to 70.6%, while the least percentage of the study sample believed that the library site has breakdowns and this site is not distinguished compared to what other libraries have of sites, and their percentage amounted to 29.4% of the sample size.

The researchers explain the high percentage of beneficiaries who believe that the library has a distinct website, is that the library has a distinctive website that is responsive to all screens, easy to use, and there are no colors or effects that affect the eye negatively, as the website is always available and does not have malfunctions After reviewing the site and using the site to evaluate it.

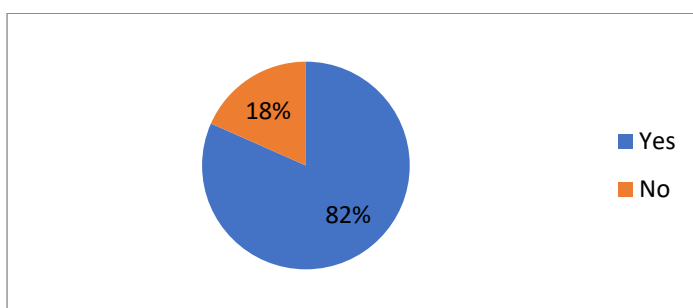


Figure (9): All services provided by the library are announced through social networking sites

It is clear from the previous histogram that it is clear to us that a large percentage of the study sample members see that the library announces all the services it provides through its accounts on social networking sites, where there was agreement in a large percentage by the study sample members, as the percentage of those who agreed to that 81.6%, while the lowest percentage of the study sample believed that the library does not announce any service it provides through its accounts on social media websites, and their percentage amounted to 18.4% of the sample size.

The researchers explain this result that the study sample members' evaluation of the library's failure to announce any service it provides through its accounts on social networking sites, the main reason for this is that this percentage is identical with the proportion of the study sample members who emphasized at the beginning of the questionnaire not to follow the library's accounts on social media websites, and therefore their answers now to this question is logical, they do not follow and therefore see that the library does not advertise services through social media platforms.

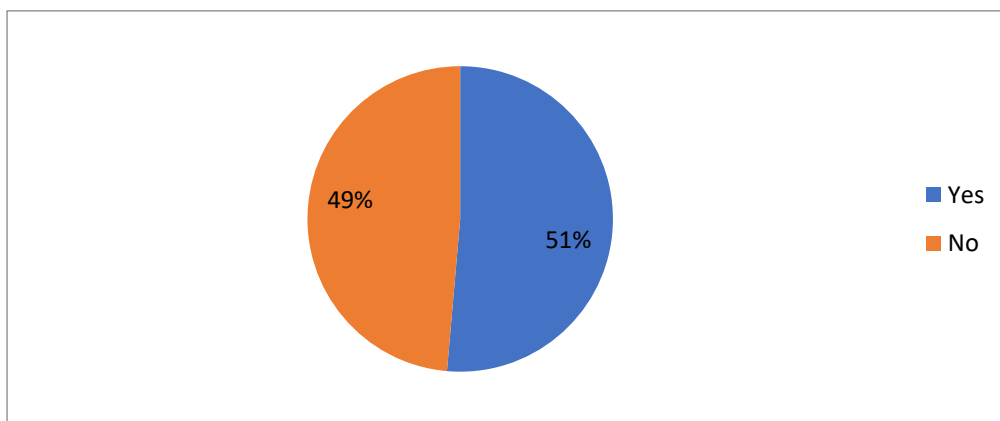


Figure (10): The extent to which you act positively or negatively about the library on its websites

It is clear from the previous histogram that more than half of the study sample members participate in the development of comments and evaluation of the library through its websites, where there was an average agreement among the study sample members, as the percentage of those who confirmed their participation in the comments reached 51.4%, While the lowest percentage of the study sample were those who did not participate in making any comments about the library services on the websites, and their percentage amounted to 48.6% of the sample size.

The researchers explain this, that the percentage of those who work on evaluating the library services through its websites came to a medium degree, almost close to the percentage of those who do not participate in making comments, given that most of the

beneficiaries are interested in obtaining the service only, and many users believe that their evaluation of the service Whether positive or negative will not affect the quality of service.

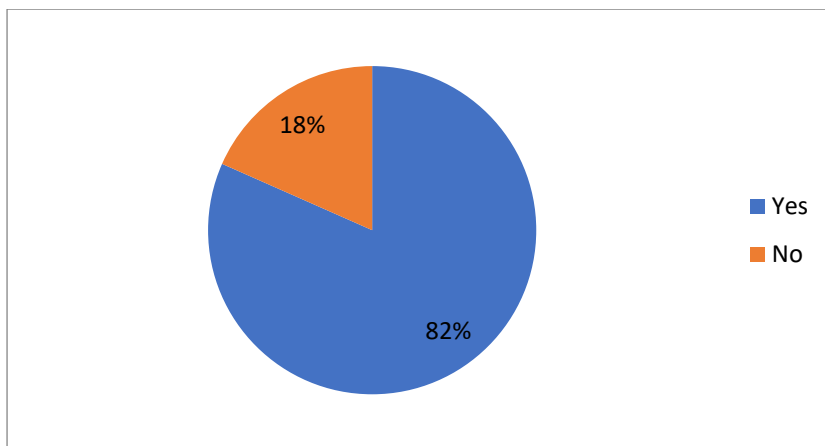


Figure (11): How much do you think that security, privacy, and penetration factors contribute to the retraction of many beneficiaries from the idea of electronic communication

It is clear from the previous histogram that a large percentage of the study sample members believe that privacy and safety factors are one of the most important factors affecting their lack of electronic communication with the library. On this, 81.6%, while the least percentage of the study sample was those who believed that they had no fear of a breach of their personal accounts if they communicated with the library electronically, and their percentage amounted to 18.4% of the sample size.

The researchers explain this percentage that the large percentage of the study sample members' belief about their fear of hacking and theft of their personal accounts is a factor affecting their electronic communication process through the library's websites and accounts, due to the large number of hacking and electronic theft that occurs at the present time. The study on this question is one of the most prominent results that explain their past answers regarding the non-participation of a large percentage of them in the comments on the library service on the websites.

The second topic: the role of e-marketing in achieving competitive advantage

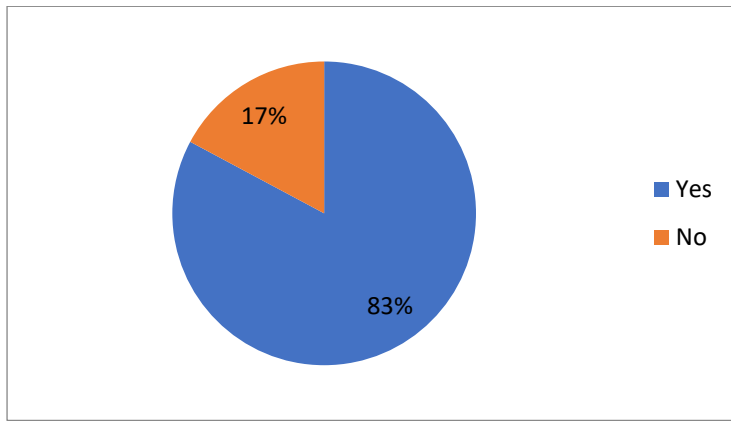


Figure (12): E-marketing highlights many advantages of the service that the service may not have these features:

It is clear from the previous histogram that it becomes clear to us that a large percentage of the study sample members see that e-marketing has a major role in highlighting the great advantages of the services, even if these advantages are not actually available in the service, as there was agreement in a large percentage by the members of the study sample. The percentage of those who agreed to deal with this amounted to 82.8%, while the lowest percentage of the study sample were those who believed the opposite, as they believed that e-marketing offers actual advantages that are already present in these services, and their percentage amounted to 17.2% of the sample size.

The researchers explain this view by the beneficiaries that, there are many services and goods that are marketed and presented in electronic form that do not contain the advantages that are presented electronically, and therefore the beneficiaries' evaluation of the services in general, and not the library services.

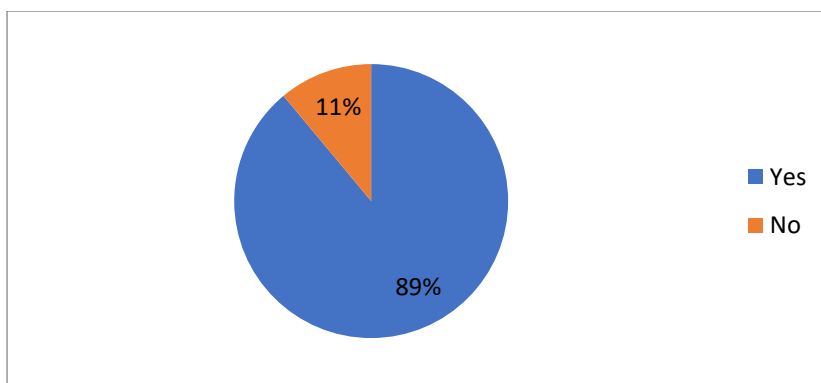


Figure (13): E-marketing through all social media helps institutions and start-ups to spread rapidly among consuming societies more than marketing by traditional methods through magazines and newspapers

It is clear from the previous histogram that more than half of the study sample members see that e-marketing has an effective role that helps companies and institutions to achieve

high rates of spread compared to traditional marketing means, where there was agreement in a large percentage by the members of the study sample, where the percentage of 88.9% agreed with this, while the lowest percentage of the study sample believed the opposite, and their percentage amounted to 11.1% of the sample size.

The researchers explain this response that e-marketing has a real and tangible role, given that it reaches a large audience base, as social networking sites have become part of human daily life, and therefore the possibility of seeing a person advertising a service or product is highly certain, unlike other means. The traditional communication represented in newspapers and magazines, which is limited to a specific group of society.

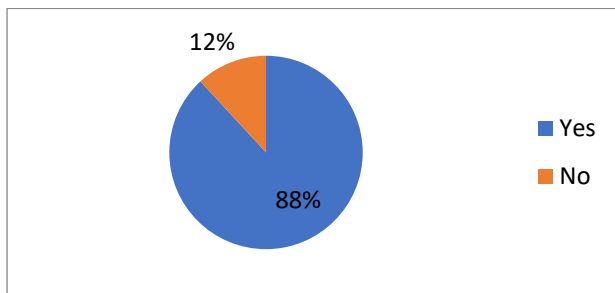


Figure (14): You believe that the e-marketing process helps in achieving customer satisfaction (beneficiaries)

It is clear from the previous histogram that it becomes clear to us that a large percentage of the study sample members see that the library's use of the electronic marketing process for its services, interacting with them and displaying services on websites achieves their satisfaction with the library services, as there was agreement in a large percentage by the study sample members, as The percentage of those who agreed with this amounted to 88.1%, while the least percentage of the study sample believed the opposite, that is, they believed that the e-marketing process had no effect on their satisfaction with library services, and their percentage amounted to 11.9% of the sample size.

The researchers explain as a result of these responses that the use of interactive websites increases the percentage of the beneficiaries' satisfaction with the services, and it also saves a great deal of time and effort for the beneficiaries, as it is possible for them to obtain the service without going to the library, and therefore a large percentage of the beneficiaries see the great importance of the process E-marketing and its role in increasing their level of satisfaction.

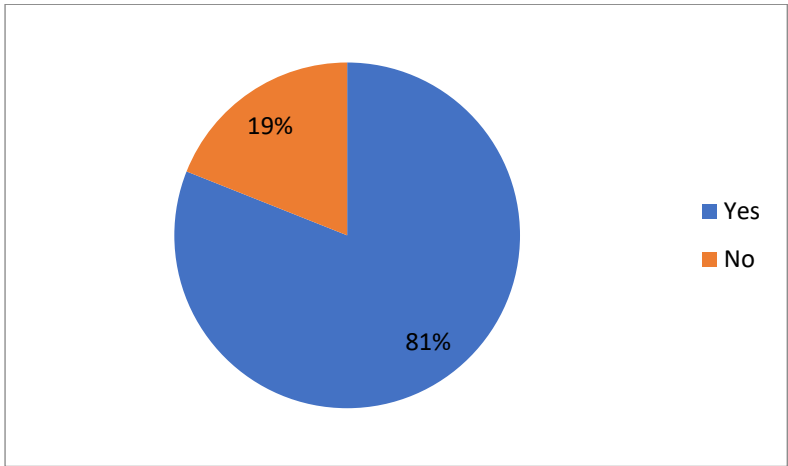


Figure (15): The library attracts individuals with scientific qualifications and practical competence:

It is clear from the previous histogram that it is clear to us that a large percentage of the study sample members see that the library includes many scientific and practical competencies within its walls, as there was agreement in a large percentage by the study sample members, as the percentage of those who agreed with that was 81%, while the percentage of those who agreed with that was 81%. The least proportion of the study sample believes the opposite, that is, they believe that the library staff is not adequately qualified to meet their expectations. They constituted 19% of the sample size.

The researchers explain that opinion that this answer confirms those answers that were mentioned before in the responses of the study sample in Tables No. (6) and (7), respectively, through which the beneficiaries confirmed that the library included a qualified staff of workers.

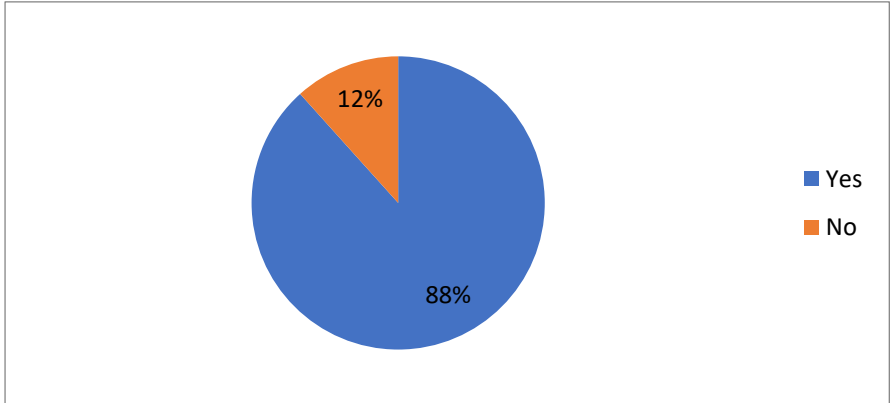


Figure (16): The library focuses on the needs and desires of the beneficiaries, and works to transfer and embody them with advanced and distinguished services that reflect their expectations

It is clear from the previous histogram that it becomes clear to us that a very large percentage of the study sample members see that the library always works to pay attention to the needs and desires of the beneficiaries, and constantly strives to meet them and provide distinguished and advanced services that mimic their expectations, as there was agreement in a large percentage by sample members. The study, where the percentage of those who agreed with this amounted to 88.3%, while the least percentage of the study sample believed the opposite, as they believed that there was no great interest on the part of the library towards meeting the needs of the beneficiaries, and their percentage amounted to 11.7% of the sample size.

The researchers explain the answers of the study sample members about this, due to the great interest that the library and its management paid to providing many services to the beneficiaries, as a rational administration was crowned by the library seeking to provide all the distinguished and advanced services that meet the needs of the beneficiaries.

Results:

1. Ithra Library includes a qualified staff of workers with practical and scientific competence to respond and meet all the needs of the beneficiaries, from the point of view of the beneficiaries, who confirmed this with a large percentage that reached more than 80%.
2. The library is distinguished by the presence of a distinguished website that does not have any malfunctions and is responsive to all the needs of the beneficiaries, as there is a confirmation from the study sample about that at a rate of 70.6%.
3. Ithra Library is working to publish all its services and events that will be held and to clarify all appointments through its accounts on social networking sites, as 81.6% of the beneficiaries confirmed this.
4. An average percentage of beneficiaries participate in providing comments and evaluations about the library on its websites, and a medium percentage appeared due to the fear of many beneficiaries of privacy and penetration problems spread across websites.
5. The beneficiaries believe that e-marketing has a major role in highlighting many of the advantages about the product or service being offered, even if the service does not actually contain these features, with a percentage of 82.8% of the study sample.
6. E-marketing through social networking sites is of great importance for institutions and companies, as it achieves rates of spread and faster access to the public, unlike traditional marketing through newspapers and magazines.
7. Using Ithra library for the e-marketing process of its services achieves for these libraries a large percentage of beneficiaries' satisfaction.

Recommendations:

1. Enhancing electronic means and various creative ideas that contribute to increasing the beneficiaries' sense of the pleasure of electronic communication with the library.
2. Clarify the library's policies, including security, privacy, and penetration factors.
3. The need to pay attention to the beneficiaries' information, and to ensure that all their data is not used or sold to any party whatsoever.
4. The need to work on finding innovative and advanced services that meet the needs and expectations of all beneficiaries.

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