



Available online at <http://jeasiq.uobaghdad.edu.iq>
DOI: <https://doi.org/10.33095/y6mzns54>

The Impact of E-Commerce on Digital Marketing Hopes And Ambitions: A Case Study in Airline Reservation Offices in Iraq

Anas Maarooif *

Department of Studies & Planning
Presidency Mosul University
University of Mosul, Iraq.

E-mail: maarooif.anas@gmail.com.

Orcid: <https://orcid.org/0000-0003-0497-0023>

*Corresponding author

Abdullah Oğrak

Department of Business Administration
Bursa Technical University, Turkey.

E-mail: abdullah.ograk@btu.edu.tr.

Orcid: <https://orcid.org/0000-0003-4331-8652>

Received: 8/7/2024

Accepted: 20/8/2024

Published Online First: 1 /12/ 2024



This work is licensed under a [Creative Commons Attribution-Non-Commercial 4.0 International \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

Abstract:

Purpose: The current study aims to identify the impact of e-commerce with digital marketing in airline reservation offices in the Republic of Iraq. The study consists of two main variables: the independent variable that included e-commerce, which consisted of four dimensions: Business-to-Business, Consumer-to-Business, and Consumer-to-Consumer, Business-to-Government, and the dependent variable represents digital marketing, the dimensions of which are: website design, social media marketing, search engine optimization, and email marketing.

Theoretical Framework: upon on Maarooif, A. (2021) This study highlights the importance of e-commerce and digital marketing, such as booking corners during digital transactions in airline reservation offices, as well as the most important challenges facing customers and reservation offices.

Design/ Methodology/ Approach: As for the practical aspect, the airline reservation offices were taken and included the governorates (Nineveh, Erbil, Dohuk, Kirkuk, Tikrit and Baghdad), and 250 questionnaires were accepted as valid questionnaires and were analyzed accordingly. To determine the relationship between the study variables, two main hypotheses and sub-hypotheses were proposed and tested using several statistical methods in Analysis of Moment Structures AMOS (V.24).

Findings The results emphasize that there is a positive correlation and impact between all dimensions of e-commerce (Business-to-Business, Consumer-to-Business, Consumer-to-Consumer and Business-to-Government). The results also showed that activating the role of e-commerce has a positive impact on digital marketing at airline reservation offices in the Republic of Iraq.

Research Implications: In addition, the study presented several recommendations for airline booking companies. For example, there is an increased interest in airline reservation companies to adopt the philosophy of e-commerce, as it has an impact on increasing market share, which ensures their continuity and success.

Originality/Value: Originality/value: This study works to enhance the adaptation of e-commerce applications for airline reservation companies in the Republic of Iraq through

customers' use of applications, and in addition to bridging the digital divide, which is the feeling of many customers' anxiety about using applications.

Key words: Electronic Commerce, Digital Marketing, Airline Reservation Offices.

Authors' individual contribution: Conceptualization — H.H.F.; Methodology — H.H.F.; Formal Analysis — H.H.F.; Investigation — H.H.F. and W.K.; Data Curation — H.H.F.; Writing —Original Draft — H.H.F.; Writing — Review & Editing — W.K., and H.H.F.; Visualization — H.H.F.; H.A.H. & G.A.K.A.; Supervision —W.K., and H.H.F.; Project Administration —H.H.F.

Declaration of conflicting interests: The Authors declare that there is no conflict of interest.

Authors' individual contribution: Conceptualization — H.F.; Methodology — H.F.; Formal Analysis — H.F.; Investigation — H.F. and W.K.; Data Curation — H.F.; Writing —Original Draft — H.F.; Writing — Review & Editing — W.K., and H.F.; Visualization — H.F.; H.H. & G.A.A.; Supervision —W.K., and H.F.; Project Administration —H.F.

Declaration of conflicting interests: The Authors declare that there is no conflict of interest.

1.0 Introduction:

Talking about electronic commerce, electronic business and exchanges has become the talk of the hour with this great momentum gained by that Latin letter (e-), which has come to symbolize a large aspect of our lives with the accelerating and steady transformation of the world on the model of electronic life, Part Two: "Electronic" is a branch of the description of the scope of performance of the activity specified in the first section. It is intended to carry out economic (commercial) activity using modern communication technologies such as the Internet, networks and electronic methods Yu, J. & Yu, H. (2022). The secret to getting ahead in digital marketing is understanding how people move in the business and shape the customer journey from all angles. This ensures that marketers can organize operations accordingly and ensure that there is an integrated path to suit all functions Nora (2023).

2.0 Literature Review and Hypothesis Development:

2.1 Electronic Commerce:

Talking about electronic commerce, electronic business, and exchanges has become the talk of the hour with this great momentum gained by that Latin letter (e-), which has come to symbolize a large aspect of our lives with the accelerating and steady transformation of the world on the model of electronic life, Part Two: "Electronic" is a branch of the description of the scope of performance of the activity specified in the first section. It is intended to carry out the economic (commercial) activity using modern communication technologies such as the Internet, networks, and electronic methods (Amin,2007, p. 25); Altiti sees The concept of electronic commerce "is the implementation of everything related to the purchase and sale of goods, services, information and payment via the Internet and other global networks" (Altiti:2008,31) Finally Hani sees It is clear that electronic commerce is similar to traditional commerce known and recognized by the public, with a difference that lies in the means through which this type of commerce is implemented, (Hani, 2014, p. 15).

2.1.1 The Difference Between Traditional Commerce and E- Commerce:

There is no doubt that trade is the backbone of any economy in the world, as it depends on the basic principle of work, which is the exchange of goods, services, and money to obtain the maximum possible profit Boldureanu (2005). It also enhances competitiveness and encourages innovation, in addition to creating diverse and different job opportunities Gagandeep (2019); there is no difference between the presence of a large gap between the effectiveness of traditional marketing and electronic marketing for business, as e-marketing allows you to target the interested group particularly easily, Mndzebele (2016).

2.1.2 The Important of E- Commerce:

The importance of e-commerce is increasing daily because it is a very practical and effective way to meet the needs of more people and individuals, whether within the same country or between different countries (Ali & Salman (2013). The modern concept became prevalent, and the traditional concept of buying and selling began to fade after people's weak demand for it. Moreover, the need to own any business that aims to sell products or services and seeks to earn more money has become urgent (Alaabdaly, 2011). The tendency to build an online store that facilitates communication with its customers and facilitates the process of products reaching them safely and securely guarantees the rights of both Parties N Shafiyah et al. (2013).

2.1.3 The importance of e-commerce to society:

The benefits and importance of e-commerce were not limited to the individual's and companies' interests, as Brian J et al. (2005) stated. Rather, it extended to benefit the general interest of society as a whole; E-commerce has helped reduce congestion Taher, G. (2021). As buying and selling are done electronically through the Internet, E-commerce represents one of the sources of support for the societal economy by increasing the income of individuals and companies and exchanging products between different countries, thus supporting the economy Mutz (2005).

2.1.4 The Classification of E-commerce:

In this digital age in which the Internet is spreading enormously, the concept of e-commerce has spread, Which provides many advantages for the merchant and the consumer Nemat (2011). Most people think that e-commerce is the process of buying and selling through various websites Abdollahi& Leimstoll (2011), but it is much more than that. There are many types of e-commerce, according to the identity of the two parties involved in the business process. E-commerce can be classified according to the identity of the two parties to the business process into five main-Awadi (2010):

Business to Business (B2B): E-commerce represents the business operated by two companies. All electronic transactions with services for goods (Choe:2017). The seller is a company, and the customer is a company. Examples of such companies are software companies and marketing agencies. In this type of business, retail operations take longer than usual; it reflects the electronic business relationships between marketed or producing business companies (Rane et al.,2024). On the other hand, this type has been known since the beginning of relying on networks for the automatic exchange of data before the emergence of the Internet (Pavlyukevich& Sadv,2024).

• **Consumer to Business (C2B):** It is the traditional form in which a company sells its products and brand through a web page like Amazon (Raki,2021). It is the most common trading model. Here, the decision-sale process takes place in short periods and is characterized by speed. The development of this type of trade in local products, products, products, products, products, products (O'Quinn et al.,2023), digital products, low-end products, and E-commerce (C2 B) also offers a new option to meet the needs of this group of customers. It has developed a new niche that is separated from the group of customers of traditional organizations who prefer the experience of shopping in physical stores or have become accustomed to the traditional model of physical stores and mail orders, in addition to electronic commerce. (Garry,2018).

- **Consumer to Consumer (C2C)** occurs when individuals sell products and services to companies (OECD:2019), a model that was just recently popular. This type of e-commerce is very common in crowdsourcing projects (Kodali:2019). A large number of individuals make their services or products available for purchase to companies that seek to specifically select these types of services or products (Wen et al.,2023); on the other hand, it is a new type of electronic commerce that includes individuals who sell their services to institutions, or individuals who define their terms and requirements to business organizations, which in turn provide the product or service according to the specified conditions, or resort to other companies to help them sell their products and services (Gu et al.,2023).
- **Business to Government (B2G):** These are businesses in which the government is the sole customer of companies, such as Synergetic Inc., which supplies services to government agencies and contractors (Morcov& Puiu,2023); there is also the “G2B” sector, which includes government sales to private companies, and the “G2C” sector, which includes government sales to individuals, This type of electronic commerce is very important a range of business: such as submission and participation in government tenders, for example, bids, contracts and tenders such as infrastructure projects, payment of various taxes and customs (Yan et al,2023).

Methodology:

The clear interest of the researchers in the field of electronic commerce and digital marketing, given that electronic commerce and digital marketing has become the talk of the day. The research aims to test the relationship between electronic commerce and digital marketing accordance with the study's problems and its research questions to reflect the theoretical relationship between the study variables and provide preliminary replies to the study's presumptive research hypotheses. The following two variables were the major two in the study model: **The first variable:** The independent variable is E- Commerce that includes four dimensions: Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer -to-Consumer (C2C)., and Business-to-Government (B2G), **The second variable:** The dependent variable is the Digital Marketing that includes four dimensions: website design, social media marketing, Search engine optimization., and Email Marketing.

3.1 E-Commerce Features:

E-commerce has become a tangible reality and not just a striking or curious phenomenon, but its scope has increased in all directions in an unparalleled manner Lim (2004). Within a few years, organizations began practicing their business through this method OECD (2019), which is a business and trade model that no one doubts its success. This is due to the characteristics it contains that have made it important on more than one level Traver&Laudon (2016).

3.2 E-Commerce Challenges:

E-commerce faces a set of challenges in countries that it is necessary to mention and can be summarized as E-commerce in many developing countries suffering from weak marketing Lusege (2014); on the other hand, Laisuzzam et al. (2010), other countries such as China are moving towards it strongly to achieve giant steps towards economic growth, In addition to the impact of the volume of e-commerce on the number of exchanges that take place in it, Deborne (2019). Fear of the negative impact of e-commerce activities calls for some governments to impose these taxes to achieve equality between companies that do not operate in e-commerce (Reddy & Divekar (2019).

3.3 The Reality of E-commerce in the Republic of Iraq:

The term e-commerce appeared in Iraq recently, as it started in 2007, but in a very weak way, which makes it fragile and not based on correct ingredients Al Bayati (2009). However, it has begun to spread in some areas, as the majority of customers in Iraq still prefer to inspect the commodity before purchasing it. And negotiating its price, and some workers in this field adopt devious methods of buying and selling, which made a large number of customers not prefer this method, especially when buying electronic goods, There are some international organizations that have held conferences to support e-commerce, where the United Nations Conference on Trade and Development (UNCTAD) announced the signing of a contract between it and the International Islamic Trade Finance Corporation, in order to facilitate the assessment of the readiness of the Republic of Iraq to participate in e-commerce and the extent of its benefit (Najm& Jaafar, 2009,52)Enhance the understanding of the readiness of a republic for e-commerce Increasing national measures aimed at promoting the adoption of e-commerce in the region, enhancing access to technical cooperation available between e-commerce for all partners and trading various investment opportunities among members of the E-Commerce and Development Business Council, many websites for buying, selling and protecting online commerce have appeared in Iraq, the most important of which are (Alrawi:2019:24), Based on the foregoing, of the economic importance of electronic commerce, and in light of the international and Arab experience in this specialization, as no country in the world can live in a closed economy, it can be said that the Republic of Iraq after the wars it fought, the economic blockade and the mismanagement of its economy, it Today one of the economically weak countries Al-Taie& Kadhim (2013), On the other hand, only the oil sector remains as the most important source of revenue, which constitutes 91.89% of the federal budget of the Republic of Iraq Al-Qaisi(2019).

3.4 Digital Marketing Overview:

Today, more than ever, the customer is the core of the shopping process. Poor interaction with customer service, an outdated platform Kishor (2021), or even something as simple as website speed may cause customers to look for the product, they want elsewhere Jean-Pierre Dubé & Peter E. Rossi (2019). Consumers can now compare prices and quality, so brand loyalty has become more difficult. As a result, companies of all sizes and industries are refocusing on customer experience (CX) Anna et al. (2020), as it is the key to gaining a sustainable competitive advantage. Digital solutions have changed the rules for customer engagement. In order to continue to acquire and retain customers, organizations must adapt to these new dynamics Al-Attar& Alshamary (2017). On the other hand, Digital marketing is one of the types of marketing spread worldwide, which means marketing using digital platforms over the Internet to promote and introduce products and goods Graham et al. (2021).

3.5 Digital Marketing in Business Organization:

Business organizations seek to introduce digital marketing as a marketing model that they rely on in all their operations & Mike (2019), as digital marketing includes many techniques and tools that electronic marketing relied on in the past or extends beyond that by using new marketing channels to reach new customers that do not use the Internet (Some customers are worried because of internet ads) Tetiana&Yana (2016), On the other hand, this marketing is more effective and an activity that companies use when it meets with multiple channels in the advertising campaigns launched by business organizations to promote new products according to a strategic plan pre-established by the senior management Durakbasa & Gencyilmaz (2018). Nowadays, marketers seek knowledge and the best means to obtain data. Moreover, provides all that is distinctive to the customers K. Yan et al. (2011).

3.6 The Objectives of Digital Marketing:

The objectives of digital marketing are to link institutions, companies, or organizations with a wide audience segment through various digital channels and the huge Tiewul (2020), as marketers use various means to help them reach the largest possible number. Members of the target groups within the shortest time in order to draw their attention to the products and services they offer, and thus start completing sales and making profits Al-Hakim& Al-Hammy (2017). It can be said that the main purpose of digital marketing is to promote various goods and products to sell Bizhanova et al. (2019). Digital marketing faces many problems and challenges as the external and internal environment faces rapid changes, the entry of new goods and services where it is difficult to predict or ascertain the situation, and the accompanying turmoil in the labor market, many organizations suffer losses sometimes in the hope of compensating them shortly after they work to establish Fereshteh et al. (2017), A good mental image of the customer through its distinctive brand. Many researchers have addressed the goals of digital marketing Basr&Ku Daud (2020). On the other hand, Chandra sees the goals of digital marketing:

- Specific: The goals of digital marketing must be precisely defined, and what is required to achieve (enter new markets).
- Measurable: Digital marketing goals must be measurable using measurement tools (Google et al.) Chandra (2021).

3.7 The Difference Between Traditional Marketing and Digital Marketing:

Despite the importance of the marketing budget, the most important thing is to know where to spend this money Afrina et al. (2015). It is not easy to choose the type of marketing that the company should use to promote itself or its products, but knowing the right marketing decision in this regard will make a big difference in the results V Kuberappa, Y., & HS Kumar (2016), Companies can, too, by knowing the difference between traditional marketing and digital marketing, get a better idea of the appropriate marketing method, how it should be applied, and the strategies it should follow Sandeep & Arjita (2019).

3.8 Advantages of Digital Marketing:

Digital marketing allows organizations and companies to communicate with customers in the virtual world at low costs (Veleva & Tsvetanova (2020). digital marketing is one of the most important factors for the success and spread of products, services, or information at present; in the past, the well-known type of marketing was traditional marketing (2018)., which consisted of meeting customers, calling them by phone, or promoting through newspaper pages, billboards, publications, etc., which costs a lot of time, effort and money Todor (2016).

3.0 Sample:

The researchers have a clear interest in electronic commerce and digital marketing, given that electronic commerce and digital marketing have become the talk of the day. The research aims to test the relationship between electronic commerce and digital marketing. Therefore, this study aims to achieve the following and recommend the research under study. Moreover, presenting proposals and recommendations to ensure the successful impact of electronic commerce in digital marketing at airline reservation offices in the Republic of Iraq.

3.1 Research Model:

The study model is presented first, followed by the study's goals, significance, issues, research questions, hypotheses, and a summary of the methodology employed. This section also covers the research methodology used for this study., (quantitative method). Then, it presents the research instruments in detail, i.e., their content, population, and administration. Then this part also presents the data and deals with the data analysis collected from the quantitative questionnaire, and due to the large amount of data, the questionnaire was analyzed by "Analysis of Moment Structures AMOS (V.24).

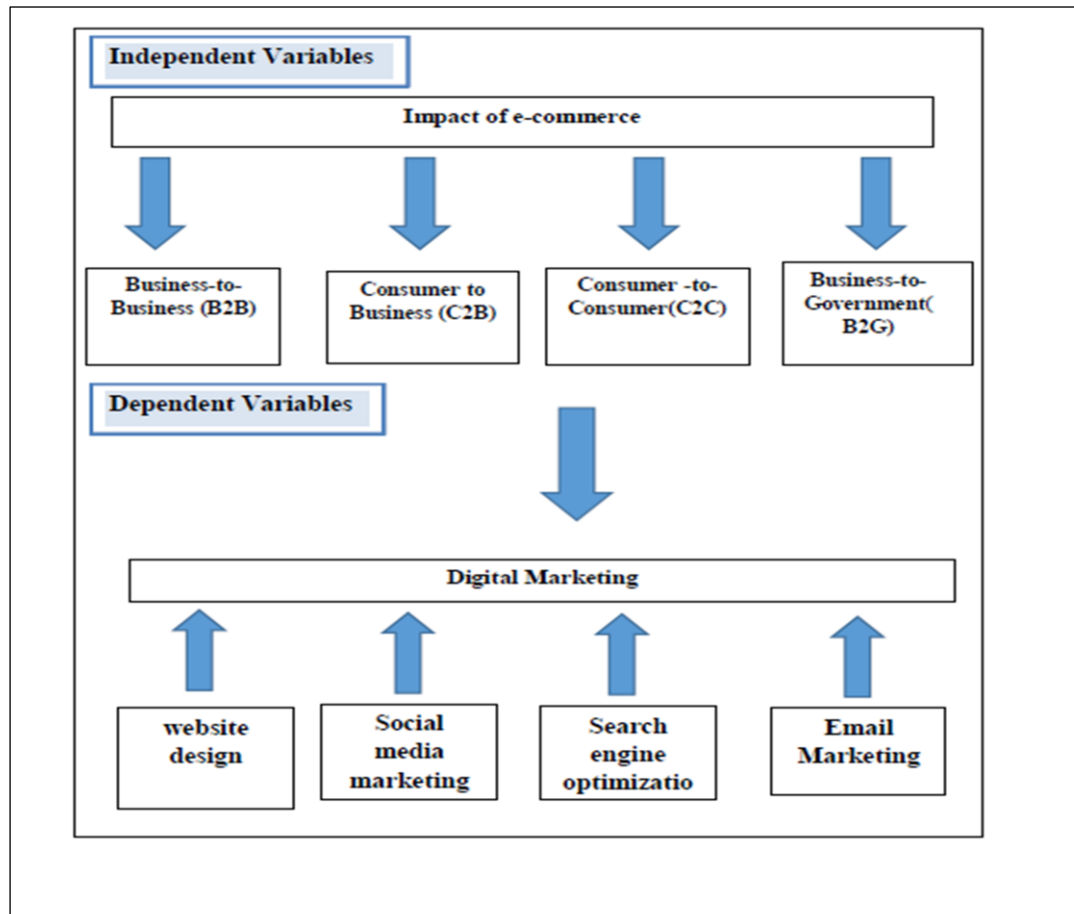


Figure 1.1 Theoretical framework The main two variables

Source: By researchers

3.0 Empirical analysis and findings:

The data will be presented and interpreted in the next section. However, it needs to be mentioned at this point that as customary in quantitative research the results will be presented in tables such graphic representations are normally used to present large quantities of data arranged in labelled rows and columns. Due to the large amount of data, the questionnaire was analyzed AMOS (V. 24).

4.0 Sample:

Burns and Grove (2003:31) “sampling as the process of choosing a group of individuals, events, or behaviours to research.” The chosen sample of the study was 250 employees from airline reservation offices in the Republic of Iraq. The staff were working in the governorates of Nineveh, Erbil, Dohuk, Kirkuk, Tikrit, and Baghdad. The 250 respondents (129 males and 121 female); 94 of the employees were Diploma’s holders, 72 were Higher Diploma holders, 53 were bachelor’s holders, 23 were master’s degrees’ holders, and 8 were PhD holders.

4.1 Personal Information:

We present the more general personal data of the respondents first, and later I discuss results by question, in the order that they appear in the questionnaire.

Table 1: Frequency and Percentage Distribution of Respondents' gender					
Valid Answers	Frequency	Percent	Valid Percent	Cumulative Percent	
Male	129	%52	%52	%52	
Female	121	%48	%48	100	
Total	250	100.0	100.0	% 100	

Table 2: Frequency and Percentage Distribution of Respondents' Age					
Valid Answers	Frequency	Percent	Valid Percent	Cumulative Percent	
Less than 30 years	48	19%	19%	19%	
30-39 years	114	46%	46%	65%	
40-50 years	49	20%	20%	84%	
More than 50 years	39	16%	16%	100%	
Total	250	100.0	100.0		

The table above shows that 129 of the respondents are male, which represents 52% and 121, are female, which represents 48%, The reason is that travel companies prefer to employ men. The table shows the frequency and percentage distribution of respondents according to the respondents' age in terms of years. Of the 250 total sample population, 114 (46%) are "30-39 years"; 49 (20%) are "40-50 years old"; 48 (19%) are "Less than 30 years"; and 39 (15%) "more than 50 years old". The reason is that travel companies depend on young people.

Table 3: Frequency and Percentage Distribution of Respondents' Educational Level					
Valid Answers	Frequency	Percent	Valid Percent	Cumulative Percent	
PhD	8	%3	%3	%3	
Master	23	%9	%9	12%	
High Diploma	72	%29	%29	41%	
Bachelor	53	%21	%21	62%	
Diploma	94	%38	%38	100%	
Total	250	100.0	100.0		

The table above shows that 94 of the respondents are Diploma. holders their percentage is (38%), whereas the High Diploma holders constitute (29%) and their frequency is 72; 53 of the respondents have Bachelor, their percentage is (23%); 23 of the respondents are Master holders their percentage is (9%), and 8 of them are Ph.D. holders, the represent (3%).

Table 4: Frequency and Percentage Distribution of Respondents' Experience

Valid Answers	Frequency	Percent	Valid Percent
Less than 5 years	25	%10	%10
5-9 years	79	%32	%32
10-14 years	40	%16	%16
15-20 years	47	%19	%19
More than 20 years	59	%23	%23
Total	250	100.0	100.0

The table above shows the frequency and percentage distribution of respondents according to the duration of experience in terms of years. Of the 250 total sample population, 79 (32%) have 5-9 years of experience; 59 (%23) have an experience of More than 20 years; 47 (19%) have an experience of 15-20 years; 40 (16%) have an experience of 10-14 years; and 25 (10%) have Less than 5 years of experience.

Table 5: Frequency and Percentage Distribution of Respondents' Job position

Valid Answers	Frequency	Percent	Valid Percent
Chief Executive Officer	22	9%	9%
Airlines Deputy Manager	72	29%	29%
Ticket Manager	59	23%	23%
Tourism Programs Manager	97	39%	39%
Total	120	100.0	100.0

The table above shows that 97 of the respondents are Tourism Programs Manager, representing (39%); 72 (29%) are Airlines Deputy Manager, 59 are Ticket Manager, which represent (23%); and 22 are Chief Executive Officer representing (9%).

4.3 Correlation among of The Study's Variables:

The correlation coefficient is used to determine the direction, strength, and nature of the relationship between any two variables. We infer the direction of the relationship in terms of whether it is a relationship (direct or inverse) by indicating the value of the correlation coefficient. As for the nature of the relationship (the significance of the relationship) between any two variables, it is inferred by observing the probability value. (P-value) accompanying the value of the correlation coefficient. Studies indicate that if this value is less than (0.05), this is evidence of the significance of the relationship between the two variables.

The first main hypothesis:

The first main hypothesis (H.1):

There is a significant relationship between E-Commerce and Digital Marketing at airline reservation offices in the Republic of Iraq.

The results of Table (1) and Figure (1) show that there is a direct and significant correlation between (E-Commerce) and (Digital Marketing at airline reservation offices) in terms of the value of the correlation coefficient, which appeared equal to (0.479), and this relationship is significant based on The probability value (P-value), which appeared to be equal to (0.012), which is less than (0.05), in addition to the similarity of the signs of both the lower and upper limits of the confidence limits (95% Confidence Interval) at a significance level of (0.05).

Table 6: Relationships between E-Commerce& Digital Marketing at airline reservation offices

Independent Variable	Relationships	dependent Variable Digital Marketing	Correlation	95% Confidence Interval		P-value
				Upper	Lower	
E-Commerce	<-->	Digital Marketing	0.479	0.574	0.383	0.012

Source: Prepared by the researcher considering the results of the statistical analysis using AMOS V24 software N=250.

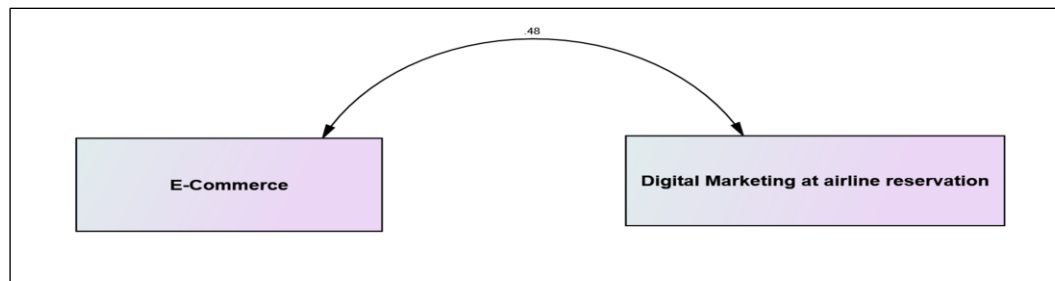


Figure 2: Correlation between E-Commerce& Digital Marketing at airline reservation offices

Source: Prepared by the researcher considering the results of the statistical analysis using AMOS V24 software N=250.

Sub-hypotheses emerging from the first main hypothesis:

1. **H_{1.1}:** There is a significant relationship between E-commerce Business-to-Business and Digital Marketing at airline reservation offices in the Republic of Iraq.
2. **H_{1.2}:** There is a significant relationship between E-commerce Consumer to Business and Digital Marketing at airline reservation offices in the Republic of Iraq.
3. **H_{1.3}:** There is a significant relationship between E-commerce Consumer -to-Consumer and Digital Marketing at airline reservation offices in the Republic of Iraq.
4. **H_{1.4}:** There is a significant relationship between E-commerce Business-to-Government.

The results of Table (3.10.2) and Figure (2.49) indicate all the following:

1. There is a positive and significant correlation between (E-commerce Business-to-Business) and (Digital Marketing at airline reservation offices) in terms of the value of the correlation coefficient, which appeared equal to (0.484), and this relationship is significant based on the probability value (P). -value), which appeared equal to (0.012), which is less than (0.05), in addition to the similarity of the signs of both the lower and upper limits of the confidence limits (95% Confidence Interval) at a significance level of (0.05).
2. There is a direct and significant correlation between (E-commerce Consumer to Business) and (Digital Marketing at airline reservation offices) in terms of the value of the correlation coefficient, which appeared equal to (0.267), and this relationship is significant based on the probability value (P-value).) which appeared equal to (0.004), which is less than (0.05), in addition to the similarity of the signs of both the lower and upper limits of the confidence limits (95% Confidence Interval) at a significance level of (0.05).
3. There is a positive and significant correlation between (E-commerce Consumer -to-Consumer) and (Digital Marketing at airline reservation offices) in terms of the value of the correlation coefficient, which appeared equal to (0.428), and this relationship is significant based on the probability value (P). -value), which appeared equal to (0.012), which is less than (0.05), in addition to the similarity of the signs of both the lower and upper limits of the confidence limits (95% Confidence Interval) at a significance level of (0.05).

4. There is a positive and significant correlation between (E-commerce Business-to-Government) and (Digital Marketing at airline reservation offices) in terms of the value of the correlation coefficient, which appeared equal to (0.468), and this relationship is significant based on the probability value (P). -value) which appeared equal to (0.005) which is less than (0.05), in addition to the similarity of the signs of both the lower (Lower) and upper (Upper) **limits of confidence (95% Confidence Interval) at a significance level (0.05).**

Table 7: Relationships between Dimension E-Commerce& Digital Marketing at airline reservation offices

Independent Variable	Relationships	dependent Variable Digital Marketing	Correlation	95% Confidence Interval		P-value
				Upper	Lower	
E-Commerce Business-to-Business	<-->	Digital Marketing	0.484	0.398	0.484	0.012
E-commerce Consumer to Business	<-->		0.267	0.406	0.193	0.004
E-commerce Consumer -to-Consumer	<-->		0.428	0.528	0.349	0.012
E-commerce Business-to-Government	<-->		0.468	0.566	0.380	0.005

Source: Prepared by the researcher considering the results of the statistical analysis using AMOS V24 software N=250.

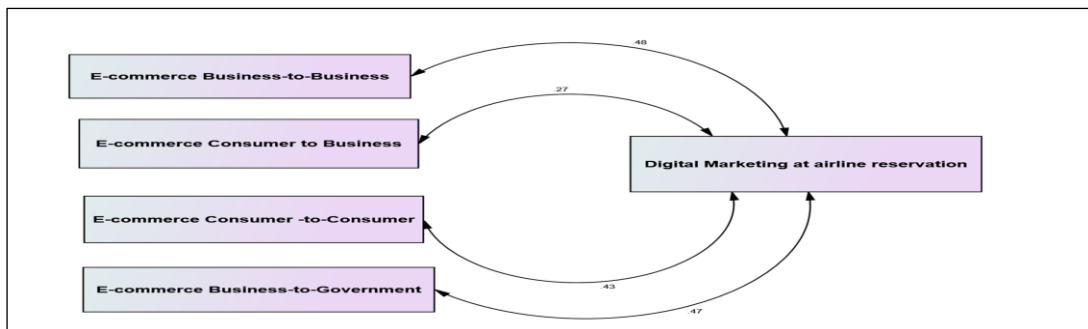


Figure 3 Correlation Dimension between E-Commerce& Digital Marketing at airline reservation offices

Source: Prepared by the researcher considering the results of the statistical analysis using AMOS V24 software N=250.

4.4. Influence relationship analysis (regression):

The content of this analysis reflects evaluating the influence relationships of each of the independent variable(s) on the dependent variable, as follows:

The second main hypothesis (H.2): There is a significant impact between E-Commerce and Digital Marketing at airline reservation offices in the Republic of Iraq.

Table (7) and Figure (4) show that there is a positive, statistically significant effect of (E-Commerce) on (Digital Marketing at airline reservation offices), in terms of the value of the regression coefficient Estimate (β), which amounted to (0.403), and this effect is significant in terms of the value The calculated value of the (t) test was (9.584), which is greater than the

tabular (t) value, which is equal to (1.96), in addition to the probability value of (0.000), which is less than (0.05).

Table 7: Results of the (Regression) effect between (E-Commerce) and (Digital Marketing at airline reservation offices)

Independent Variable	Relationships	Dependent Variable	Estimate(β)	S.E.	C.R	P-value
E-Commerce	---->	Digital Marketing	0.403	0.042	9.584	0.000

Source: Prepared by the researcher considering the results of the statistical analysis using AMOS V24 software N=250.

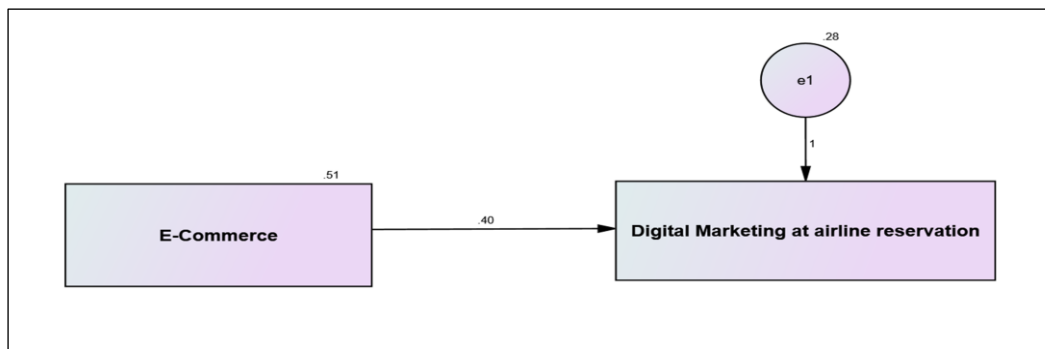


Figure 4: Correlation Dimension between E-Commerce& Digital Marketing at airline reservation offices

Source: Prepared by the researcher considering the results of the statistical analysis using AMOS V24 software N=250.

Sub-hypotheses emerging from the second main hypothesis:

1. **H_{2.1}:** There is a significant impact E-commerce Business-to-Business and Digital Marketing at airline reservation offices in the Republic of Iraq.
2. **H_{2.2}:** There is a significant impact of E-commerce Consumer to Business and Digital Marketing at airline reservation offices in the Republic of Iraq.
3. **H_{2.3}:** There is a significant impact of E-commerce Consumer -to-Consumer and Digital Marketing at airline reservation offices in the Republic of Iraq.
4. **H_{2.4}:** There is a significant impact of E-commerce Business-to-Government and Digital Marketing at airline reservation offices in the Republic of Iraq.

Table 8: Results of the effect of (regression) between the dimensions of (E-Commerce) in (Digital Marketing at airline reservation offices)

Independent Variable	Relationships	Dependent Variable	Estimate(β)	S.E.	C.R	P-value
E-commerce Business-to-Business	→	Digital Marketing at airline reservation offices	0.439	0.062	7.081	0.020
E-commerce Consumer to Business	→		0.204	0.021	9.714	0.018
E-commerce Consumer -to-Consumer	→		0.338	0.129	2.620	0.015
E-commerce Business-to-Government	→		0.630	0.204	3.088	0.009

Source: Prepared by the researcher considering the results of the statistical analysis using AMOS V24 software N=250.

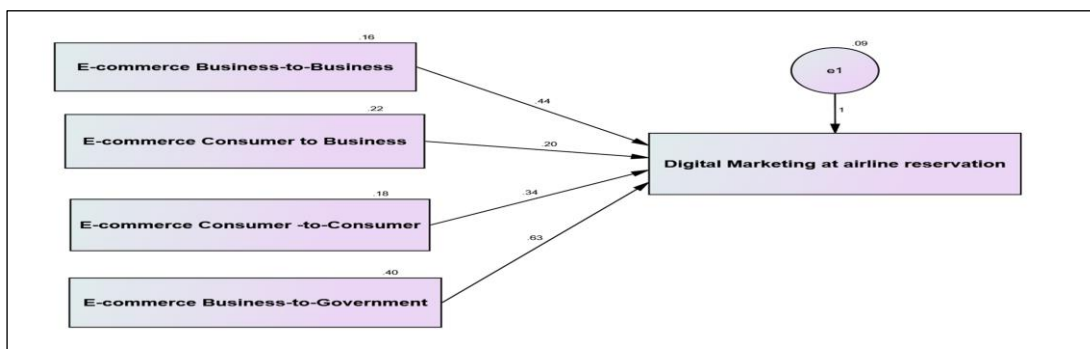


Figure 5: The effect (regression) between the dimensions of (E-Commerce) in (Digital Marketing at airline reservation offices).

Source: Prepared by the researcher considering the results of the statistical analysis using AMOS V24 software N=250.

5. Conclusions and Recommendations:

This section will cover a synopsis of the findings, highlight some of the key questions and points of contention in the subject, and provide the findings of relevant empirical research. This section also offers a study conclusion based on data gathered from questionnaire replies. Additionally, it offers a number of suggestions for airline reservation offices based on the research findings. Finally, some suggestions for further and future researches are made.

Authors Declaration:

Conflicts of Interest: None

-We Hereby Confirm That All The Figures and Tables In The Manuscript Are Mine and Ours. Besides, The Figures and Images, which are Not Mine, Have Been Permitted Republication and Attached to The Manuscript.

- Ethical Clearance: The Research Was Approved by The Local Ethical Committee in The University.

References:

- MAAROOOF, A. (2021). The Brand distentions and the extent of its Effect on the Purchase Decision/An Exploratory Study for a Sample of Consumer of Nissan Motor Cars company in Turkey. *Tanmiyat Al-Rafidain*, 40(130), 349-365.
- Yu, J. & Yu, H. (2022). Research on C2C E-Commerce Taxation Based on Mixed Decision Game. *Journal of Global Information Management (JGIM)*, 30(3), 1-14. <http://Doi.org/10.4018/JGIM.20220701.oa8>
- Nora, C. L. H. (2023). Qualitative and quantitative methods as applied to international migration. In *Methodological approaches in integrated geography* (pp. 99-114). Cham: Springer International Publishing. DOI - 10.1007/978-3-031-28784-8_7
- Amin, B. (2017) "Impact of Digital Marketing as a Tool of Marketing Communication: A Behavioral Perspective on Consumers of Bangladesh", *American Journal of Trade and Policy*, 4(3), pp. 117-122.
- ALTITI, K. (2008). E- Commerce: From a Direct and Administrative Technical Perspective, Dar Al-Hamid for Publishing and Distribution, Amman, Jordan.
- Hani, L. (2014). Assessing the Extent of Compatibility between Accounting Information Systems and the Requirements of E-Commerce in the Services Sector, Accounting Department - College of Business, Amman Arab University.
- Kaur, G. (2019). Traditional Commerce vs. E-Commerce, *International Research Journal of Management Science & Technology*, 2, (3).
- BOLDUREANU, G. (2005). E-Commerce Versus Traditional Commerce: Trends, Similarities, Differences, Economic and Business Administration, Alexandru Ioan Cuza University, Iași, Romania.
- MNDZEBELE, A. (2016). The Relationship between e-Commerce Adoption and Competition in the Hotel Industry, *International Journal of Information and Education Technology*, Vol: 6, Issue:5, 394-397. DOI: 10.7763/IJiet. 2016.V6.720.
- ALI, A & Salman, HAITHEM, A. (2013). The importance of electronic commerce and its obstacles in the countries of the Gulf Cooperation Council, *Journal of the Gulf economy*, No:24.
- ALAABDALY, A. (2011). E-commerce in Islamic countries (reality, hopes, challenges), The Third International Conference on Islamic Economics, Umm Al-Qura University, Saudi Arabia.
- Shafiyah N. (2013). Review on Electronic Commerce, *Middle East Journal of Scientific Research*, 18(9).
- TAHER, G. (2021). E-Commerce: Advantages and Limitations, *E-Commerce: Advantages and Limitations. International Journal of Academic Research in Accounting Finance and Management Sciences*, 11(1), 153-165.
- BRIAN J. (2005). *Electronic Commerce Research and Applications*, Volume 2, Issue 3, ISSN 1567-4223.
- MUTZ, D. (2005). Social Trust and E-Commerce: Experimental Evidence for the Effects of Social Trust on Individuals' Economic Behavior, *Public Opinion Quarterly*, VO 69, IS 3, Doi: 10.1093/poq/nfi029.

- NEMAT, R. (2011). Looking at Different Types of E-commerce, world Applied programming, 1(2).
- ABDOLLAHI, G. (2011). A Classification for Business Model Types in E-commerce, AMCIS 2011 Proceedings - All Submissions, University of Applied Sciences Northwestern Switzerland.
- Abdollahi, A. (2010). Factors affecting marketing and electronic commerce, Journal of Economy and Society, Issue 6.
- LIM, H. & DUBINSKY, A. (2004). Consumers' perceptions of e-shopping characteristics: an expectancy-value approach, Journal of Services Marketing, Vol. 18 No. 7, pp. 500-513.
- OECD. (2019). Unpacking E-commerce: Business Models, Trends and Policies, OECE, Paris, France.
- Traver, C& Laudon, K. (2016). E-Commerce 2014: Business, Technology and Society, Pearson Education, 2016, United Kingdom.
- Lusege, F. (2014). Challenges facing by organization using e-commerce in their business Practice in Botswana, Journal of Basic and Applied Engineering Research, Vol: 1, No:6, ISSN:2350-0255.
- Laisuzzam, et al. (2010). The Framework for Implementing E-Commerce: The Role of Bank and Telecom in Bangladesh, Journal of Telecommunications, Vol:1, Issue:1.
- Deborne, L. (2019). Challenges Faced by S&SEA e-Commerce Providers, CUTS International, Geneva, Switzerland.
- Shahjee, R. (2016). The Impact of E-Commerce on Business Organization, Scholarly Research Journal for Interdisciplinary Studies, Vol:4.
- Reddy, N& Divekar, B. (2014). A Study of Challenges Faced by E-commerce Companies in India and Methods Employed to Overcome Them, Procedia Economics and Finance, Science Direct, Volume 11, 2014, Pages 553-560.
- ALBAYATI, S. (2009). The economic importance of e-commerce and the possibility of its application in Iraq, AL-Mustansiriyah journal for Arab and international studies, Volume 1, Issue 27, Pages 255-281.
- Najm B & Jaafar, I. (2009). The role of electronic commerce in activating the activities of companies, a study of a sample of Iraqi companies, Journal of Economic Sciences, Issue 24, Vol: 6.
- Alrawi, M. (2017). E-commerce in Iraq between reality and challenges, Conference on Governance and Economic Development at the University of Jordan, Amman, Jordan.
- Al-taie, M & Kadhim, A. (2013), factors disrupting a successful implementation of e-commerce in Iraq, Baghdad University Journal of Economic Sciences, Issue 2, Volume 1.
- Al-Qaisi, H, 2017, E-commerce and its legal problems, A seminar, Al-Mustansiriya University, College of Law, Department of Legal Studies.
- Kishor, P. (2021). Digital Marketing Method is Preferred by the people due to impact corona virus in the Ahmednagar, International Journal of Environmental Economic, Commerce and Education management, Vol8, Issue6, ISSN:2384-814X.
- Jean-Pierre D & Peter E. (2019). Digital marketing, Handbook of the Economics of Marketing, North-Holland, Volume 1, Pages 259-290, ISSN 2452-2619, ISBN 9780444637598.
- Al-Attar, F & Alshamary, A. (2017). Digital marketing and its role in enhancing the mental image of the organization, Iraqi Journal of Administrative Sciences, No. 54, Volume 13,
- Anna M, Demetris V, Michael C. (2020). The Gold Rush of Digital Marketing: Assessing Prospects of Building Brand Awareness Overseas, Business Perspectives and Research Article, Volume: 8 issues:1.
- Graham, E; Rhonda C & Terri M. (2021). Digital Marketing to Promote Healthy Weight Gain Among Pregnant Women in Alberta: An Implementation Study, Journal of medical internet research.

- Marjolein V. & Mike B. (2019). *Digital Marketing Fundamentals from Strategy to ROI* 1st edition, Noord Hoff Groningen/ Utrecht, Breda University of Applied Sciences, Breda, Netherlands.
- Tetiana G& Yana O. (2016). *Digital Marketing and its role in Modern Business Processes, European cooperation* Vol. 11(18) 2016.
- Durakbasa N & Gencyilmaz M. G. (2018). *Data Mining in Digital Marketing, Proceedings of the International Symposium for Production Research 2018*, pp. 44–61
- K. Yan, S. Wang, S. Wang & Y. Lin, (2011). *Application of Data Mining for Enterprise Digital Marketing Strategy Making," Third International Conference on Communications and Mobile Computing, 2011*, pp. 509-512, Doi: 10.1109/CMC.2011.29.
- Bizhanova, K, Arafat I, Akmaral, O & Aziza K. (2019). *impact of digital marketing development on entrepreneurship, Innovative Technologies in Environmental Science and Education E3S Web of Conferences, Volume 135*.
- Basr, S& Ku Daud, K. (2020). *The Impact of Purchasing Behavior towards Digital Marketing in Kangar, Perlis, international Journal of Business and management, Vol:5, Issue4*.
- Tiewul, M. (2020). *Factors Influencing Digital Marketing and Digital Payment on Consumer Purchase Behavior. International Journal of Applied Research in Management and Economics, 3(3), 39-45*.
- Al-Hakim, L& Al-Hammy, Z. (2017). *Digital Marketing and its Role in Achieving Customer Happiness, Al-Ghari Journal of Economic and Administrative Sciences, Volume 13, Issue 3*.
- Fereshteh, G, Mohammad, R& Abbas, R. (2017). *Identifying and assessing the factors affecting skill gap in digital marketing in communication industry companies*.
- Chandra, A. (2021). *What is Digital Marketing & Why do you need Digital Strategy, Build Your Business, Branding, Integrated & Digital Marketing consultant and Founder of Brand Loom Consulting*.
- Afrina, Y, Sadia T.& Kaniz F. (2015). *Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study, International Journal of Management Science and Business Administration, Volume 1, Issue 5, April 2015, Pages 69-80*.
- V Kuberappa, Y., & HS Kumar, A. (2016). *Comparative Assessment of Digital and Traditional Marketing Approaches. Biology, Engineering, Medicine and Science Reports, 2(2), 71–74*.
- Sandeep, P & Arjita J. (2019). *Digital Marketing: Concepts & Aspects, International Journal of Advanced Research (IJAR), Volume 7, Issue 2, ISSN: 2320-5407*.
- Todor, R. (2016). *Blending traditional and digital marketing. Bulletin of the Transylvania University of Brasov. Series V: Economic Sciences, 51-56*.
- S, Veleva & A, Tsvetanova. (2020). *Characteristics of the digital marketing advantages and disadvantages, IOP Conference Series: Materials Science and Engineering, Volume 940, International Scientific Conference "Digital Transformation on Manufacturing, Infrastructure and Service" 21-22 November 2019, St. Petersburg, Russian Federation*.
- Arsath, M. (2018). *Social Media Marketing: Advantage and Disadvantage, Shanlax International Journal of Management, Vol:16, No:1*.
- Choe, J. (2017). *The Classification of Types of Business-to-Business Electronic Commerce: A Framework construction, Journal of Information and Organizational Sciences, Vol:41, No:1*.
- Rane, N, Choudhary, S & Rane, J. (2024). *Artificial Intelligence and Machine Learning in Business-to- Business (B2B) Sales and Marketing: A Review, International Journal of Data Science and Big Data Analytics, DOI - 10.51483/IJDSBDA.4.1.2024.17-33*.
- Pavlyukevich, E.& Sadov, K. (2024). *Innovation of business models in B2C and B2B online education segments in the USA, Economics and Management, Vol: 30, DOI - 10.35854/1998-1627-2024-3-364-382*.
- Raki, S. (2021), *B2B Branding in the Business-to-Business Context: A Literature Review, Journal of Innovative Research in Management Sciences, DOI - 10.62270/jirms.vi.7*

- O'Quinn, T, Lybarger, K, Ibendahl, G, Vaughan, & Kwon, J. (2023). A survey of Kansas beef producers and consumers who participate in business-to-consumer (B2C) marketing of beef, *Translational Animal Science*, Vol:7.
- Kodali, S. (2019). *Must have e-commerce Features, Road Map: the retail e-commerce playbook*, Forrester Research Inc, Cambridge, MA 02140, United States.
- Wen, P., Tao, L., & Zhang, Q. (2023, July). Identification of Consumer Factors that Influence Purchase Intention in Online C2C Second-Hand Transactions. In *International Conference on Human-Computer Interaction* (pp. 380-387). Cham: Springer Nature Switzerland. DOI:10.1007/978-3-3-031-49215-0_45
- Gu, Wei, Luo, Jing, Yu, X, Zhang, W& Li, B. (2023). Dynamic decisions between sellers and consumers in online second-hand trading platforms: Evidence from C2C transactions, *Transportation Research Part E Logistics and Transportation Review*, Vol:177, [Doi:10.1016/j.tre.2023.103257](https://doi.org/10.1016/j.tre.2023.103257)
- Morcov, S& Puiu, A. (2023). Implementation of a Business-to-Government (B2G) Sales Analytics Tool –Hermix, Vol:12, *Economic Insights – Trends and Challenges*, DOI:10.51865/EITC.2023.04.05
- Yan, S, Lee, & Josephson, B. (2023). The effect of customer asset strategies on acquisition performance in business-to-government markets, *Journal of the Academy of Marketing Science*, VOL:52, Doi: 10.1007/s11747-023-00955-1
- Garry, T. (2018). *Business-to-Consumer (B2C) Marketing*, University of Otago Department of Marketing. DOI: 10.1057/978-1-137-00772-8_22