

The Relation between Electronic Marketing of Health Care Services and Hospital Image as Perceived by Staff Nurses

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Abstract

Background: Electronic marketing is a new concept that can play a crucial role in providing health care, setting great opportunity to access millions of clients. Also, it maintains relation and construct a idealize image among the clients and hospitals. **Aim:** examine the relation between electronic marketing of health care services and hospital image as perceived by staff nurses. **Design:** descriptive correlational design was used in this study. **Setting:** Study was conducted at New Kaser El Aini Teaching Hospital, Cairo University/Egypt. **Subjects:** Convenient sample consisted of (100) staff nurses. **Tools:** Data were collected through using two tools: Electronic marketing questionnaire and hospital image questionnaire. **Results:** the highest percent of staff nurses (46.0%) had high perception level regard electronic marketing of health care service. The highest mean percent (79.4%) was related to distribution of services domain followed by promotion of services domain (74.0%) followed by provided services domain (58.6%). Also, most of staff nurses (77%) had high perception regarding hospital image. The highest mean percent (92.1%) was related to effect domain followed by motivator domain (91.4%) followed by desire domain (74.8%). **Conclusion:** there was a positive statistical significant correlation between electronic marketing and hospital image. **Recommendations:** working to create electronic marketing techniques to ensure acceptable levels of interaction between customers and service providers and contracting with private companies to design websites, so that makes the site more accessible, and more attractive.

Key words: Electronic Marketing, Health Care Services, Hospital Image, Staff Nurses.

Introduction

In light of quick development of information and communication innovation within the world of economics and health, living an energetic circumstance ruled all circles of life (Pike & Page 2014). In any case, crucial, competitive struggle made it fundamental to keep up with the global institutions worldwide in an environment of technology that dissolved spatial and transient boundaries, which encouraged exchange among nations in different sectors (Davicik, & Sharma, 2015). The

electronic revolution that was changed from traditional marketing practices, and contributed to the enhancement of electronic marketing of health services. Also, the exploitation of opportunities and challenges information technology, became the basic measure which measure the degree of progress of countries in that century (AL-hawary & Fares 2017).

In the present age, notice media and electronic communications have been developed a lot. Presentation of key information master gates has revolution in electronic marketing system, allows

health care setting to represent the services and allows clients to search for information, identify what they require or want as well as how to submit requests (Kiriro, 2015).

Electronic marketing (E-Marketing) is a new marketing phenomenon that is rapidly developing. Within the time of globalization and technology, the way of communicating among individuals has changed. These changes also appeared in the way of how businesses are among the countries. (Pike & Page 2014). The health care setting has been utilizing the internet and other electronic medias in their promoting endeavors, which are giving the tall chances for electronic marketing to develop (Pawar, 2014; Afthanorhan, Awang, Salleh, Ghazali, & Rashid, 2018; Jamaludin, 2018)).

Electronic Marketing (E-Marketing) refers to the utilize of the internet and digital media capabilities to provide health care services easily and effectively (Liu & Burns, 2018). These digital technologies are a profitable expansion to traditional marketing approaches notwithstanding of the size and type of services (Chao-Chan, 2016). Moreover, E-Marketing is alluded to as Internet marketing (I-marketing), or Web showcasing (Menberu, 2017; Tangsupwattana, & Liu, 2018). E-marketing is making a methodology that helps health institutions deliver the right messages and services to the right client. It comprises of all activities and processes with the reason of advertising, finding, drawing in, and holding clients. E-Marketing is regarded to be wide in scope, because it using different avenues of internet advertisements as e-mail and wireless Medias (Kemp et al., 2017),

Too, E-marketing is an imaginative technology-based activity that includes utilizing interactive technologies to create and intercede compatibility between the health care setting and the client (Awad, & Soliman, 2017). It is innovative because it creates better approaches of interacting with client and provides new service delivery systems and processes that reduce cost. Also, it is enabling interactivity that allows client access to information. So, e-marketing provide health care setting great opportunity to access millions of clients and allow creating, communicating and delivering value to client, and maintaining client relations (Momotaz & Hasan, 2018).

There are four main electronic marketing tools including: mobile marketing, e-mail marketing, website marketing and marketing through social systems websites that are utilized to execute and progress electronic marketing and understanding their distinctive impacts on clients' discernment (Al-Debei, Akroush, & Ashouri, 2015).

Marketing through versatile phone has been changed a lot with presenting smart cell phones and given numerous preferences for health care setting. Marketing through email is a unique way of distributing advertisement messages and making esteem for clients because of cheap price, cost-effectiveness and plenty of addressees (Anabila, 2019).

Marketing through website may be a need for health care setting because of its normal capacities. Social systems are combinations of content, picture and video which offer assistance health care setting increment their efficiency and make esteem for their clients. Social

networks facilitate relationships between health care setting and clients. Utilizing this tool, the health care setting can get it their clients' needs and discover their services pints of weaknesses and strengths from the clients' idea through electronic world (Orasmäe, 2017).

In Electronic marketing key components of marketing are executed – product, price, dissemination, communication and promotion. All other components such as interactivity, exemplification and so on are considered as complementary to the fundamental components, although they are in some cases recognized as partitioned components (AL-hawary & Fares 2017).

With market competition moving from product-oriented into customer-oriented, a few abandons of 4Ps: (product, price, place and promotion) emerge. Beneath this condition, 4Cs marketing mix model was put forward by Kang, Lee & Ko (2015); who proposed the marketing strategies including the 4Ps are obsolete. The 4Cs include: consumers' wants and needs (supplanting product): what the clients need ought to be sold instead rather than what you can manufacture, cost to satisfy (supplanting cost: enterprise should take every effort to decrease the cost of fulfilling the customer's demand, convenience to buy (Replacing place): enterprise should make every effort to deliver comfort to client for obtaining and communication (replacing promotion): communication with clients is more critical than promotion (Adel, 2015).

There are several factors that essentials for using e-marketing in a health care setting: the existence of a clearly defined hospital strategy, the

existence of the marketing function, the domination of the marketing function in the development, implementation and monitoring of e-marketing results (Ahmad, Rahman, & Khan, 2017). In addition to inside resources and capabilities such as database, network marketing, organizational availability, administration bolster, the organizational culture, e-marketing appropriation fetched, estimate of the organization, ease of utilize, compatibility, competitive pressures, government impact, market patterns, national infrastructure, and social orientation towards e-marketing by the wellbeing care organization's client (Jain, Kamboj, Kumar, & Rahman, 2018).

Electronic marketing is considered critical for upgrading hospital image. The rise of social media and online community not only permits hospitals to spread the message much quicker and more efficiently but moreover is an impediment for marketers to overcome (Menberu, 2017). Clients has presently owned the control of sharing their experience and interface with other people, service image can be greatly improved or intensely harm in seconds (Orasmäe, 2017). As a matter of truth, the control has moved from hospitals to clients as the internet users presently has an apparatus to share, discuss, inform and control the way they see the marketing message together with other clients, who show up to be more sound than the hospital itself (Momotaz, & Hasan, 2018; Jamaludin, 2018). Depending on the marketing techniques as well as the operation substance, marketers can either pick up favor or feedback from their clients, which would be both in great amount in brief period of time (Awada, 2020).

Image is an impression seen by the intellect of a target respondent (Bele, Kumar, & Singay, 2018). Image may be a critical intangible resource that depicts the way a hospital presents its activities, and its services are seen by the public (Awad, & Soliman, 2017). In other words, hospital image may be a work of organizational communication or signals of its by and large operations which decide the recognitions of clients, caretakers, government, competitors, suppliers, potential representatives, and other partners. It is related to the different hospital physical and behavioral properties such as hospital name, philosophy, culture, tradition, convention, services, and the impression of quality communicated by each individual association with the clients (Asnawi et al, 2019).

Hospital marketing gives tall quality of medical care to the consumers or community whereas fulfilling patient and family's needs. The target market incorporates patients and families, communities, doctors, nurses, medical attendants, hospital staff, and charitable benefactors (Ahmad, Rahman, & Khan, 2017). Hospital marketing has three functions. First, from the hospital's point of view, through investigation of the target advertise, hospitals can get it long run needs of consumers and set up great management strategy. Second, from the consumers point of view, it gives promptly accessible and imperative data to consumers to dodge doctor shopping which may delay treatment, worse medical condition, and increase medical expenditure. Third, from a social perspective, consumers get good yet affordable medical services. Though hospital marketing can bring many benefits, for occurrence to save medical

resources and teach the consumers with the right and sound data (Brahimi, Malky, Cheimaake, 2019).

Hospital image comprised of two main components; the first is functional such as the unmistakable characteristics that can be measured and assessed effectively. The second is emotional such as sentiments, demeanors, and convictions the one has towards the organization. These emotional components are results from aggregate encounters the client have with the entry of time with the organization (Jain, Kamboj, Kumar & Rahman, 2018).

There are factors that impact the client's choices of health care setting are: (1) Quality of medical services related to good medical care. (2) Availability concerned to area of the hospital, comfort of transportation and parking facilities. (3) Medical costs of the total cost of the hospital remain. (4) Facilities related to great, up-to-date, or new medical equipment (5) Marketing advancement: reputation of the hospital, word-of-mouth, productive communication and the recommendation of companions and colleagues (Fan, Kim, & Lee, 2016; Sabbir ; Taufique. & Nomi , 2021).

Most of the qualities that advance hospital image can be put in place through nurses' fulfillment and commitment toward the fulfill client needs. Hospital image is an impression seen by patients almost the hospital which is based on the interactions with its administration, services, actions, activities; what they have read around the hospital and visual symbols they recognize (Kolade, Oluseye, & Omotayo, 2014; Yiannis, Thomas, & Nicholas, 2015). The hospital brand image is isn't

supreme, but comparable among competing hospitals. Patients see hospital image from the entry time to treatment encounters to departure (Awad, & Soliman, 2017). Also, hospital image are created by ascribed of health care team such as caring, pleasant, friendly, responsiveness, a positive hospital image helps in attracting and holding patients as well as accomplishing overall hospital performance (Bele, Kumar, & Singay 2018)

Significance of the Study:

The competitive power among the hospitals has become strongly intensive. The hospital managers are facing complex challenges. That's why the needs for using e-marketing in hospitals became very crucial. Because of that, the hospitals administration have taken longer times thinking about the methods of building a perfect image, increasing their competitive advantages and improving the techniques of attracting customers to their hospitals (Fan, Kim, & Lee, 2016; Menberu , 2017).

From the researchers point of views, because of the increase in the number of hospitals and different health organizations, spread and abundance of diseases and epidemics, the high price of medical services, and sometimes distances between hospitals and consumers, rise in consciousness of the consumer concept and strong competition in the medical environment it was found that providing electronic marketing service plays an important role, making it easier for the customer to know all types of health services provided by each hospital, how to present them, their prices, and the modern methods of providing them throughout the day and at all time

without the client's suffering in searching for the services he wants according to his needs, which saves time and cost and increases customer satisfaction, which leads to promote the image and reputation of the hospital. So, this study will examine the relation between electronic marketing of health care services and hospital image as perceived by staff nurses.

Aim of the study:

Aim of the present study is to examine the relation between electronic marketing of health care services and hospital image as perceived by staff nurses.

Subject and methods

Research Design:

Descriptive correlational design was utilized in the current study.

Research questions:

1. What is the staff nurses' perception regarding electronic marketing of health care services?
2. What is the staff nurses' perception regarding hospital image?
3. Is there a relation between electronic marketing of health care services and hospital image?

Setting:

This study was conducted at New Kaser El Aini Teaching Hospital, affiliated to Cairo University hospitals, composed of (800 beds), it provides paid services, has all specialties. Data of the current study were collected from medical (44 beds) units, surgical (20 beds) units and critical care units (54 beds).

Subjects:

A convenient sample of staff nurses who were working in the previous selected units at Cairo University hospital was constitute the study sample. The total sample size was 100 staff nurses out of 137.

Inclusion criteria: staff nurses, who assigned to a daily patient care, provide direct patients care and who accepted to participate in the study.

Tools for data collection:

Data were collected through utilizing the following two tools:

Tool I: Electronic marketing of health care service questionnaire: it consisted of two parts.

Part I: Personal characteristics of the subjects: it was developed by the researchers as department, age, gender, educational qualifications, year of experience and dealing with e marketing.

Part II: Electronic marketing questionnaire: it was developed by the researchers based on relevant literature (Al Sabbagh, 2016 ; Abo-Qaood & Al-Dhaimat, 2016) to assess staff nurses' perception regarding electronic marketing of health care services. It consisted of 23 items divided into 4 categories; provided services (7 items), services price (4 items), promotion (6 items) and distribution (6 items).

Tool II: Hospital image questionnaire: it was developed by (Jar Allah, 2017) and adopted by the researchers to assess staff nurses' perception towards hospital image. It consisted of 18 items divided to four

categories: perception (5 items), influence (3 items) motivator (5 items), and desire (5 items).

Scoring System:

Electronic marketing of health care services and hospital image respondents' answers were against three-points Likert scale ranging from one to three as follows, (1 = disagree, 2 = neutral and 3 = agree). The range of electronic marketing of health care services score 23- 69, The range of hospital image score 18- 54 and cut point was done at less than 60% for high perception, from 60% to less than 75% for moderate perception and $\geq 75\%$ for low perception (Kiriro, 2015)

Tools validity and reliability:**Validity**

Study tools content validity was established by five experts, three professors from nursing administration department, Faculty of Nursing- Cairo University and two assistant professors from nursing administration department, Faculty of Nursing -Benha University. Each expert was asked to examine the tools of data collection for content coverage, wording, clarity, length, format and overall appearance. Double translation English-Arabic-English was made to ensure validity of translation.

Reliability:

Reliability test was assessed through Cronbach's Alpha Coefficient for the different questionnaires; Perceived electronic marketing was (0.92) and hospital image was (0.90). This

demonstrated that questionnaires are highly reliable.

Pilot study:

A pilot study was conducted on sample of (10%) 10 staff nurses before starting the actual data collection to ascertain those tools are clear and can be applied, and to determine the time consumed on filling the questionnaires. Time consumed to complete questionnaires was ranged from 20 to 30 minutes. No changes were made. Pilot study was included in the study sample.

Administrative and ethical consideration:

The aim of the study was explained to the administrative personnel. Official letters were obtained from hospital's director and nurses' director in selected hospital to carried out the study at the selected units. They were consoled that the gathered data might have been continuously dealt with security.

Procedure:

Once permission was granted from the nursing administrator of the selected hospital to proceed with the prepared research, the study aim was clarified to staff nurses who accept to participate in the study. The participants were assured for total secrecy. An explanation of each questionnaire was done before it handed to the studied sample on their workplaces. Questionnaires were finished by the participants at a range of time between 20- 30 minutes. Data were collected from the beginning of May to the end of July (2020). It was collected in morning and afternoon shifts.

Statistical design:

Data entry and statistical analysis were done using computer software the statistical package for social studies (SPSS), version 24. Suitable descriptive statistics were used such as frequencies, and percentages for qualitative variables, means, and standards deviations for quantitative variables. Correlation coefficient (r) test was used to estimate the relation between electronic marketing of health care services and hospital image.

Limitation of the study:

- Research and references on these issues (electronic marketing of health services and hospital image) in nursing field are very few.

-Lack of the study sample due to the spread of the Corona virus and the fear and anxiety of many of the staff nurses' about dealing with others and filling out questionnaires this does not allow generalization of the findings.

Results:

Table (1): showed that the frequency and percentage distribution of staff nurses according to their personal characteristics. Regarding the department (48%) staff nurses were working in critical care units, regarding to age highest percentage (49%) of the staff nurses was in the age group ranged between 40 and more. Majority (82%) of staff nurses were female and half (50 %) of nurses were nursing diploma. Regarding to years of experiences, the same table shows that 52 % had more than 15 years of experiences. Also, majority (92%) of nurses not dealing with e-marketing of health care services.

Figure (1): illustrates that the highest percent of staff nurses (46.0%) had high perception level regard e-marketing of health care service. While around one quarter of them (35.0%) perceived moderate level and, lowest percentage (19.0 %) of them had low perception level regard e- marketing of health care service.

Table (2): displays that staff nurses highly perceived all the dimensions of electronic marketing of health care service. The highest mean percent (79.4%) for the domain of distribution of services followed by (74.0%) for promotion of services domain. While the least mean percent (58.6%) was related to introduces services domain.

Figure (2): revealed that the most of the staff nurses (77%) had high perception regarding hospital image.

Table (3): displays that nurse were highly perceived all the dimensions of hospital image. The highest mean

percent (92.1%) for the domain of effect followed by (91.4%, 82.5 %) for motivator and perception dimensions respectively. While the lowest mean percent (74.8%) was for desire dimension.

Table (4): revealed that there was a positive highly statistical significant correlation among staff nurses' perception toward total electronic marketing and total hospital image ($p=0.00$).

Table (5): showed that there was no statistical significant relation between staff nurses' perceived levels of electronic marketing and their personal characteristics.

Table (6): revealed that there was no statistically significant relation between nurses' perception levels of hospital image and their personal characteristics except years of experience, it had a highly statistical significant relationship with hospital image perception.

Table (1): Frequency Distribution of Staff Nurses according to their Personal Characteristics Data (N=100).

Personal characteristics	N	%
Department		
Medical	25	25
Surgical	27	27
Critical care units	48	48
Age		
<30 year	20	20
30-<35 year	22	22
35-<40 year	9	9
≥ 40	49	49
Gender		
Female	82	82
Male	18	18
Qualification		
Nursing diploma	50	50
Associate nursing diploma	33	33
Bachelor degree	17	17
Years of experience		
<5	17	17
5- <10	25	25
10-<15	6	6
≥ 15	52	52
Dealing with e-marketing of health care services		
Yes	8	8
No	92	92

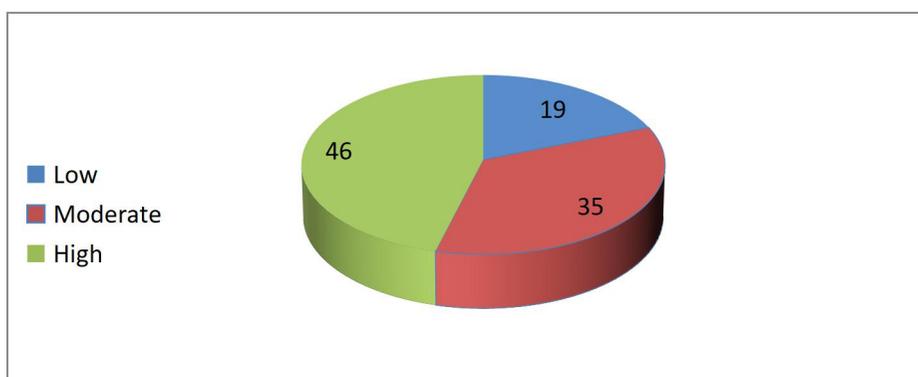
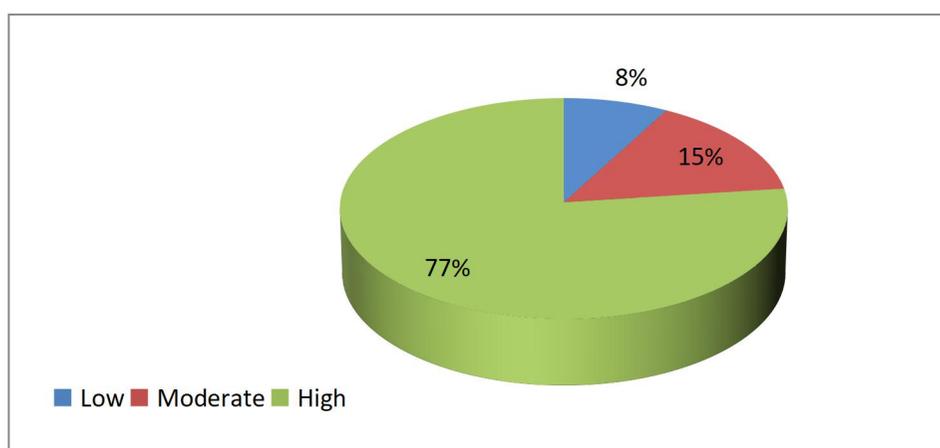
**Figure (1):** Staff Nurses Perception Levels Regarding Electronic marketing of Health Care Service (N=100).

Table (2): Total Mean and Mean Percentage of Staff Nurses Perception of Electronic Marketing of Health Care Service (N=100).

Electronic marketing dimensions	Max score	X±SD	Mean %	Rank
Provided Services	14	8.21±2.99	58.6	4
Services price	8	5.85±1.94	73.1	3
Promotion of services	12	8.89±2.59	74.0	2
Distribution of services	14	11.12±3.07	79.4	1
Total	48	34.07±7.902	70.9	

**Figure (2):** Staff Nurses Perception Levels Regarding Hospital Image. (N= 100).**Table (3):** Total Mean and Mean Percentage of Staff Nurses Perception Regarding to Hospital Image) N= 100).

Hospital image dimensions	Max score	X±SD	Mean %	Rank
Perception	10	8.25±1.81	82.5	3
Effect	6	5.53±0.85	92.1	1
Motivator	10	9.14±1.43562	91.4	2
Desire	10	7.48± 2.45	74.8	4
Total	36	30.40± 5.05	84.5	

Table (4): Correlation Between Total Staff Nurses' Perception Toward Electronic Marketing and Hospital Image. (N=100).

		Electronic marketing		Hospital image		
		Perception	Effect	Motivator	Desire	Total
Provided Services	r	-.069-	.679**	.078	.090	.070
	P	.495	.000	.443	.371	.487
Services price	r	.296**	.224*	.163	.265**	.319**
	P	.003	.025	.105	.008	.001
Promotion of services	r	.511**	.307**	.229*	.537**	.561**
	P	.000	.002	.022	.000	.000
Distribution Of services	r	.376**	.232*	.117	.456**	.429**
	P	.000	.020	.245	.000	.000
Total	r	.361**	.312**	.191	.454**	.457**
	P	.000	.002	.058	.000	.000

* Is the correlation at the significance level of 0.05 (2- tailed)

** is the correlation at the significance level of 0.01 (2- tailed)

Table (5): Relationship between Staff Nurses Perception Regarding to Electronic Marketing of Health Care Service and their Personal Characteristic (N=100).

Personal characteristics	Staff nurses' perception regard electronic marketing of health care service								X2	P
	Low (n=19)		Moderate (n=35)		High (n=46)		Total			
	No	%	No	%	No	%	No	%		
Age										
<30	5	25.0	6	30.0	9	45.0	20	20.0		
30-<35	4	18.1	8	36.4	10	45.5	22	22.0	.049	.631
35-< 40	2	22.3	3	33.3	4	44.4	9	9.0		
≥ 40	8	42.1	18	51.4	23	50	49	49.0		
Gender										
Female	14	17.1	27	32.9	41	50.	82	82.0	3.03	.219
Male	5	27.8	8	44.8	5	27.8	18	18.0		
Qualification										
Nursing diploma	9	18.0	18	36.0	23	47.1	50	50.0		
Associated nursing institute	7	21.2	11	33.3	15	45.5	33	33.0	.175	.996
Bachelor degree	3	17.6	6	35.3	8	46.0	17.0	17.0		
Years of experience										
<5	4	23.5	5	29.4	8	47.1	17	17.0		
5-<10	5	20.0	9	36.0	11	44.0	25	25.0	3.07	.799
10-< 15	2	33.1	3	50.0	1	16.7	6	6.0		
≥15	8	15.4	18	34.6	26	50.0	52	52.0		

Table (6): Relationship Between Staff Nurses Perception Regarding to Hospital Image and their Personal Characteristic (N=100).

Personal characteristics	Staff nurse's perception regard hospital image								X2	P
	Low (n=8)		Moderate (n=15)		High (n=77)		Total			
	No	%	No	%	No	%	No	%		
Age										
<30	3	15.0	2	10.0	15	75.0	20	20.0		
30-<35	1	4.5	7	31.8	14	63.6	22	22.0	8.421	.209
35-<40	0	0.0	1	11.1	8	88.9	9	9.0		
≥40	4	8.2	5	10.2	40	81.6	49	49.0		
Gender										
Female	1	5.5	2	11.1	15	83.3	18	18.0		
Male	7	8.5	13	15.9	62	78.6	82	82.0	.500	.799
Qualification										
Nursing diploma	4	8.0	10	20.0	36	72.0	50	50.0		
Associated nursing institute	2	6.1	3	9.1	28	84.8	33	33.0	2.603	.626
Bachelor degree	2	11.8	2	11.8	13	76.5	7	7.0		
Years of experience										
<5	2	11.8	3	17.6	12	70.6	17	17.0		
5-<10	2	8.0	6	24.0	17	68.0	25	25.0	41.35	.000
10-<15	1	16.7	1	16.7	4	66.6	6.0	6.0		
≥15	3	5.8	5	9.6	44	84.6	52	52.0		

Discussion

The world has witnessed a great revolution into field of technology and communication, especially after globalization, which has led to a change from traditional marketing to electronic marketing. Consequently, different corporation have adopted this new concept so as to gain time, efforts and money for the sake of the customer's satisfaction and improved of health organization reputation. (Brahimi, Malky& Cheimaake, 2019).

Concerning to staff nurses' perception levels regarding electronic

marketing of health care service the present study showed that majority of the staff nurses had high perception level regarding to electronic marketing of health care service dimensions. While around one quarter of them perceived moderate level and also, lowest percentage of them had low perception level regard electronic marketing of health care service. This might be due to the role of technology in health care that increasing every year, alongside the public demand for more integrated health services and self-management. Also, electronic marketing is an interactive and user-friendly site that gives lots of information represents a great advertising platform and it can be a source of information for potential patients.

Also, the present study revealed that the highest mean percent for the electronic marketing of health care service dimensions were of distribution of services followed by promotion of services domain followed by cost of services domain. While, the provided services domain was least one. This may be due to distribution of services make the opportunity to market a benefit to virtual costumers, breaking the boundary of distance and mindful consumers aware of the service being advertised at any time and at any put. This result was congruent with Radu et al., (2017) reported that nurses had positive perception regarding electronic marketing elements.

The present study finding was disagree with Tangsupwattana, & Liu, (2018), who showed that the price was in the first rank of electronic marketing elements, while the distribution element was in the second rank.

In relation to, staff nurse's perception levels regarding hospital image. The study finding showed that majority of nurses had high perception level regarding hospital image. This might be due to hospital image and reputation are considered a resource which gives the organization a chance to distinguish itself pointing to maximize their market share, profits, benefits, drawing in modern clients, holding existing ones, neutralizing the competitors' activities and above all their success and survival in the health care service marketing.

In the same line, Hiren & Nikunj Kumar (2021) who conduct study about " Hospital Service Quality and Outpatient Satisfaction in Model

Hospitals in India". He reported that the overall result of the study helps the hospitals to frame their overall branding, communication and marketing strategy and focus areas to improve upon for service excellence.

Also, the present study indicated that the highest mean percent was related to the domain of effect followed by for motivator domain. While the lowest mean percent was related to desire domain. This may be due to quality of services can be measured and assessed easily, when the service quality levels are high, benefits are found lead to improve in staff morale, cost savings and increased market share. As well as the hospital image play part in customers' choice decisions unless competing services are seen as virtually identical on performance, cost, and accessibility.

Regarding to correlation between total staff nurses' perception toward total electronic marketing and total hospital image, the current study revealed that there was a positive statistical significant correlation among staff nurses' perception toward electronic marketing and hospital image. This might be due to E marketing of health services can build hospital image and identity to achieve service differentiation, attract and retain patients as well as achieving overall hospital goals. This finding consistent with Asnaw et al., (2019) they clarify that the electronic health care service provided by the hospital will influence compelling hospital image.

In the same line Brahim, Malky & Cheimaake, (2019) who conduct study about "the impact of e-marketing on hospital reputation 'they concluded that

e-marketing effectively contributes to hospital reputation. This present finding agrees with Dlodlo & Dhurup, (2017); Leandro, Juan & Jonny, (2018) who stated that, the results of correlations between E-marketing elements and mental image were significant. Also, findings from the study emphasized the importance of electronic marketing in promoting and improving the mental image of the companies.

The finding of present study is similarity with Abo-Qaood, & Al-Dhaimat, (2016): who conduct study about "There is an effect of electronic marketing via E-Services on achieving hospital image". They showed that there was an effect of electronic marketing on achieving hospital image through diversification of the E-Communication means.

Regarding the relationship between staff nurse's perception regard electronic marketing of health care service and their personal characteristic the current study revealed that there was no statistical significant relationship between nurses' perceived levels toward electronic marketing of health care services dimensions and personal characteristics. This result supported with Goodarz, et al. (2016); who conduct study about "A conceptual study on e-marketing and its operation on firm's promotion and understanding customer's response" and Soniaa, (2019) who conduct study about "Impact of using electronic marketing on quality of tourism and travel agencies services" he showed that there was no statistically significant relation between nurses' using levels of electronic marketing and age.

Concerning the relationship between staff nurse's perception regard hospital image and their personal characteristic, the current study revealed that there was positive statistical significant relationship between nurses' perception levels toward hospital image and years of experience. This is due to the fact that the more experienced in the field of work, the more knowledgeable about the obstacles and challenges facing the work and hospital and how to face them in order to maintain good performance, the hospital's image and reputation, increase productivity and keep of customer trust and satisfaction.

Conclusion

Findings of the present study concluded that there was a positive statistical, highly significant correlation among staff nurses' perception toward electronic marketing and hospital image. The highest percent of staff nurses had high perception levels regard electronic marketing of health care service. Also, most of staff nurses had high perception regarding hospital image.

Recommendation:

In the light of the finding the following recommendations are suggested by the researchers:

The hospital administrator needs to emphasize on:

1. The importance of the role of representing E-marketing mix (service, cost, promotion, and distribution) using different marketing strategies to promote a greater level of health services delivery.

2. Conduct seminars and workshops about electronic marketing of health care services to emphasize the meaning and importance of electronic marketing as well as marketing skills needed to influence in hospital image.
3. Working to create electronic marketing techniques to ensure acceptable levels of interaction between customers and service providers
4. Contract with private companies to design websites that makes the site more accessible, and more attractive and, emphasizing on maintaining the security and privacy of the site and meet the needs and expectations of customers to ensure customer satisfaction.
5. Paying more attention to the electronic health institutions websites can be available with multiple languages, with sufficient information about its function and the medical services, in order to facilitate the process of electronic marketing for healthcare services.
6. Establishing an electronic marketing unit with specialized and trained employees to respond quickly to customers by using various channels of communication to facilitate access to customers, interact with them, meet their needs and solve their problems.
7. E-marketing can be given greater attention in the provision of health care services and for its distinctive role in reducing prices, save time, and reducing customer' effort to get various information that need for

customer from the hospital which lead to their satisfaction and encouraging them to use the website of the hospital.

8. Follow up the quality of the electronic services provided and work on continuous improvement to meet the needs of customers and to maintain the hospital image.

At research level:

1. Repeat the study on large sample size and in different hospitals to facilitate generalization of results.
2. Conduct study to explore the electronic marketing of health care services: barriers and suggested solutions.

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