The Reality of the Effectiveness of Electronic Marketing in Technical Colleges in Palestine

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Abstract: *The study aimed to identify the reality of the effectiveness of electronic marketing in the technical colleges in Palestine. The analytical descriptive method was used in the study. A questionnaire of 16 items was randomly distributed to the technical colleges in Gaza Strip. The sample of the study consisted of (205) employees of these colleges. The response rate was 74.5%.The results showed that the technical colleges achieved a high level of use of electronic marketing, with a relative weight of 70.24%. There is a high level of e-marketing (Electronic advertising (71.75%), electronic promotion (74.75%), news groups (66.03%), and communication with the student audience (68.73%)). There exists a statistically significant relationship between the organization's smart dimensions and sustainability in the technical colleges in Gaza Strip. The results also confirmed the existence of differences in the application of electronic marketing between faculties investigated in the Gaza Strip. The researchers suggest a number of recommendations, the most important of which are: the need to direct marketing through social networks and use this network to market through them, follow-up of the pages of the colleges and open the door for dialogue and communication and respond to all inquiries. Technical colleges should put electronic marketing in their strategic marketing plan.*

Keywords: e-marketing, e-advertising, e-promotion, newsgroups, outreach to students, technical colleges.

1. INTRODUCTION

The great technological development has led to a qualitative shift in all aspects of life (economic, social, political, cultural, etc.). The most prominent of these developments is the emergence of the Internet, which has spread widely throughout the world, which made it look like a small village.

This development has been reflected in the world of business administration and commerce, especially in the field of marketing. Marketing functions are transformed into automation and integration, which in turn leads to a marked improvement in efficiency and effectiveness in the marketing process, which in turn led to a rethinking of the theories and marketing concepts. The ICT revolution has fundamentally transformed the marketing function as never before (Al-Alaaq, 2010).

The Internet is one of the fastest-growing methods of modern communication. Internet communication has gone through several phases until the emergence of so-called social networking sites, an important use of the Internet (Al-Mekdadi, 2013) easily create, add and publish private pages (Al-Mekdadi, 2013).

The impact of the use of social networks was not limited to the exchange of information between individuals but rather to electronic marketing activities, where many companies published their information and offered their products and services through social networks (Al-Sumaidi, 2012). The number of Internet users is estimated to be around 3 billion, around 50% of the world's population, which is reflected in the number of social networking users (Laudon, 2014).

In fact, social networking sites are no longer just for dating, but they are a very powerful and effective marketing tool for business owners because they are low cost, easy to connect inside and outside the workplace, and easy to join and subscribe to. It is characterized by the ability to design and develop the classification of subscribers by age, gender, interests and hobbies, the ease of linking business to customers, as well as linking employers to job seekers and the spread of information and investment. The network marketing experience increases communication with consumers and competencies. This study comes to reveal the reality of the effectiveness of electronic marketing in the technical colleges in Palestine.

2. THE GENERAL FRAMEWORK OF THE STUDY

2.1 PROBLEM STATEMENT

The problem of the study is focused on the study of researchers through the study and follow-up to the Web, the decline of websites for the calculation of social networks, and the impact of these networks on the audience of recipients, where contemporary life is changing in many ways as the world keeps pace with technical progress accompanied by a population explosion and knowledge, there is a consensus between many researchers that modern communication technology, especially the Internet has opened a new era of communication and interaction between humans and the abundance of information and knowledge provided to its users, and benefited each browser to this network of multimedia Oasis and has become the best way to achieve communication between individuals and groups, and Web pages on the Internet appeared, some of which is devoted to advertise goods and services or to sell products, and an opportunity for discussion between browsers.

All companies and institutions always strive to measure their ability to meet the needs of the public and to meet their needs, which requires them to use the latest innovative ways and means to reach this goal. Recently, there has been a new way in this field which has proven to be successful in reaching customers, And Annie, the social networking networks that have become the largest gathering in the world (Halasa, 2013).

In addition, electronic marketing represents the planning and implementation of marketing activities related to the elements of the marketing mix of the college to meet the needs of the beneficiaries and their desires and achieve the objectives of the college through the techniques used or through the Internet. This expands the traditional concept of marketing from its activities and traditional tools to new events that benefit from the Internet as a marketing technology with distinctive characteristics that reflects all the activities of the marketing mix, such as promotion and advertising through sites and the character of digital displays and exhibitions and digital brands, and show the physical environment in its real form through service providers and other things to borne out e-marketing. Therefore, the researchers studied the effectiveness of electronic marketing of technical colleges.

Q1-: What is the reality of achieving the effectiveness of electronic marketing in technical colleges in Palestine?

2.2 RESEARCH OBJECTIVES

This study tries through its axes to achieve the following objectives:

1. Exploring the reality of electronic marketing in technical colleges in the Gaza Strip.
2. Put forward the most important issues that contribute to the use of technology to develop the performance of technical education.
3. To arrive at a test of the validity of the hypotheses of the study.
4. The conclusion of the conclusions and recommendations of the technical colleges investigated may contribute to the application of the philosophy of e-marketing.

2.3 RESEARCH IMPORTANCE

1. This study is considered one of the few if not the first studies conducted on the technical colleges in Gaza Strip.
2. To enrich the Arab academic arena with new research studies and partnerships in the fields of administrative development.
3. The importance of the applied study is that it has shed light on the extent to which the technical colleges in the Gaza Strip keep abreast of modern systems, concepts and administrative models, in particular electronic marketing and the role it plays in achieving the objectives of technical colleges
4. The importance of the study is how to provide the services provided by technical colleges on the Internet

and on the website of the technical colleges on the network so as to be able to maximize the use of them around the clock, and this paragraph helps the technical colleges to communicate with the largest number of students and beneficiaries and deal with them Through their knowledge of the role of e-marketing in service delivery.

5. Working with e-marketing can make it easier for students and beneficiaries to deal with technical colleges that have abandoned the traditional way of providing educational services and resorting to the modern method of presenting them.

2.4 RESEARCH HYPOTHESIS

In order to provide an appropriate answer to the questions posed, and the study seeks to test the validity of the following assumptions:

H01: There is a high level of effectiveness of electronic marketing in the technical colleges in the Gaza Strip.

H02: There are statistically significant differences at the level of a $<= 0.05$ in the dimensions of achieving the effectiveness of electronic marketing according to the college variable.

H03: There are statistically significant differences at the level of a $<= 0.05$ in the dimensions of achieving the effectiveness of electronic marketing according to the variable years of service

2.5 RESEARCH VARIABLES

Independent variable:
To achieve the effectiveness of electronic marketing and includes the following dimensions:

1. Electronic advertising
2. Electronic promotion
3. Newsgroups
4. Communicate with the audience

2.6 RESEARCH LIMITS AND SCOPE

1. **Subject Limit (Academic):** The study was limited in its objective to study the effectiveness of electronic marketing of technical colleges.
2. **Human Limit**: The study was conducted on the responses of workers in the technical colleges under study.
3. **Institutional Limit**: The study was conducted on the major technical colleges in the Gaza governorates (Palestine Technical College - Dair Al-Balah, Gaza Community Training Society, Al-Azhar College of Intermediate Studies, University College of Applied Sciences, Al-Aqsa Society College).
4. **The spatial dimension**: The study was conducted in the State of Palestine and was limited to the technical colleges in the Gaza Strip (Palestine Technical College - Dair Al-Balah, Gaza Training Community College (GTC), Al-Azhar University College of Applied Sciences, Al-Aqsa Society College).

5. **Time Limits**: The study was conducted and preliminary data collected on the technical colleges and statistical analyzes were carried out during the period (2017). Therefore, it represents the reality at this time.

2.7 RESEARCH TERMINOLOGY

▪ **Technician**: A person who occupies a middle position between the engineer and the technologist on the one hand and the skilled worker on the other. He has the task of applying the technical practices. He has the scientific knowledge, professional skills and technical expertise that helps him to diagnose the problems and develop the details. He is responsible for transforming the engineer designs into an integrated production process (Al-Shahry, 1995). The task of the technical team is the middle jobs in the production sites and intermediate administrative works and they form the mainstay of the production and service process because they are professionally considered as the operational working link between the various categories of specialists of engineers, trade and others and among the categories of technical workers who work in all the institutions on which the economy is based (Al-Saeed, 2006).

▪ **Technical colleges:** are regular educational institutions with duration of between 2-3 years after high school and without first-degree students (Mustafa, 2001). Technical colleges have recently been interested in analytical abilities and innovative skills as well as more Modern technologies, adaptation, operation and maintenance, and the training of technicians to absorb the rapid and complex transformations in order to meet the needs of the production and service sectors. Hence, many countries have started to award university degrees and masters and doctorate degrees such faculty's High technology in the United Arab Emirates, which grants bachelor's degree in Engineering Technology (Al-Issa, 2004).

▪ **Technical Education:** This is the type of formal higher education that includes educational preparation and imparting the skills and technical knowledge that are carried out by regular educational institutions not less than two years after secondary school to prepare a workforce in different disciplines (Al-Abd, 2001).
    The researchers defines technical education as: education that earns individuals the knowledge, skills and trends that qualify them to join the labor market in a technical work and study two years after high school.

▪ **E-marketing**: is the employment of social networks for marketing purposes in companies, where it becomes a means of communication between the company and customers and to identify the needs and behaviors of each customer individually and through them the relationship with the customer is strengthened (Nour El Din, 2014). (Abu Qahf et al., 2006) also defined e-marketing as the process of using the Internet and digital technology to achieve the marketing goals of companies

and strengthen the modern marketing concept. Thus, online marketers can spread information about their products and companies more easily and more freely than traditional marketing.

3. LITERATURE REVIEW

➢ Study of (El Talla et al., 2017) aimed to identify the reality of technical education in Palestine. The analytical descriptive method was used in the study. A questionnaire which consisted of 41 paragraphs was distributed randomly to the technical colleges in Gaza Strip. Random sample of (275) employees of these colleges were used, and the response rate was (74.5%).The results showed a high degree of approval for the dimensions of technical education with a relative weight of 76.07%. The ranking and relative weight was as follows: Technical education institutions: 79.51%, graduates of technical education 75.75%, Labor market and local community 72.96%. The researchers propose a number of recommendations, the most important of which is: the need to pay attention to technical education in line with the National Strategic Plan for Higher Education by moving towards technical education. The importance of offering special courses in all technical education programs in these colleges. The researchers urged more future studies that address the same variables as the current study and apply them to other sectors.

➢ Study of (El Talla et al., 2017) aimed to identify the creative environment and its relation to the graceful management of the technical colleges operating in Gaza Strip. The analytical descriptive method was used through a questionnaire which was randomly distributed to 289 employees of the technical colleges in Gaza Strip with a total number of (1168) employees and a response rate equal to (79.2%) of the sample study. The results showed a high degree of approval for the dimensions of the creative environment with a relative weight of (75.19%). It also showed a high level of creative environment where the ranking and relative weight was as follows: Fluency (76.86%), Sensation of problems (74.89%), Flexibility (74.59%) and originality (74.41%). The results showed that the technical colleges achieved a high level of agile management with a relative weight of 76.69% and a high level of agile management. (79.56%), responding to customer requirements (79.14%), reducing costs (75.68%), maximizing competitiveness and profitability (74.59%), Improve service (74.52%), and the results showed a statistically significant difference relationship between the dimensions of the creative environment and management in agile technical colleges in Gaza Strip. The researchers suggested a number of recommendations, the most important of which is the need to enhance the dimensions of the creative environment by working to improve the abilities of the

faculties in fluency, flexibility, originality, sensitivity to problems and the importance of increasing attention to the dimensions of achieving the graceful management because of their role in the development of technical education departments and sustainability. Develop agile management mechanisms and applications in terms of reducing waste, reducing costs, improving service, responding to customer requirements, and maximizing competitiveness and profitability, commensurate with the capabilities of these colleges.

➢ Study of (Abu Naser et al., 2017) aimed to identify the technical education and its role in promoting entrepreneurship in Gaza Strip. The analytical descriptive method was used in the study. A questionnaire was composed of (41) items and distributed randomly by the technical colleges in Gaza Strip using stratified random sample of (275) employees from the mentioned colleges, and the response rate was (74.5%). The results showed a high degree of approval for the dimensions of technical education with a relative weight of 76.07%. The ranking and relative weights were as follows: Technical education institutions: 79.51%, graduates of technical education 75.75% Labor market and local community 72.96%. The results of the study showed that the technical colleges achieved a high level of promotion of entrepreneurship with a relative weight of 73.45%. Where the ranking and relative weights were as follows: competitive assault (76.65%), creative orientation (74.96%), preparedness (74.07%) and risk (68.39%). The results also confirmed a statistically significant relationship between the dimensions of technical education and the promotion of entrepreneurship in technical colleges in Gaza Strip. The results also confirmed a statistically significant impact of technical education on the promotion of entrepreneurship in the technical colleges in Gaza Strip. The researchers proposed a number of recommendations, the most important: the need to go to technical education because of its role in the promotion of entrepreneurship, the importance of linking technical education and promoting entrepreneurship to the Palestinian society in general and the Gaza Strip in particular, the need to pay attention to technical education in line with the National Strategic Plan for Higher Education by moving towards technical education, and the importance of urging decision-makers in technical colleges to promote interest in leadership and to put their own courses in all technical education programs in these colleges. The researchers urged further studies of the same variables as the current study of entrepreneurship and their application to other sectors.

➢ Study of (Abu Naser et al., 2017) aimed to identify the social networks and their role in achieving the effectiveness of electronic marketing for technical colleges in the Gaza Strip, which included variables of social networks and their role in electronic marketing, as well as the recognition of the existence of differences of statistical significance in the attitudes of respondents towards the variables of the study, and using a descriptive analytical approach in the study. A questionnaire of 50 items was randomly distributed among the technical colleges in Gaza Strip. The sample of the study was composed of (275) employees of these colleges. The response rate was 74.5%. The results showed a high degree of approval for the dimensions of social networks and a relative weight (74.15%). There is a high level of social networking areas (site management (74.91%), content of the site: (73.38%)). The technical colleges achieved a high level of use of electronic marketing, where the total relative weight (70.24%). There is a high level of e-marketing (Electronic advertising (71.75%), electronic promotion (74.75%), news groups (66.03%), and communication with the audience (student) (68.73%)). There is a statistically significant relationship between the organization's smart dimensions and sustainability in the technical colleges in Gaza Strip. The results also confirmed that there is a statistically significant impact of social networks in e-marketing in the technical colleges in Gaza Strip. The researchers proposed a number of recommendations, the most important of which are: Adopting dealing with the various social media sites as a reality on the Palestinian and Arab technical colleges, using them in accordance with the objectives of the technical colleges. The need to direct marketing through social networks and the exploitation of this network in marketing through them, the follow-up of the pages of the colleges and open the door of dialogue, communication, and respond to all inquiries. Technical colleges should put electronic marketing in their strategic marketing plan.

➢ Study of (El Talla et al., 2017) aimed at identify technical colleges as smart organizations and their relation to sustainability. The variables of smart organizations included: "Strategic vision, culture of merit and excellence, incentive system" and its relation to sustainability, which included three main dimensions (innovation, processes, and environmental aspects of the community). The questionnaire was composed of (39) items, which were randomly distributed to the technical colleges in the Gaza Strip. The sample of the study consisted of 289 employees from the mentioned colleges. The response rate was (79.2%). The results showed a high degree of approval for the dimensions of the smart organization and relative weight (71.42%) according to the perspective of the employees of the technical colleges in the Gaza Strip. Where the field (culture of merit and skill) ranked first and with relative weight (73.76%), followed by strategic vision and relative weight (72.62%), and finally came the area (incentive program) in the third and last place and a relative weight (67.91%). The results of the study

showed that the technical colleges achieved a level high in sustainability in its operations with total relative weight (73.33%). Where the field (environmental aspects of society) came first and with relative weight (73.97%), followed by innovation and relative weight (73.10%), and finally came the field (operations) ranked third and last and relative weight (72.92%). The results confirmed a statistically significant relationship between the organization's smart dimensions and sustainability in the technical colleges in the Gaza Strip. The researchers propose a number of recommendations, the most important of which are: to enhance the dimensions of the smart organization in the technical colleges by improving the incentive program, developing the strategic vision and then supporting the culture of merit and skill. And increasing attention to the dimensions of achieving sustainability because of their role in the development and sustainability of technical education through the promotion and improvement of operations in technical colleges. He urged senior management and decision-makers to work in technical colleges to create, innovate and reward and support their creators.

➢ Study of (Al-Hayek, 2017) which aims at understanding the relationship between the use of marketing through social networks and enhancing the management of the relationship with the customer within the information technology companies in the Gaza Strip. The research concluded with many results, the most important of which is that there is a statistically significant relationship between marketing through communication networks Social and customer relations management in IT companies in the Gaza Strip. And that there are no statistically significant differences on marketing through social networks, and customer relationship management is due to the variable (gender, age, years of experience, qualification, specialization). And that there are statistically significant differences about marketing through social networks, and customer relationship management is due to the variable (job title, sector in which the company operates).

➢ Study of (Al-Tartouri, 2015) which aims to identify the internal marketing and its relationship to marketing performance (applied study on the Palestinian private universities - Gaza Strip). The most important findings of the research are that the private universities in the Gaza Strip are recruiting suitable individuals. In order to compete with other universities in order to improve the performance of the universities in order to achieve the highest marketing performance to ensure the competition of other universities. The private universities in the Gaza Strip are seeking to develop the capabilities of their employees through courses, seminars and workshops in order to develop marketing performance, but it can be said that this role is still weak and needs further development. The study showed that there were no statistically significant differences in

respondents' responses on internal marketing due to the variables (gender, age, qualification, years of experience, job title). The study showed no statistically significant differences in the responses of respondents on marketing performance, Gender, age, qualification, years of experience, job title).

➢ Study of (Baaloucheh, 2015) Which aims to study the impact of electronic promotion in achieving the competitive advantage in Bank of Palestine in the Gaza Strip, from the point of view of the Bank's customers. A number of results have been reached, the most important of which are: The impact of e-promotion (e-advertising, electronic public relations, e-sales promotion) in achieving the competitive advantage of Bank of Palestine, Research, promotion using the Bank of Palestine website, e-mail promotion, mobile network promotion) In achieving the Bank's competitive advantage, there are differences in respondents' responses to the impact of e-promotion in achieving the advantage of Competitiveness in the Bank of Palestine is attributed to some demographic variables (gender, academic qualification, years of experience, and governorate name).

➢ Study of (Nour El Din, 2014) which aims to highlight the role of marketing through social networks in the management of the relationship with the customer. The study found that social networks occupy an important position in individuals. Social networks are an attractive means of marketing. In addition, social networks are an effective tool to manage the relationship with the customer. The study also found that the Phisbok network is the most common and used by the studied sample.

➢ Pawar (2014) study aimed at examining the impact of the use of online marketing on marketing and communication with customers. The results of this study show that the consumer relies more than a method and a means to collect information that concerns him about the trademark, including traditional advertisements or the company's online advertising. The study also revealed that the desire of companies and their access to online marketing was due to the increasing presence of customers on the Internet and that advertising using voice and video help and facilitates the communication of information to customers. The customer also favors electronic marketing methods on conventional marketing methods such as radio and television. The customer finds that companies must approach the electronic marketing process. At the same time, the customer finds that electronic marketing is not safe and it may lead to increase fraud.

➢ Study of (Abdul Samie, 2012) which aimed at conceiving how social networks can be used to market Egypt as an international tourist destination, by highlighting the advantages of using these networks and the obstacles to their success, while identifying the main

factors and factors that increase the chances of successful implementation on the ground. The most important social networking sites as one of the most important marketing tools on the Internet, the research community consisted of tourist academics, tourism experts, employees of the Ministry of Culture (88%) of respondents agreed to use social networks to market Egypt as a tourist destination. The study also pointed out that social networks are the most important tools that contribute to the speed of transmission of news or information, the study also pointed to the need to use social networking as an electronic marketing tool.

➢ Study of (Rautanen, 2012) which aims at clarifying the importance of marketing via e-mail to establish good relations with other companies, maintaining existing customers and attracting new customers. A study was conducted on a hotel that offers a number of services to customers, including booking and payment, and provides hosting services. The results of this study were marketing through E-mail does not play a major role in improving and increasing the relationship of the company with other companies and customers, the database is also one of the most important elements of marketing across E-mail, where dealing with databases and data preservation has become easier and the ability to collect different information about customers has become easier and faster under the information technology, and the researcher has shown that the goal of marketing via e-mail is the current customers, but to get new customers.

➢ Study of (Ebed, 2012) the aim of this study is to understand the role of electronic banking services in enhancing competitive advantage in banks in Jenin Governorate. The main results of this study are that electronic services enhance the competitive advantage of banks and that there are no statistically significant differences in the electronic services provided by the bank due to the variable age Profession, and scientific qualification.

➢ Study of (Shalash, 2011) the aim of this study is to guide the pharmaceutical companies in Jordan to use technology and the Internet in marketing in order to follow customers and know their opinions and needs. In addition to achieving competitive advantage from companies in order to secure their market share and offer products and services at competitive prices.

➢ Study of (Alia, 2011) which aimed at revealing the role of the Internet in the field of marketing services to service companies, the main results of this study that the telecom companies do not rely on modern marketing services and that there is no impact on the Internet on the pricing and distribution of telecommunications services, and the process of connecting services to the customer is still a distant person On the use of modern methods of marketing, and they rely on traditional methods of connecting services to customers.

➢ Study of (Fadelah, 2010) Which aims to demonstrate the impact of e-marketing on the quality of banking services in Constantine, one of the states of Algeria, as well as the methods and methods used to improve the quality of services. The main results of this study were that the development of technology and communications revolution made electronic banking services inevitable on banking services. The researcher concluded that there is a relationship between the availability of a marketing database, research and development, and the marketing strategy of the quality of banking services, and that there is the impact of e-commerce on the quality of banking services.

➢ Study of (Marzakal, 2010) Aimed at understanding the impact of e-marketing on the Algerian book by studying the publishing sites of Algerian writers, finding out the methods and strategies used to publish their books online, identifying their strengths and weaknesses, and the extent to which these writers use websites based on the global system of standards design and content and compare them with other similar sites. One of the main findings of this study is that the great technological development. The Internet has called on writers and publishers to enter the world of e-commerce. However, the number of publishers on the Internet has not been large. The website is limited to three uses: displaying books only, displaying and selling books but in a traditional way to pay dues. There are barriers and fear of theft and occupation through the purchase of books in electronic format, the book used sites as a marketing tool for them that websites are a tool for to communicate with customers directly and to know their needs and desires.

Comment on previous studies

There is no doubt that previous studies are of great importance to all academic researchers, institutes, universities, research centers, or research companies and institutions when conducting any scientific research that is reliable and reliable, and may benefit from these studies researchers or other research bodies, whether related to their research subjects or approaching them. To answer the questions of the study and formulate its hypotheses and achieve its objectives, through which the researchers arrive at the results and conclusions and proposals may contribute to enrich their research topics, which would compensate for the shortage of studies that preceded it, and notes that most of the previous studies adopted by the researchers in this study, although they are a few, has addressed to some extent some of the basic aspects of this study. The following shows the extent of the use of previous studies, and what is or the face of similarities and differences, in addition to the presentation of what distinguishes this study for others.

1. Usefulness of previous studies:

By studying the previous studies, many of the benefits that helped researchers in this study have been achieved:

− Help researchers identify the problem and questions of the study.
− Identification of study variables.
− Formulation of hypotheses.
− Identify the study community.
− Selection of the methodology of the study, its tools and statistical methods?
− Building the theoretical framework.
− Formulation and identification of questionnaire questions

2. **Differences and agreement between previous studies:**

− Several local and Arab studies have highlighted the importance of e-marketing such as study (Al-Tartouri, 2015), Baalouceh (2015), Pawar (2014), Rautanen (2012), Ebed (2012), Shalash (2011), Alia (2011) (Fadelah, 2010), and the study of (Marzakal, 2010)
− Several foreign studies have highlighted the importance of e-marketing in general and study and clarified the importance of marketing via e-mail as an electronic marketing tool (Rautanen, 2012). Most of the Arab and local studies dealt with e-marketing by e-banking services such as Ebed (2012), Fadelah (2010), one study on pharmaceutical companies in Jordan (Shalash, 2011) (Alia, 2011), and another study on Algeria, a study by Marzakal (2010) on the book of Algeria, which has its own website on the Internet.

3. **What distinguishes this study from previous studies:**

− The previous studies did not discuss the methods and methods of marketing through the social networks, and some studies that dealt with the importance of marketing through social networks, and did not take into consideration the point of view of the importance of marketing and the benefits of electronic marketing. Workers in the institutions themselves.
− On the marketing side, most of the previous studies concerned social networks in general, and some of them used e-marketing without any details.

4. THE THEORETICAL FRAMEWORK OF THE STUDY

E-Marketing

The electronic marketing is one of the basic concepts of the contemporary, which has managed during the last few years of the current millennium to jump in all efforts and marketing activities and various activities to contemporary trends in line with the current era and its variables. Marketing communication, information technology, product delivery and marketing operations through multiple means, foremost of which is the marketing of various services to different parties through these means.

The concept of marketing in general has evolved from the concept of sales to the concept based on the customer, but in this development, marketing continued to work in (place - the market) through the store and advertising image, audio or written and through the product. However, electronic marketing, which represented a quantum leap in attracting customers and wider regions of the world, increased contact with existing customers, reduced sales of sales men by about 50% and increased sales by about 30%. All of this is electronic marketing channel, the widest and fastest and cheapest and most interactive and more free of materials because of digital and market place because of digital space and paper catalogs because of digital catalogs and the physical store because of the virtual store and the traditional advertising of all kinds because of the above Electronic and fixed pricing to dynamic pricing and local channels to the Internet the most channel globalization. Kotler (2006) pointed out that the digital revolution fundamentally changed our concept of space, time and mass. Thus, no organization needs to fill a large vacuum, which can exist anywhere. Messages can be sent and received at the same time. Items can be shipped as flashes (Bits) instead of being shipped as a particular block.

All these developments make the outlook on e-marketing the equivalent of traditional marketing combined with the new features associated with the Internet. The concept of e-marketing can also be defined based on traditional marketing and marketing mix. E-marketing can be defined as the application of the Internet and related digital techniques to achieve marketing objectives (Al-Alaaq, 2002). It is defined as the optimal use of digital technologies, including information and communication technologies, to activate the marketing process and its processes of organizational functions, processes and activities directed at identifying targeted market needs and delivering goods and services to customers and stakeholders (Al-Tai et al., 2006). E-marketing depends mainly on Internet based marketing in the practice of all marketing activities such as advertising / sales / distribution, marketing research, design of new products, pricing and others.

5. FIELD STUDY

First- Methodology of the study:

This study is based on the analytical descriptive approach to describe and describe the phenomenon to be studied as it exists. In fact, researchers in this approach are considering the study of tools, phenomena and practices existing and available for study and measurement as they are, without the intervention of the researchers in their course, and researchers can interact with them and describe them and analyze them scientifically and objectively.

The study relies on two basic types of data:

1. **Initial Data**: The study was carried out in the field by distributing questionnaires to study the vocabulary of the study and to collect and compile the necessary information in the subject of the study, and then unloading and analyzing it using the statistical program and using the appropriate statistical SPSS tests in order to arrive at indications of value and indicators that support the subject of the study.

Some interviews conducted by researchers with stakeholders to obtain some unedited data in writing and to clarify some views.

2. **Secondary data**: through the review of books, periodicals, special publications, scientific and professional journals related to the subject of the study, and any references contribute to enrich the study in a scientific way, and the researchers through the use of secondary sources in the study to identify the foundations and scientific methods sound in writing studies, A general overview of the latest developments that took place in the field of study.

Second- Study Population:
The study population consists of all the students in the technical colleges in Palestine (Palestine Technical College - Dair Al-Balah, Gaza Training Community College, Al-Azhar College of Studies, University College of Applied Sciences, Al-Aqsa Society College). The study population may be (964) of the employees of the technical colleges under study as follows:

Table 1: illustrates the study population

The College	Number Of Employees	The Ratio%
Palestine Technical College	193	%20
Gaza Training Community College	119	%12.34
College of Intermediate Studies- Al-Azhar	184	%19.09
College of Applied Sciences	335	%34.75
Al-Aqsa Society College	133	%13.79
Total	**964**	**%100**

Source: Prepared by researchers by reference to the statistical book and the annual statistical guide for Palestinian higher education institutions, Ministry of Education and Higher Education, (2016).

Third- The study sample:
1. A survey sample was used by the researchers to verify the validity and stability of these tools and the sample size reached 32 workers.

2. The sample of the study was random sample and consisted of (275) employees of the mentioned colleges. The response rate was 74.5%.

Table 2: Distribution of respondents from the sample of the study

Personal Data	Category	The Number	The Ratio%
Number Of Years Of Service	Less Than 5 Years	18	8.78%
	5-10 Years	65	31.7%
	10 Years And Over	122	59.51%
	Total	**205**	**100%**
The college	Palestine Technical College	30	14.63%
	Gaza Training Community College	31	15.12%
	College of Intermediate Studies- Al-Azhar	47	22.92%
	College of Applied Sciences	45	21.95%
	Al-Aqsa Society College	52	25.36%
	Total	**205**	**100%**

Table 2 shows that:
For the variable number of years of service, the category was less than 5 years (8.78%) where the category was the least. The category 5-10 years was (31.7%), and the category of 10 years and over was (59.51%). This category was the highest category. This indicates the recent technical colleges in Gaza Strip, which are based on community service. By graduates to join them as well as confirms the pursuit of these colleges to attract as many qualified as possible to achieve the objectives of technical colleges.

As for the college variable, Al-Aqsa Community College came first with (25.36%). It is a government college. The general orientation of the Ministry of Education is towards technical education. Therefore, there is a keenness from the Ministry to provide government colleges with the needs they need. (22.92%), followed by the University College of Applied Sciences (21.95%), followed by the Gaza Training Society College (15.12%), followed by the last rank Palestine Technical College, which received (14 .63%).

Fourthly- Study tool
Since the nature of the hypotheses and the variables involved are the ones that control the choice of the appropriate tool, accordingly the researchers have prepared a scale for that study commensurate with its objectives and assumptions. The process of designing and preparing the study scale has gone through several stages and steps:

1. To view the literature of electronic marketing, and previous studies related to the subject of the current study.
2. Collect and define scale paragraphs.

3. Formulation of the standard expressions according to the study sample.
4. Set the meter instructions.
5. How to correct the meter.
6. Conduct a study of stability and honesty of the scale.

How to correct the meter:
The five-dimensional Likert scale was used to measure respondents' responses to the questionnaire sections according to the following table:

Table 3: The degrees of the five-dimensional Likert scale

Response	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Class	1	2	3	4	5

Validate the measure: The researchers calculated the validity of the meter in the following ways:

1. **Virtual honesty**: The researchers verified the authenticity of the tool ostensibly by presenting it to a group of PhD holders in Business Administration (8). The apparent honesty indicates the general appearance of the test in terms of its relevance to the subjects, the relevance of the phrase to the field, and the clarity of the wording and instructions.

2. **Internal consistency**: The researchers calculated the validity of the internal consistency of the scale by finding the correlation coefficients between each field and the total score of the scale. The researchers conducted honesty and persistence on a sample of 32 employees by finding correlation coefficients for each paragraph in the field to which they belong. The following tables:

Table 4: Honesty coefficients for each paragraph with the total score of its field in the electronic marketing scale

Electronic advertising			Electronic Promotion			News groups			Communicate with the audience		
Paragraph Number	Honesty Coefficient	Level Of Significance	Paragraph Number	Honesty Coefficient	Level Of Significance	Paragraph Number	Honesty Coefficient	Level Of Significance	Paragraph Number	Honesty Coefficient	Level Of Significance
1	0.719	0.01	1	0.897	0.01	1	0.828	0.01	1	0.764	0.01
2	0.843	0.01	2	0.805	0.01	2	0.924	0.01	2	0.908	0.01
3	0.843	0.01	3	0.878	0.01	3	0.826	0.01	3	0.908	0.01
4	0.859	0.01	4	0.829	0.01	4	0.863	0.01	4	0.866	0.01

Stability of the scale:
The concept of stability means the ability of the test to give the same grades or values to the same individual or individuals if the measurement process is repeated.

The researchers used the following methods:

1. **The method of split-half:** by calculating the correlation coefficient between the individual questions and marital questions, and obtained the stability coefficients shown in the following table.

Table 5: Stability coefficient of electronic marketing scale

No.	Field	Number of Item	Correlation Coefficient Before Adjustment	Correlation Coefficient After Adjustment	Level Of Significance
1.	Electronic advertising	4	0.792	0.884	Sig. at 0.01
2.	Electronic Promotion	4	0.640	0.780	Sig. at 0.01
3.	News groups	4	0.762	0.865	Sig. at 0.01
4.	Communicate with the audience	4	0.834	0.910	Sig. at 0.01

From the previous table, it is clear that the stability coefficients in all midterm segments were high, indicating that the questionnaire has a high degree of stability.

2. **Alpha Cronbach's coefficient of persistence**: The researchers performed alpha-cronbach's persistence

coefficient between the terms of each field separately, as shown in the following table:

Table 6: shows the coefficients of Alpha Cronbach's for each of the domains of the electronic marketing scale

No.	Field	Coefficient Of Alpha-Cronbach Stability
1.	Electronic advertising	0.831
2.	Electronic Promotion	0.872
3.	News groups	0.881
4.	Communicate with the audience	0.884

The above table shows that all Cronbach coefficients are high, indicating that the questionnaire has a high degree of stability. The overall correlation coefficient (0.934), which is a high stability coefficient, indicates strength and validity of the scale. The researchers noted that the coefficients of Pearson's correlations correlate with the results of alpha-cronbach's persistence coefficient.

Fifth-Statistical Methods:

The computer was used in the statistical processing, especially the statistical packages program (SPSS), where all the data obtained by the researchers and then the results were extracted through the scientific equations necessary for this and the most important used in this study:

1. Averages, frequencies, standard deviations and percentages.

2. Spearman Brown's correlation coefficient for the equal half - division, and the Cronbach alpha factor to determine the stability of the resolution.

3. Pearson correlation coefficient to measure the relationship between variables.

4. Test T test for differences between averages.

5. One way Anova test

TEST QUESTIONS AND STUDY HYPOTHESES

In order to answer the study questions and where the five-Likert scale was used in the preparation of the study instrument, the study adopted the following table to judge the trend when using the pentagram.

Table 7: Scale of measurements used in this study

Method / The Level	SMA	Relative Weight%
Very Low	Less than (1.80)	Less than 36.00%
Low	From (1.80): (2.59)	From 36.00: 51.90%
Medium	From (2.60): (3.39)	From 52.00: 67.90%
High	From (3.40): (4.19)	From 68.00: 83.90%
Very High	Greater than (4.20)	Greater than 84.00%

This indicates that the averages of less than 1.80 indicate a very low degree in the elements of the field. The averages of (1.80: 2.59) indicate a low degree of availability of field elements, (2.60:3.39) indicate that there is a medium degree in the elements of the field, and the averages ranging from (3.40: 4.19) indicate that there is a large degree in the elements of the field. More than (4.20) indicates that there is

a very large degree in the field elements, on the scale used in the study shown in the previous table.

The first hypothesis test, which states:

There is a high level of e-marketing effectiveness in technical colleges in the Gaza Strip.

To test this hypothesis, the researchers resorted to frequencies, averages, standard deviation, percentages, and order. The results were as shown in the following tables:

Table 8: Frequency, Mean, Standard Deviation, Percentages, Order and Value of "T" of Responses of Sample Members in Electronic Advertising

No.	Item	Arithmetic Mean	Standard Deviation	"T" Value	Relative Weight%	Item Order	Morality P- Value
1.	The college uses social media networks to publish its ads.	3.98	0.943	14.693	79.60%	1	0.000
2.	The college uses funded advertising.	3.43	1.116	5.398	68.60%	3	0.000
3.	The college uses viral advertising (ad sharing	3.33	1.035	4.520	66.60%	4	0.000

No.	Item	Arithmetic Mean	Standard Deviation	"T" Value	Relative Weight%	Item Order	Morality P- Value
	from members of the college page).						
4.	The College uses a social networking link to access ads on the College's online library.	3.52	0.911	8.126	70.40%	2	0.000
	Total domain	3.5623	0.85717	9.323	71.25%		0.000

The tabular value of "T" is at a degree of freedom (204) and at the level of significance (0.05) = 1.65
The tabular value of "T" is at the degree of freedom (204) and at the level of significance (0.01) = 2.34

Table (8) shows that the value of the calculated T is greater than the tabular T value in all the paragraphs of the electronic advertising field, except for the third paragraph. Thus, there is a statistical significance of the relative weight of these paragraphs. (The college uses social networks to publish its ads) ranked first with a relative weight of (79.60%), while the third paragraph (the college uses the viral declaration (the participation of the ad from the members of the college page) ranked last with a relative weight (66.60%). For the field of electronic advertising with a relative weight of (71.25%) which is high, ie, that there is a high level of use of electronic advertising in technical colleges under study.

Table 9: Frequency, Mean, Standard Deviation, Percentages, Order and Value of "T" of Responses of Sample Members in Electronic Promotion

No.	Item	Arithmetic Mean	Standard Deviation	"T" Value	Relative Weight%	Item Order	Morality P- Value
1.	College uses social access networks to promote college programs.	3.90	0.969	13.064	78.00%	1	0.000
2.	The college uses social networking networks to highlight the college's activities.	3.86	0.905	13.429	77.20%	2	0.000
3.	The college uses social networking networks to connect with the labor market and the community.	3.67	0.937	10.140	73.40%	3	0.000
4.	The college uses social networking networks to highlight its future plans.	3.54	1.027	7.370	70.80%	4	0.000
	Total domain	3.7376	0.86521	12.086	74.75%		0.000

The tabular value of "T" is at a degree of freedom (204) and at the level of significance (0.05) = 1.65
The tabular value of "T" is at the degree of freedom (204) and at the level of significance (0.01) = 2.34

Table (9) shows that the value of the calculated "T" is greater than the tabular value of T in all the paragraphs of the electronic promotion field. Therefore, there is a statistical significance of the relative weight of these items. (The social networks to promote the college programs) ranked first with a relative weight of 78.00%, while the fourth paragraph (the college uses social networks to highlight its future plans) ranked last with a relative weight (70.80%). The overall score of the field of electronic promotion has a relative weight of (74.75%) which is high, ie, there is a high level of electronic promotion in the technical colleges under study.

Table 10: Frequency, Mean, Standard Deviation, Percentages, Order and Value of "T" of Responses of Sample Members in the Field of Newsgroups

No.	Item	Arithmetic Mean	Standard Deviation	"T" Value	Relative Weight%	Item Order	Morality P- Value
1.	Dialogues are opened around a given course through social	3.41	0.982	5.864	68.20%	1	0.000

No.	Item						
	networks.						
2.	Assessments of exam content are prepared through social networks.	3.12	1.026	1.589	62.40%	4	0.114
3.	Faculty members participate in discussions about their courses.	3.38	1.049	5.057	67.60%	2	0.000
4.	Information and abstracts are exchanged through social networks.	3.32	1.055	4.289	66.40%	3	0.000
	Total domain	3.3013	0.91412	4.661	66.03%		0.000

The tabular value of "T" is at a degree of freedom (204) and at the level of significance (0.05) = 1.65
The tabular value of "T" is at the degree of freedom (204) and at the level of significance (0.01) = 2.34

Table (10) shows that the value of the calculated "T" is greater than the T value in all the paragraphs of the news group, except for the second paragraph. Thus, the relative weight of these paragraphs is statistically significant. (68.2%), while the second section (assessments of the content of exams through social networks) was ranked last with a relative weight of (62.40%). The total score of the field of newsgroups on a relative weight of (66.03) %), which is a medium level, ie, there is an average level of use of newsgroups in the technical colleges under study.

Table 11: Frequency, Mean, Standard Deviation, Percentage, Order and Value of "T" of Responses of Sample Members in Communication with the Public (Students)

No.	Item	Arithmetic Mean	Standard Deviation	"T" Value	Relative Weight%	Item Order	Morality P- Value
1.	Social networking networks are used to connect students and faculty.	3.57	0.985	8.185	71.40%	1	0.000
2.	Faculty members announce the dates and venues of lectures through social networks.	3.44	1.042	5.919	68.80%	2	0.000
3.	Students are given assignments to solve them through social networks.	3.38	1.096	4.840	67.60%	3	0.000
4.	Students' proposals are received through social networks.	3.38	1.055	4.997	67.60%	4	0.000
	Total domain	3.4366	0.94770	6.531	68.73%		0.000

The tabular value of "T" is at a degree of freedom (204) and at the level of significance (0.05) = 1.65
The tabular value of "T" is at the degree of freedom (204) and at the level of significance (0.01) = 2.34

Table (11) shows that the T value of the relevant samples is greater than the value of T in all the paragraphs for the field of communication with the student population. Thus, there is a statistical significance of the relative weight of these paragraphs. The first paragraph uses social networking networks to connect students and faculty members to the first place with a relative weight of 71.40%. The third paragraphs (students are assigned homework to solve them through social networks) and the fourth Social) ranked last with a relative weight (67.60%), and got the overall degree of communication with the student population is 68.73%, which is a high level, ie, there is a high level of communication with the student population at the technical colleges in question.

Table 12: Frequency, Mean, Standard Deviation, Percentage, Order and Value of "T" of Responses of Sample Members in All Areas and Degree of College of Measure (Electronic Marketing)

No.	Item	Arithmetic Mean	Standard Deviation	"T" Value	Relative Weight%	Item Order	Morality P- Value
1.	Electronic advertising	3.5623	0.85717	9.323	71.25%	2	0.000
2.	Electronic Promotion	3.7376	0.86521	12.086	74.75%	1	0.000

3.	News groups	3.3013	0.91412	4.661	66.03%	4	0.000
4.	Communicate with the audience	3.4366	0.94770	6.531	68.73%	3	0.000
	The overall degree of e-marketing effectiveness	3.5119	0.77939	9.334	70.24%		0.000

The tabular value of "T" is at a degree of freedom (204) and at the level of significance (0.05) = 1.65
The tabular value of "T" is at the degree of freedom (204) and at the level of significance (0.01) = 2.34

Table (12) shows that in the T test for the related samples, all fields were calculated with a value greater than the T value. Thus, there is a statistical significance of the relative weight of these fields. The second field (electronic promotion) (71.75%). The field of communication with the student population ranked third with a relative weight (68.73%). The third field came with a relative weight of (71.25%). News groups) ranked last with a relative weight of (66.03%) and the overall degree of e-marketing achieved relative weight (70.24%), which is high, ie, there is a high level of effectiveness of electronic marketing in the technical colleges under study.

The second hypothesis test, which states:

There were significant differences at a significant level (0.05 α α) in achieving the effectiveness of electronic marketing in technical colleges in the Gaza Strip according to the college variable.

To test this hypothesis, the analysis of mono-variance was used as in the following table:

Table 13: Analysis of the single variance ONE WAY ANOVA to find differences in the dimensions of achieving the effectiveness of electronic marketing depending on the macro change

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Electronic advertising	Between Groups	36.964	4	9.241	16.443	.000
	Within Groups	110.717	197	.562		
	Total	147.681	201			
Electronic Promotion	Between Groups	43.710	4	10.927	20.204	.000
	Within Groups	106.009	196	.541		
	Total	149.719	200			
News groups	Between Groups	39.100	4	9.775	14.987	.000
	Within Groups	127.187	195	.652		
	Total	166.287	199			
Communicate with the audience	Between Groups	40.653	4	10.163	14.333	.000
	Within Groups	138.976	196	.709		
	Total	179.629	200			
The overall degree of e-marketing effectiveness	Between Groups	36.907	4	9.227	21.337	.000
	Within Groups	85.190	197	.432		
	Total	122.097	201			

The following table shows the existence of statistically significant differences according to the college variable in achieving the effectiveness of electronic marketing in all dimensions and the total score. This confirms the validity of the hypothesis. To know the direction of the differences, the LSD test was used as follows:

Table 14: Results of the LSD test for the direction of differences and their significance after the electronic declaration due to the macro variable

College	CIS	UCAS	CCA	PTC	GTC
CIS	-				
UCAS	0.543499*	-			
CCA	-0.206288	-0.749786*	-		
PTC	-0.195390	-0.738889*	0.010897	-	
GTC	-0.880509*	-1.424008*	-0.674222*	-0.685119*	-

* Sig. at level of significance (0.05)

From the above table, there are differences in the field of electronic advertising between the University College of Applied Sciences (UCAS) and the other colleges in favor of UCAS. And between the Gaza Training College (GTC) and the rest of the colleges for the benefit of the other colleges. This result can be explained by UNRWA's policy of not allowing the Gaza Training College to use the means of social communication for marketing to the College.

Table 15: Results of the LSD test for the direction of the differences and their significance after the electronic promotion due to the macro variable

College	CIS	UCAS	CCA	PTC	GTC
CIS	-				
UCAS	0.419686*	-			
CCA	-0.260870	-0.680556*	-		
PTC	-0.108092	-0.527778*	0.152778	-	
GTC	-1.138846*	-1.558532*	-0.877976*	-1.030754*	-

* Sig. at level of significance (0.05)

From the previous table, there are differences in the field of electronic promotion between the University College of Applied Sciences (UCAS) and the other colleges in favor of UCAS. And between the Gaza Training College (GTC) and the rest of the colleges for the benefit of the other colleges.

This result can be explained by UNRWA's policy of not allowing the Gaza Training College to use the means of social communication for marketing to the College.

Table 16: Results of the LSD test for the direction of differences and their significance in the newsgroups following the macro variable

College	CIS	UCAS	CCA	PTC	GTC
CIS	-				
UCAS	1.050121*	-			
CCA	0.206104	-0.844017*	-		
PTC	0.294565	-0.755556*	0.088462	-	
GTC	-0.283213	-1.333333*	-0.489316*	-0.577778*	-

* Sig. at level of significance (0.05)

From the above table, there are differences in the field of newsgroups between UCAS and other colleges in favor of UCAS. And between the Gaza Training College (GTC) and the rest of the colleges for the benefit of the other colleges. This result can be explained by UNRWA's policy of not allowing the Gaza Training College to use the means of social communication for marketing to the College.

Table 17: The results of the LSD test for the direction of differences and their significance in the after communication with the public of beneficiaries attributed to the macro variable

College	CIS	UCAS	CCA	PTC	GTC
CIS	-				
UCAS	0.854469*	-			
CCA	0.221990	-0.632479*	-		
PTC	0.465580*	-0.388889	0.243590	-	
GTC	-0.593944*	-1.448413*	-0.815934*	-1.059524*	-

* Sig. at level of significance (0.05)

From the previous table, there are differences in communication with the general public between UCAS and the other colleges, except for the Technical College of Palestine (UCAS). And between the Gaza Training College (GTC) and the rest of the colleges for the benefit of the other

colleges. This result can be explained by UNRWA's policy of not allowing the Gaza Training College to use the means of social communication for marketing to the College.

Table 18: Results of the LSD test for the direction of differences and their significance in the overall score to achieve the effectiveness of electronic marketing due to the macro variable

College	CIS	UCAS	CCA	PTC	GTC
CIS	-				
UCAS	0.702807*	-			
CCA	-0.023902	-0.726709*	-		
PTC	0.100030	-0.602778*	0.123932	-	
GTC	-0.735784*	-1.438591*	-0.711882*	-0.835813*	-

* Sig. at level of significance (0.05)

From the previous table, there are differences in the overall score for the effectiveness of e-marketing between the University College of Applied Sciences (UCAS) and the other colleges in favor of UCAS. And between the Gaza Training College (GTC) and the rest of the colleges for the benefit of the other colleges. This result can be explained by UNRWA's policy of not allowing the Gaza Training College to use the means of social communication for marketing to the College.

Third hypothesis: There are statistically significant differences at the level of a <= 0.05 in achieving the effectiveness of electronic marketing according to the variable years of service

To test this hypothesis, the analysis of mono-variance was used as in the following table:

Table 19: Analysis of the single variance ONE WAY ANOVA to find differences in the dimensions of the effectiveness of electronic marketing depending on the variable years of service

		Sum of Squares	df	Mean Square	F	Sig.
Electronic advertising	Between Groups	2.791	2	1.395	1.916	.150
	Within Groups	144.891	199	.728		
	Total	147.681	201			
Electronic Promotion	Between Groups	3.032	2	1.516	2.046	.132
	Within Groups	146.687	198	.741		
	Total	149.719	200			
News groups	Between Groups	.666	2	.333	.396	.674
	Within Groups	165.622	197	.841		
	Total	166.287	199			
Communicate with the audience	Between Groups	6.070	2	3.035	3.463	.033
	Within Groups	173.558	198	.877		
	Total	179.629	200			
The overall degree of e-marketing effectiveness	Between Groups	.856	2	.428	.702	.497
	Within Groups	121.241	199	.609		
	Total	122.097	201			

Note from the previous table that there are no statistically significant differences in the dimensions and the overall degree to achieve the effectiveness of electronic marketing according to the variable for years of service except after communication with the public of the beneficiaries and this confirms the validity of the hypothesis in general.

6. CONCLUSIONS

1. The results of the study showed that the technical colleges achieved a high level of use of electronic marketing, with a total weight of 70.24%.
2. The results of the study showed that there is a high level of e-marketing (e-advertising, e-promotion, news groups, communication with the student audience) in the technical colleges in the Gaza Strip. The field of

electronic promotion came first, with a relative weight of 74.75% in the second place came the field of (electronic advertising) and a relative weight (71.25%). In the third place came the field of communication with the student audience, with a relative weight of 68.73%. Finally, the field of newsgroups ranked fourth and last, 66.03%).

3. The results confirmed that there are differences between the colleges in achieving the effectiveness of the application of electronic marketing and that the most colleges to achieve the effectiveness of electronic marketing was the University College of Applied Sciences (UCAS) and the least was the College of Training Gaza (GTC).

4. The results showed that there are no differences in the effectiveness of e-marketing according to the experience of employees.

7. RECOMMENDATIONS

In the light of the findings of the researchers, it recommends the following:

1. The need to direct marketing through social networks and use this network to market through them, follow-up to the immediate pages of the colleges and open the door of dialogue and communication and respond to all inquiries.

2. To diversify the technical colleges in the various marketing means, and the beneficiary should be aware of the latest technological means and the Internet, so the technical colleges should go to the Internet and use it in marketing, and the technical colleges should put the electronic marketing in their strategic marketing plan.

3. To promote the use of modern electronic means of work, and the need to increase the link of customers to the college through electronic services, which in turn enhance the competitive advantage.

4. Providing a human cadre with the ability to use modern technology in marketing. The researchers also recommended the need to provide appropriate infrastructure that enables colleges to use e-marketing and its various methods.

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