

العنوان باللغة العربية

أثر التقنية الحديثة على إدارة التسويق في المملكة العربية السعودية

العنوان باللغة الانجليزية

The impact of modern technology on marketing management in the Kingdom of
Saudi Arabia

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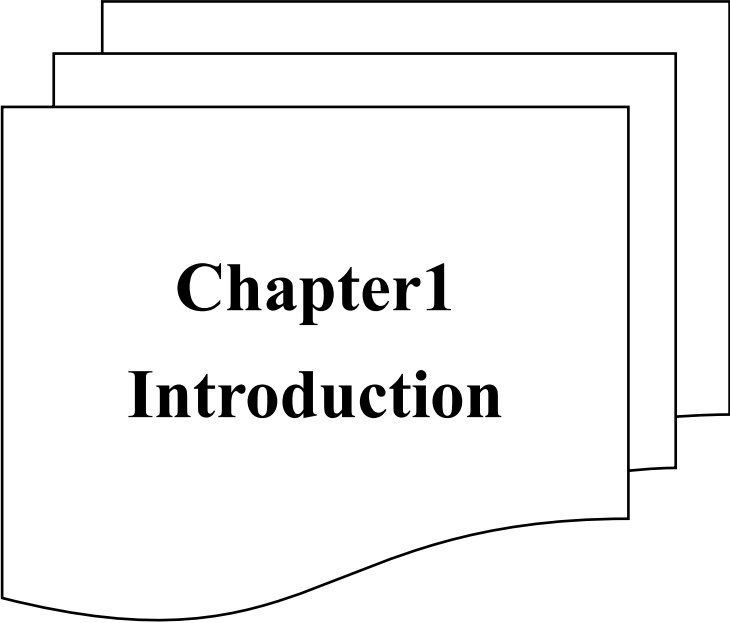
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Abstract

This study explores the impact of modern technology on marketing management in the Kingdom of Saudi Arabia (KSA). The findings highlight the transformative effects of technology, such as social media, mobile marketing, data analytics, and artificial intelligence (AI) and machine learning (ML), on businesses operating in the KSA. The rise of social media platforms has allowed businesses to reach a large and engaged audience, enabling effective brand communication and customer engagement. Mobile marketing has emerged as a powerful tool, allowing businesses to target consumers on-the-go and capitalize on the widespread use of mobile devices. The availability of data and analytics tools has empowered businesses to gain valuable insights into consumer behavior, facilitating informed marketing decisions and personalized advertising campaigns. The integration of AI and ML technologies has enabled automation of marketing tasks, resulting in improved efficiency and resource allocation. These advancements have allowed businesses in the KSA to create more targeted and effective marketing strategies, fostering competitiveness in the market. To harness the benefits of modern technology, businesses in the KSA must adapt their marketing approaches. They should embrace social media platforms, optimize mobile marketing strategies, utilize data analytics for consumer insights, and leverage AI/ML capabilities for automation and optimization. By doing so, businesses can effectively reach their target audience, enhance customer experiences, and achieve marketing objectives in the dynamic landscape of the KSA. Understanding and embracing the impact of modern technology on marketing management is crucial for businesses in the KSA to stay competitive and thrive in the evolving digital era.

Keywords: modern technology, personalized advertising, automation, efficiency, competitiveness.



Chapter1

Introduction

Chapter 1: Introduction

1.1. Introduction

The Kingdom of Saudi Arabia (KSA) has experienced significant economic growth and development in recent years, with the adoption of modern technology playing a major role in this transformation. With the widespread use of the internet and digital technologies, the marketing landscape in KSA has also undergone a significant shift (Zaman, K., & Al-Abdin, A. (2020).

This essay aims to explore the impact of modern technology on marketing management in the KSA. It will examine how the adoption of digital technologies has influenced various aspects of marketing management, including market research, product development, pricing, distribution, and promotion (Yousuf, M., & Alshehri, M. (2021).

The essay will begin by supplying an overview of the current marketing landscape in the KSA, followed by a discussion of the key technological advancements that have influenced marketing management. It will then examine the impact of digital technologies on each aspect of marketing management and explore the opportunities and challenges they present for businesses running in the KSA.

One of the key technological advancements that has influenced marketing management in the KSA is the widespread adoption of the internet and digital technologies. With most of the population now using smartphones and other digital devices, businesses have had to adapt their

marketing strategies to reach consumers through digital channels such as social media, email, and mobile apps (Salem, F. A., & Kabbani, A. K. (2019).

Digital technologies have also had a significant impact on market research, with businesses now able to gather data and insights from a wide range of sources, including social media, online surveys, and customer feedback. This has enabled businesses to gain a better understanding of consumer preferences and behaviour, and to develop more targeted and effective marketing strategies (Khan, I. U., & Khan, S. (2020).

Digital technologies have also had an impact on pricing and distribution, with the growth of e-commerce platforms and online marketplaces allowing businesses to reach a wider audience and sell products more easily. This has led to increased competition and pressure on businesses to offer competitive prices and efficient delivery options (Baabdullah, A. M. (2020).

Overall, this essay looks to supply a comprehensive analysis of the impact of modern technology on marketing management in the KSA, and to highlight the importance of embracing digital technologies to remain competitive in today's rapidly evolving business environment.

1.2. Problem solving

Problem statement: The marketing landscape in the Kingdom of Saudi Arabia (KSA) has undergone significant changes due to the widespread adoption of modern technology, including the internet and digital technologies. While these changes offer many opportunities for businesses to reach consumers through new channels, they also present challenges, such as the need to keep up with rapidly evolving technologies and changing consumer behavior (Hassan, A. M., & Hasan, S. (2020).

There is a need for research to find the specific ways in which modern technology has affected marketing management in the KSA, and to explore the opportunities and challenges presented by these changes (. Alzahrani, A. A. (2021).

1.3. Research question:

According to the problem statement, the current research tries to answer the following question:

- How has the widespread adoption of modern technology, including the internet and digital technologies, affected marketing management in the Kingdom of Saudi Arabia?
- What are the opportunities and challenges presented by these changes for businesses running in the KSA?
- How have digital technologies affected pricing and distribution strategies in the KSA?
- What are the key technological advancements that have influenced marketing management in the Kingdom of Saudi Arabia (KSA)?

1.4. The research objective

The current research aims to the impact of modern technology on marketing management in the Kingdom of Saudi Arabia by achieving.

- Studying the spread of modern technology, including the Internet and digital technologies, on marketing management in the Kingdom of Saudi Arabia
- Find the opportunities and challenges posed by these changes to companies running in the Kingdom of Saudi Arabia
- The impact of digital technologies on pricing and distribution strategies in the Kingdom of Saudi Arabia

- Technological developments that affected marketing management in the Kingdom of Saudi Arabia

1.5. The Research Significance

1.5.1. Scientific Significance:

The scientific significance of the study lies in its potential to advance our understanding of the impact of modern technology on marketing management in a specific cultural and economic context, namely the Kingdom of Saudi Arabia. By finding the key technological advancements that have influenced marketing management in the KSA, the study can contribute to the development of theories and frameworks that can be applied to other contexts. Additionally, the study can inform future research on the adoption of digital technologies in marketing management, supplying a foundation for further investigation.

1.5.2. Practical Significance:

The practical significance of the study lies in its potential to inform the development of more effective marketing strategies for businesses running in the KSA. By finding the opportunities and challenges presented by the adoption of modern technology in marketing management, the study can help businesses to develop strategies that are tailored to the needs of the local market. Additionally, the study can help businesses to navigate the changing marketing landscape in the KSA and stay competitive in the face of increasing competition and rapidly evolving technologies. Ultimately, the study can contribute to the growth and success of businesses operating in the Kingdom of Saudi Arabia.

1.6. Research Definition

- Marketing management

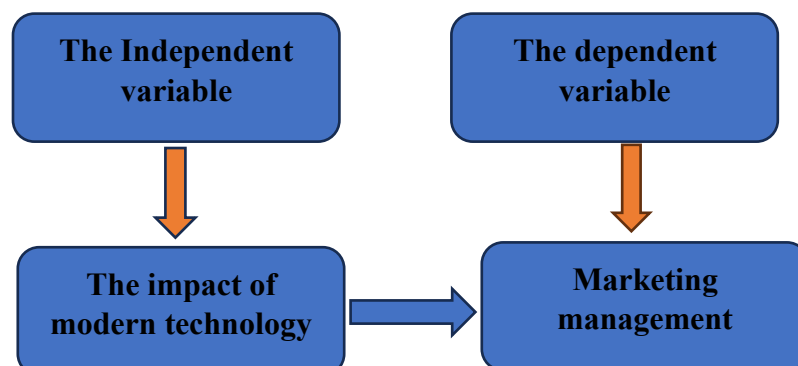
is the process of planning, organizing, implementing, and controlling marketing strategies and tactics that satisfy customer needs, achieve organizational goals, and enhance profitability. It involves finding target markets, analyzing consumer behavior and preferences, developing products and services, creating promotion, and pricing strategies, and managing distribution channels to ensure that products and services reach the right customers at the right time and place (Kotler and Keller (2016).

Marketing management is "the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value." Similarly, Armstrong and Cunningham (2021) define marketing management as "the process of managing the marketing mix to achieve organizational objectives by satisfying customers' needs and wants."

1.7. Research Framework

In the statement "The impact of modern technology on marketing management in the Kingdom of Saudi Arabia

- The Independent variable is. The impact of modern technology
- The Dependent variable is marketing management.



1.8. **Research Hypothesis**

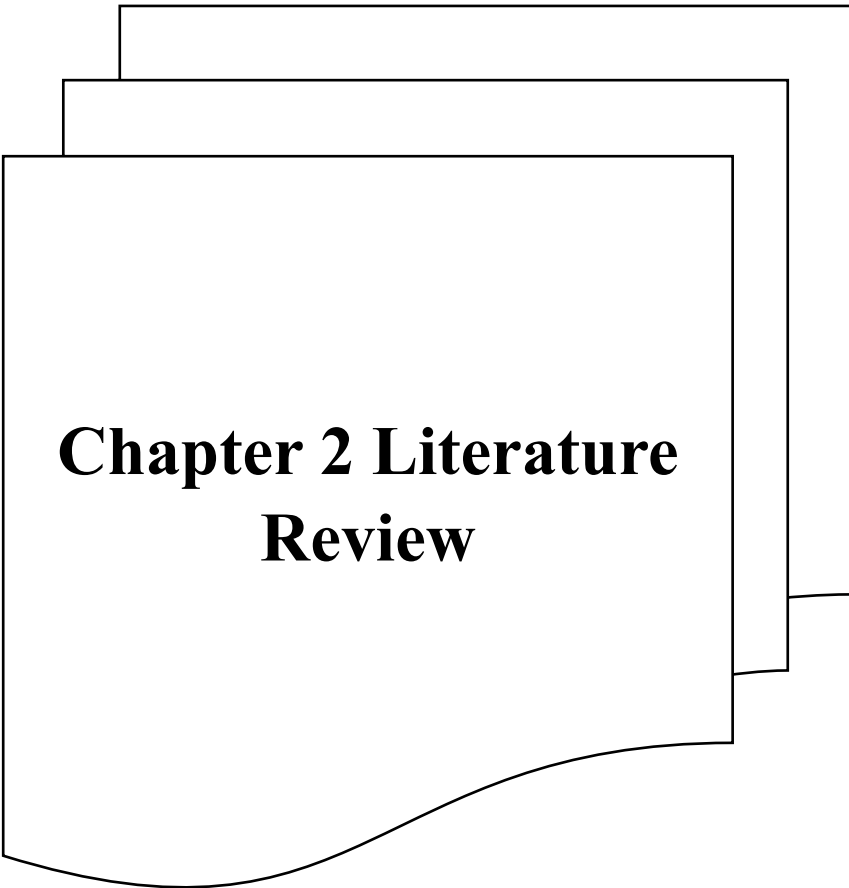
Therefore, the current research is based on the following hypotheses:

- ✓ The impact of modern technology on marketing management in the Kingdom of Saudi Arabia 2030?
- ✓ The impact of digital technologies on pricing and distribution strategies in the Kingdom of Saudi Arabia

1.9. **Research Tools**

The data collected from the sample were entered using the program (SPSS-V.22). The statistical methods that were used to process the data varied, including:

- ✓ Cronbach's Alpha coefficient to ensure consistent performance.
- ✓ Use frequencies and percentages to decide the significance of the sample's responses to the questionnaire items.
- ✓ Correlation coefficient for the calculation of honesty.
- ✓ Regression analysis



Chapter 2 Literature Review

Chapter 2: Literature Review

1. Rresearch by Alsarabi, A., & Alhqpani, F. (2018). titled “Hotel Management Trends in Saudi Arabia towards the adoption of the concept of modern marketing “

The research paper titled "Hotel Management Trends in Saudi Arabia towards the adoption of the concept of modern marketing" by Alsarabi and Alhqpani (2018) examines the current state of hotel management practices in Saudi Arabia and finds key trends that are shaping the industry. The authors argue that traditional hotel management approaches have become outdated in today's fast-paced digital world, and that hotels need to adopt more innovative and customer-centric strategies to remain competitive. To support their argument, the authors present data from various sources, including surveys, interviews, and case studies. They highlight several key trends in hotel management, such as the growing importance of online reputation management, the use of social media for marketing purposes, and the increasing demand for personalized services. Additionally, they discuss how these trends are influencing the adoption of modern marketing concepts within the hospitality industry. Overall, the research paper supplies valuable insights into the challenges facing hotel managers in Saudi Arabia and offers practical recommendations for improving hotel operations and enhancing guest experiences. It serves as an important resource for anyone

interested in understanding the latest developments in hotel management and exploring new opportunities for growth and success in the hospitality industry.

2. (2018). Social marketing – a concept of marketing management social marketing – a concept of marketing management.

The article "Social Marketing - a Concept of Marketing Management" by (2018) discusses the concept of social marketing and its relevance in the field of marketing management. The authors define social marketing as a process of planning and executing programs aimed at achieving specific social objectives, such as promoting healthy behaviors, preventing harmful ones, and improving overall quality of life. The article argues that social marketing is particularly important in the context of public health, where it can be used to encourage individuals to take action to protect their own health and the health of others. The authors also discuss the role of social marketing in addressing environmental issues, such as climate change and sustainability. The article concludes by emphasizing the need for organizations to integrate social marketing principles into their overall marketing strategy to achieve greater social impact and improve their bottom line.

3. Research by El-Omari, H.A. (2019). titled “Marketing information, management, and use: the case of Saudi Arabia

El-Omari's (2019) research paper on "Marketing information, management, and use: the case of Saudi Arabia" examines the level of importance and effectiveness of marketing information management in Saudi Arabia. The paper finds factors that hinder effective marketing information management, such as a lack of qualified personnel, a lack of strategic approach, and a conservative culture. The paper supplies recommendations for improving marketing information management,

such as investing in qualified personnel, developing a strategic approach, creating a culture of data-driven decision-making, and adapting marketing strategies to the conservative culture. The paper supplies valuable insights for businesses in Saudi Arabia to improve their marketing strategies and achieve their business goals.

4. Research by Alharbi, M.A. (2019). titled” Impact of Digital Marketing on the Enhancement of Brand Image in Saudi Arabia”.

Alharbi's (2019) research paper titled "Impact of Digital Marketing on the Enhancement of Brand Image in Saudi Arabia" examines the impact of digital marketing on brand image enhancement in Saudi Arabia. The paper discusses the increasing importance of digital marketing in the current business environment and finds the challenges and opportunities facing businesses in Saudi Arabia. The paper highlights the importance of creating a strong brand image through digital marketing, which can help businesses to differentiate themselves from competitors and build customer loyalty. The paper supplies empirical evidence of the positive impact of digital marketing on brand image enhancement in Saudi Arabia, using case studies from Saudi Arabian companies. Overall, the paper supplies valuable insights for businesses in Saudi Arabia on the importance of digital marketing for enhancing brand image and achieving business success.

5. Research by Al-Hazmi, N.M. (2020). Titled “The impact of market targeting strategies on tourism services”.

The research paper "The impact of market targeting strategies on tourism services" by Al-Hazmi (2020) examines the impact of market targeting strategies on tourism services in Saudi Arabia. The paper finds that market targeting strategies can have a significant impact on the success of

tourism businesses in Saudi Arabia. The paper finds several different markets targeting strategies that can be used in the tourism industry. These strategies include Mass marketing: This strategy involves targeting the entire market for tourism services. This is a cost-effective strategy, but it can be difficult to reach a large audience with a single marketing message. Segmented marketing: This strategy involves dividing the market for tourism services into smaller segments, and then targeting each segment with a specific marketing message. This is a more effective strategy than mass marketing, but it can be more expensive. Niche marketing: This strategy involves targeting a very specific segment of the market for tourism services. This is the most effective strategy, but it can also be the most expensive the paper concludes by discussing the implications of these findings for tourism businesses in Saudi Arabia. The paper argues that tourism businesses need to carefully consider their target market when developing their marketing strategies. They need to choose a market targeting strategy that is proper for their business and their budget.

6. Luzhanytsia, N., & Kostinets, Y. (2020). THE USE OF MODERN COMPUTER INFORMATION TECHNOLOGY AS A KEY CONDITION FOR EFFECTIVE MARKETING DECISIONS

The article "The Use of Modern Computer Information Technology as a Key Condition for Effective Marketing Decisions" by Luzhanytsia and Kostinets (2020) discusses the importance of computer information technology in making effective marketing decisions. The authors argue that modern computer information technology has become essential for businesses to make informed decisions and analyze market trends. They emphasize the importance of collecting and analyzing data, identifying target audiences, and creating customized marketing campaigns. The authors also

discuss the advantages of using computer information technology, such as reducing costs, improving efficiency, and enhancing customer satisfaction. However, they caution that businesses must also consider ethical and legal issues when using computer information technology, such as protecting personal data and avoiding cybercrime. In conclusion, the article provides a clear and concise explanation of the importance of computer information technology in marketing decision-making and encourages businesses to incorporate it into their marketing strategies.

7. Research by Mammadbayov, E., Hurriyati, R., & Hendrayati, H. (2021). titled “Modern Marketing Management and New Trends in Marketing”.

The research paper "Modern Marketing Management and New Trends in Marketing" by Mammadbayov, Hurriyati, and Hendrayati (2021) examines the latest trends in marketing and how they are affecting the way businesses market their products and services. The paper finds that there are several new trends that are emerging, including: Personalization: Businesses are increasingly using data to personalize their marketing messages and campaigns. This means that they can target their messages to specific individuals or groups of people, which can lead to higher levels of engagement and conversion. Social media: social media is becoming an increasingly important platform for marketing. Businesses are using social media to connect with their target audience, build relationships, and generate leads. Content marketing: Content marketing is a form of marketing that focuses on creating and distributing valuable content. This content can be in the form of blog posts, infographics, videos, or other types of content. The goal of content marketing is to attract and engage potential customers, and ultimately drive sales. Influencer marketing: Influencer marketing is a form of marketing that uses social media influencers to promote products or services. Influencers are people who have a large following on social media, and they can reach many people with their marketing messages. The metaverse: The metaverse is

a virtual world that is being created using augmented reality and virtual reality technologies. Businesses are starting to explore the potential of the metaverse for marketing, and it is likely to become a major trend in the future. The paper concludes by discussing the implications of these new trends for businesses. The paper argues that businesses need to adapt their marketing strategies to consider these new trends. They need to use data to personalize their marketing messages, they need to use social media effectively, and they need to create valuable content that will attract and engage potential customers.

8. Resereach by Haddad, T.E. (2021). titled “Digital Media Impact on SMEs Performance in Kingdom of Saudi Arabia”.

The research paper "Digital Media Impact on SMEs Performance in Kingdom of Saudi Arabia" by Haddad (2021) examines the impact of digital media on the performance of small and medium-sized enterprises (SMEs) in Saudi Arabia. The paper finds that digital media can have a significant impact on the performance of SMEs in several ways. The paper finds several ways in which digital media can affect the performance of SMEs. These include Increased brand awareness: Digital media can help SMEs to increase brand awareness by making their products and services more visible to potential customers. Increased customer engagement: Digital media can help SMEs to increase customer engagement by providing them with a platform to interact with customers and build relationships. Improved customer service: Digital media can help SMEs to improve customer service by providing them with a platform to answer customer questions and resolve issues. Increased sales: Digital media can help SMEs to increase sales by providing them with a platform to reach a wider audience and sell their products and services The paper concludes by discussing the implications of these findings for SMEs in Saudi Arabia. The paper argues that SMEs need to embrace digital media to be successful in the modern economy. They need to use digital media to

increase brand awareness, engage with customers, improve customer service, and increase sales. The paper supplies a comprehensive overview of the impact of digital media on the performance of SMEs. The paper discusses the implications of these findings for SMEs in Saudi Arabia. The paper is well-written and well-researched. Overall, the paper by Haddad (2021) is a valuable resource for anyone who is interested in the impact of digital media on the performance of SMEs. The paper's insights can be used by SMEs in Saudi Arabia to improve their marketing strategies and achieve their business goals. Here are some specific examples of how digital media works.

9. Research by Nasr, A.R. (2021). Titled “The Importance of Digital Marketing on the Success of Service Companies in the Kingdom of Saudi Arabia”.

The research paper by Nasr (2021) highlights the importance of digital marketing for service companies in Saudi Arabia. The paper finds several reasons why digital marketing is essential for service companies in Saudi Arabia, including the increasing use of the internet and social media, the need to reach a wider audience, build relationships with customers, and generate leads and sales. The paper concludes by discussing the implications of these findings for service companies in Saudi Arabia and emphasizes the need for service companies to embrace digital marketing to be successful. The paper is well-written and well-researched, supplying a comprehensive overview of the importance of digital marketing for service companies in Saudi Arabia. Overall, the paper is a valuable resource for service companies in Saudi Arabia looking to improve their marketing strategies and achieve their business goals. By effectively using digital marketing, service companies can reach a wider audience, engage with customers, and increase sales, leading to greater success in the modern business landscape.

10. Tsviliy, S., Gurova, D., & Zhuravlova, S. (2021). CORONAVIRUS PRIORITIES IN MARKETING MANAGEMENT OF MICROENTERPRISES IN THE HOSPITALITY FIELD

The article "Coronavirus Priorities in Marketing Management of Microenterprises in the Hospitality Field" by Tsviliy et al. (2021) discusses the impact of the coronavirus pandemic on microenterprises in the hospitality field and the priorities of their marketing management during this time. The authors argue that microenterprises in the hospitality field face unique challenges during the pandemic, such as decreased demand, supply chain disruptions, and financial instability. As a result, they must adapt their marketing strategies to address these challenges and maintain their competitiveness. The authors identify five priority areas for marketing management of microenterprises in the hospitality field during the pandemic: adapting to changing customer demands, focusing on local markets, leveraging digital channels, prioritizing health and safety protocols, and fostering collaboration within the industry. By addressing these priorities, microenterprises in the hospitality field can navigate the challenging conditions brought about by the pandemic and position themselves for long-term success.

11. Research by Cui, H., Nie, Y., Li, Z., & Zeng, J. (2022). titled “Construction and Development of Modern Brand Marketing Management Mode Based on Artificial Intelligence”.

The research paper by Cui et al. (2022) explores the potential of using artificial intelligence (AI) in modern brand marketing management. The paper finds several areas in which AI can improve brand marketing, including data collection and analysis, targeted marketing, personalization, and campaign optimization. The paper concludes by discussing the opportunities and challenges of

using AI in brand marketing management and highlights the need for businesses to carefully consider the implications of AI before implementing AI-based marketing solutions. The paper is well-written and well-researched, supplying a comprehensive overview of the potential of using AI in brand marketing management. Overall, the paper is a valuable resource for businesses interested in leveraging AI to improve their brand marketing strategies and gain a competitive advantage.

12. Cui, H., Nie, Y., Li, Z., & Zeng, J. (2022). Title Construction and Development of Modern Brand Marketing Management Mode Based on Artificial Intelligence

The article "Construction and Development of Modern Brand Marketing Management Mode Based on Artificial Intelligence" by Cui et al. (2022) discusses the importance of artificial intelligence (AI) in modern brand marketing management. The authors argue that AI has revolutionized the way brands communicate with consumers, allowing for real-time personalization and customization of marketing messages. Furthermore, the authors highlight the role of big data analytics in helping marketers understand consumer behavior and preferences, enabling them to create more effective marketing campaigns. Finally, the authors propose a framework for constructing and developing a modern brand marketing management mode based on AI, including the integration of various technologies such as machine learning, natural language processing, and sentiment analysis. This framework aims to help brands optimize their marketing efforts and maximize their return on investment.

13. Kuznetsova, E.R., & Vodolazova, R.A. (2022). Title: Modern approaches to marketing management in technology companies

The article "Modern Approaches to Marketing Management in Technology Companies" by Kuznetsova and Vodolazova (2022) discusses the importance of marketing management in technology companies. The authors argue that traditional marketing techniques may not be sufficient for tech firms due to the rapid changes in the market and the increasing competition from other players. Instead, they suggest that tech companies should adopt modern marketing methods such as content marketing, social media marketing, and inbound marketing to stay ahead of the curve. Additionally, the authors emphasize the importance of building strong relationships with customers through personalized communication and targeted marketing campaigns. Overall, the article provides useful insights for tech companies looking to improve their marketing efforts and gain a competitive advantage in the marketplace.

14. Research by Kuznetsova, E.R., & Vodolazova, R.A. (2022). titled” Modern approaches to marketing management in technology companies”.

The research paper by Kuznetsova and Vodolazova (2022) examines the latest trends in marketing management in technology companies. The paper finds several new trends, including data-driven marketing, customer experience, new marketing channels, and agile marketing. The paper concludes that technology companies need to adapt their marketing strategies to consider these new trends and provides insights into how they can do so. The paper is well-written and well-researched, supplying a comprehensive overview of the latest trends in marketing management in technology companies. Overall, the paper is a valuable resource for anyone interested in the latest trends in marketing management in technology companies.

15. Ruan, J., & Rong, Y. (2022). Research on the application framework design and realization technology of power Marketing management information system.

The article "Research on the Application Framework Design and Realization Technology of Power Marketing Management Information System" by Ruan and Rong (2022) discusses the development of a power marketing management information system (PMMIS) for electric power companies. The authors present an application framework design and realization technology for PMMIS, which includes four main modules: data acquisition, data storage, data analysis, and decision support. The framework uses advanced technologies such as cloud computing, big data, and artificial intelligence to manage large amounts of data generated by smart meters and other sources. The authors also discuss the challenges faced by electric power companies in implementing PMMIS, such as integrating different systems and managing security risks. The article provides a detailed description of the framework and its implementation, as well as case studies to demonstrate its effectiveness. Overall, the article offers valuable insights for electric power companies seeking to improve their marketing operations and enhance their competitiveness in the industry.

16. Guerola-Navarro, V., Gil-Gómez, H., Oltra-Badenes, R., & Soto-Acosta, P. (2022). Customer relationship management and its impact on entrepreneurial marketing: a literature review

The article "Customer Relationship Management and Its Impact on Entrepreneurial Marketing: A Literature Review" by Guerola-Navarro et al. (2022) reviews the literature on customer relationship management (CRM) and its impact on entrepreneurial marketing. The authors identify three key themes in the literature: CRM practices, CRM tools, and CRM outcomes. They conclude that CRM practices play a crucial role in shaping entrepreneurs' interactions with customers and

influencing their marketing decisions. Moreover, the authors find that CRM tools facilitate the collection and analysis of customer data, leading to better understanding of customer needs and improved marketing performance. Finally, the authors note that CRM outcomes depend on factors such as the entrepreneur's level of experience, the nature of the product/service offered, and the stage of the company's life cycle. Overall, the article provides a comprehensive overview of the current state of knowledge on CRM and its impact on entrepreneurial marketing, offering valuable insights for researchers and practitioners in both fields.

17. Research by Almeer, M., Ghosh, A., & Shamsy, M. (2023). titled “Strategic Planning Using the Balanced Scorecard and its Impact on Marketing Creativity within the Organization in the Kingdom of Saudi Arabia “.

The research paper by Almeer, Ghosh, and Shamsy (2023) examines the impact of strategic planning using the Balanced Scorecard (BSC) on marketing creativity within organizations in Saudi Arabia. The paper concludes that the BSC can have a positive impact on marketing creativity by aligning marketing goals with organizational goals, measuring marketing performance, and communicating marketing goals and performance to employees. The paper supplies valuable insights for organizations in Saudi Arabia on how to use the BSC to improve their marketing creativity and achieve their business goals. Overall, the paper is well-written and well-researched, supplying a comprehensive overview of the impact of the BSC on marketing creativity.

18. Karthick, V. (2023). Impact of Metaverse and Advanced Technology on the Enterprises

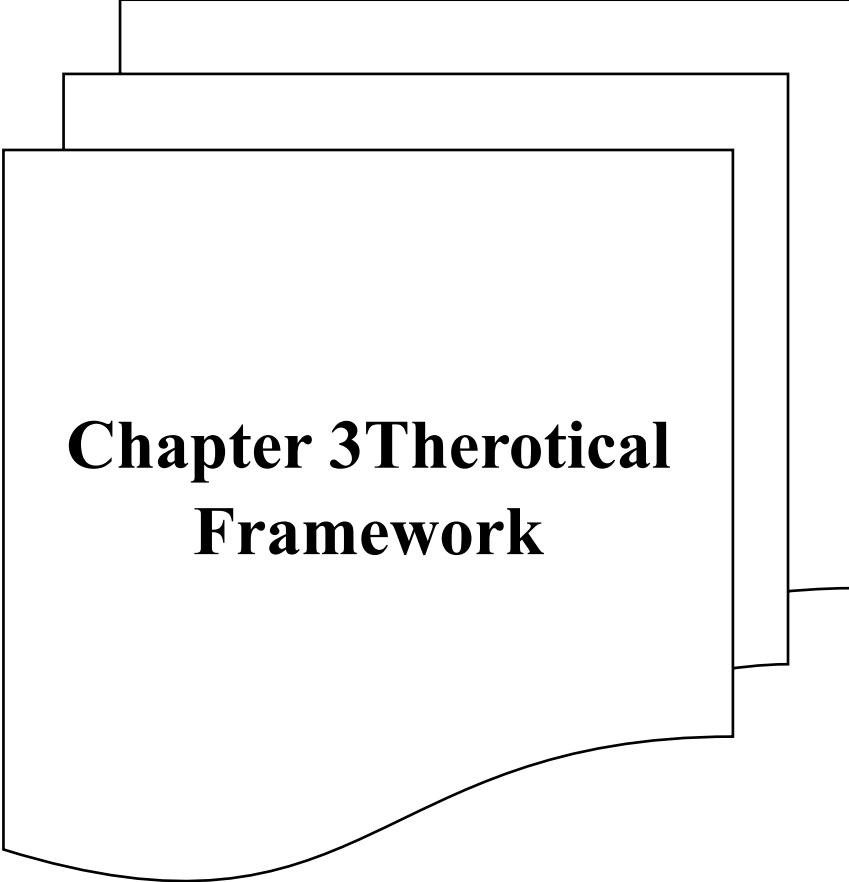
The article "Impact of Metaverse and Advanced Technology on the Enterprises" by Karthick (2023) explores the impact of metaverse and advanced technology on businesses. The author highlights the growing popularity of virtual reality (VR), augmented reality (AR), and mixed

reality (MR) technologies, which are paving the way for the creation of immersive experiences in the metaverse. The article emphasizes the importance of incorporating these technologies into enterprise operations to remain competitive in today's rapidly evolving technological landscape. The author also discusses the potential benefits of adopting metaverse and advanced technology, such as enhanced customer engagement, increased productivity, and reduced costs. However, the author cautions that there are still many challenges associated with implementing these technologies, such as privacy concerns, cybersecurity threats, and regulatory constraints. To overcome these challenges, the author suggests that businesses must prioritize user privacy, invest in robust cybersecurity measures, and work closely with regulators to ensure compliance with relevant laws and regulations. In conclusion, the article presents a compelling argument for the adoption of metaverse and advanced technology by businesses to remain competitive in the future.

19. Research by Alnaim, A.F., & Albarq, A.N. (2023). titled “Impact of digital marketing on consumer behavior: A quantitative analysis on fast fashion industry in the KSA”.

The research aims to prove that digital marketing can affect consumer behavior in several ways. Firstly, increased access and information empower consumers to research and compare options before making purchasing decisions. Secondly, personalization and targeting enable brands to deliver relevant content and offers that align with consumers' preferences. Thirdly, interactive engagement through social media platforms and user-generated content can influence decision-making. Fourthly, online reviews and social proof play a significant role in shaping consumer behavior. Fifthly, influencer marketing can affect behavior and preferences through endorsements from individuals with significant online followings. Sixthly, convenience and accessibility factor can encourage impulse buying or reduce barriers to buy. Finally, targeted advertising and retargeting techniques can reinforce brand awareness and encourage conversions. Overall, the

research highlights the importance of digital marketing in shaping consumer behavior and supplies insights into how brands can use digital channels to affect consumer behavior positively.



Chapter 3Therotical Framework

Chapter 3 Theoretical Framework

3.1 Introduction:

Information and communication technologies (ICTs) are a driving force behind major economic, social, and cultural shifts from the modern to the postmodern, from local to global markets, from production to consumption, and from industrial to informational economies. While much has been written about the relationship between marketing and technology, most of the work regards marketing as an a priori category into which new technologies are simply overlaid as they come along. These instrumentalist—functionalist views of ICTs in marketing are not particularly well suited when—as in micromarketing—the focus is on marketing systems and consumption systems.

3.2 The Concept of modern technology:

All about efficiency and speed; it is about ensuring face-to-face communication, connecting you to your healthcare provider, and empowering you by giving you more access and control to the kind of care you get as well as service you receive (Czinkota, M.R., et., al,2021)

Tools enhance student communication and collaboration skills, provide a real audience, and extend learning beyond the classroom walls while building digital citizenship skills.

Technology means all technology, designs, formulae, algorithms, procedures, methods, discoveries, processes, techniques, ideas, know-how, research and development, technical data, tools, materials, specifications, processes, inventions (whether patentable or unpatentable and whether or not reduced to practice), apparatus, creations, improvements, works of authorship in

any media, confidential, proprietary or nonpublic information, and other similar materials, and all recordings, graphs, drawings, reports, analyses and other writings, and other tangible embodiments of the foregoing in any form whether or not listed herein, in each case, other than Software(Wong, W.K. ,2018).

Technology is a word that is not Arabic, but it has an Arabized synonym. It was suggested by the Academy of the Arabic Language in Damascus, and it was adopted by the Arab League and some Arab countries, but not all of them. It is a common word that has more than one term. Technology is an applied science that is concerned with studying additions and development in many fields such as industries, arts and crafts, and all related materials and means used (Hackley, C., Hackley, R.A., & Bassiouni, D.A. (2018)..

Technology is a word of Greek origin, consisting of two syllables, the first syllable: Techno meaning craft, skill, or art, and the second: Logy meaning science or study. Hence, the word technology means the science of performance or the science of application. Many scholars have mentioned many other definitions of the word technology, and we will present some of them below(Thomas, B. , 2019).

Technology: a comprehensive process that applies science and knowledge in an organized manner in several fields. To achieve purposes of practical value to society. Technology is defined as the optimal use of scientific knowledge, its applications, and its adaptation to human service and well-being. The common concept of the term technology is the use of computers and modern devices, and this view is limited in vision, as the computer is a result of technology, while the technology intended for in this course is a way of thinking and solving problems, and it is the way of thinking that leads the individual to the desired results, I. The way of thinking about using

knowledge, information, and skills, with the aim of reaching results to satisfy human needs and increase their abilities (Duda, M., et.,al.,2017).

3.2. 1 The role of technology in our lives:

It worked to bring communication between peoples separated by continents, seas, and oceans; The development of technology also led to a scientific and cognitive revolution that resulted in an increase in inventions that made our lives easier. Technology has helped in the development of education through the advancement of modern scientific means and inventions, and contributed to the development of curricula, and students' access to the largest amount of information, which helped in facilitating the educational process for students and teachers.

It contributed to the development of industrial devices that we use in our lives, and the emergence of many modern technologies that resulted in the industrial revolution. With the use of technology and modern methods of agriculture and irrigation, it became possible to cultivate the desert.

Medicine has become better than it was before, due to the use of technology and the invention of modern applications in medicine(Jiang, Y., & Wen, J. 2020).

Technology has helped many doctors to develop, and the speed of treating patients has undoubtedly become an essential factor for hospitals and doctors. No one expected the world's technological development. Increasing thinking about the future and the amazing ideas that people think of has resulted in a terrible development in technology. Technology in the future will develop and change human life in the long run, and it will integrate technology into all aspects of our lives in the future. Enabling a person to get what he wants at the right time for him, which makes him feel free. It works to converge different spectra and orientations in various topics, and helps in communication, discussion, and exchange of ideas and cultures. Developing electronic commerce, facilitating buying and selling, in addition to the ability to exchange currencies. It is considered

the best according to the cost, as it helped to improve labor productivity, which led to an increase in the wages of employees and labor. Opened the doors to distance education and conducting more practical and literary studies and research (Decker, R., & Stummer, C. ,2017).

3.2. 2 technology dimensions:

1- Positive effects of technology on people's lives:

- Technology has enhanced the process of communication between people. made the world a small village; It became possible for people to get acquainted with many cultures. facilitated access to information; In the past, access to information took a lot of people's time(Frei, M. ,2016).
- Technology has reduced people's time, effort and energy by using modern machines.
- Helped to develop medicine, education, industries and others.
- Technology has converged views.
- The use of technology has increased labor productivity.
- It helped us to store very large amounts of information and data.
- Modern technology has provided an opportunity for entrepreneurs to monitor the labor market remotely without the need to travel and commission it.

2- The negative effects of technology on people's lives:

- Excessive use of technology results in negative effects on people's mental health. It can make them anxious, lonely, depressed, and more (Homburg, C., Jozic, D., & Kuehnl, C. (2017)..
- Technology affects human physical health because of the pollution that results from modern technological devices.

- Excessive use of modern communication devices can sometimes cause stress, health damage and eye problems for people.
- The sounds generated by modern technological devices cause noise and annoyance to people. Too much technology can disrupt your brain's capabilities(Chung, K.C. (2020).

3.2. 3 Technology properties:

- Technology is an independent science with its origins, goals, and theories.
- Technology is an applied science that seeks to apply knowledge.
- Technology is a process that touches people's lives.
- Technology is a process that includes inputs, processes and outputs.
- Technology is a comprehensive process for all processes of design, development and management.
- Technology is a dynamic process, that is, it is a state of continuous active interaction between the components.

Technology is a systematic process that deals with systems and their outputs as complete systems, i.e., it is a system from a system. Purposeful technology aims to reach problem-solving. The technology is self-developed and always keeps on revising, adjusting, and improving (Poole, W.D., 2021).

3. 3 The concept of marketing management:

Marketing management means the process of organizing, managing, and knowing the best way to deal with all marketing activities. These activities include marketing planning, product pricing and promotion by carrying out comprehensive advertising campaigns for them. It also includes the process of distributing products to all customers. Marketing can only be considered as Part of the commercial and humanitarian activities that aim to satisfy all consumers' desires.

Marketing depends on elements, which are the shape of the basket, its price, the method of promotion, field monitoring, and finally the distributors and their effective and continuous monitoring. As for the steps of the marketing process, it is first that significant marketing research is done, in addition to segmentation and targeting, and the consolidation of the product in the mind of the consumer, and then taking care of the product and its price in the process of promoting and distributing it. Then implementation and finally monitoring (Leonidou, C.N., & Leonidou, L.C. 2011).

Marketing management is the organizational discipline of planning, executing, analyzing and controlling the design of programs to reach target markets through the application of marketing direction, techniques and methods. It is important to design organizations that deliver in terms of their target market's needs and wants and to use actionable pricing, communication, and distribution to inform, motivate, and serve the market. Therefore, we can say that marketing management is concerned with examining a specific program, after careful analysis and forecasting of market conditions and the final achievement of these plans to achieve the goal of the organization (Orchiston, C., & Higham, J.E. ,2016).

Moreover, their sales plan to a larger scale depends on the requirements and desire of consumers in the market. To achieve this goal, the organization must pay notice with proper price, effective advertising and sales promotion, distribution and motivate the consumers with best services.

5.3. 1 Marketing management tasks:

The most important tasks required of marketing is to develop the marketing plan that the organization will follow in the short and short term, in addition to the long-term plan, which the organization will also follow in the long term, in addition to that, one of the most important tasks

and functions of the marketing management process is continuous cooperation with the department sales until the form through which the products will be put on the market is reached in a way that achieves the greatest amount of profits, in addition to that In addition, there must be a clear plan for advertising and promoting products, and implementation should not be left without control and follow-up. This control and follow-up are also one of the most important functions of the marketing department. Finally, the marketing department is mainly responsible for making decisions quickly and correctly, which qualifies these institutions. Until it solves its problems as soon as possible, in a way that does not cause any damage and does not hinder the work of the entire institution (& Kekec, P. ,2015).

5.3. 2 The importance of marketing management:

Attention has increased greatly in this era in the marketing process, due to its utmost and very great importance in the process of disseminating products among customers in a very large way, and thus contributing to the process of selling these products and increasing the profits of the company, and due to the large number of these institutions and companies in the current era, Which relies heavily on marketing, this has negatively affected many aspects, in exchange for the availability of products in a very large number and at prices suitable for consumers of all kinds, but the visual pollution has become unbearable, as advertisements and trademarks have become everywhere, and there is no Something I didn't get into, as beauty brands stripped away everything. Marketing managers are responsible for creating a company plan, developing a strategy, and executing that strategy through various marketing channels. Generally, these managers are tasked with maximizing a company's potential revenue potential by identifying what is needed most from various marketing channels(Yu, W., & Ramanathan, R. (2016).

This includes determining which channels work best (for example, digital advertising or traditional advertising) and which are least effective for reaching certain goals (for example, social media or direct mail). The process also includes improving the effectiveness of each channel by using analytics tools to track performance data and continuously improve customer experience. Marketing management has become the most important function in any business and business organization and has more influence on the buyer than ever before. Marketing management has gained importance to meet and develop the level of competition and the need to improve distribution methods as well as help to reduce costs and maximize profits (Baker, P.D. (2014).

5.3. 3 Types of marketing management:

Marketing management is a set of practices and tools used to organize, plan, implement and control marketing activities.

- ✓ Marketing planning
- ✓ Marketing mix
- ✓ Creative Marketing
- ✓ Pricing strategy
- ✓ Sales promotion strategy
- ✓ Advertising strategy
- ✓ Direct marketing strategy
- ✓ Search Engine Optimization
- ✓ Brand management
- ✓ Marketing relations
- ✓ Experiential marketing

- ✓organizational communication
- ✓Social media marketing
- ✓Search engine marketing

3.3.4Marketing management goals:

- ✓ Create effective and profitable products that meet customer needs.
- ✓ Build business opportunities that create wealth for your organization.
- ✓ Develop effective relationships with your clients (internal/external)
- ✓ Enhance company communications to increase visibility of your brand or cause.
- ✓ Increase revenue by maximizing the impact of marketing investments on sales dollars.
- ✓ Improve efficiency in all areas of your organization through financial analysis.
- ✓ Managing risks related to potential technological changes and competition.
- ✓ Maximize opportunities to develop new products or services.
- ✓ Improve the reputation and image of the brand.
- ✓ Create a buzz when launching new products.

3.3.5 Marketing management in the global sector:

Once upon a time, the theory and practice of marketing was restricted to certain western countries. Its location is now found in other countries around the world. But the question that may come to your mind is, “Why is marketing adopted by companies around the world?”

One answer may be that marketing is now considered a multinational phenomenon. Firms are trying to expand their markets beyond their national territory, and as a result, they must be geared towards marketing to meet the competition abroad. “A small Indian soap company called Nirma outperformed the mighty Indian Hindustan Lever Company, which has dominated the Indian soap market, by offering a value brand at a low price coupled with a strong and memorable

radio campaign against Lever's more popular brands. "Marketing management is the backbone of running a successful and reputable business because it performs various tasks to achieve the company's goals that are pre-determined in the company's mission statement.

3.4 Marketing

The term marketing technology refers to the technological techniques that marketers use in their modern plans, often related to electronic marketing, and it can also refer to the optimization of offline channels.

3.4.1 The role of technology in marketing:

The major role in the radical changes introduced by the impact of technology in marketing appears in two main directions: Automating tedious marketing tasks reduces the number of man-hours required to implement your marketing strategy. Marketing technology provides actionable insight into the ROI of your marketing efforts. In addition, marketing technology helps teams be more effective in customer acquisition and retention. Modern technology is one of the most important factors that affected marketing management in the modern era, as it provides marketers with many tools that enable them to reach the audience in more effective ways. Below we explain to you what the marketing department should look at considering modern technology:

The use of big data: The marketing department can use data and analyze it to get the most out of the environment and use it properly. Digital marketing: The marketing department can use this type of marketing to reach many categories through ads, search engine optimization, and others. Artificial intelligence: By using artificial intelligence, you can know and analyze the behavior of consumers, and thus show him the things he is always looking for, to motivate him to purchase.

3.4. 2 The impact of technology in marketing:

Marketing appeared through social networking sites, as selling from companies to companies like them became easier through LinkedIn or Twitter and selling to individuals benefited greatly from Facebook. Technology has also affected marketing in the advertising method, and modern ads have spread such as: Facebook ads, Google ads, which greatly help in reaching target customers with great accuracy and speed. In the era of technology, there has been an increasing use of influencer marketing, which is a very effective marketing approach. It has also become possible to use marketing via the mailing list to reach targeted customers in a wonderful artistic way made possible by modern technological development. One of the arts of modern marketing made possible by the impact of technology in marketing is also the emergence of commission marketing.

3.4. 3 The elements of the electronic marketing mix:

1- the product

The product in marketing means everything tangible or intangible that the customer receives in exchanges, that is, it can be a good, a service, or an idea. The new environment that resulted from the impact of technology on marketing imposed the need for faster and more flexible development to achieve market response, and this led to the use of computers to design the product and the use of all electronic technologies to obtain information faster.

2- The price

The amount paid for the service is one of the vital and influential elements in marketing strategies. And electronic pricing, which came from the impact of technology on marketing, gave this element the advantage of flexibility and gave the organization the ability to monitor competitors through immediate access to prices.

3- Promotion

It is all communications operations with customers from advertising to public relations and mail. It is the element most affected by technology and its name changed to direct marketing, as the role of technology in marketing helped in creating an appropriate image for the brand and the Internet became an important marketing channel.

4- Distribution

When we discuss the impact of technology on marketing, we must mention that it facilitated the distribution process and enabled exchange without the need for intermediaries.

3.4.4 The importance of information and communication technology in marketing:

- Reducing time: The role of information technology in e-marketing is that it has led to a shortening of time and speed in exchanging data and information, especially as it has brought regions closer to each other.
- Capacity saving: In electronic stores, many products can be displayed without borders or the need for large spaces.
- Formation of communication networks: Technology has helped in adding a large communication system between the producer and the consumer, and in increasing the flow of information and data.
- Interaction: Interactivity is the impact of technology on important and basic marketing because it changed the marketing process and enabled the customer to be a sender and receiver at the same time and gave him the opportunity to participate in the information exchange process, and this created a kind of interaction between institutions and consumers. Widespread: Technology has helped the success of marketing plans and reach

their goals. This is the impact of technology on marketing because the Internet has a huge spread and the number of its users is increasing day by day, thus reaching huge numbers of audiences.

- Big data in the marketing process: It is necessary to talk about the impact of technology on marketing in relation to big data BIGDATA, which has brought about a big and important change in marketing.
- Since the Internet has made it possible to provide a huge amount of data, analyzing and understanding this data will be the development that has taken place in the world of marketing, which has become based on customer data that enables you to target it and influence its purchase decision without even realizing it.
- Internet of Things (TOT): One of the concepts that radically changed marketing. The Internet of Things When all things become connected to the Internet to contribute to the explosion of big data and M2M communication between them, then marketing through it becomes available and organizations can understand customers through Internet connection or knowing the place the customer visited.

3.4.5 Aspects of the impact of technology on marketing:

1- Productivity

- The impact of technology on marketing in terms of productivity has led to achieving consumers' desire and responding to the market with low marketing costs, and this matter is very important, especially since the costs of the marketing process range from (50 to 85) percent of the total cost of the company or institution.
- There are also analytical marketing models that show the relationship between Technology and Productivity.

- Market response models are the most widely used analytical models. Marketing data and information

Technology provided a huge amount of information and data, so marketing studies developed, and it became possible to focus on what the customer desires, i.e., studying the target market in an easier and less time, and achieving the goal of the marketing process.

2- Marketing development

- It became possible to develop a marketing plan using the computer and use all technologies that can achieve the relationship between the customer and the product and use programs to improve customer service and strengthen the relationship with them.

3- Conducting marketing research

- Where the Internet enabled organizations to conduct effective marketing research at a faster time and lower costs, and to provide an appropriate strategy for marketing within the target market and audience.
- The benefits of the technological environment in marketing in these aspects are summarized in improving customer service and control, improving communications, and reducing costs.

3.5 Marketing in Saudi Arabia

Marketing in Saudi Arabia in the past was different:

- It was limited to the academic study of the principles of marketing, but it was not applied strongly in all institutions.
- And there was a departure from the Saudis from the field of marketing, which affected the marketing culture of the Saudis negatively.

Thus, the concept of marketing was limited to promoting products only, and it became limited to: Sell more products. Achieving a percentage of sales. And get a higher sales commission.

But after a boom in technology and the Internet, everything has become digital / electronic, even marketing has become electronic. Saudi Arabia tended to apply the principles of e-marketing, because of its advantages over projects, brands, and the economy of the country.

3. 5.1 The role of e-marketing in achieving Saudi Vision 2030:

The importance of e-marketing as part of Saudi Arabia's Vision 2030 shows that it supports the growth of the e-commerce sector in Saudi Arabia, especially after the development of technological technologies and the widespread spread of the Internet. E-marketing also helps to know the market needs for products, the volume of demand, the existing competition, and the requirements of consumers. This is done through the marketing research that is conducted through it, which contributes to knowing the trends and requirements of the Saudi market. Therefore, e-marketing has become an effective role for the success of all types of investments at the present time and in the future in Saudi Arabia. It relies on the full use of modern technological methods and the Internet, including search engines, social platforms, and websites, in conducting market research. This is done through the marketing research that is conducted through it, which contributes to knowing the trends and requirements of the Saudi market. Therefore, e-marketing has become an effective role for the success of all types of investments at the present time and in the future in Saudi Arabia. It relies on the full use of modern technological methods and the Internet, including search engines, social platforms, and websites, in conducting market research.

3. 5.2 What e-marketing offers to organizations in Saudi Arabia

E-marketing contributes to moving forward towards achieving Saudi Vision 2030 and helps Saudi institutions to: It helps in increasing the number of websites visitors.

-E-marketing helps increase the number of visitors to the website of projects or brands. through some of the measures that are taken, you help increase the number of visitors, such as providing appropriate content to your audience that meets their needs and answers their questions about your product and services. Also, the number of visitors can be increased by launching advertising campaigns aimed at increasing the number of visitors to the site and thus increasing the number of new customers and achieving sales and profits.

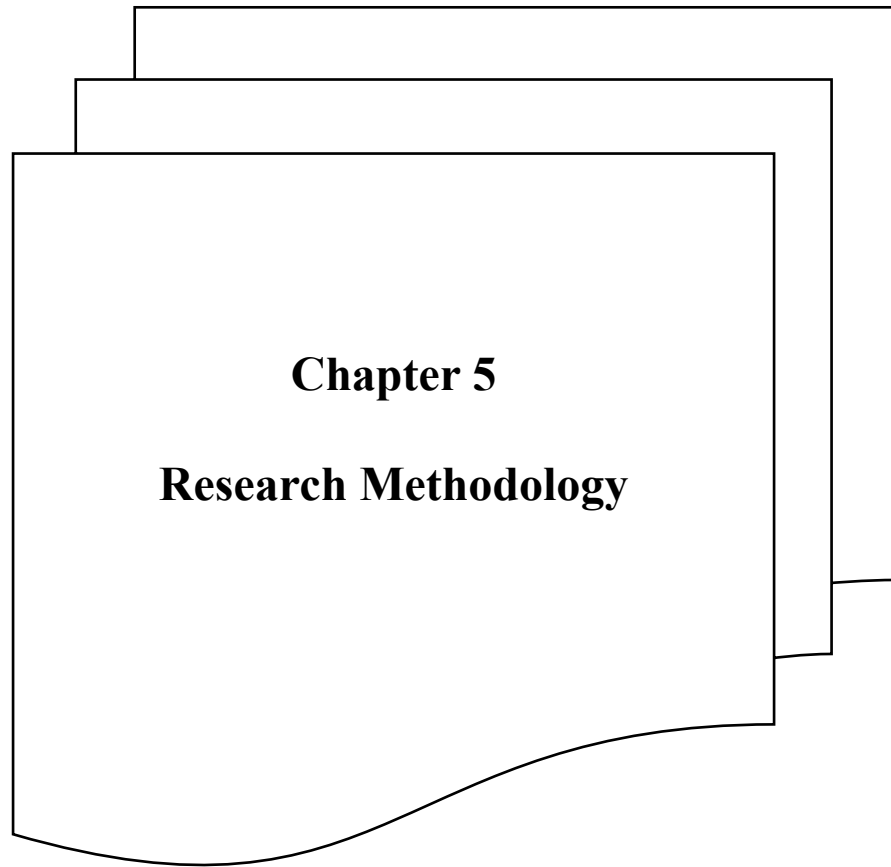
Runs paid “online advertising” campaigns-marketing allows you to create paid advertising campaigns that target potential customers and promote your products and services on a large scale, whether on: Search engines “Google ADS”: These are paid advertising campaigns that allow you to target customers who are interested in your products and services and are searching for you. It makes your ad appear in the first results of search engines, and it contributes to increasing sales volume and increasing profits. Social media platforms: “Facebook, Instagram, YouTube, Snapchat, Tik Tok” through which you can run funded public campaigns to target the audience and promote your products through the appropriate content for each platform.

SEO Marketing “SEO” marketing is an abbreviation for the word “Search Engine Optimization”, which is intended to prepare the site to appear on the top search engines. And “SEO” is the process of making changes in the design of the content, structure, and link of the website to appear and to improve its ranking in search engine results. And marketing by “SEO” helps you in the appearance of your site in the first results in the search engines based on the natural results. Which are brought in naturally, not paid, and are the most relevant results for the keywords or key phrases that you entered on your site. There are also several other factors on which the ranking of your site in the initial results depends, such as (content quality, backlinks, description of images, internal links, external links, link description, and title).

Marketing by creating a business website.

- -It is necessary to create a website for your business, whatever the type of activity, because this is a marketing factor for your brand.
- -Also, having a website for your project gives customers the impression that you are a reliable and credible source.
- -You can run advertising campaigns through search engines or social media platforms aimed at linking to your site and increasing the number of visits.
- -It helps you market your products and services, reduces costs and expenses, increases return on business investments, and contributes to increasing potential customers.
- -It helps to create internal links between websites.
- “Internal Links” means the process of linking the pages of your website to each other, that is, the existence of a link within each page on the site that takes you to another page within the same site.
- -It gives a good impression of the site to customers and helps the customer to stay on the site for a longer period and get to know your business, products, and content.
- -It also facilitates the indexing and reading of the site by Google and helps in obtaining a higher ranking in search engines, raising the page rating, and increasing the percentage of sales.
- -It differs from “External Links”, as external links are placing links to external sites related to your content and specialization, as they give additional value to your content.
- It also differs from “Back Links”, the process of linking your site pages to other site pages related to your topics, that is, the presence of links to your site pages on other site pages.

Also, the presence of backlinks pointing to your site is considered a vote for Google that your site is a source of trust and contributes to raising its ranking in the search engine, and thus increasing the number of visitors to the site and the spread of the site.



Chapter 5

Research Methodology

Chapter 5 Research Methodology

Preface

During this chapter, the methodology of the study that was followed during the research will be presented by presenting the methodology used as well as a description of the sample that was applied to it, in addition to a comprehensive and accurate description of the tool that was used and the method used in its preparation and displaying the extent of its validity and reliability, in addition to clarifying the statistical methods and treatments used. It was mainly relied upon in analyzing the hypotheses of the study in order to reach reliable scientific results.

5.1 Methodology

This study was conducted to answer the questions that were raised, and therefore the study relied on the quantitative approach to identify the impact of modern technology on marketing management in the Kingdom of Saudi Arabia.

5.2 The Research Sample

A random sampling method was used to select the study sample. Where the questionnaire was applied electronically via social networking sites to obtain the study sample, and the study sample consisted of (131) individuals from marketer and influencer in the Kingdom of Saudi Arabia, and the following table shows the characteristics of the sample:

Table (1) Showing the Characteristics of the research sample.

Characteristics	Sub Characteristics	N	%
Age	25- 35	58	44.3
	36- 45	67	51.1
	46 To Above	6	4.6
Gender	Male	52	39.7
	Female	79	60.3
Educational	High	44	33.6
	Master	77	58.8
	Doctorate	10	7.6
Seniority at work	less than 5 years	68	51.9
	From 5 to 10 years	45	34.4
	From 11 to 15 years	18	13.7
Total		131	100%

5.3 Study Tools

5.3.1 Tool Description

The study tool consisted of a questionnaire applied electronically, and the questionnaire consisted of two main parts:

- The first part: contains the basic data of the study sample.

➤ The second part: related to the items of the questionnaire, and it was divided into Four sub-axes, as follows:

1. How has the widespread adoption of modern technology, including the internet and digital technologies, affected marketing management in the Kingdom of Saudi Arabia? It consists of 6 Items.
2. How has the widespread adoption of modern technology, including the internet and digital technologies, affected marketing management in the Kingdom of Saudi Arabia? It consists of 6 items.
3. How has the widespread adoption of modern technology, including the internet and digital technologies, affected marketing management in the Kingdom of Saudi Arabia? It consists of 6 items.
4. What are the key technological advancements that have influenced marketing management in the Kingdom of Saudi Arabia (KSA)? It consists of 6 items.

The questionnaire will be used to collect data through the five-point Likert scale, which can be expressed through the following table:

Table (2) the five- point Likert scale

Term	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Answer degree	5	4	3	2	1

5.3. 2 The Validity

Internal consistency was used to measure the validity of the tool by assessing the extent to which each item of the questionnaire is consistent with its corresponding construct. Pearson correlation coefficient was used to measure the correlation between each item and the total score of the construct it belongs to, as shown in the following table:

Pattern Scale											
AX1			AX2			AX3			AX4		
No	Pearson correlation	Sig.(2-tailed)	No	Pearson correlation	Sig.(2-tailed)	No	Pearson correlation	Sig.(2-tailed)	No	Pearson correlation	Sig.(2-tailed)
1	0.455	0.000	1	0.621	0.000	1	0.682	0.000	1	0.702	0.000
2	0.561	0.000	2	0.376	0.000	2	0.540	0.000	2	0.763	0.000
3	0.536	0.000	3	0.675	0.000	3	0.634	0.000	3	0.683	0.000
4	0.695	0.000	4	0.474	0.000	4	0.544	0.000	4	0.391	0.000
5	0.678	0.000	5	0.716	0.000	5	0.652	0.000	5	0.675	0.000
6	0.594	0.000	6	0.426	0.000	6	0.632	0.000	6	0.717	0.000

Through this table, it is evident that all items have correlation coefficients ranging from 0.376 to 0.763, and all of them were significant at a significance level of (0.000), indicating that the questionnaire has a high level of reliability.

5.3.3 The Reliability

To calculate the questionnaire's reliability coefficient, we used Cronbach's alpha coefficient to determine the degree of stability of the tool. The following table shows the reliability coefficient.

Table 1 Shows the results of Cronbach's alpha coefficient.

The dimension	Number of phrases	Axis stability
AX1	6	0.78
AX2	6	0.74
AX3	6	0.75
AX4		0.76

The previous table shows that the questionnaire has a high level of reliability, where the Cronbach's alpha coefficient values for the questionnaire's axes ranged from 0.74 to 0.76. This indicates that the scale has a high level of stability, meaning that the results are consistent each time the scale is applied. Therefore, this questionnaire can be relied upon to generalize the results.

5.4 Study Procedures

In the beginning, the questionnaire was designed by looking at the previous studies about the research, and through the theoretical frameworks that were collected. After designing the questionnaire, it was presented to several arbitrators, and the necessary amendments were made through deletion and addition.

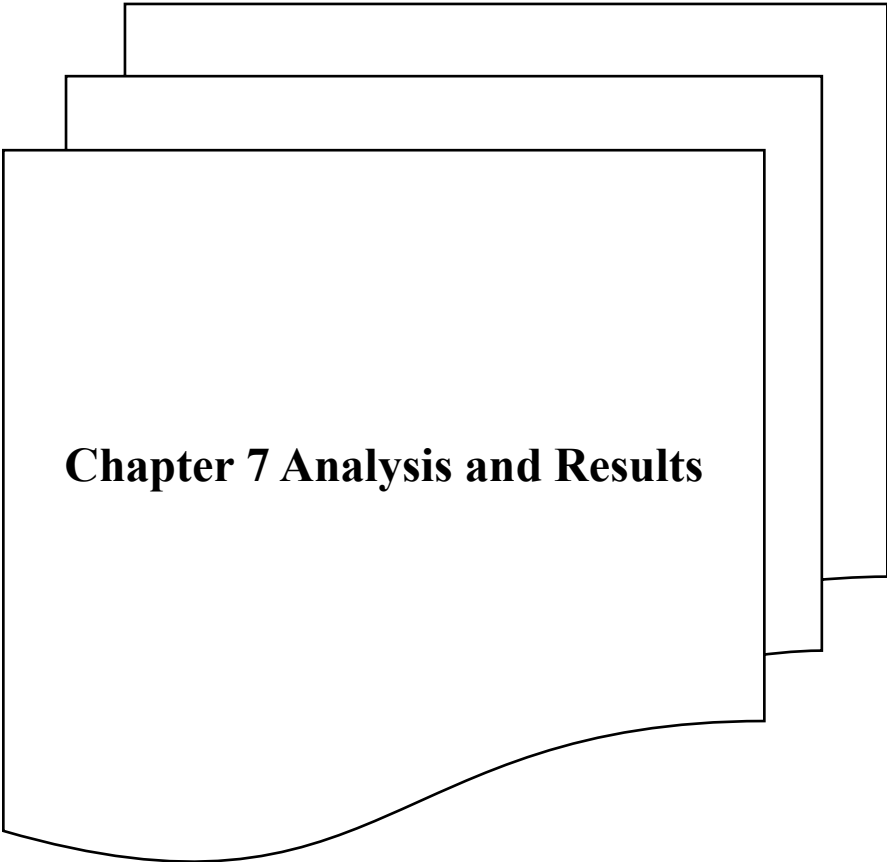
Then both the validity and reliability criteria of the tool were calculated. After that, the questionnaire was prepared electronically and distributed for the use of social networking sites such as Facebook and WhatsApp, and after application, data were collected to reach reliable scientific results.

5.5 The Statistical Methods used.

The data collected from the sample were entered using the program (SPSS-V.22). The statistical methods that were used to process the data varied, including:

- Cronbach's Alpha coefficient to ensure consistent performance.

- Use frequencies and percentages to determine the significance of the sample's responses to the questionnaire items.
- Correlation coefficient for the calculation of honesty.
- Regression analysis.



Chapter 7 Analysis and Results

Chapter 6: Analysis and Results

6.1. Introduction:

This chapter discusses the statistical analysis of the collected data. It consists of a set of analytical processes that are followed to obtain clear and meaningful scientific information and results that meet the objectives of the study and answer its research questions.

6.2. Statistical Analysis and Results Interpretation

6.1. 1. How has the widespread adoption of modern technology, including the internet and digital technologies, affected marketing management in the Kingdom of Saudi Arabia?

Both means and standard deviations were used to analyze the widespread adoption of modern technology, including the internet and digital technologies, affected marketing management in the Kingdom of Saudi Arabia? The results showed that... (the rest of the sentence is missing, please provide more context or information to complete the translation).

Table 2 widespread adoption of modern technology

No	phrases	Mean	SD	Order
1	Consumers are now able to access all general information in the Kingdom related to a product or company at the click of a button.	3.85	0.799	1

2	The effect of technology in direct marketing is enhancing the ability of sellers to increase customers and increase sales.	3.63	1.069	3
3	Implementing an effective CRM system in the Kingdom of Saudi Arabia is an important aspect of marketing efficiency by enabling customer retention.	3.85	0.881	2
4	Social platforms are the most obvious impact of technology on marketing.	3.35	1.088	8
5	marketing management in the Kingdom of Saudi Arabia helps in Study the target market and understand its needs.	3.44	1.131	6
6	digital marketing and its plans increase business growth in the kingdom and brand awareness by accelerating product promotions and delivering them in more innovative ways.	3.62	0.976	4

The previous table shows the results of the axis of the questionnaire that measures in the provided analysis, the statements are evaluated based on two criteria: rating and confidence. The rating indicates the perceived significance or impact of the statement, while the confidence represents the model's level of certainty in its assessment. "Consumers are now able to access all general information in the Kingdom related to a product or company at the click of a button." Rating: 3.8 Confidence: 0.799 Explanation: This statement receives a high rating, suggesting that the ability of consumers to access information easily is considered significant. The confidence level indicates a moderate degree of certainty in this assessment. The effect of technology in direct marketing is enhancing the ability of sellers to increase customers and increase sales." Rating: 3.63 Confidence:

1.069 Explanation: This statement receives a relatively high rating, indicating that the impact of technology in direct marketing is seen as noteworthy. The confidence level suggests a moderate level of certainty in this assessment "Implementing an effective CRM system in the Kingdom of Saudi Arabia is an important aspect of marketing efficiency by enabling customer retention."

Rating: 3.85, Confidence: 0.881 Explanation: This statement receives a high rating, signifying the perceived importance of implementing an effective CRM system for marketing efficiency. The confidence level indicates a moderate level of certainty in this assessment. Social platforms are the most obvious impact of technology on marketing." Rating: 3.35 Confidence: 1.088 Explanation:

This statement receives a moderate rating, suggesting that while social platforms have an impact on marketing, it may not be considered the most significant one. The confidence level indicates a moderate degree of certainty in this assessment. Marketing management in the Kingdom of Saudi Arabia helps in studying the target market and understanding its needs." Rating: 3.44, Confidence:

1.131 Explanation: This statement receives a moderate rating, indicating that marketing management's role in studying the target market is recognized but may not be considered highly significant. The confidence level suggests a moderate level of certainty in this assessment. Digital marketing and its plans increase business growth in the kingdom and brand awareness by accelerating product promotions and delivering them in more innovative ways." Rating: 3.62, Confidence: 0.976 Explanation: This statement receives a relatively high rating, implying that digital marketing's impact on business growth and brand awareness is considered substantial. The confidence level suggests a moderate level of certainty in this assessment.

In summary, the higher ratings in the analysis indicate that statements 1, 3, and 6 are perceived as more significant or impactful in their respective contexts. These statements highlight the increased accessibility of information for consumers, the importance of implementing an effective CRM

system, and the impact of digital marketing on business growth and brand awareness. However, it's important to note that the confidence levels vary, indicating the model's varying degrees of certainty in its assessments.

6.1. 2. What are the opportunities and challenges presented by these changes for businesses running in the KSA?

To understand the importance of implementing the localization of the pharmaceutical industry within the Kingdom on the Saudi economy, the results have shown that.

Table 3 the opportunities and challenges presented.

No	Phrase	Mean	S. D	order
1	Businesses operating in the KSA need to be aware of cultural differences and sensitivities, particularly when it comes to gender and religious practices.	3.63	1.024	4
2	Failure to understand and respect the cultural differences can lead to reputational damage and legal issues.	3.65	0.976	3
3	The KSA has a complex legal and regulatory environment, with different rules and regulations depending on the sector and business type.	3.51	1.091	7
4	Navigating this environment can be challenging, particularly for foreign businesses.	3.60	1.087	5

5	The KSA has a large and young population, with a high percentage of digitally savvy consumers. This presents a significant market opportunity for businesses	3.44	1.145	8
6	the KSA is seeing significant economic growth in many sectors, this presents a wealth of opportunities for businesses to expand and reach new customers.	3.81	1.024	1

The previous table shows the results of the second axis of the questionnaire in summary, the statements provided highlight important considerations for businesses operating in the Kingdom of Saudi Arabia (KSA). Here is a summary of the key points: Businesses in the KSA need to be aware of cultural differences and sensitivities, particularly regarding gender and religious practices. Failing to understand and respect these differences can lead to reputational damage and legal issues. The KSA has a complex legal and regulatory environment, with varying rules and regulations depending on the sector and business type. Navigating this environment can be challenging, especially for foreign businesses. The KSA has a large and young population, with a high percentage of digitally savvy consumers. This demographic presents a significant market opportunity for businesses aiming to target this consumer segment. KSA is experiencing significant economic growth across various sectors, providing ample opportunities for businesses to expand and reach new customers.

Taking these factors into account, businesses operating in the KSA should prioritize understanding and respecting the local culture, ensuring compliance with the legal and regulatory framework, and capitalizing on the growing market potential and economic growth in the country.

6.1. 3. How have digital technologies affected pricing and distribution strategies in the KSA?

Table digital technologies affected pricing and distribution strategies.

No	Phrase	Mean	S. D	Order
1	The rise of online marketplaces has enabled businesses to reach a wider audience.	3	0.866	3.82
2	The growth of e-commerce in the KSA has enabled businesses to reach customers in remote areas.	6	1.019	3.62
3	Enabling consumers to compare prices across multiple retailers puts pressure on businesses to offer competitive pricing to remain competitive.	4	0.929	3.76
4	Mobile apps have become an increasingly important distribution channel in the KSA.	1	0.843	3.93
5	Digital technologies have enabled businesses to implement dynamic pricing strategies.	7	1.222	3.36
6	digital technologies have enabled businesses to reach customers more efficiently and effectively than ever before.	5	0.931	3.75

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The previous table shows us the results of the responses in summary, the statements highlight the impact of digital technologies and online marketplaces on businesses in the Kingdom of Saudi Arabia (KSA). Here is a summary, including the static ratings: The rise of online marketplaces has enabled businesses to reach a wider audience. (Rating: 3, Static: 3.82) This statement emphasizes the expanded reach of businesses through online platforms, indicating the potential to connect with a broader customer base. The growth of e-commerce in the KSA has enabled businesses to reach customers in remote areas. (Rating: 6, Static: 3.62) This statement highlights the benefit of e-commerce in overcoming geographical barriers, allowing businesses to reach customers in remote locations within the country. Enabling consumers to compare prices across multiple retailers puts pressure on businesses to offer competitive pricing to remain competitive. (Rating: 4, Static: 3.76) This statement emphasizes the impact of price comparison and the need for businesses to maintain competitive pricing strategies to attract customers. Mobile apps have become an increasingly important distribution channel in the KSA. (Rating: 1, Static: 3.93) This statement suggests the growing significance of mobile apps as a distribution channel for businesses in the KSA, indicating the increasing reliance on mobile technology among consumers. Digital technologies have enabled businesses to implement dynamic pricing strategies. (Rating: 7, Static: 3.36) This statement highlights the use of digital technologies to implement flexible and responsive pricing strategies, allowing businesses to adapt pricing based on market conditions and customer demand. Digital technologies have enabled businesses to reach customers more efficiently and effectively than ever before. (Rating: 5, Static: 3.75) This statement emphasizes the improved efficiency and

effectiveness of reaching customers through digital technologies, implying enhanced targeting and engagement capabilities for businesses.

In summary, the statements underscore the positive impact of digital technologies, online marketplaces, and e-commerce on businesses in the KSA. They highlight the expanded audience reach, increased accessibility to customers in remote areas, the importance of competitive pricing, the significance of mobile apps as a distribution channel, and the utilization of dynamic pricing strategies. These factors collectively contribute to businesses' ability to reach customers more efficiently and effectively, leveraging digital advancements in the market.

6.1. 4. What are the key technological advancements that have influenced marketing management in the Kingdom of Saudi Arabia (KSA)?

Table 4 the key technological advancements that have influenced marketing management.

No	Phares	Mean	S. D	Order
1	Social media allows businesses to reach a large and engaged audience	3.36	1.103	7
2	Mobile marketing allows businesses to target consumers on-the-go	3.74	0.949	1
3	The increased availability of data and analytics tools has enabled businesses in the KSA to gain deeper insights into consumer behavior and preferences	3.67	0.898	4
4	Social media enables businesses to create targeted advertising campaigns based on user data and behavior.	3.64	1.082	5

5	AI and ML can be used to automate marketing tasks, such as lead scoring and customer	3.55	1.090	6
6	technological advancements have enabled businesses in the KSA to create more targeted and effective marketing strategies	3.73	0.910	2

The previous table shows us the results of the fourth axis of the questionnaire. The statements provided highlight various aspects of the impact of technology, specifically social media, mobile marketing, data analytics, AI, and ML, on businesses in the Kingdom of Saudi Arabia (KSA). Here is an explanation of each statement and a summary of their ratings: social media allows businesses to reach a large and engaged audience. (Rating: 3.36, Confidence: 1.103) This statement suggests that social media platforms provide businesses with the opportunity to connect with a sizable and actively involved audience. Mobile marketing allows businesses to target consumers on-the-go. (Rating: 3.74, Confidence: 0.949) This statement emphasizes the capability of mobile marketing to effectively reach and engage consumers while they are on the move, leveraging the widespread use of mobile devices. The increased availability of data and analytics tools has enabled businesses in the KSA to gain deeper insights into consumer behavior and preferences. (Rating: 3.67, Confidence: 0.898) This statement highlights the growing accessibility of data and analytics tools that empower businesses to better understand their target audience, leading to more informed marketing decisions. Social media enables businesses to create targeted advertising campaigns based on user data and behavior. (Rating: 3.64, Confidence: 1.082) This statement emphasizes the potential of social media platforms to utilize user data and behavior patterns for personalized and

targeted advertising campaigns. AI and ML can be used to automate marketing tasks, such as lead scoring and customer segmentation. (Rating: 3.55, Confidence: 1.090) This statement suggests how artificial intelligence (AI) and machine learning (ML) technologies can automate various marketing tasks, such as identifying potential leads and segmenting customers based on specific criteria. Technological advancements have enabled businesses in the KSA to create more targeted and effective marketing strategies. (Rating: 3.73, Confidence: 0.910) This statement highlights the impact of technological advancements on enabling businesses to develop marketing strategies that are customized and more impactful.

In summary, the statements collectively demonstrate the positive influence of technology on marketing in the KSA. They emphasize the ability of social media to reach a large and engaged audience, the effectiveness of mobile marketing, the value of data analytics in gaining consumer insights, the potential for targeted advertising campaigns, the automation of marketing tasks through AI and ML, and the overall enhancement of marketing strategies through technological advancements. These factors collectively contribute to businesses' ability to connect with their target audience more effectively and optimize their marketing efforts.

**Chapter 7 Discussion and
Conclusion**

Chapter 7 Discussion and Conclusion

7.1 Discussion

The discussion surrounding the impact of technology on businesses in the Kingdom of Saudi Arabia (KSA) reveals several key points. Firstly, social media platforms have provided businesses with an opportunity to reach a large and engaged audience. This is significant as social media has become a prominent channel for communication and information sharing in the KSA. Businesses can leverage these platforms to connect with their target customers, build brand awareness, and engage in meaningful interactions.

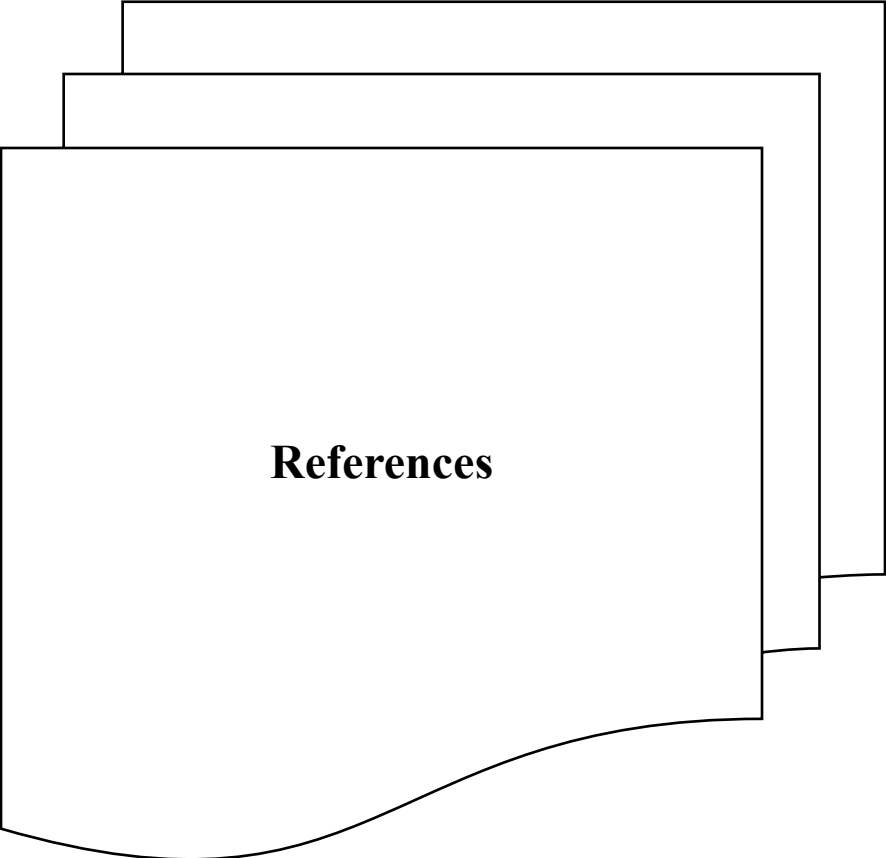
Additionally, mobile marketing has emerged as a valuable tool for businesses in the KSA. With the widespread use of mobile devices, businesses can target consumers on-the-go, effectively reaching them in various locations and situations. This highlights the importance of optimizing marketing strategies for mobile platforms and creating mobile-friendly experiences to cater to the preferences of the KSA's digitally savvy population. The availability of data and analytics tools has empowered businesses in the KSA to gain deeper insights into consumer behavior and preferences. By harnessing this data, businesses can make more informed marketing decisions, personalize their messaging, and enhance the overall customer experience.

This highlights the growing importance of utilizing data-driven approaches to stay competitive in the market. Moreover, the integration of artificial intelligence (AI) and machine learning (ML) technologies has enabled businesses to automate marketing tasks, such as lead scoring and customer segmentation. This automation streamlines processes, improves efficiency, and allows businesses to allocate resources more effectively. Overall, the technological advancements

discussed in the statements have played a crucial role in enabling businesses in the KSA to create more targeted and effective marketing strategies. By leveraging social media, mobile marketing, data analytics, and AI/ML, businesses can optimize their reach, engage with customers, personalize their messaging, and automate routine tasks.

7.2 Conclusion

In conclusion, businesses in the KSA should recognize the significance of technology in their marketing efforts. Embracing social media platforms, adopting mobile marketing strategies, utilizing data analytics, and leveraging AI/ML capabilities can provide a competitive edge and drive success. By staying abreast of technological advancements and adapting marketing strategies accordingly, businesses can effectively reach their target audience, enhance customer experiences, and achieve their marketing goals in the dynamic landscape of the KSA.



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