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The Role of Digital Marketing Tools in Marketing Literacy: An Exploratory Study from Some Customer's Perspective of Earthlink Internet Services Company

Mohammed Edan Al Khazraje
Department of Materials Management Techniques,
Institute of Administration Rusafa, Middle
Technical University, Iraq.
E-mail: alkhazrje1991@mtu.edu.iq
Orcid: https://orcid.org/0000-0002-8236-446X
alkhazrje1991@mtu.edu.iq
*Corresponding author

Abstract:

Purpose: This research discusses the nature of the relationship between digital marketing tools and marketing literacy.

Theoretical framework: The topic of marketing literacy is a modern marketing topic, (Rahmanto et al., 2023). Several researchers have reported good results on the impact of social media on digital literacy (Arafah and Hasyim, 2022), digital marketing, and digital literacy (Suparno et al., 2023). However, there is a scarcity of research addressing the impact of digital marketing tools on marketing literacy.

Design/methodology/approach: This study relied on the descriptive analytical approach in collecting and analyzing data and arriving at the results. Earthlink Company was chosen as the site for implementing the research, and the research sample represented the company's customers and users of its services. The questionnaire was used as a tool for collecting data, and the number of respondents reached 159 individuals.

Findings: there is an impact and a correlation between digital marketing and Marketing literacy, as the use of digital marketing tools helps improve the level of awareness among consumers. This research recommends the company increase its reliance on digital marketing tools to market its services and recognizes the necessity of relying on online marketing to provide sufficient information about products, services, and payment methods to consumers.

Research, Practical & Social implications: We suggest a future research agenda and highlight the contributions made to digital marketing tools on marketing literacy.

Originality/value: Marketing literacy has not been tested previously in the Iraqi environment. Therefore, this research seeks to shed light on digital marketing tools and clarify them so that companies can benefit from these tools in marketing their activities across various digital platforms.

1. Introduction:

Digital marketing considered one of the most important tools marketers use to reach customers and attract them to buy their products or use their services. It includes a set of technologies and tools available online such as search engine marketing, social media advertising, e-marketing, email, and others. Using digital marketing tools, marketers can analyze consumer behavior, identify their interests, and target ads and content. That suits their needs and provides them with the best possible experience. Digital marketing tools play an important role in erasing customers' marketing literacy and enhancing their understanding of marketing methods, the tools used, the marketing goals the company seeks to achieve, and the goals and motives behind promotion processes. Digital marketing tools have contributed to achieving great results on the ground. In 2016, spending on digital marketing exceeded spending on digital marketing. Television advertising for the first time reached approximately 71.3 billion US dollars, which represents 36.8% of the total spending on media advertising campaigns in the United States of America (Evans et al., 2019). This research attempts to shed light on digital marketing tools and clarify them. Thus, the company under study and other companies can benefit from these tools in marketing their activities through various digital platforms. This research also discusses the relationship between digital marketing tools and marketing literacy. Many studies have dealt with digital marketing, but this study approaches the subject differently by testing digital marketing tools (online marketing, social media marketing, and telemarketing). The study (Salam, 2021) indicates that digital marketing tools via social media sites and the web contribute to achieving the company's marketing goals and increasing customer satisfaction. Umboha and Aryanto (2023) believe that companies' reliance on digital marketing resulted in technological development. The emergence of a generation of customers who can use modern technologies in their daily life routine, and who have encouraged the digital literacy of other customers (Suparno et al., 2023). Marketing literacy is one of the modern topics that has not been previously tested in the Iraqi environment. Therefore, the research seeks to bridge the research gap between digital marketing tools and marketing literacy and shed light on digital marketing tools. The study (Arafah and Hasyim, 2022) discussed the impact of social media marketing on Digital knowledge, as the use of social media marketing contributes to generating marketing knowledge among consumers and provides them with information about brands. Patria et al., (2023) indicate that digital marketing tools enable customers to raise Marketing awareness. Therefore, we believe that digital marketing tools have a role in eradicating marketing literacy. The research problem arises in revealing the nature of the relationship between digital marketing tools and marketing literacy. This research provides a conceptual framework for digital marketing tools and marketing literacy by reviewing the intellectual contributions and literary opinions of researchers related to the research topic and trying to build a knowledge base that can enrich the intellectual aspects. The research gains its importance from the importance of modern digital marketing tools (online marketing, social media marketing, mobile phones, and their applications), as traditional marketing tools have become no longer useful to customers, and the new generation of customers has become more open, sophisticated and knowledgeable about marketing techniques. Castañeda et al. (2020) believe that online marketing on websites provides important and necessary information to consumers about products. The results of the study (Al-Hayali and Kashmoula, 2022) showed that digital marketing tools over the phone have helped enhance consumers' evaluation of the quality of service and demonstrated the role of the effectiveness of social media marketing and online marketing in achieving the company's marketing goals. The study (Moorthy and Sahid, 2021) confirms that social media marketing is the most prominent and important tool in digital marketing. That prompted the researcher to

discover the relationship between digital marketing tools and marketing literacy. The research problem raised to achieve the research objectives and answer the questions by a set of hypotheses were tested in the practical aspect using the SPSS v.26 program. The research data were collected from (159) individual users of Earthlink services, the data were analyzed and discussed, and a summary of the research results is presented in the final part of the research. The sections in this research paper are organized as follows: 1. Introduction: Section 2 describes the methodology of this research, and Section 3 presents the study. Literary contributions include reverse marketing, consumer addiction, and the green consumer. Section 4 includes the results of the practical analysis of the study and a general discussion of the results and challenges facing this research and future studies. Section 5 includes the most prominent conclusions reached by the research in addition to recommendations.

2. Literature Review:
2.1 Digital Marketing:
Digital marketing is considered to be a modern concept, and due to developments in technology and competition among institutions, many people believe that the term digital marketing is marketing via the Internet only; however, in reality, it goes beyond the Internet and computers to include all modern digital means, for example, mobile phones, social networks, and e-mail (Braiza et al., 2020). Today, digital marketing networks are effective means that organizations have benefited from as promotional means to gain customer trust and are considered to be a golden opportunity for profit (Khurshid, 2020). Kotler and Armstrong (2018) indicated that digital marketing involves the use of mobile devices, the Internet, social networking sites, search engines, advertisements, and others to reach customers. Al-Hayali and Kashmoula (2022) also defined it as a broad concept that includes advertising and communication. Social interaction with customers enhances the organization's commercial position to attract customer's attention, retain them, and win them for a long time. It is a means of marketing products and services via digital media connected to the Internet (Erlangga, 2021; Pollák & Markovič, 2021) and it also includes the payment for creating orders. One of the most essential points is that digital marketing revolves around enhancing interactive communications between the service consumer and the service provider and focusing on digital means represented by mobile phones, social networking sites, and mail. Electronically, it develops direct relationships with customers and helps them win customers and obtain their loyalty (Marwa, 2017). Digital marketing increases the selling power of products (Purba et al., 2021). It achieves several goals, such as reducing marketing costs (promotion and distribution costs), increasing market share (raising sales and purchase revenues), achieving brand goals (awareness and spread), and achieving customer relationship management goals (customer satisfaction and repeat purchases) (Djakasaputra et al., 2021; Watini et al., 2022). It also achieves better marketing communication, easier price comparisons allows for the publication of user reviews, and the ease of creating creative and impressive content, which makes managing marketing activity easier (Venkateswaran et al., 2022).

2.3 Digital marketing tools
Digital marketing tools are always low-cost (Alrousan et al., 2021). Digital marketing tools have become global and popular marketing channels where companies can communicate with the target group of consumers directly, quickly, and continuously (Piranda et al., 2022). Among the digital marketing tools are: Nezamova & Olentsova (2021), Salam (2021), Daud et al. (2022), and Setkute & Dibb (2022).

• Internet Marketing:

- Websites**:** Digital marketing uses the organization's website to display marketing messages to attract customer users to log in (Braiza et al., 2022). Websites provide an interactive experience with the consumer in terms of texts on the site, images, and links; thus, the consumer experiences a unique experience and is ready to receive notifications and information about products and brand activities (Addo et al., 2021). The brand must have a unique website in which it displays its products, services, and activities (Venkateswaran et al., 2022)

- Search engines**:** Consumers use search engines, such as Google and Safari, to search for products or services. These engines provide information to consumers and enable them to deliver what they are looking for (Eid and Al-Anazi, 2020). Search Engine Optimization (SEO) refers to how websites or pages appear at the top of search listings (Braiza et al., 2022). SEO leads to greater reach and therefore better effectiveness of digital marketing (Ponzoa & Erdmann, 2021). It involves using search engines as digital marketing tools by placing ads that appear at the top of search listings or within the sidebar on the search results page. These ads are linked to keywords and appear with search results when specific keywords or phrases are entered into the search engine (Olson et al., 2021). Search engines work on keywords, number of use, frequency, and number of visitors to the site, and thus, they will appear at the top of search lists (Venkateswaran et al., 2022). Recent studies adopted by Google have proven that 48% of customers start inquiries in search engines, while 33% of customers search for information about products through the brand's websites, and 26% search in mobile phone applications for inquiries (Marwa, 2017).

- Email**:** Email marketing is a digital marketing method used to send messages or promotional campaigns to specific individuals via email. Companies can send emails that suit customers' needs (Al-Azzam & Al-Mizeed, 2021). Sending emails directly to customers helps reach potential customers with appropriate information relevant to their needs; thus, they are more likely to purchase (Olson et al., 2021).

- Pop-up windows**:** They are advertising spaces on websites that include images and attractive information that prompt the website user to be curious about entering them and taking him to the original site of the advertisement (Eid and Al-Anazi, 2020). This type of advertisement is characterized by graphic advertisements with a specific space that appears next to the low-cost electronic page with a live broadcast, speaks automatically, and relies on behavioral targeting (Salam, 2021).

• Social media marketing:

- Social media platforms: Social media platforms have become an integral part of daily lives in the digital age (Piranda et al., 2022). It is a digital marketing tool through which customers can express their loyalty to a brand (Munsch, 2021). Social media has opened new avenues for marketers to gain audience experience by searching for user-generated content online (Faruk et al., 2021). Digital marketing through social media impacts sales volume (Hartono & Maksum, 2020), brand image, brand trust, and the intention to purchase (Susilo et al., 2021). According to statistics, social media sites account for 37% of the digital marketing tools used (Mishra et al., 2017).

- Virtual communities (forums): Online communities and forums are communities, groups, or forums made up of consumers or a group of consumers. They include a community in which the members share the same characteristics and desires. Members in online communities communicate directly with other members through their posts, instant messaging, and discussions. They chat about specific interests related to the product and brand (Erlangga, 2021). It has experienced a noticeable increase in the number of users and visitors and is considered to be an effective solution for digital marketing (Krishen et al., 2021)

- Blogs: The blog creates interactions between consumers and the company's products. Blogs are an element of an online digital sales strategy that uses soft selling techniques. Soft selling attracts potential consumers and subtly influences them to buy products (Watini et al., 2022).

• Telemarketing:

- SMS: Many SMEs have already used modern smartphones for marketing activities such as direct calls and SMS (Djakasaputra et al., 2021).

- Mobile applications: Opening an online store to sell products or creating an application for the brand's products and services is necessary (Watini et al., 2022).

- QR code: A QR code is a code consisting of symbols that works like a barcode, allowing the user or customer to enter the website or application, or it can be read to provide contact information or store digital information related to the product or brand (Salam, 2021).

2.3 The Marketing Literacy Concept:

In marketing literacy, consumers are aware of the ideas, goals, and methods of marketing and advertising (Macdonald & Uncles, 2007). Marketing literacy aims at the consumer's ability to analyze and critique marketing activity (Ahn, 2020). Unlike traditional customers who fall victim to marketing methods, smart customers are up-to-date with information about markets and marketing techniques. They are more like market experts (Macdonald & Uncles, 2007). In marketing literacy, the customer has sufficient knowledge to understand the main purpose of the marketing message and how to act on it (Johansson, 2016). Marketing literacy is defined as understanding the logic and message of a marketing campaign, its purpose, the product to be promoted, knowledge of the media they use for this purpose, event sponsorship, and the brand behind the campaign (Mardiatmi & Pinem, 2021). Not all consumers have the same level of capabilities, awareness, and control over marketing data in the digital environment (Portes et al., 2020). Martin et al. (2017) indicated that an organization's transparency, clarity, and openness to consumers reduce or eliminate negative statements from customers, such as negative attitudes toward brands, and generate sufficient awareness among consumers. Marketing and advertising literacy reduces the negative effects of harmful advertising and marketing activities (Harms et al., 2022). Blogs and social media sites play an important role in marketing literacy (Fowler & Bridges, 2017). Influential opinion leaders who are bloggers on social media can be used to eradicate marketing or advertising literacy and benefit from their indirect positive influence on audiences who enjoy and trust them, appreciate them, and appreciate their content (Harms et al., 2022). (Umboh & Aryanto, 2023) confirm that digital marketing has a role in eradicating marketing literacy. Marketing literacy helps marketers understand consumers' decision-making process, process advertisements and make them more effective, better display product and brand information, improve communication tools with consumers and obtain their opinions through digital platforms and the Internet (Huhmann, 2017). The forms of marketing literacy are as follows:

• Advertising Illiteracy

Advertising literacy includes the individual's knowledge and 0skills regarding advertising (i.e., personalized advertising literacy) and their ability to recognize and critically evaluate advertising (i.e., situational advertising literacy) (Hudders et al., 2017). Cognitive advertising literacy refers to people's ability to distinguish between editorial content and advertisements and their ability to understand and evaluate the purpose of advertising (Harms et al., 2022). Advertising literacy takes on an emotional and ethical dimension in the consumer's ability to think critically about the advertising content and form an emotional state toward the advertisement when viewing it, such as a lack of confidence in the content of the advertisements, doubt about it, its ethical dimensions, and the persuasive messages it contains (Ahn, 2022). Advertising literacy is essential because it describes understanding how items are marketed and promoted, the tools used for persuasion, and the interpretation of the persuasive goals behind them (Elliott et al., 2022).

• Digital Illiteracy

Digital literacy refers to the ability to understand and use digital technology in the digital world and daily life. That helps to achieve personal goals and expand skills and abilities to learn digital tools and applications, such as phone applications, online shopping, and social networking sites (Portes et al., 2020). These skills and competencies are required for the effective use of the Internet and digital technology (Moorthy & Sahid, 2022). Digital literacy is defined as the human ability to use the Internet as a source of knowledge and a means of retrieving information. The ability to collect information is coupled with the ability to read, understand, benefit, and then decide digitally. It is similar to the ability to read, write, and understand digital tools (Zahro, 2019). Digital marketing literacy is a highly adaptable ability that allows people to leverage technical skills and navigate a variety of information, products, and brands across the internet (Saraswati et al., 2021). Digital literacy is the ability to use technology and its applications in multiple formats and backward formats from digital sources and to manage and benefit from it well (Dedik, 2020). The main benefits of digital literacy are saving effort and time, reducing costs, making it safer, staying informed, staying connected, improving decisions, working more efficiently, and making you happier (Liansari and Nuroh, 2018).

• Sales Illiteracy

Sales literacy refers to improving the sales and marketing skills of individuals working in the sales and marketing sector. These skills include, for example, the ability to communicate effectively with customers, understand their needs and requirements, and provide effective solutions and high-quality products and services that meet their needs as digital literacy increases online sales (Arifuddin et al., 2022).

3. Research Methodology:
3.1 Research problem:

Technological development, especially in terms of digital aspects, has included all aspects of life, and its aspects have extended to include the marketing activities of companies. Previous studies have indicated the contribution of digital marketing to improving marketing performance (Saleh and Fakhry, 2023) and enhancing the commercial position of companies (Zalan and Ali, 2023). It contributed to increasing access to customers (Muhammad, 2021), but to the researcher's knowledge, the extent to which digital marketing contributes to marketing literacy has not been tested. The main research problem arises in revealing the nature of the relationship between digital marketing tools and marketing literacy. This technological development has also led to the development of customers, which has contributed to the emergence of the term marketing literacy, which refers to the ability of customers to understand the marketing process and know its motives and tools. This represents the second main problem of the research. Today, customers have more marketing knowledge of the tools and methods. Companies can adopt in marketing their products and services carefully. This research has attempted to determine whether digital marketing tools contribute to eradicating marketing illiteracy among customers. This can be achieved by testing this issue among Earthlink Internet Services Company customers. From the above, the research problem can be summarized as follows:

- Does the research sample company seek to apply digital marketing tools in its marketing activities?
- What is the nature of the relationship between digital marketing tools and marketing literacy, and which digital marketing tools are most influential in marketing literacy?
- What is the level of interest of senior leaders in the research sample company in eradicating marketing literacy for its customers?

3.2 The importance of research:

This research gains its theoretical importance from the variables investigated, as it sheds light on two variables and vital contemporary topics. This research addresses the topic of digital marketing, which is a modern topic in marketing and is of great importance due to the gains it has achieved as a modern marketing tool. The research also sheds light on erasing marketing illiteracy considering the recent topics that have not been tested before in the Iraqi environment to the best of the researcher's knowledge. The research also derives its importance from the importance of the role that the researched company plays in providing subscribers with Internet services.

3.3 Research objectives:

This research aims to:

• The impact and correlation between digital marketing tools and marketing literacy are analyzed and identified, and the relationship between the sub-dimensions and the level of their impact on marketing literacy is explored.

• This study provides a conceptual framework for the research variables by reviewing the intellectual contributions and literary opinions of researchers related to the research topic and trying to build a knowledge base that can contribute to enriching the intellectual aspects of digital marketing tools and marketing literacy.

• The degree of digital marketing tool adopted by the study's company sample and the senior leadership's interest in eradicating the marketing literacy of the institution's customers was determined.

• Coming up with results that serve the company, the research sample, and providing recommendations to senior leaders to improve marketing activities, keep pace with modernity in the use of technologies and tools affecting the digital world, and highlight the advantages achieved by marketing literacy for the company's customers.

• This study contributes to providing a model of digital marketing tools that will be of interest to companies and a starting point for conducting other studies and research in the future.

3.4 Research Model

The procedural plan for the research was built on previous literary contributions related to the research variables. The independent variable represented digital marketing tools, and the point of view of Daud et al. (2022) (Salam, 2021) was adopted in its dimensions, which are online marketing and online marketing. Social networking sites, telemarketing. What was the dependent variable, marketing literacy? Figure (1) shows the procedural diagram, which shows the relationship between effect and connection that is planned to be tested.
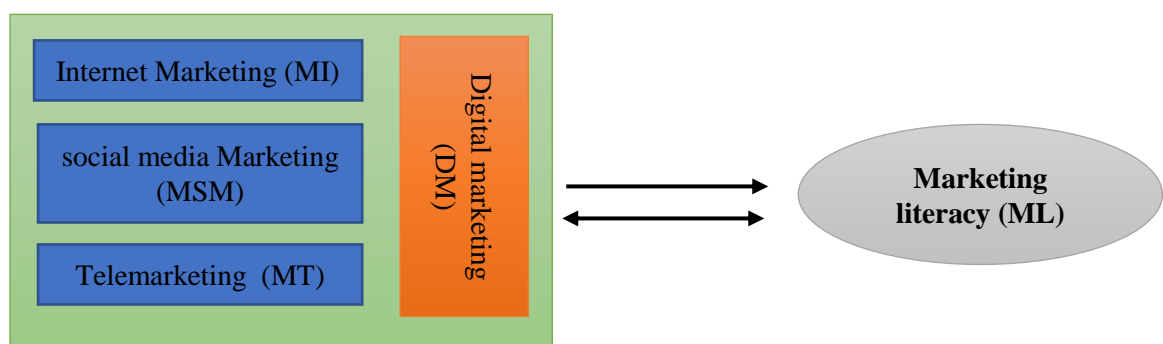

Figure 1: Research model

3.5 Research hypotheses:

According to the problem of the study and in light of the objectives set after reviewing the literary contributions and the opinions of previous researchers, the hypotheses were developed by setting the main hypotheses. The main hypothesis of the research was formulated (H): "There is a statistically significant correlation at the significance level (0.05≥a) between digital marketing tools and literacy." Marketing", including the following hypotheses:

A. (H1-1) There is a statistically significant correlation between Internet marketing and marketing literacy.

B. (H1-2) There is a significant correlation between marketing via social media sites and marketing literacy.

C. (H1-3) There is a statistically significant correlation between telephone marketing and marketing literacy.

3.6 Research population and sample

The research community represents the Earthlink Internet Services Company. A random sample consisting of 159 users was selected from the company's customers. A total of 185 questionnaires were distributed to a random sample of users of Earthlink Internet Services. (159) Audited and measurable questionnaires were retrieved.

3.7 Search tools:

The descriptive analytical method was used to analyze the data to achieve the research objectives. The questionnaire was used as a tool for collecting data, and a five-point Likert-graded questionnaire was adopted, The questionnaire was formulated after reviewing previous literary contributions related to the research variables, which were conducted in different environments but had similar objectives to this research. The digital marketing scale was built based on the propositions of (Alwan and Alshurideh, 2022; Al-Hayali and Kashmoula, 2022), and (Salam, 2021) after conducting the research appropriate modifications were made to make the questions fit the objectives of the current research and the nature of the work of the research sample company. The questions of the dependent variable, marketing literacy, were also formulated by the propositions of (Macdonald & Uncles, 2007). Appropriate modifications were made to produce a measure of marketing literacy in an appropriate manner that serves the objectives of the current research. The researcher relied on the intellectual and literary contributions of previous researchers in clarifying concepts and presenting opinions about the dimensions of the study variables. The researcher benefited from designing and drafting the questionnaire. The most appropriate dimensions are agreed upon by the researchers and are compatible with the target sample. Statistical tools, such as the arithmetic mean, standard deviation, and relative importance, were also used to analyze the data. Using the statistical analysis program SPSS v.26 to reach the results.

4. Results:

4.1 Validity and reliability of the scale:

The researcher used Cronbach's alpha coefficient to measure internal consistency to ensure the validity and stability of the scale used. The stability of the scale means that the results will be close if the same scale is reused on the same sample members at a later time. For consistency, this means that the questions used serve to measure the dimensions. The value of the Cronbach's alpha coefficient ranges between 0 and 1. If the value of the coefficient is higher than 0.70. This internal consistency of the scale is considered acceptable because Table (2) shows that the value of Cronbach's coefficient reached 0.850 for the variables and dimensions. When it is higher than 0.70, there is high consistency and stability of the scale, as shown in the following table:

Table 2. Results of the reliability test (Cronbach's alpha)

Comment	stability level	C. Alpha	Variables
The presence of consistency in Internet marketing paragraphs	Good	0.832	Internet Marketing
There is consistency in marketing through social media sites	Good	0.752	social media Marketing
There is consistency in telemarketing paragraphs	Good	0.869	Telemarketing
There is stability in the items of the digital marketing variable	good	0.874	Digital marketing tools (DM)
There is consistency in marketing literacy items	good	0.750	Marketing literacy (ML)
There is stability in all the questionnaire items	good	0.828	The entire questionnaire items

Source: SPSS v.26 output.

4.2 Testing the adequacy of the sample:

To ensure the adequacy of the study sample, we used the Kyer-Meyer-Olkin KMO test. The closer the KMO value is to the correct value, the greater the adequacy of the sample size. To ensure the existence of correlations between the variables, we use the Bartlett test, and the presence of the test's significance indicates the existence of a correlation between the variables. Table (3) shows that the KMO value for the digital marketing tools variable was (.697), and the values of marketing literacy (.755) were higher than 0.50. That indicates the adequacy of the sample, and the test significance at (.000) indicates the existence of a correlation between the variables.

Table 3. KMO and Bartlett's test

KMO and Bartlett's Test		DM	ML
Kaiser−Meyer−Olkin Measure of Sampling Adequacy.		0.697	0.755
Bartlett's Test of Sphericity	Approx. Chi-Square	357.156	134.271
	Df	45	28
	Sig.	.000	.000

Source: SPSS v.26 output.

The researcher resorted to testing linearity to determine the appropriate statistical tools and analyses. The linearity of the data will be tested. A minor deviation does not affect the results. However, if the deviation is far from the data line, this may cause inaccurate relationships. Figure (2) shows that the linearity of the relationship between digital marketing and marketing literacy is characterized by it spreads across the data line, which confirms the linearity of the relationship.
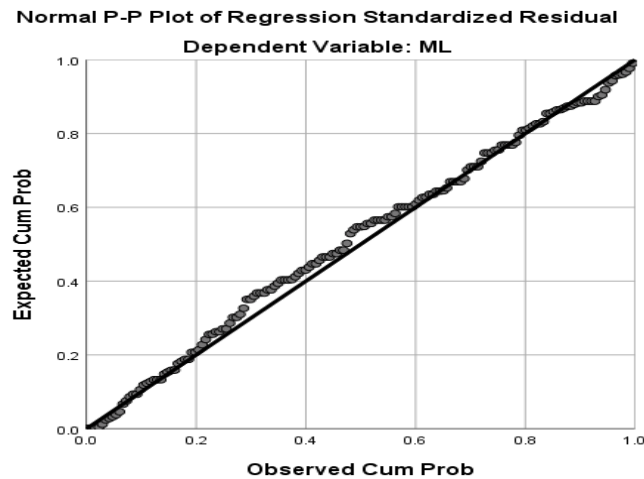
Figure 2. Testing the linearity of the relationship between digital marketing (DM) and marketing literacy (ML)

4.3 Analysis of the sample members' answers (DM):

The researcher conducted a normal distribution test based on the values of the skewness and skewness coefficient to determine the suitability of the data for analysis. In addition, the optimal statistical means were chosen for the analysis to illustrate the values of the normal distribution are acceptable if they are limited. Between (± 1.96) and the closer it is to 0, the better it is (Abdul Ghafour, 2023). Table (4) indicates the results of the normal distribution of digital marketing, as the values of the skewness and kurtosis coefficient for the test show that they fall within the acceptable and natural limits, meaning that the items measure Indeed the dimensions and core variable are digital marketing, which is what makes them ready for statistical analysis. The arithmetic mean for the digital marketing variable reached 3.912, which is a high percentage. This value is greater than the hypothetical mean (3), which indicates that the majority of the sample members agreed on the digital marketing items, and with a standard deviation (0.991), and no missing or unrecorded answers appeared out of the sample size (159), as shown in Table (4).

Table 4. Analysis of the sample members' answers to the digital marketing variable

Kurtosis	Skewness	V.	St. D	Mean	Code
-0.098	-0.836	1.094	1.046	4.031	Me1
-0.673	-0.481	1.162	1.078	3.799	Me2
-0.093	-0.940	0.749	0.865	4.283	Me3
0.120	-1.017	0.414	0.643	4.547	Msm1
-0.533	-0.307	0.949	0.974	3.748	Msm2
-0.473	0.028	0.884	0.940	3.522	Msm3
0.396	-0.878	1.197	1.094	3.824	Msm4
0.028	-0.675	1.126	1.061	3.692	Mt1
-0.083	-0.677	1.192	1.092	3.767	Mt2
0.228	-0.936	1.266	1.125	3.887	Mt3

Source: SPSS v.26 output.
Notes: (V=variance, St. D=standard deviation)

Figure (3) shows the ranking of the dimensions of digital marketing tools according to relative importance, which shows that the online marketing dimension received the most importance, with a percentage exceeding 80%, followed by marketing via social networking sites (78%), and then telemarketing exceeding 75%.
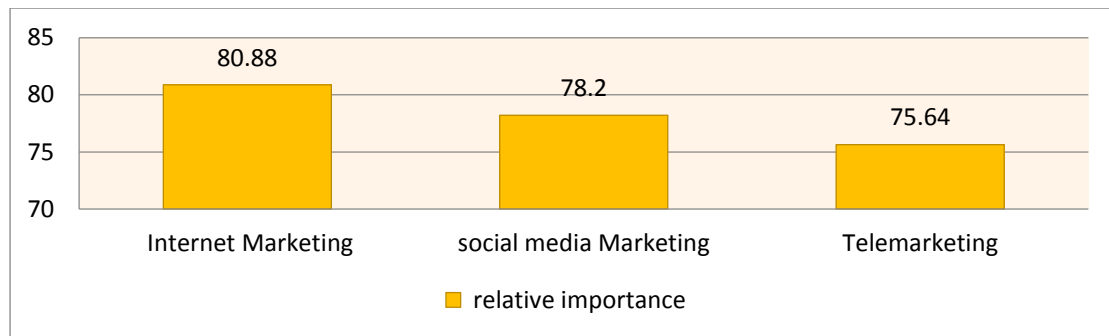
Figure (3) The relative importance of the dimensions of digital marketing tools

4.4 Analysis of the sample members' answers to the marketing literacy variable:

Table (5) indicates the results of the normal distribution of marketing literacy, as the values of the skewness and kurtosis coefficient for the test show that they fall within acceptable and natural limits, meaning that the items measure the variable marketing literacy, and this is what makes them ready for statistical analysis. The arithmetic mean of the marketing literacy variable was 3.896 which is higher than the hypothesized mean (3). That indicates that the majority of the sample members agreed on the items. Marketing literacy had a standard deviation of 1.011, which indicates a small dispersion of the answers of the sample members, and no missing or unrecorded answers appeared out of the sample size (159).

Table 5. Analysis of the sample members' answers to the marketing literacy variable

Kurtosis	Skewness	V.	St. D	Mean	Code
0.431	-0.951	1.037	1.018	4.038	ML1
0.984	-1.044	0.937	0.968	4.013	ML2
1.079	-1.095	0.871	0.933	4.050	ML3
0.448	-0.769	0.936	0.968	3.918	ML4
0.533	-0.769	0.784	0.886	4.025	ML5
1.053	-0.882	0.752	0.867	3.969	ML6
-0.527	-0.601	1.461	1.209	3.579	ML7
-0.566	-0.611	1.549	1.245	3.579	ML8

Source: SPSS v.26 output.

4.5 Testing the correlation Hypothesis for the research Variables:

Table (6) shows the results of the correlation analysis test between the research variables. The results indicate a good and positive correlation between digital marketing tools and marketing literacy, as the value of the Pearson simple linear correlation coefficient reached .527**, which is a good percentage at the significance level of (0.01) indicating the significance of the relationship. Therefore, we accept the first core hypothesis, which states, "H1: There is a statistically significant correlation relationship at the significance level (0.01≥a) between digital marketing tools and marketing literacy." At the level of the subdimensions of the first core hypothesis, table (6) showed that the first sub-hypothesis (H1-1) was accepted, as the value of Pearson's linear correlation coefficient between Internet marketing and marketing literacy reached (0.611**) at a significance level of (0.01). That indicates the significance of the relationship and acceptance of the hypothesis. Additionally, the Pearson linear correlation coefficient for marketing through social networking sites and marketing literacy reached a value of (0.461**), which is an acceptable ratio at the significance level of (0.01), which indicates the significance of the relationship and thus acceptance of the second sub hypothesis (H1-2). Pearson's simple linear correlation coefficient between telephone marketing and marketing literacy reached a value of 0.550** at a significance level of 0.01, which indicates the significance of the relationship and acceptance of the third sub-hypothesis (H1-3).

Table 6. Testing the correlation hypothesis

ML	DM	ME	MSM	MT
Pearson Correlation	.527**	.611**	.461**	.550**
Sig. 2-tailed	0.000	0.000	0.000	0.000
N	159	159	159	159
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: SPSS v.26 output.

4.6 Testing the hypothesis of the influence of the research variables:

To test the impact hypotheses, hypothesis testing will be used by building a structural equation model to determine the results of the impact between the independent variable and its dimensions (digital marketing) in the dependent variable (marketing literacy). The first hypothesis is tested, which states, "There is a statistically significant influence relationship between... digital marketing (DM) and marketing literacy (ML)", by building the structural model shown in Figure (4).
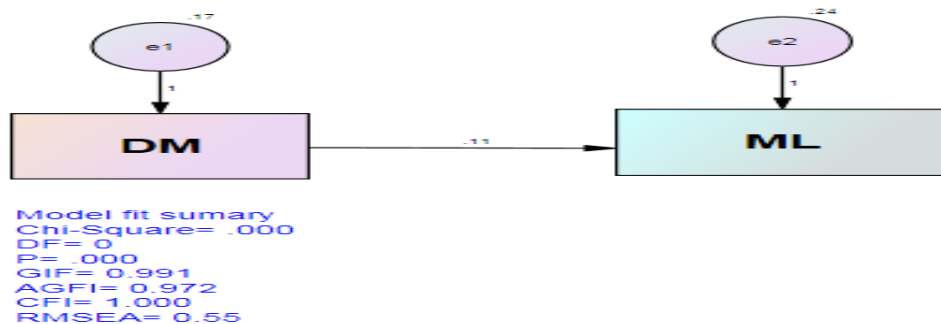

Figure 4. The structural model for testing the second core hypothesis

Source: Amos v.22 output

Table (7) shows that the results of evaluating the structural model for testing the first hypothesis, impact hypothesis H1, were acceptable, as the path coefficient value reached 0.115, the t-value values exceeded the required limits, and the impact value reached approximately 46%, which is an acceptable percentage. That indicates that digital marketing affects marketing literacy by 46%, and the remaining percentage is due to factors that were not addressed in this study.

Table 7. Results of evaluating the structural model for the main impact hypothesis

AJ. R^2	R^2	Result	C.R.	p Value	T Value	Estimate	Path	H	SMSEA
0.46	0.49	**Acceptance**	1.218	***	9.252	0.115	DM→ML	H1	0.55

Source: Amos v.22 output

Note: *** indicates that the P value is less than 0.001

To test the branches of the first hypothesis (the impact hypothesis), a structural model (Figure 5) was built.
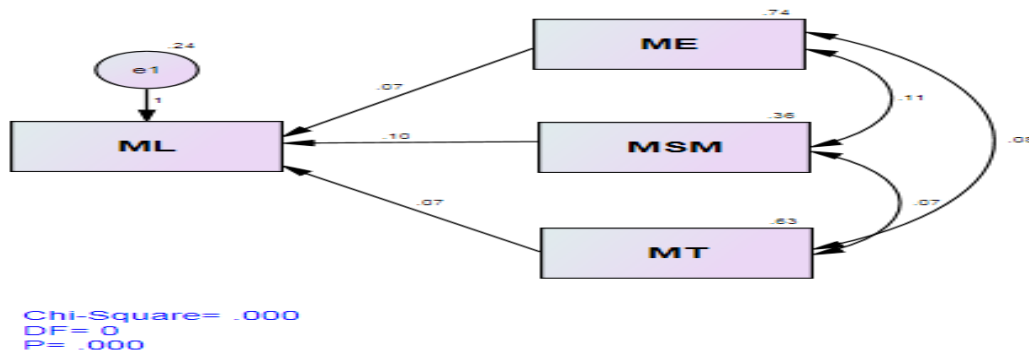
Figure 5. Structural model to test the impacts of digital marketing dimensions on marketing literacy

Source: Amos v.22 output

Table (8) shows that the results of evaluating the structural model for testing the sub-hypotheses were acceptable, as the value of the path coefficient for each of the hypotheses was (H1-1, H1-2, H1-3). The values of the t-value and p-value exceeded the required limits, and to demonstrate explanatory power, the adjusted coefficient of determination R2 reached 0.38. This indicates that the dimensions of the digital marketing variable explain 38% of the variance in digital literacy and that the remainder of the variance is attributed to other factors that were not addressed. form.

Table 8. Results of evaluating the structural model for the impact hypotheses

AJ. R^2	R^2	Result	C.R.	p Value	T Value	Estimate	path	H	SMSEA
0.38	0.41	Acceptance	1.445	***	3.214	0.72	ME→ML	H1-1	0.114
		Acceptance	1.481	0.003	2.018	0.98	MSM→ML	H1-2	
		Acceptance	1.570	***	4.319	0.72	MT→ML	H1-3	

Source: Amos v.22 output

5. Discussion:

Marketing literacy is a modern marketing topic (Rahmanto et al., 2023). Several researchers have addressed the impact of social media on digital literacy (Tsvetkova et al., 2021; Arafah and Hasyim, 2022), and on digital marketing and digital literacy (Umboha and Aryanto, 2023; Suparno et al., 2023). However, there is a scarcity of research addressing the impact of digital marketing tools and social media sites on marketing literacy (Patria et al., 2023). The results of this research show there is a correlation and impact of using digital marketing tools on marketing literacy. The results of this study are consistent with the results of the previous study (Nurhayati et al., 2020) in that social media can be a crucial platform for disseminating digital knowledge and providing consumers with knowledge and learning about brands. Social media users contribute significantly to marketing literacy (Lawlor et al., 2016). Moorthy and Sahid (2021) believe that social media sites are among the most prominent tools in digital marketing today. Companies benefit from social media sites to develop their marketing strategies (Nyagadza, 2020). The viral power of content transmission provided by social media sites makes it attractive and creates buzz around products and brands that spread like crazy through consumers (Abdul Zahra, 2023). The results of this research show that the website Earthlink contributes to providing users with information about services and subscriptions and contributes to generating marketing knowledge among consumers. These results are consistent with the propositions of Castañeda et al. (2020) that the website provides important and necessary information to the consumer.

5.1 Lamentation and Future Studies:

This study faced several challenges, the most prominent of which was the size of the selected sample, as there was difficulty in reaching the required number of responses as a result of the unwillingness of many to participate in answering the electronic questionnaire. In addition, as a result of using the electronic questionnaire, the researchers did not have the opportunity to interview the sample members and did not learn about their responses. The nature of closed questions may be an obstacle to obtaining information that sample members may wish to provide. Additionally, one of the important limitations that can be clarified in this research is the difficulty of generalizing the results, as all participants in the questionnaire were from one region, which is the capital of Baghdad. Future studies may consider expanding this model to include new variables, such as measuring the effects of using artificial intelligence on marketing literacy or studying the use of celebrities to increase marketing awareness among consumers. Future studies may expand to include other geographical regions or apply it to a sample of employees working in marketing. Rather than applying it to consumers. It would be good if a study was conducted to measure the impact of marketing literacy and its effects on the mental image of the brand, which would provide different and interesting results.

6. Conclusions:

Customers today are smarter than the customers of past years. They have become fully aware of the marketing goals and methods and possess sufficient information about the techniques companies adopt in marketing their products. Technological development and the exchange of information on social networking sites have contributed to eradicating marketing illiteracy, and opinion leaders and influencers have also played a role in educating consumers and providing them with the necessary information about products and services, as well as the opinions of users and bloggers, which has greatly contributed to improving marketing literacy. Marketing literacy is necessary for the consumer so that he does not fall victim to the methods of deception and misleading that some companies adopt in their advertisements. A customer who has sufficient marketing awareness can understand the purposes and goals behind marketing campaigns. Marketing literacy also forces companies to provide correct information in their marketing campaigns. It reduces harmful marketing activities. Based on the results of this research, several conclusions can be reached, the most important of which are as follows:

• Using digital marketing tools helps increase interaction rates with customers and improve the level of marketing awareness. It also increases the effectiveness and efficiency of marketing activities and increases the rate of reaching the target audience, as it allows the use of targeted advertisements on social media and other digital tools to improve campaign marketing and brand position and lead to the design of low-cost advertising.

• The results indicate that using digital marketing tools helps improve the level of awareness among consumers, as these tools can provide sufficient information about the products and services provided and provide the opportunity to know the opinions of previous consumers and describe their experience with them, which motivates the consumer to purchase, increases confidence in the brand, and increases the ability to convert them into permanent customers.

• Using digital marketing tools helps provide sufficient data about the buying and selling process, helps improve the quality of services provided, and improves customer experience, thus increasing customers' satisfaction and motivating them to return to buy again and achieve higher sales.

• Digital marketing tools improve creative content, provide attractive content to customers, make communication with consumers more effective, and achieve better control over costs. Digital marketing tools are often characterized as low-cost.

7. Recommendations:

Based on the results obtained, some recommendations can be made, including:

• Increasing the company's reliance on digital marketing tools to market its services, by relying on online marketing to provide necessary and sufficient information about products, services, and payment methods to consumers as well as using the advantages of search engines to improve keywords and the appearance of products.

• Intensifying digital marketing efforts on social media sites and establishing partnerships with influencers, opinion leaders, and bloggers to benefit from the advantages they offer in reaching positive information to the public to attract new customers. It is also necessary for the company to create its groups on Facebook or create virtual communities. Like discord

• The company must develop its application for mobile phones. Although the Cinemana and Shabakti applications have achieved great fame for Earthlink, it is necessary to develop applications for other services, such as creating a subscription and electronic payment application and creating an application that includes the Earthlink community for network users.

• The company must contribute to eradicating the marketing illiteracy of its customers by following a policy of disclosure and transparency, providing sufficient information about the type of service, subscription prices, and package offered, and adopting a policy of openness with the consumer to reduce the negative effects resulting from previous negative situations.

• A special work team for digital marketing that works to analyze and respond to data and determine the most effective tools to achieve the specified goals should be established while providing appropriate and continuous training for the team and providing the team with the necessary information on how to use digital tools in analysis, targeting and access to ensure that better results are achieved in terms of marketing and distinguished services For users.

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