


AWARENESS OF BUSINESS ADMINISTRATION STUDENTS OF THE ROLE OF DIGITAL MARKETING IN THE GROWTH OF E-COMMERCE

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 21 November 2022</p> <p>Accepted 03 February 2023</p>	<p>Purpose: The aim of this study is to examine the extent to which business administration students are aware of the role of digital marketing in the growth of electronic commerce.</p> <p>Theoretical framework: Business administration students are asked to examine the role of digital marketing in the evolution of electronic commerce. The study examines the effect of gender, academic level, field training, and digital marketing experience on business administration students' understanding of digital marketing.</p> <p>Methodology: The research community consists of students in the College of Business Administration at the undergraduate level. The sample was (230) male and female students (95) males and (135) females from the University of Tabuk. The study tool measured the awareness of business administration students about digital marketing and the development of electronic commerce.</p> <p>Findings: The results came all expressions were high, and the emergence of the most increased responses showed a significant challenge in the importance of students' awareness of digital marketing in the growth of electronic commerce.</p> <p>Research, Practical & Social implications: It is clear from the above that there are no statistically significant differences in the understanding of business administration students of the role of digital marketing in the growth of electronic commerce according to a variable (gender, courses in digital marketing and electronic commerce, experience in digital marketing).</p> <p>Originality/value: We understand that there are many studies that discussed the digital marketing but we believe that the value of this study lies in the novelty of focusing on the awareness of business administration students of this interesting topic.</p> <p>Doi: https://doi.org/10.26668/businessreview/2023.v8i2.1123</p>
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CONSCIENTIZAÇÃO DE ESTUDANTES DE ADMINISTRAÇÃO SOBRE O PAPEL DO MARKETING DIGITAL NO CRESCIMENTO DO E-COMMERCE

RESUMO

Objetivo: O objetivo deste estudo é verificar até que ponto os alunos de administração de empresas estão cientes do papel do marketing digital no crescimento do comércio eletrônico.

Enquadramento teórico: Os alunos de administração de empresas são convidados a examinar o papel do marketing digital na evolução do comércio eletrônico. O estudo examina o efeito do gênero, nível acadêmico, treinamento de campo e experiência em marketing digital na compreensão dos estudantes de administração de empresas sobre marketing digital.

Metodologia: A comunidade de pesquisa é composta por alunos da Faculdade de Administração de Empresas em nível de graduação. A amostra foi composta por (230) estudantes do sexo masculino e feminino (95) do sexo

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masculino e (135) do sexo feminino da Universidade de Tabuk. A ferramenta de estudo mediu o conhecimento dos estudantes de administração sobre o marketing digital e o desenvolvimento do comércio eletrônico.

Achados: Os resultados mostraram que todas as expressões foram altas, e o surgimento das respostas mais aumentadas mostrou um desafio significativo na importância da conscientização dos alunos sobre o marketing digital no crescimento do comércio eletrônico.

Implicações de pesquisa, práticas e sociais: Fica claro pelo exposto que não há diferenças estatisticamente significativas na compreensão dos alunos de administração sobre o papel do marketing digital no crescimento do comércio eletrônico de acordo com uma variável (gênero, cursos de marketing digital e comércio eletrônico, experiência em marketing digital).

Originalidade/valor: Entendemos que existem muitos estudos que discutiram o marketing digital, mas acreditamos que o valor deste estudo está na novidade de focar na conscientização dos estudantes de administração sobre este interessante tema.

Palavras-chave: Conscientização, Administração de Empresas, Marketing Digital, E-Commerce.

CONCIENTIZACIÓN DE LOS ESTUDIANTES DE ADMINISTRACIÓN DE EMPRESAS SOBRE EL PAPEL DEL MARKETING DIGITAL EN EL CRECIMIENTO DEL COMERCIO ELECTRÓNICO

RESUMEN

Propósito: El objetivo de este estudio es examinar hasta qué punto los estudiantes de administración de empresas son conscientes del papel del marketing digital en el crecimiento del comercio electrónico.

Marco teórico: Se pide a los estudiantes de administración de empresas que examinen el papel del marketing digital en la evolución del comercio electrónico. El estudio examina el efecto del género, el nivel académico, la formación en el campo y la experiencia en marketing digital en la comprensión del marketing digital por parte de los estudiantes de administración de empresas.

Metodología: La comunidad de investigación está formada por estudiantes de la Facultad de Administración de Empresas a nivel de pregrado. La muestra fue de (230) estudiantes masculinos y femeninos (95) masculinos y (135) femeninos de la Universidad de Tabuk. La herramienta de estudio midió la conciencia de los estudiantes de administración de empresas sobre el marketing digital y el desarrollo del comercio electrónico.

Hallazgos: Los resultados de todas las expresiones fueron altos, y la aparición de las respuestas más aumentadas mostró un desafío significativo en la importancia de la conciencia de los estudiantes sobre el marketing digital en el crecimiento del comercio electrónico.

Implicaciones de investigación, prácticas y sociales: de lo anterior se desprende claramente que no existen diferencias estadísticamente significativas en la comprensión de los estudiantes de administración de empresas sobre el papel del marketing digital en el crecimiento del comercio electrónico según una variable (género, cursos de marketing digital y comercio electrónico, experiencia en marketing digital).

Originalidad/valor: Entendemos que existen muchos estudios que abordan el marketing digital pero creemos que el valor de este estudio radica en la novedad de enfocarse en la concientización de los estudiantes de administración de empresas sobre este interesante tema.

Palabras clave: Concientización, Administración de Empresas, Marketing Digital, Comercio Electrónico.

INTRODUCTION

The digital revolution has changed the way customers perceive company strategy. People's horizons are formed by technology-based bubbles whose access is limited to digital platforms since the age of learning about the day's events in the morning paper for instant

gratification—updates from social media. Therefore, businesses have developed strategies to execute through this media platform to provide a targeted and quantifiable way to reach customers. This approach is often referred to as digital marketing (Fierro I. et al., 2017).

Information technology has become a must-have for all public organizations today due to its numerous benefits in increasing productivity, reducing prices and saving money and effort. Thus, digital marketing has emerged as a modern alternative to traditional marketing as it relies on About digital gadgets and software for marketing promotion and selling goods and its function in maintaining and increasing e-commerce since e-commerce mainly depends on it as it is an important reason for its survival (Eldwaiek et al., 2018).

Electronic commerce is a rapidly growing field that includes the sale and trade of direct and indirect purchases of goods and services over global computer networks. E-commerce integrates all aspects of ordering and other business into the expansion of the commercial market through modern communication technology, Supply chain management and money transfers. E-commerce has grown in popularity in recent years, and social media remains relevant and trendy due to its interactivity and enormous opportunity for relationship building. Hence, it is crucial to investigate eCommerce social media marketing campaigns (SMMA). The increasing penetration of social media into society is an effective way to share information and socialize, ushering in a new era of e-commerce, namely social commerce. SMMA is an integral part of social commerce practice, which includes user review rating suggestions, Online forums and e-commerce (Sohaib M. et al., 2022).

The internet facilitates the exchange of products and services between buyers and sellers, making e-commerce a trusted option for businesses to thrive. In this sense, e-commerce conducts commercial transactions using digital platforms such as websites and social networks. This creates the potential for companies to expand, making them more competitive (Limas et al., 2019).

Latin America has seen a threefold rise in commercial transactions through e-commerce in the previous ten years, amounting to USD 53.28 billion, putting Brazil, Mexico, Colombia, and Peru in the sixth position in terms of growth. Furthermore, following the health crisis caused by COVID-19, e-commerce increased by 50% (Capece 2021).

To sum up, 2020 is a watershed for consumers' purchase patterns, and companies must use e-commerce as a survival mechanism to adapt to the new normal. This is more feasible for larger companies with the requisite scale and significant brand recognition. In comparison, SMEs are forced to face complex situations where they need to find alternatives to efficiently use resources to overcome crises (Caicedo et al., 2018).

In this regard, the involvement of digital marketing strategies provides various tools to promote and develop e-commerce in organizations, which is essential to encourage their development (Bricio et al., 2018).

SMEs, being an essential part of a country's economy and contributing to job creation, must understand the most commonly used strategies and how to apply them to reap the benefits of e-commerce and grow and expand their business (Perdigón et al. 2018).

Marketing is the main nerve in organizations of all types and fields of work because it provides jobs that serve these organizations and contribute to their spread, survival, and continuity in the area and sector in which they operate and because digital marketing represents one of the everyday practical uses in marketing that has attracted the attention of marketing professionals, whose role came as a complement to what it does.

Organizations engage in various marketing activities to maximize their resources, particularly in light of the rapid proliferation of information technology in our modern era. It is vital to investigate the extent to which business administration students understand the function of digital marketing in expanding e-commerce (Eldwaik et al., 2018; Al-Obaidi, & Shawi 2022; Gilpatrick, 2019).

Digital marketing strategies include online marketing communications, such as search engine marketing and social media marketing, and campaign-based electronic marketing communications, such as advertisements and banner usage. Digital Marketing Strategies Stimulate Impulse Buying and Lead to Profits increase. A digital marketing approach is guided by corporate strategy. It constitutes the value delivery of an e-commerce retailer in terms of developing communication and delivering value to consumers and other stakeholders. This link is more complicated in international countries Where e-retailers encounter language barriers, cultural differences, and changes in consumer behaviour (Goldman S. P. K. et al., 2022).

According to a study, digital marketing has transformed the globe, and the higher education industry is no exception. Universities and colleges cannot survive unless enrolment increases. The question for colleges and universities is how to become more dependent on Technology as a source of communication. This study demonstrates the importance of digital marketing in higher education. Higher education has been evolving over the years. Institutions of higher education around the world face internal and external problems. To better attract the attention of potential students, Educational marketing must move from glossy brochures to social media and the web. Colleges and universities have become more frugal in spending and more aggressive in recruiting prospective students. On the other hand, rising prices and

increased competition encourage students to become more specific when choosing a school (KUSUMAWATI, A. 2019).

Background

The digitization of the global economy is forcing businesses to reevaluate traditional techniques for advertising goods and services, and new digital methods of processing and utilizing information are becoming a significant source of increased efficiency and effectiveness in marketing efforts. The rapid shift of online shopping from internet sites to social networks requires developing unique marketing techniques that capture customers' attention. The global economy is transitioning to Industry 4.0, resulting in a techno-economic social and cultural shift. It is characterized by the introduction of new technologies in production. It requires reorganizing business models through bilateral retailer-consumer links using the latest technologies and service communication tools. With all the changes in marketing and economics, it has become crucial for business administration students to understand the importance of digital marketing and how to keep up with the times.

After evaluating alternatives, a purchase decision is a next step in a consumer's decision-making process. Currently, customers develop preferences for the products and services of the brands they are considering and want to buy the brands of their choice. Furthermore, previous stages of the decision-making process influence buying decisions, but marketers can still influence customers currently in the buying phase. At this stage, marketers should hand over their items to their customers and ensure that the buying process is easy and comfortable. Digital marketing Channels such as e-mail marketing, social media, online advertising and mobile services can improve the consumer experience at the purchasing level by speeding up product ordering and payment, saving customers time and money. Finally, although the purchaser may have All processes carefully followed, Purchasing decisions often depend on availability influenced by store management

Justification

After the initial studying of the previous literature, the following hypotheses were developed and revised:

- E-mail marketing has a significant and beneficial impact on people's purchasing decisions.
- Online advertising has a significant and beneficial influence on purchase decisions among people.

- There is a significant and favourable influence of social media marketing on purchase decisions among people.
- Mobile marketing has a significant and beneficial influence on purchase decisions among people.

According to the importance of digital marketing that was mentioned before, increasing the awareness of the business administration students became a must to make sure that the upcoming marketers will be aware of the developments that surround their field and the aspects that contribute to the growth of e-commerce, which is on track to become the dominant type of commerce in the whole world.

Objective/Research problem

The objective here is to assess the significance of business administration students understanding the function of digital marketing in the expansion of electronic commerce, and to understand the effect of a variable (gender, academic level (diploma, bachelor, master), field training, and digital marketing experience on business administration students' understanding of the importance of digital marketing in the evolution of electronic commerce.

The questions of this study are: to what extent business administration students are aware of the role of digital marketing in the growth of e-commerce?

And are there statistically significant differences in the measure of awareness among business administration students of the role of digital marketing in the growth of electronic commerce according to variables (gender, courses in the field of digital marketing and electronic commerce, experience in digital marketing)?

Literature review

Digital marketing is a type of marketing that uses electronic media (internet and other forms of digital communication) to spread the word. It is a growing trend in marketing through the internet and other forms of digital communication (e.g. Computers, Tablets, Mobile Phones (including WhatsApp), Instagram, Google, Twitter, Facebook Messenger, YouTube, Zoom and other apps) E-mail Content Marketing and other digital media and platforms. Different methods, such as social networking posts, text, multimedia communication, and online video search, can be used. Engine marketing presents web and digital media ads (Gangwar H. et al. 2015). To distinguish it from online marketing, digital marketing includes media that does not require the use of the internet, such as TV and mobile phones (in the form of SMS and MMS). Call again and hold the ringtone. Marketing professionals have an ongoing opportunity to

leverage the digital world and digital platforms for web-based advertising and brand image building, as well as providing excellent customer service that attracts more potential customers. People in developed countries mainly connect to the internet using monorails and turbo speeds every day of the year. But the socioeconomic development of any country depends on the growth and expansion of small businesses (Agostini L. & Nosella A. 2019).

The internet is crucial for the business environment because it allows for the execution of marketing activities that may reach a considerably higher number of people than traditional marketing, and their number is still expanding. To ensure the effective implementation of e-mail marketing, companies must create a clear goal at the start of the campaign and select the proper KPIs. The following job is to choose an e-mail idea that comprises a properly selected subject, relevant newsletter content, and logic CTA components to accomplish the given conversion. Optimization of the content of advertising e-mails based on the findings of eye-tracking camera testing can assist in increasing clarity and readability, contributing to a good perception of the e-mail's content. The testing results are a foundation for improving commonly used metrics to analyze e-mail marketing on the internet. E-mail marketing has long been viewed as untrustworthy and uninvited commercial communication. At the moment, its standing has shifted, and it is regarded as one of the most successful marketing activities involved in brand creation, improving customer connections, acquiring new contacts, and sales promotion for a firm (Hudák, M. et al 2017).

Small companies and their survival face enormous challenges across rural America. Large-scale urbanization and a changing competitive marketplace are two examples. Furthermore, many small companies confront increased pricing for goods and services, a scarcity of trained personnel, insufficient bandwidth, competition from large box stores, and a lack of competence in social media marketing. So digital marketing must be supported and improved in such projects to enhance them (Timothy, P. L. et al. 2022).

Sreenath et al. (2022) utilized data from both quantitative and qualitative sources to examine the significance of offline purchasing among Bangaloreans. It is interesting to consider that the majority of people prefer to purchase online while relaxing at home. The analysis of this study aid in supplying extensive information and expertise for academic purposes. These investigations can help determine the precise reasons why people favour internet buying.

Maçada et al. (2021) conducted a study of management and accounting experts and collected 399 valid questionnaires in order to assess the impact of technological disruptions on disputes and performance. Partial Least Squares structural equation modelling was used to examine the data (PLS-SEM). Using data analysis, they found that interruptions, as predicted,

increase disputes in both work and non-work settings. Contrary to earlier findings, disruptions can actually boost performance in both situations.

Markets are changing, and the demand for marketers and managers to keep ahead of these changes is growing. Accordingly, MBA schools must root students firmly in the scientific method, critical thinking indicated in writing, and field research methodologies employing qualitative and quantitative techniques. Online MBA students have an advantage while starting their MBA education because most will continue working while pursuing their degree. This implies that these online MBA students may instantly use what they learn in a chosen atmosphere for reflection and deep learning about business and marketing management (Peterson, M. 2021).

METHODOLOGY

This study uses an inductive and qualitative methodology. Because the study is exploratory, purposeful questionnaires were used to determine the amount of business administration students' understanding of the role of digital marketing in the expansion of e-commerce and how much they were aware of the significance of digital marketing. It targeted male and female students of (Bachelor and Master) field training in the Marketing Department through an electronic questionnaire on how much business administration students are aware of the importance of digital marketing in the rise of electronic commerce. The researcher employed the inductive descriptive survey method to achieve the study aims by gaining access to information from scientific studies and research.

According to the answers to the following survey, it was detected how vital digital marketing is and has a binding effect on the growth of e-commerce. In addition, it measures how much business administration students are aware of the role of digital marketing in developing e-commerce.

Study Approach

This research belongs to descriptive analysis that studies the reality of events and phenomena and their interpretation to reach clear and valuable conclusions.

The study sample

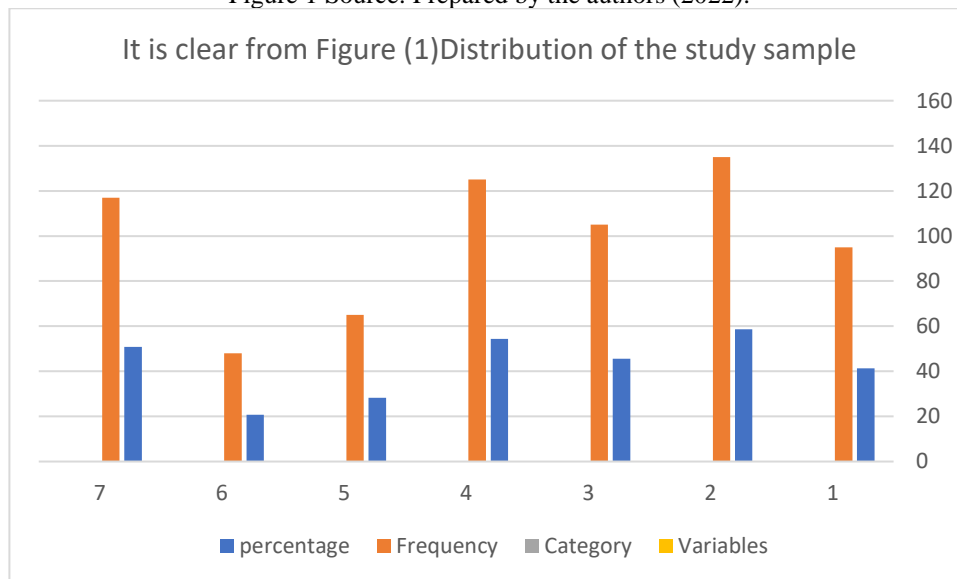
The research community consists of students in the College of Business Administration at the undergraduate level. The sample was (230) male and female students, (95) males and (135) females from the University of Tabuk.

Table No. (1) Distribution of the study sample according to variables (gender - courses in digital marketing and e-commerce, experience in digital marketing)

Variables	Category	Frequency	percentage
Gender	Male	95	41.3
	female	135	58.7
courses in digital marketing and e-commerce	Yes	105	45.6
	No	125	54.4
experience in digital marketing	Online purchase	65	28.3
	Selling through the Internet	48	20.8
	Buying and selling through the Internet	117	50.9

(Source: Prepared by the authors (2022)).

Figure 1 Source: Prepared by the authors (2022).



Study tools

The current study sought to measure the extent to which business administration students are aware of the role of digital marketing in the growth of e-commerce at Tabuk University. The study tool consisted of a scale that included (20) items, and the scale consisted of two parts:

- Primary information: It is considered one of the study's variables.
- The paragraphs of the questionnaire express the extent to which business administration students are aware of the role of digital marketing in the growth of electronic commerce at the University of Tabuk.

Scale validation and reliability: a sample of 200 male and female students from Tabuk University, and the results are as follows:

A- Reliability Statistics: The scale is calculated using Cronbach's alpha coefficient with a reliability coefficient of (.947) for all passages, which gives researchers confidence in using research tools to gather information to answer research questions. as a result, application.

Table No. (2) Reliability Statistics

N of Items	Cronbach's Alpha	Split half
20	.947	.948

(Source: Prepared by the authors (2022)).

The reliability of the scales was also calculated since here the variances are equal, using the Split half form; the reliability somehow between is the coefficient of stability (.948).

B- Validity of the scale: This is verified using internal consistency. The scale's internal consistency was determined by calculating the correlation coefficient between an individual's score on each scale statement and the overall scale score.

Table No. (3) (Source: Prepared by the authors (2022)).

N	Pearson Correlation	N	Pearson Correlation
1	.528 (**)	11	.216 (**)
2	.363 (**)	12	.619 (**)
3	.498 (**)	13	.370 (**)
4	.457 (**)	14	.604 (**)
5	.262 (**)	15	.256 (**)
6	.347 (**)	16	.160 (*)
7	.464 (**)	17	.293 (**)
8	.176 (**)	18	.646 (**)
9	.604 (**)	19	.379 (**)
10	.393 (**)	20	.568 (**)

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

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

The validity of the arbitrators

The researchers entered the scale in its initial form among a panel of arbitrators, drawn from seven (7) professors of business administration and marketing, to benefit from their advice and opinions to determine the validity of the terms Sex and their relationship to terms The purpose of the study and the integrity of the language. Authenticity was verified by addressing the passages approved by the arbitrators (95%) and the sections that the arbitrators supported. (50% or less) of arbitrators eliminated due to higher arbitration paragraph.

Study results and discussion

The first question

The question states (To what extent are business administration students aware of the role of digital marketing in the growth of e-commerce?) To answer this question, the statistical characteristics of calculating a sample of descriptive responses were presented on the scale of business administration students' awareness of the role of digital marketing in the growth of electronic commerce.

Table No. (4) Descriptive Statistics

	Mean	Std. Deviation	Ranking
1. E-commerce is a complex mix of Technology, digital infrastructure and operations.	4.3304	.71444	6
2. Digital marketing helps reduce costs in e-commerce by eliminating the mediator between the seller and the buyer.	4.2609	.84716	9
3. E-commerce is based on digital marketing.	4.1696	.82639	13
4. Digital marketing helps grow e-commerce by eliminating geographical borders and gaining customers from all over the world.	4.3130	.76341	7
5. Digital marketing helps grow e-commerce by reducing marketing and advertising prices.	3.9609	.92195	16
6. Digital marketing increases transparency for customers to obtain the best purchasing options.	3.8609	1.15511	19
7. Digital marketing enables customers to purchase products anytime, anywhere.	4.5174	.61079	2
8. Understanding digital marketing skills is essential to entering the world of e-commerce.	4.4217	.72417	4
9. Digital marketing meets consumer needs through e-commerce.	4.3783	.80958	5
10. Digital marketing replaces traditional marketing in e-commerce.	4.2391	.79805	10
11. The process of digital marketing through e-commerce is complementary to the marketing mix (product, commodity, promotion, and price) that takes place between the seller and the buyer.	4.1043	.93336	14
12. Digital marketing helps in e-commerce to obtain products that are not available in the local	4.4348	.64922	3
13. Advertising is one of the foundations for the success of digital marketing in e-commerce.	4.5217	.73405	1
14. Digital marketing in e-commerce opens many new markets for marketers of all categories and levels.	4.2261	.72462	11
15. One of the advantages of digital marketing in e-commerce is a fast response.	4.1913	.82426	12
16. Digital marketing in e-commerce helps reduce unemployment rates and increase the employment rate.	3.4696	1.50876	20

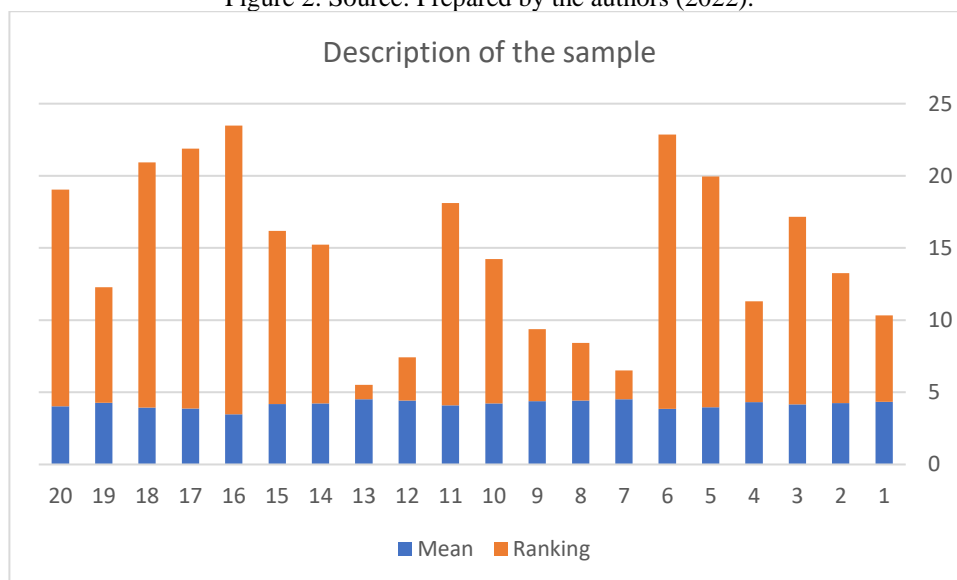
17. Digital marketing helps in the growth of e-commerce by increasing the rates of trading in various currencies.	3.8826	1.17809	18
18. Digital marketing in e-commerce reduces the product's price by lowering operational costs.	3.9348	1.14461	17
19. Digital marketing in e-commerce focuses on product quality due to many competitors in communication and electronic stores.	4.2826	.80019	8
20. Digital marketing in e-commerce can display various products with the least inventory.	4.0348	.86090	15

(Source: Prepared by the authors (2022)).

The previous table shows the importance of digital shopping in developing electronic commerce, as all the expressions were high. The challenge was great in the importance of using and benefiting from digital shopping, so the phrases (8,12,7,13,9) were ranked high. In contrast, the words ((17, 16, 6) ranked the least high. The general estimate for the scale, based on the iterations and the description of the sample, was very high, indicating the strong awareness of university students majoring in business administration in digital shopping and its role in developing electronic commerce.

It is clear from Figure (2), a description of the responses and iterations of the study sample, all expressions were high, and the emergence of the most increased responses showed a significant challenge in the importance of students' awareness of digital marketing in the growth of electronic commerce

Figure 2: Source: Prepared by the authors (2022).



The second question

The question states (Are there statistically significant differences in the measure of awareness among business administration students of the role of digital marketing in the growth of electronic commerce according to variables (gender, courses in the field of digital marketing and electronic commerce, experience in digital marketing)? To answer this question, a T-test and one-way analysis of variance was used, and the following tables illustrate that:

A) For the gender variable:

Table No. (5) The table shows the differences between the average scores of males and females in the awareness of business administration students of the role of digital marketing in the growth of e-commerce, according to the gender variable.

Gender	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)	Statistical sig. function
Male	95	83.7579	12.84334	.223	228	.824	Not
female	135	83.3778	12.65139				Statistical function

(Source: Prepared by the authors (2022)).

It is clear from the previous table that there are no statistically significant differences in the awareness of business administration students about the role of digital marketing in the growth of electronic commerce, according to the gender variable of students (male/female).

B) Courses in digital marketing and e-commerce

Table No. (6) The table shows the differences between the average scores of males and females in business administration students' awareness of the role of digital marketing in the growth of e-commerce, according to the training courses variable.

Courses	N	Mean	Std. Deviation	t	df	Sig. (2-tailed)	Statistical sig. function
Yes	105	84.4857	12.61418	1.041	228	.299	Not
No	125	82.7360	12.77545				Statistical function

It is clear from the previous table that there are no statistically significant differences in the awareness of business administration students of the role of digital marketing in the growth of electronic commerce, according to the variable of training courses in digital marketing and electronic commerce.

C) Experience in digital marketing

Table No. (7) The table shows the differences between the mean scores of males and females in business administration students' awareness of the role of digital marketing in the growth of e-commerce, according to the variable of experience in digital marketing. (Source: Prepared by the authors (2022)).

Descriptives	N	Mean	Std. Deviation
Online purchase	65	85.2923	12.59802
Selling through the Internet	48	80.3958	12.31975
Buying and selling through the Internet	117	83.8462	12.79319
Total	230	83.5348	12.70444

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	685.066	2	342.533	2.143	.120
Within Groups	36276.156	227	159.807		
Total	36961.222	229			

It is clear from the previous table that there are no statistically significant differences in the awareness of business administration students about the role of digital marketing in the growth of electronic commerce, according to the experience variable in digital marketing.

DISCUSSION

General comment on the results

It is evident from the table describing the responses and iterations of the study sample that all expressions were high. The emergence of the most increased responses showed a significant challenge in the importance of students' awareness of digital marketing in the growth of e-commerce.

There are no statistically significant differences in the extent to which business administration students are aware of the role of digital marketing in the growth of electronic commerce, according to the gender variable.

There are no statistically significant differences in the extent to which business administration students are aware of the role of digital marketing in the growth of e-commerce, according to the variable of training courses in digital marketing and e-commerce.

There are no statistically significant differences in the extent to which business administration students are aware of the role of digital marketing in the growth of electronic commerce according to the experience variable in digital marketing.

One of the most important things mentioned by Ghorab (2021) was the recommendations directed to companies related to developing and improving the quality of shopping sites so that they are more secure, diversified and detailed, and a set of recommendations were presented to the individual customer to help him improve his purchasing practices through websites to improve his positive experience about this type of shopping. Shopping, which enhances his purchasing intention.

The current study agrees with what was confirmed by Eid (2020) on the role of digital marketing (attraction, absorption, retention, learning, communication) in achieving customer satisfaction by applying it to the citizens of the State of Kuwait, the researcher is convinced that digital marketing has become one of the essential practices that control the operations of Buying and selling locally and globally. Also, Abidi (2022) emphasized the role of digital marketing tools in improving banking marketing performance.

CONCLUSION

It is clear from the current study the importance of digital shopping in the development of electronic commerce, as all the study results are high. This indicates the intense awareness of university students majoring in business administration of digital shopping and its role in the development of electronic commerce.

It is clear from the above that there are no statistically significant differences in the awareness of business administration students of the role of digital marketing in the growth of electronic commerce according to a variable (gender, courses in digital marketing and electronic commerce, experience in digital marketing). The study by Ghorab (2021) confirmed the role of the quality of the online shopping site in explaining the relationship between the online shopping experiences of the individual customer on his purchase intention through online shopping sites. This is what Hawass and Hafsi (2020) & Yazid, Zainol, & Bakar (2023) discussed about the concept of electronic commerce as an economic necessity that cannot be ignored in the era of information and communication technology, which has made a quantum leap in the world of commercial exchanges between various dealers, as it provides many opportunities and facilities, whether for business organizations, consumers, or any party. Else deal with it. There were some limitations that the author encountered while conducting this study, such as a lack of previous studies that included the role of digital marketing in the growth

of e-commerce and the awareness of this role among business administration students, as most studies covered the beginning of digital marketing and e-commerce and the effect of digital marketing on people's decisions to buy things online. In addition to collecting and analyzing the data that resulted from the survey, which needed to be very accurate to get sharp results,

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