

The Effect of E-Marketing on the Competitiveness of Tourism Firms: An Applied Study on Jordanian Tourism Firms during Corona (Covid-19) Pandemic Situation

Khalid Naser AL-Zu'bi

Faculty of business, Department of Management Information Systems, Al-Balqa Applied University, Al-Salt, Jordan.

Corresponding author: khalid_alzubi@hotmail.co.uk

Received: 01st November, 2021

Revised: 04th December, 2021

Accepted: 15th January 2022

Abstract: E-marketing has become a fundamental method for increasing Tourism Firms' competitiveness and strengthening their competitive advantage, especially in a risky situation. The current study aims to investigate the effect of e-marketing on the tourism firms' competitiveness in Jordan. A self-administered questionnaire was used for data collection from (220) managers representing (50) tourism firms from different Jordanian provinces. Means, standard deviations were used to identifying the levels of e-marketing and competitiveness, and multiple regression analysis was used for testing hypotheses. The study findings indicated a statistically significant effect of e-marketing on competitiveness (F- Calculated= 70.192, Sig. = 0.00 < 0.01), and all e-marketing dimensions (E-Pricing, Website Design, E-Distribution, E-Promotion) had a significant effect on the competitiveness of tourism firms where β was found to be (0.199, 0.106, 0.213, and 0.232, $p < 0.05$) respectively. With the knowledge that E -promotion had the greatest effect on competitiveness (T-calculated = 3.657). Based on the study results, a set of recommendations were provided.

Keywords: E-marketing, Competitiveness, Tourism Firms, Tourism Services.

1. Introduction

In light of the current technological development and emergence of modern means of communication, tourism marketing is no longer limited to the traditional concept that relies on simple, n limited, and traditional means; rather it goes beyond that to include advanced technological means such as the Internet, mobile technology, and social media providing which is called e- tourism (Labanauskaitė, Fiore, and Stašys, 2020).

Spreading e-tourism culture contributes to creating and enhancing the demand for products, as it has become an influential factor in the growth of marketing tourism services (Jonathan and Tarigan, 2016; Shabani, Munir, and Hassan 2018). Additionally, e-tourism is also an important way to increase the competitiveness of tourism firms by providing immediate information to customers as well as enabling the

The Effect of E-Marketing on the Competitiveness of Tourism Firms: An Applied Study on Jordanian Tourism Firms during Corona (Covid-19) Pandemic Situation

tourists, anywhere and anytime, to demand immediate tourism services (Tsotsou and Vlachopoulou, 2011). Additionally, as the tourism firms are striving to achieve a high level of competitiveness, they must adopt effective strategies that help them to overcome the current challenges and risks by adopting e-marketing technology (Mazurek, 2014). However, the greater the spread of e-services, the greater the challenges facing the tourism firms.

Subsequently, tourism firms are obliged today to confront the new challenges of e-tourism by studying the needs of customers and working intensively to provide a marketing mix that meets their customers' needs, satisfy their desires, maintain them permanently and create a fulfillment of the covenant with them (Gretzel, Reino, Kopera, et al., 2015). According to Alhider (2018), Organizations today practice their work in a highly competitive and dynamic environment characterized by challenges and risks, Hence, electronic marketing (E-marketing) is very necessary for the organization to adapt to the new changes and be able to maintain its customers' retention and attracts new one.

E-marketing with all its components (E-pricing, E-promotion, E-distribution, and website design) contributes mainly to the organization's competitiveness and help them to overcome the new challenges and get new opportunities (Malik and Sharma, 2019; Ptashchenko and Naumik-Gladka, 2016; Pilepiü, Milojica, and Drpiü, 2020). Concurrently, such organizations must set strategic plans to overcome challenges and achieve competitiveness by adopting e-marketing activities.

Generally, tourism firms in Jordan depend extensively on e-marketing in practicing their tourism activities to achieve a competitive advantage and increase their performance (Al Adwan, Aladwan, and Al-Adwan, 2019; Al-Weshah; 2020; Hasouneh and Alzeat, 2020). However, no study was conducted to investigate the effect of e-marketing on the competitiveness of tourism firms, especially in the current health pandemic (COVID-19) which constricted the physical communication and travel between countries throughout the world. Therefore, the current study has been focused to fill this gap and reveal the effect of e-marketing on the competitiveness of Jordanian tourism firms in 2021 where the world health pandemic weakened obviously the tourist activities worldwide.

2. Problem Statement

Jordanian tourism firms have high competitiveness in the past era that preceded the emergence of CORONA disease. However, after the disease outbreak, the crisis has led to the sluggishness of tourism vitalization (Ivan, 2020; Alomari and Alomari, 2021; Abusalma, 2021). Corona pandemic has negatively affected the competitiveness of Jordanian tourism firms leading to reducing the economic level of the tourist sector.

Many Jordanian firms in various fields have found E-marketing as an effective approach to overcome contemporary challenges and exploit opportunities to achieve competitive advantage as it is characterized by the ease of customer service and provision of information anytime and anywhere (Abu-Mater, Alsufy, and Afifa, 2020; Belal, 2021). But did Jordanian tourism firms find E-marketing as a valuable opportunity to overcome challenges and risks and achieve competitiveness?, especially this sector has witnessed great recession during the past months as a result of what the country has gone through from the Corona pandemic (COVID-19)?.

Therefore, the problem statement is manifested through the following question:

Is there a significant effect of E-marketing on the competitiveness of Jordanian tourism firms?

From this main question, the following questions can be branched:

1. What is the level of E-marketing with its dimensions (E- pricing, E-promotion, E-distribution, website design) at Jordanian tourism companies?
2. What is the level of competitiveness (market share, profitability, customer service) at the Jordanian tourism companies?
3. Is there an effect of e-marketing in all dimensions (E-pricing, E-promotion, E-distribution, website design) on the competitiveness of Jordanian tourism companies?

3. Aim and Objectives

The study aims to investigate the effect of E-marketing of Jordanian tourism firms on their competitiveness. From this aim the following objectives can be branched:

1. To identify the level of e-marketing in all its dimensions (E-pricing, E-promotion, E-distribution, website design) among Jordanian tourism firms.
2. To identify the level of competitiveness in all its dimensions (market share, profitability, customer service) of Jordanian tourism companies.
3. To investigate the effect of e-marketing in all its dimensions (E-pricing, E-promotion, E-distribution, website design) on the competitiveness of Jordanian tourism firms.

4. Research Significance

The research significance is manifested in two perspectives:

From the theoretical perspective, the current study provides the reader with a clear insight about the concepts of E-marketing and competitiveness and explains by its literature, and the findings of the study how E-marketing mechanism can achieve competitiveness. Also, the current study is considered as a basic reference for researchers by being guided using its methodology, problem, hypotheses, and methods for selecting the sample, in addition to the proposed statistical methods, which facilitates their work in the field of writing research related to the subject of the study.

From the practical perspective, the study will benefit the decision-makers in the Jordanian tourism firms to take appropriate strategies based on the analysis of E-marketing components. Accordingly, the decision-makers can exploit the selected strategies to achieve competitive advantage in light of the challenges and opportunities available, especially in high-risk environmental conditions, such as the current conditions that Jordanian tourism firms are going through under the Corona pandemic.

5. Theoretical Background

The theoretical background of the study deals with what has been revealed by previous literature related to the subject of the study.

5.1 Competitiveness of Tourism Firms

Tourism is one of the global industries that witnesses continuous improvement and development that occurs as a response to the changing tourism trends and consumers' preferences that make competitiveness a critical issue to the tourism firms (Pirnar, Bulut, and Eris, 2012). Competitiveness today requires the tourism firm to provide creative ideas and better tourism services that can achieve a higher level of consumers' satisfaction, more profits, low costs, and more effective managerial strategies (Hazari and Sgro, 2004; Mazurek, 2014).

Competitiveness is the process of providing products of distinctive quality at a low cost compared to local and international competitors to ensure that the organization achieves long-term profit, can compensate workers, and provides a financial return to its owners (Pirnar et al., 2012). The tourism competitiveness of a tourism firm is its ability to increase tourism expenditure, attract new tourists, provide tourists with memorable and satisfying experiences, improve the residents' well-being, and profitably preserve the natural firm capital (Ritchie and Crouch, 2003, p3), meanwhile Dwyer, Forsyth, and Rao (2000, p9) mention that tourism competitiveness is a general concept that comprises prices' differentials, productivity levels of different components of the tourist industry, and qualitative factors affecting consumers' attractiveness.

Competitiveness is a central feature of the tourism policy debate (Cvelbar, Dwyer, Koman, et al., 2016) and it becomes increasingly important to the tourist sector, especially for tourism-dependent countries that depend greatly on the tourist sector in their economy (Malakauskaite and Navickas, 2010). Competitiveness is a comprehensive and integrated process that includes competition in many fields such as business performance, price competitiveness, and organizational sustainability (Pirnar et al., 2012).

5.1.1 Profitability

Profitability is one of the significant indicators of measuring the organization's competitiveness given that the future competition depends on ensuring the share in the local and international market (Zailani, Iranmanesh, Yusof, et al., 2015). It is an economic concept that is applied to every economic activity in which material, human and financial capabilities are used (Singh and Dhankhar, 2020). Profitability expresses the relationship between the result and the capabilities used and it is considered the monetary measurement of the firm's competitiveness (Agiomirgianakis, Magoutas, and Sfakianakis, 2012).

Gomes and Oliveira (2021) believe that profitability expresses an operational concept that is achieved when the economic results obtained are greater than the elements used. According to Subačienė and Senkus (2013), profitability is economic if it is attributed to the assets of the organization, financial if it is attributed to private capital, and commercial if it is attributed to the turnover

In his study about investigating determinants of tourism profitability, Sami and Mohamed (2014) identified three determinants of hotels profitability. Such determinants include efficiency, franchising, and international attractiveness. E-marketing helps tourism firms to achieve efficiency which helps the firm to take effective operational decision making that accordingly leads to better financial performance and enhances profitability (Tsiotsou and Vlachopoulou, 2011). Both determinants; international attractiveness and franchising are affected positively by E-marketing. E-marketing attracts international consumers by providing extensive information about the tourism firms' services and their available and convenient advantages (Bolos, Idemudia, Mai, et al., 2016). Franchised tourism firms use e-marketing to provide more efficient services than independent firms (Varotto and Silva, 2017). Generally, tourism firms' profitability is also affected by international attractiveness more than local attractiveness and franchised firms have more profitability than independent or contractual firms.

5.1.2 Market Share

Market share is defined as "the percentage of an organization's sales, either in quantity or value, compared to the total sales of the general market or its competitors working in the same industry (Lunt, Horsfall, Smith, et al., 2014). Therefore, the market share is an essential element of an organization's competitiveness. Through the market share the organization can identify its situation in the market, the why that enables it to expand its business in terms of increasing productivity, lowering costs, increasing quality level, building new cooperation, etc.

Market share is one of the potential sources of the tourism sector (Postma, Buda, and Gugere, 2017). It is related to the consumer's expenses on tourism products and services (Reisinger and Turner, 2012). A tourism product is a bundle of complimentary services that are provided by numerous stakeholders in different parts forming a marketable unit of a destination (Benur and Bramwell, 2015).

5.1.3 Customers' Service

Customers' service is a set of activities and behaviors provided by an organization to achieve customers' satisfaction and increase their loyalty (Komppula and Reijonen, 2006). Customers' services include data collection about their preferences, habits, requirements, and expectations (Iraqi, 2006). Such information is used to improve the services provided to the customers (Bujosa, Riera, and Torres, 2015).

The customers judge the service provided through how they deal with anyone contacting them in the organization (Chen, Chang, and Wu, 2013). Therefore, customers service is the responsibility of all the organization members that requires coordination, cooperation, and communications between units or departments regularly related to the customer (Sellick, 2004; Reisinger and Turner, 2012).

Customer service in the tourist sector is renewable; hence tourism firms are to be keen to match changing customers' demands (Ashworth and Goodall, 2013). The current tourist services are mostly accomplished via ICT that are continually developed changing the business processes and their relative activities (Bujosa et al., 2015). Accordingly, Tourist services nowadays are expansive to include all tourist online activities that are achieved locally or internationally, such as tourism firm customers information communications, online tourist advertising, online tourist reservations, etc. Such services are practiced by tourism firms in different tourist fields (e.g. hotels, travel agencies, etc.)

5.2 E-Marketing

E-marketing is defined as the process of using the internet and digital technology to achieve the marketing objectives of organizations by disseminating information about their products and services effectively compared to traditional marketing (Sheth and Sharma, 2005; Yousaf, Sahar, Majid, et al., 2018). In comparison with traditional marketing, E-marketing has many advantages through fast tourism firms- guest communication, success measurement, and efficiency (in terms of reducing costs of printing posters, advertising on television, etc.) (Chong, Bian, & Zhang, 2016). E-marketing has changed the process of marketing, increased organizations' competition, and assisted organizations to provide their products and services to the largest possible number of customers (Noorbehbahani, Salehi, and Jafar Zadeh, 2019; Adede, Kibera, and Owino, 2017).

E-marketing provides an expansive range of services through several electronic tools. Such e-marketing tools include a help desk that provides customers with links that lead them to use support- tools such as frequently-asked questions list, E-mail response management system which is another support customer service tool that provides the customers with an immediate and automated response for their inbound e-quires, and chat rooms that provide customers with virtual spaces to practice real-time communications (Jamaludin, Huridi, and Hashim, 2018).

in the tourism field, E-marketing refers to the use of the internet and communication technology in the field of tourism (Singh and Dhankhar, 2020). The tourism firms use E-marketing tools to present tourism services and information to their tourists, to activate the work of tourism suppliers, and to help tourists access more effective facilities.

Adede et al. (2017) mentioned that tourism firms use e-marketing to cater for deep enough of customers' involvement. As the customer's value increases in the tourism industry, their value of experience increases leading to more customers' satisfaction and loyalty.

According to Huber, Herrmann, and Morgan (2001), customer perceived value is a very important indicator for long-term competitive advantage. Adede et al. (2017) confirmed that e-marketing has a significant effect on the organization's competitiveness and its market position. In a study conducted by Khadraoui (2019), it was found that E-marketing in its variables (e-pricing, e-promtion, and e-distribution) positively affected the tourism firms' competitiveness. Also, Abu Azeed and Al-Derawi (2016) found a significant relationship between e-marketing and profitability, quality of customer services, and transaction costs reduction. Through their study, Chong et al. (2016) found that E-marketing development has a positive effect on competitiveness achievement and business development of the tourist market.

Based on the above literature, it can be hypothesized that:

H₀: There is no statistically significant effect of E-marketing on the competitiveness of Jordanian tourism firms at the significance level of ($P \leq 0.05$).

5.2.1 E-Pricing

The process of pricing goods and services sold over the Internet is dynamic and flexible that changes continually and sometimes per day. Prices fluctuate according to multiple variables such as the advantages and benefits that accrue to the buyer after making the purchase, and the volume of product sales (Bao,

2018). There are many methods of pricing, including pricing based on the usual percentage of addition, pricing based on customer capabilities, and pricing based on competition.

There are some differences in e-pricing compared to traditional pricing; the prices of products are often high in traditional marketing, while they are low in E-marketing (Yan, 2009). Also, traditional marketing uses paper money and regular means of payment, while e-marketing uses e-money, e-means, bank cards, smart cards, and e-checks (Hao and Fan, 2014).

By E-pricing, the tourism firm can expand its market to a wide range of customers worldwide and increase their knowledge about its services. Customers may use the internet to search for products they need and compare them in terms of product quality and price (Fathian, Sadjadi, and Sajadi, 2009; Wu, Li, and Da Xu, 2014). E-pricing provides many facilities that the customers attain easily compared to the traditional pricing; customers can electronically explore and compare many products' prices with a short time, be aware of up-to-date product pricing, select their relatively preferred products, and order their selected products instantly (Bao, 2018).

Such E-pricing advantages and others reduce efforts, costs, and time needed for product buying and selling, expand the market share of the tourism firm, increases its profitability, retain the current customers and fetch new ones which enhance the tourism firm's competitiveness (Sahut and Hikkerova, 2009).

Based on the above literature, it can be hypothesized that:

H0-1: There is no statistically significant effect of E-pricing on the competitiveness of Jordanian tourism firms at the significance level of ($P \leq 0.05$).

5.2.2 E-promotion

E-promotion needs organizations to develop an effective promotion plan that helps them find new market opportunities and keeps them up with the latest internet technologies (Hassan, 2016; Noorbehbahani et al., 2019). Several techniques can be used to increase E-promotion and enhance the competitiveness of tourism firms; banner-ad that provides rectangular space for users allowing them to access the firm's website by clicking-through, sponsored-links that provide integration between editorial content and advertising on a website, viral marketing in terms of e-word of mouth or word-of-mouth in which customers forward their messages to other people, such as friends, family, coworkers, etc (Akova, Saruşik, & Dönmez, 2011; Andreopoulou, Tsekouropoulos, Koliouka, et al., 2014; Cosma, Grebla, & Negrusa, 2006).

A social network is widely used to create "opinion-leaders". In this manner, the customer uses "bots" pages by signing up to some proposed pages creating what is called "popularity-rating" (Ptashchenko and Naumik-Gladka, 2016). This behavior creates quick promotions for the products.

A tourism firm that promotes its products portrays a good image of customers as it embeds a good reputation in impression about its products increasing their trust in its brand. E-promotion shows the product to a wide range of customers throughout the world manifesting its features and properties in an attractive way that increases the firms' market share and profitability (Adi, 2016). Moreover, e-promotion applications on the internet are provided with many tools that help customers to order the product instantly via some and simple purchase procedures (Al-dweeri, Obeidat, and Al-dwiry et al., 2017).

The Effect of E-Marketing on the Competitiveness of Tourism Firms: An Applied Study on Jordanian Tourism Firms during Corona (Covid-19) Pandemic Situation

Accordingly, e-promotion enhances the tourism firm's competitiveness by increasing its market share, profitability, and customer services.

Based on the above literature, it can be hypothesized that:

H0-2: There is no statistically significant effect of E-promotion on the competitiveness of Jordanian tourism firms at the significance level of ($P \leq 0.05$).

5.2.3 E-distribution

E-distribution is one of the basic functions of implementing an e-business strategy (Tom Dieck, Fountoulaki, Jung, et al., 2018). An organization that adopts E-distribution of its products should have skilled employees using e-distribution tools and techniques (Jindal, 2012; Moturu, Nethi, and Challa, 2020). Also, An organization distributing its products via its website has to keep cooperating with companies specialized in providing website services to get the necessary technical support as it is needed (Ramos, Rodrigues, and Rodrigues, 2015).

E-distribution enables the organization to deliver its sold products to its customers efficiently. Particularly, for tourism firms, e-distribution is very crucial where many customers today try to practice online reservation (Tussyadiah and Inversini, 2015). This is very beneficial for both tourism firms and their customers. From the customers' perspective, online reservation saves time, effort, and costs of mutual communication between the firm and the customers. Also, tourism firms get the advantage of online reservation through expanding their services to more customers and selling their services in a very short time increasing their competitiveness (Tom Dieck, Fountoulaki, and Jung, 2018).

H0-3: There is no statistically significant effect of E-distribution on the competitiveness of Jordanian tourism firms at the significance level of ($P \leq 0.05$).

5.2.4 Website Design

The organization's website has to be designed so that it can provide 24hr availability, with a large storage capacity. A website is a set of linked web pages that can be viewed and interacted with through computer programs called browsers and can also be viewed by mobile phones via wireless application system technology (Al-Hazmi, 2021). The organization's website is described as an online identity of the organization. Hence, it should be designed so that it attracts more visitors, promotes more products sales, leads to more market opportunities, and assists in gaining more return on investment (ROI) (Sigala, 2011; Stockdale, 2007). Website is one of the most important pillars that support the implementation of the organization's strategy and reflects its reliability, integrity, and responsiveness (Canziani and Welsh, 2016; Colombo and Baggio, 2017).

There is a set of factors that the customer prefers in the organization's website that should be taken into account, such as website reliability, display of specific products for sale, ease of navigation, automatic verification of credit card validity, the elegance of design, clarification of the purchase method (via credit card, phone, fax or e-mail), clarification of the price of each product, clarity of steps in the buying and selling process, the design of the site, search ability, the speed of downloading products, deduction of the amount from the credit card automatically, etc. (Adi, 2016; Colombo and Baggio, 2017).

The tourism firms' website increases the organization's competitiveness through several features, such as attractiveness, ease to use, availability, responsiveness, reliability, navigation capability, good content, and inclusion of highly relevant customers' issues information (Chan, Law, Fong, et al., 2021). A study applied by Omari (2018) on SMEs found that website design positively affected SMEs' competitiveness.

Based on the above literature, it can be hypothesized that:

H0-4: There is no statistically significant effect of website design on the competitiveness of Jordanian tourism firms at the significance level of ($P \leq 0.05$).

6. The Study Model

According to the study hypotheses developed through the literature review, the study model (Figure 1) is composed of two main variables, E-marketing and competitiveness. E-marketing (Independent variable) includes four dimensions with 18 items; E-pricing (Four items adapted from Bao, 2018; Wu et al., 2014; Yan, 2009), E-promotion (Five items adapted from Adi, 2016; Al-dweeri et al., 2017; Hassan, 2016; Noorbehbahani et al., 2019), E-distribution (Five items adapted from Moturu et al., 2020; Tom Dieck et al., 2018; Tussyadiah and Inversini, 2015), and website design (Four items adapted from Canziani and Welsh, 2016; Chan et al., 2021; Omari, 2018), whereas competitiveness (Dependent variable) includes three dimensions with 14 items; market share (Five items adapted from Lunt et al., 2014; Postma et al., 2017; Reisinger and Turner, 2012), profitability (Five items adapted from Agiomirgianakis et al., 2012; Gomes and Oliveira, 2021; Sami and Mohamed, 2014; Zailani, et al., 2015), and customers' service (Four items adapted from Komppula and Reijonen, 2006; Reisinger and Turner, 2012; Sellick, 2004). All the study items were modified to fit the study environment and its objectives.

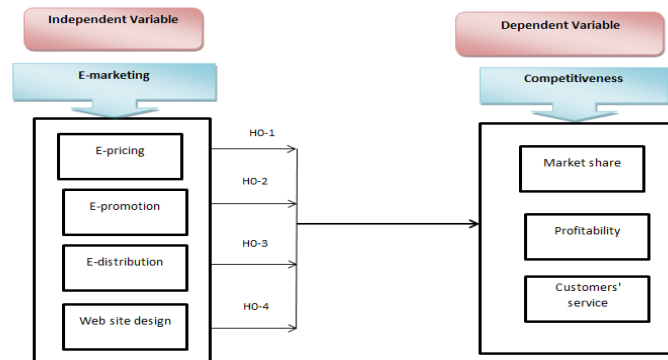


Figure 1: The suggested model

7. Methodology

This section of the study included the approach that was followed to collect, organize and codify the data in a way that qualifies it for the analysis stage, and therefore it included the nature of the study population, the type of study tool used to collect data, the statistical processes used to ensure the validity and reliability of the study tool, as well as data analysis and hypothesis testing.

The Effect of E-Marketing on the Competitiveness of Tourism Firms: An Applied Study on Jordanian Tourism Firms during Corona (Covid-19) Pandemic Situation

7.1 Study Design

According to the study problem and its objectives, the descriptive-analytical method was used to describe the phenomenon as it is in reality to reach the facts related to the problem of the study.

7.2 The Study Population and Sampling

The study population consists of all Jordanian tourism firms registered in the Ministry of Industry and Trade for the year (2021), with a total number of (718) tourism firms. From the total number, 50 tourism firms were selected randomly with the number of (220) managers representing the study sample.

7.3 The Study Instrument

According to the study's problem and its objectives, the current study used a questionnaire as an instrument for collecting data from the study sample members. The questionnaire consisted of two sections: the first part includes socio-demographic items, while the second part includes items measuring study variables. The study adopted the Likert - scale with (1) level indicating strongly disagree to (5) indicating strongly giving more flexibility to the study sample in their choices (Table 1).

Table 1.: 5-likert Scale

<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly Agree</i>
1	2	3	4	5

Likert scale was processed according to the following equation (Sekaran & Bougie, 201):

Length of category = upper limit-lower limit/number of levels: = $5-1/3 = 1.33$, hence; (1-2.33) indicates the low level, (2.34-3.66) indicates the medium level, and (3.67-5) indicates the high level.

7.4 The Instrument Validity & Reliability

The questionnaire was presented to (11) academic arbitrators experienced in the field of marketing and management. Based on the arbitrators' opinions and suggestions the original instrument (34 items) was modified providing the latest instrument version (32items). The instrument's reliability was tested using Cronbach's Alpha coefficient (Table 2), where the result is statistically acceptable if its value is greater than (0.60) (Sekaran & Bougie, 2013).

Table 2: Cronbach's Alpha Coefficients of The Instrument's Dimensions

<i>Dimensions of E-Marketing</i>	<i>(Cronbach's Alpha) Coefficients</i>	<i>Dimensions of Competitiveness</i>	<i>Cronbach's Alpha</i>
E-Pricing	0.862	Market Share	0.84
E-Promotion	0.838	Profitability	0.89
E-Distribution	0.858	Customers' Service	0.86
Website Design	0.836		
E-Marketing (Total)	0.89	Competitiveness (Total)	0.92
All instrument's' Items	0.94		

Based on the table above (Table 2), it can be noted that the result of Cronbach's alpha coefficient for all dimensions of e-marketing and competitiveness is greater than 0.60. Additionally, Cronbach's alpha coefficient for the study instrument (Total) is (0.94). Hence, it can be said that the study instrument is reliable and its data is suitable for measuring variables.

8. Results

8.1 Descriptive Statistics

8.1.1 The Sample Profile

This part of the study includes the frequencies and percentages of personal data related to the first part of the questionnaire.

Table 3: Frequencies and Percentages of Gender and Experience of The Study Sample

<i>Variable</i>	<i>Categories</i>	<i>Frequencies</i>	<i>%</i>
Gender	Male	143	65%
	Female	77	35%
	Total	220	100%
Experience	< 5	44	20%
	5-<10	99	45%
	≥10	77	35%
Total		220	100%

The Effect of E-Marketing on the Competitiveness of Tourism Firms: An Applied Study on Jordanian Tourism Firms during Corona (Covid-19) Pandemic Situation

It can be noted from the table (3) that males constitute the majority of the study sample (65%), females constitute (35%). This may be attributed to the work of tourism firms that is described by great effort and requires recruitment of males in tourism firms more than females. It is also noted from the table that the majority of the sample have "experience" between 10-<15. This indicates that the majority of the study sample has good experience in the field of tourism work, and this experience is usually possessed by the young age group, who has the enthusiasm to work in this field.

8.1.2 Description of the Independent Variable (E-Marketing)

The arithmetic mean and standard deviation of the study sample responses about the dimensions of e-marketing were used to determine the degree of the respondents' relative approval about the dimensions of e-marketing (Table 4).

Table 4: Means, Standard Deviations, and Degree of Agreement about EMarketing Dimensions

<i>EMarketing Dimensions</i>	<i>Mean</i>	<i>SD</i>	<i>%</i>	<i>Level of Agreement</i>	<i>Ranking</i>
E-Promotion	3.88	0.82	77	High	1
E-Pricing	3.81	0.81	78	High	2
Website Design	3.62	0.77	79	Medium	3
E-Distribution	3.10	0.87	76	Medium	4
E-Marketing (Total)	3.60	0.81	77%	Medium	

It is clear from table (4) that the arithmetic mean values of the e-marketing variable range between (3.10-3.88), where (e-promotion) have the highest score with a high level of agreement, and (e-distribution) has the lowest score with a medium-level of agreement. Also, the general index of e-marketing is (3.60) with a percent of (77%). Thus, it is clear that the level of the relative importance of the study sample's attitudes towards e-marketing is within the medium level.

8.2 Description of The Dependent Variable (Competitiveness)

Table 5: Means, Standard Deviations, and Agreement Levels of Competitiveness

<i>Dimensions of competitiveness</i>	<i>Mean</i>	<i>SD</i>	<i>(%)</i>	<i>Degree of Agreement</i>	<i>Ranking</i>
Market Share	3.50	0.90	78	Medium	1
Profitability	3.09	0.97	78	Medium	2
Customers' Service	2.82	1.02	78	Medium	3
Competitiveness (Total)	3.39	0.91	78	Medium	

It is clear from table (5) that the arithmetic mean values of competitiveness variable ranges between (2.82-3.50), where (Market share) dimension has the highest score with a medium level of agreement, and (customers' services) dimension has the lowest score with a medium level of agreement. Also, it can be noted that the general index of competitiveness is (3.39) with a percent of (78%). Thus, it is clear that the level of the relative importance of the trends of the study sample members towards competitiveness is within the medium level.

9. Testing Hypotheses

H0: There is no statistically significant effect of e-marketing on the competitiveness of Jordanian tourism firms at the significance level of ($P \leq 0.05$).

The main hypothesis was tested using a multiple linear regression test (Table 6).

Table 6: ANOVA-Test of E-Marketing Effect on The Competitiveness of Jordanian Tourism Firms

Dependent variable	Model Summary		ANOVA			Coefficient					
	R	R ²	F	F Sig	Df	E-marketing Dimensions	B	Standard Error	Beta	T	Sig.
Competitiveness	0.649	0.421	70.192	0.00*	4/220	E-Pricing	0.217	0.063	0.199	3.454	0.001**
						Website Design	0.116	0.058	0.106	2	0.046*
						E-Distribution	0.212	0.061	0.213	3.462	0.001**
						E-Promotion	0.216	0.059	0.232	3.657	0.00**
Tabulated F Value = 2.34						Tabulated T Value = 1.96					

* significant at the 0.05 level (2-tailed).

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

The above table (Table 6) indicates that there is a statistically significant effect of e-marketing on competitiveness (F - Calculated= 70.192> F - Tabulated = 2.34, Sig. = 0.00 < 0.01), which represents the significance of this model at the degree of freedom (4/220). The variance correlation ($R^2 = 0.421$) indicates that the dimensions of E-marketing have explained (42.1%) of the change in the competitiveness of Jordanian tourism firms, and the correlation coefficient ($R = 64.9\%$) indicates a strong relationship between E-marketing and competitiveness.

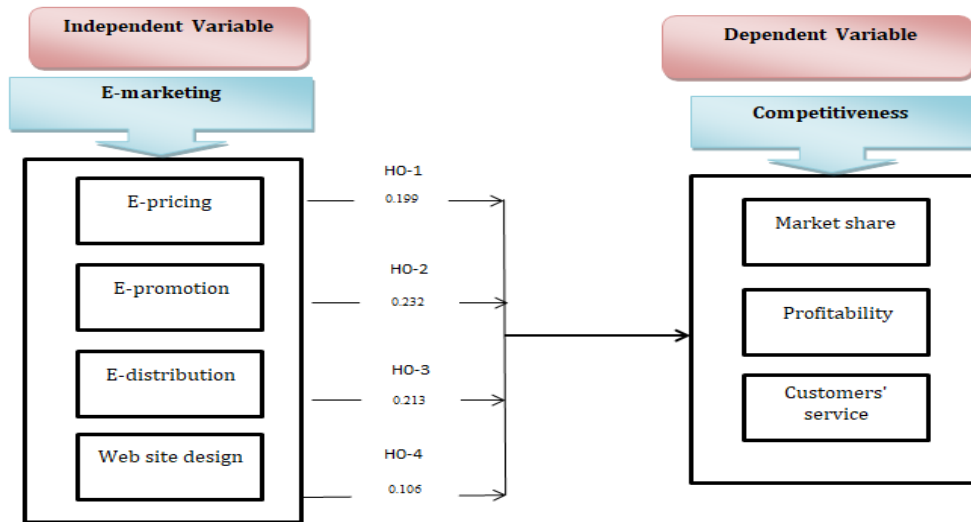


Figure 2. The Structured Model

It appears from figure 2. (The structured model) that all E-marketing dimensions (E-Pricing, Website Design, E-Distribution, E-Promotion) have a significant effect on competitiveness ($\beta = 0.199$, $\beta = 0.106$, $\beta = 0.213$, and $\beta = 0.232$) respectively. Also, it can be noted from the table (6) that among all E-marketing dimensions E-promotion has the greatest effect on competitiveness (T-calculated = 3.657), followed by E-distribution, E-Pricing, and Website Design with (T = 3.462, T = 3.454, and T = 2) respectively, with consideration that all T-calculated values are greater than their tabulated-value (1.96) and significant at ($\alpha \leq 0.05$).

According to this result, the null hypothesis (HO) should be rejected and replaced with the alternative hypothesis (Ha) which states that: "There is a statistically significant effect of E-marketing on the competitiveness of Jordanian tourism firms at the significance level of ($P \leq 0.05$).". Also, all the null sub-hypotheses should be replaced with the alternative sub-hypothesis (Ha1, Ha2, Ha3, and Ha4) for the variables (E-pricing, E-promotion, E-distribution, website design) respectively.

10. Discussion

The study results indicated that E-marketing practiced by the tourist sector in Jordan is at its medium level. This result is consistent with the study of Hasouneh and Alzeat (2020), Belal (2021), and Alomari and Alomari (2021), but inconsistent with Al Adwan, et al. (2019), and Al-Weshah (2018). This is mostly attributed to the rigid conditions in which the study has been conducted (i.e.: Corona pandemic). However, the two E-marketing dimensions (E-promotion and E-pricing) have been found at a high level according to the perspective of the study respondents. This result confirms that the tourism firms in Jordan have devoted their efforts during the Corona pandemic to protrude their services by online advertisements and lowering prices of tourist products. Although this process had not generated feasible outcomes as the health pandemic was at its peak, later attracted many tourists to Jordan because they got a clearer image of the

tourist services provided by the tourism firms in Jordan, especially what is related to the tourist places in Jordan.

Most of the respondents accepted that all competitiveness dimensions of the tourism firms in Jordan are at a medium level. This result has not been unexpected for the tourist sector as the world has been undergone the negative effect of the Corona pandemic that has left a magnificently negative impact on all sectors, especially the tourist sector. This result comes inconsistently with the study of Khadraoui (2019), Mazurek (2014), and Pilepiū et al. (2020). This may be attributed to that the difference in situations in which the studies have been conducted. The current study has been conducted in a hard situation where the world suffers from Corona implications.

It has been found that E-marketing has a significant effect on competitiveness of tourism firms. This result comes inconsistent with the study of Abu Azeed and Al-Derawi (2016), Adede et al. (2017), and Chong et al. (2016). All tourism firms today use E-marketing as an inevitable method to reach their customers fast and facilitate their reciprocal communications with the largest section of the customer, especially during Corona pandemic.

It can be concluded from the results that E-promotion has the greatest impact on the competitiveness of the agency which asserts that the customers of tourism services are attracted to the agency that promotes the tourist places in Jordan. This result comes inconsistent with the results of Chong et al. (2016) study, but consistent with the studies of Adi (2016), and Al-dweeri et al. (2017).

Customers need, during the tourism period, information that guides them to the tourist sites, especially those coming from outside Jordan. Such tourists look for information that facilitates tourism procedures, guides them to the preferred places to visit, leads them to the necessary procedures they must pursue, determines the costs involved, as well as the benefits of the service. This information provided by e-promotion increases the competitiveness of the tourism agencies.

The two variables (E-distribution and E-pricing) occupy a similar degree of impact on competitiveness. This result is consistent with the studies of Bao (2018), Tom Dieck et al. (2018), and Sahut and Hikkerova, (2009). As the client is attracted to the agency after his desire for the price offered electronically and his knowledge of the method of distributing the service. Accordingly, if the price is appropriate and the method of distribution is efficient, they will be attracted to deal with the agency, which increases its competitiveness.

The results showed that website design has the least impact on competitiveness. This result is consistent with the study of by Omari (2018). This proves that customers focus on e-pricing and the method of electronic distribution in the first place provided that all the information required for the customer is available on the website.

11. Recommendations

Based on the results of the previous study, it is possible to come up with the following recommendations to increase the competitiveness of Jordanian tourism agencies:

The Effect of E-Marketing on the Competitiveness of Tourism Firms: An Applied Study on Jordanian Tourism Firms during Corona (Covid-19) Pandemic Situation

- The necessity of activating Jordanian tourism agencies for the role of E-marketing, especially in the current circumstances, which witness a great dependence on electronic performance in various fields due to the effects of the Corona pandemic that the world is going through.
- Jordanian tourism agencies should pay more attention to E-distribution, especially for tourists from outside Jordan, who focus on receiving information electronically about tourism services in Jordan.
- Jordanian tourism agencies should focus more on the design aspect of the website of, as the website design is an attractive tool for customers. The website of the agency should provide all the information needed by customers as quickly as possible, and be characterized by depth and flexibility of research on the information that customers need.
- Jordanian tourism agencies should improve the level of E-promotion, or at least maintain the required level, as E-promotion plays an effective role to attract customers, motivate them to search for information on the website, and motivate them to contact the agency to obtain the required service.
- Jordanian tourism agencies should improve customer service in terms of the quality of service for tourists and the speed of meeting demand when customers need.

12. Acknowledgement

The researcher presents this research to the management of all tourism firms in Jordan which provided enough support in data collection and analysis, and to all colleagues who helped in providing studies related to E-marketing effect on competitiveness.

References

- Abu Azeed, T. & Al-Derawi. R. (2016). *Electronic banking marketing and competitiveness of Palestinian bank. Doctoral dissertation*, University of Palestine. [In Arabic].
- Abu-Mater, W., Alsufy, F., & Afifa, M. A. (2020). The Effect of Coronavirus (Covid-19) on the Jordanian economy: A comprehensive analysis of the economy and how to return growth rapidly. *Journal of Accounting, Finance & Management Strategy*, 15(2), 1-30.
- Abusalma, A. (2021). The role of strategic innovation for sustainability of businesses during the covid-19 pandemic. *Management Science Letters*, 11(7), 1991-1998.
- Adede, O. A., Kibera, F. N., & Owino, J. O. (2017). Electronic marketing practices, competitive environment and performance of telecommunications companies in Kenya. *British Journal of Marketing Studies*, 5(5), 60-67.
- Adi, S. (2016). A Collaborative tourism websites to support electronic promotion and marketing by using enterprise service bus (ESB). *Advanced Science Letters*, 22(5-6), 1179-1183.
- Agiomirgianakis, G. M., Magoutas, A. I., & Sfakianakis, G. (2012). Determinants of profitability and the decision-making process of firms in the tourism sector: the case of Greece. *International Journal of Decision Sciences, Risk and Management*, 4(3-4), 294-299.
- Akova, O., Sarıışık, M., & Dönmez, D. (2011). *Strategies for tourism industry under the global economic crisis: A SWOT Analysis of Turkish Tourism*. International Conference on Eurasian Economies (pp. 382-389).
- Al Adwan, A., Aladwan, K. M., & Al-Adwan, A. S. (2019). E-marketing strategic for Jordanian small business to increase sale in local e-market. *Academy of Strategic Management Journal*, 18(6), 1-13.

- Al-dweeri, R. M., Obeidat, Z. M., Al-dwiry, M. A., Alshurideh, M. T., & Alhorani, A. M. (2017). The impact of e-service quality and e-loyalty on online shopping: moderating effect of e-satisfaction and e-trust. *International Journal of Marketing Studies*, 9(2), 92-103.
- Al-Hazmi, N. (2021). Determinants of the electronic distribution of services to tourism organizations in the Kingdom of Saudi Arabia. *Management Science Letters*, 11(3), 807-812.
- Alhider, A. H. (2018). The Impact of Customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Journal of Marketing and Consumer Research*, 46, 70-78.
- Alomari, I. A., & Alomari, B. M. (2021). CORONA and its impact on the Jordanian tourism sector: A review and presentation to address pandemic 2019-2020. *Journal of Economics, Business and Market Research*, 2(2), 241-264.
- Al-Weshah, G. (2018). E-Marketing Practices from Jordanian Tourism Agencies Perspectives: A Qualitative Evidence. *International Journal of Online Marketing*, 8(1), 21-36.
- Andreopoulou, Z., Tsekouropoulos, G., Koliouka, C., & Koutroumanidis, T. (2014). Internet marketing for sustainable development and rural tourism. *International journal of business information systems*, 16(4), 446-461.
- Ashworth, G., & Goodall, B. (Eds.). (2013). *Marketing Tourism Places (RLE Tourism)*. Routledge. New York, USA.
- Bao, H. (2018). Marketing of tourism services/experiences. In Sotiriadis, M. (Ed.), *the Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality*. Emerald Publishing Limited, Bingley (pp. 261-275).
- Belal, A. N. (2021). Management of the crisis during the COVID-19 Epidemic: Dead Sea hotels in Jordan-case study. *International Journal of Innovation, Creativity and Change*, 15(5), 483-497.
- Benur, A. M., & Bramwell, B. (2015). Tourism product development and product diversification in destinations. *Tourism management*, 50, 213-224.
- Bolos, C., Idemudia, E. C., Mai, P., Rasinghani, M., & Smith, S. (2016). Conceptual models on the effectiveness of e-marketing strategies in engaging consumers. *Journal of International Technology and Information Management*, 25(4), 37-50.
- Bujosa, A., Riera, A., & Torres, C. M. (2015). Valuing tourism demand attributes to guide climate change adaptation measures efficiently: The case of the Spanish domestic travel market. *Tourism Management*, 47, 233-239.
- Canziani, B. F., & Welsh, D. H. (2016). Website quality for SME wineries: Measurement insights. *Journal of Hospitality and Tourism Technology*, 7(3), 266-280.
- Chan, I. C., Law, R., Fong, L. H., & Zhong, L. (2021). Website design in tourism and hospitality: A multilevel review. *International Journal of Tourism Research*, 4(3), 241-253.
- Chen, K. H., Chang, F. H., and Wu (Kenny), C. (2013). Investigating the wellness tourism factors in hot spring hotel customer service. *International Journal of Contemporary Hospitality Management*, 25(7), 1092-1114
- Chong, W. K., Bian, D., & Zhang, N. (2016). E-marketing services and e-marketing performance: The roles of innovation, knowledge complexity and environmental turbulence in influencing the relationship. *Journal of Marketing Management*, 32(1-2), 149-178.

The Effect of E-Marketing on the Competitiveness of Tourism Firms: An Applied Study on Jordanian Tourism Firms during Corona (Covid-19) Pandemic Situation

- Colombo, E., & Baggio, R. (2017). Tourism Distribution Channels. *Knowledge Transfer to and within Tourism (Bridging Tourism Theory and Practice)*, 8, 289-301.
- Cosma, S., Grebla, H. A., & Negrusa, A. D. (2006). E-Promotion, a platform for tourist products development. In *Proceedings of the 5th WSEAS International Conference on E-Activities* (pp. 20-22).
- Cvelbar, L., Dwyer, L., Koman, M., & Mihalič, T. (2016). Drivers of destination competitiveness in tourism: A global investigation. *Journal of travel research*, 55(8), 1041-1050.
- Dwyer, L., Forsyth, P., & Rao, P. (2000). The Price competitiveness of travel and tourism: A comparison of 19 destinations. *Tourism Management*, 21(1), 9-22.
- Eraqi, M. I. (2006). Tourism services quality (TourServQual) in Egypt: The viewpoints of external and internal customers. *Benchmarking: An International Journal*, 13(4), 469-492.
- Fathian, M., Sadjadi, S. J., & Sajadi, S. (2009). Optimal pricing model for electronic products. *Computers & Industrial Engineering*, 56(1), 255-259.
- Gomes, C., & Oliveira, F. (2021). The tourism intermediaries' profitability in Portugal and Spain—differences and similarities. *Journal of Hospitality and Tourism Insights*, Vol. ahead-of-print No. ahead-of-print.
- Gretzel, U., Reino, S., Kopera, S., & Koo, C. (2015). Smart tourism challenges. *Journal of Tourism*, 16(1), 41-47.
- Hao, L., & Fan, M. (2014). An analysis of pricing models in the electronic book market. *MIS quarterly*, 38(4), 1017-1032.
- Hasouneh, A., & Alzeat, H. A. (2020). A framework for Tourism electronic marketing in Jordan. *Journal of Innovations in Digital Marketing*, 1(1), 40-49.
- Hassan, A. (2016). Electronic word-of-mouth: An industry tailored application for tourism promotion. In *Capturing, analyzing, and managing word-of-mouth in the digital marketplace* (pp. 61-75). IGI Global.
- Hazari, B. R., & Sgro, P. M. (2004). Competition for Tourism in the OECD Countries. In Hazari, B. R. & Sgro, P. M. (Eds.), *Tourism, Trade and National Welfare (Contributions to Economic Analysis, Vol. 265)*. Emerald Group Publishing Limited, Bingley, pp. 211-233.
- Huber, F., Herrmann, A. and Morgan, R.E. (2001). Gaining competitive advantage through customer value oriented management. *Journal of Consumer Marketing*, 18(1), 41-53
- Ivan, I. (2020). Effects of Dynamic Organization and Digital Innovation on the Hotel Tourism Industry during the Coronavirus Pandemic Period. Available at SSRN 3617528.
- Jamaludin, A., Huridi, M. M., & Hashim, M. R. (2018). The Relationship between E-marketing strategy and competitive advantage: A conceptual framework. *International Journal of Managerial Studies and Research (IJMSR)*, 6(12), 19-25.
- Jindal, N. (2012). Measurement of e-service quality in online tourism. *International Journal of Advanced Research in Management and Social Sciences*, 1(3), 307-318.
- Jonathan, C. J., & Tarigan, R. (2016). The effects of e-tourism to the development of tourism sector in Indonesia. *CommIT (Communication and Information Technology) Journal*, 10(2), 59-62.
- Khadraoui, R. (2019). *The impact of e-marketing on achieving the competitiveness of service institutions*. Master thesis, Muhammad Khider University. [in Arabic].

- Komppula, R., & Reijonen, H. (2006). Performance determinants in small and micro tourism business. *Tourism Review*, 61(4), 13-20.
- Labanauskaitė, D., Fiore, M., & Stašys, R. (2020). Use of E-marketing tools as communication management in the tourism industry. *Tourism Management Perspectives*, 34, 100652.
- Lunt, N., Horsfall, D., Smith, R., Exworthy, M., Hanefeld, J., & Mannion, R. (2014). Market size, market share and market strategy: three myths of medical tourism. *Policy & Politics*, 42(4), 597-614.
- Malakauskaite, A., & Navickas, V. (2010). Relation between the level of clusterization and tourism sector competitiveness. *Engineering economics*, 66(1), 60-67.
- Malik, H., & Sharma, M. (2019). E-Marketing as a tool to achieve competitiveness in travel trade industry. In *Handbook of Research on International Travel Agency and Tour Operation Management* (pp. 272-283). IGI Global.
- Mazurek, M. (2014). *Competitiveness in tourism – models of tourism competitiveness and their applicability: Case study of Austria and Switzerland. 2014*. International Conference of Tourism, Hospitality and Recreation, University of Poznań, Poland.
- Moturu, V. R., Nethi, S. D., & Challa, K. A. (2020). *Emotional Branding for Tourist Destinations: A Review of ICT Tools*. The Emerald Handbook of ICT in Tourism and Hospitality.
- Noorbehbahani, F., Salehi, F., & Jafar Zadeh, R. (2019). A systematic mapping study on gamification applied to e-marketing. *Journal of Research in Interactive Marketing*, 13(3), 392-410.
- Omari, H. (2018). *E-marketing for tourism services and its impact on supporting the competitiveness of small and medium enterprises*. Doctoral dissertation, university of Biskra. [In Arabic].
- Pilepiü, L., Milojica, V., & Drpiü, D. E (2020). *Extended abstract: E-Marketing in function of achieving competitiveness in the hospitality industry*. Combi2010 Conference Proceedings, October/ 2010, At: Vantaa, Finland.
- Pirnar, I., Bulut, C., & Eris, E. D. (2012, September). Improving the performance and competitiveness of tourism establishments by means of innovation: trends and applications. In *Proceedings of IRAT, Enlightening Tourism “Conference, Naples, Italy* (Vol. 211).
- Postma, A., Buda, D. M., & Gugerell, K. (2017). The future of city tourism. *Journal of Tourism Futures*, 3(2), 95-101.
- Ptashchenko, O. V., & Naumik-Gladka, K. G. (2016). Relationship of competitiveness of entrepreneurship and Internet-marketing, 109-115.
- Ramos, C. M., Rodrigues, P. M., & Rodrigues, J. M. (2015). Opportunities, emerging features, and trends in electronic distribution in tourism. *International Journal of Information Systems and Social Change (IJISSC)*, 6(4), 17-32.
- Reisinger, Y., & Turner, L. (2012). *Cross-cultural behaviour in tourism*. Routledge., New York, USA.
- Ritchie, J. R., & Crouch, G. I. (2003). *The competitive destination: A Sustainable tourism perspective*. Wallingford: Cabi Publishing.
- Sahut, J. M., & Hikkerova, L. (2009). The impact of internet on pricing strategies in the tourism industry. *Journal of Internet Banking and Commerce*, 14(1), 1-8.
- Sami, B. A., & Mohamed, G. (2014). Determinants of tourism hotel profitability in Tunisia. *Tourism and Hospitality Research*, 14(4), 163-175.

The Effect of E-Marketing on the Competitiveness of Tourism Firms: An Applied Study on Jordanian Tourism Firms during Corona (Covid-19) Pandemic Situation

- Sekaran, U. and Bougie, R. (2013) *Research Methods for Business: A Skill-Building Approach*. 6th Edition, Wiley, New York
- Sellick, M. C. (2004). Discovery, connection, nostalgia. *Journal of Travel & Tourism Marketing*, 17(1), 55-71.
- Shabani, N., Munir, A., & Hassan, A. (2018). E-Marketing via augmented reality: A case study in the tourism and hospitality industry. *IEEE Potentials*, 38(1), 43-47.
- Sheth, J. N., & Sharma, A. (2005). International e-marketing: Opportunities and issues. *International Marketing Review*, 22(6), 611-622.
- Sigala, M. (2011). Evaluating Website design and structure in tourism: dimensions, stakeholders and marketing issues. *Journal of Hospitality Marketing & Management*, 20(7), 691-694.
- Singh, L., & Dhankhar, D. (2020). ICT-based marketing and profitability in tourism and hospitality organizations in Indian scenario. in Hassan, A. & Sharma, A. (Eds.), *The Emerald Handbook of ICT in Tourism and Hospitality*. Emerald Publishing Limited, Bingley, pp. 311-330.
- Stockdale, R. (2007). Managing customer relationships in the self-service environment of e-tourism. *Journal of vacation marketing*, 13(3), 205-219.
- Subačienė, R., & Senkus, K. (2013). Net profitability analysis of travel organizers and travel agencies. *Ekonomika*, 92(1), 156-165.
- Tom Dieck, M. C., Fountoulaki, P., & Jung, T. H. (2018). Tourism distribution channels in European island destinations. *International Journal of Contemporary Hospitality Management*, 30(1), 326-342.
- Tsiotsou, R. H., & Vlachopoulou, M. (2011). Understanding the effects of market orientation and e-marketing on service performance. *Marketing Intelligence & Planning*, 29(2), 141-155.
- Tussyadiah, I., & Inversini, A. (2015, February 3-6). *Information and communication technologies in tourism 2015*. Proceedings of the International Conference, Lugano, Switzerland.
- Varotto, L. F., & Silva, L. A. (2017). Evolution in franchising: Trends and new perspectives. *Revista Eletrônica de Negócios Internacionais: Internext*, 12(3), 31-42.
- Wu, J., Li, L., & Da Xu, L. (2014). A randomized pricing decision support system in electronic commerce. *Decision Support Systems*, 58, 43-52.
- Yan, R. (2009). Product categories, returns policy and pricing strategy for e-marketers. *Journal of Product & Brand Management*, 18(6), 452-460.
- Yousaf, Z., Sahar, N., Majid, A., & Rafiq, A. (2018). The effects of e-marketing orientation on strategic business performance: Mediating role of e-trust. *World Journal of Entrepreneurship, Management and Sustainable Development*, 14(3), 309-320.
- Zailani, S., Iranmanesh, M., Yusof, N. A., & Ansari, R. (2015). Effects of service supply chain practices on the profitability of tourism firms. *Anatolia*, 26(4), 612-623.

