

THE EFFECT OF THE ELECTRONIC ISLAMIC MARKETING
MIX STRATEGIES ON FORMING THE MENTAL IMAGE :
AN APPLIED STUDY ON ISLAMIC PRODUCTS IN JORDAN

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ABSTRACT

This study aimed to reveal the effect of the electronic Islamic marketing mix strategies (online product, online price, electronic promotion, electronic distribution, website design, customer service, privacy, e-business security, virtual communities, personalization) on forming a mental image with the influence of (Personal factors, social factors, organizational factors, and media factors) towards Islamic products in Jordan. The study used the descriptive and analytical approach. The study population consisted of customers of Islamic products in Jordan. The Convenience sample was used in the study and (550) questionnaires were distributed by electronic methods, (490) valid for statistical analysis were retrieved, with a rate of (89)% of the questionnaires that distributed, appropriate statistical treatments were carried out, and the study came out : There is effect of the online Islamic marketing mix strategies (online product, online price, electronic promotion, electronic distribution, website design, customer service, privacy, e-business security, virtual communities, personalization) on the formation of the mental image with the effect of (personal factors, Social factors, organizational factors, and media factors) towards Islamic products in Jordan, online price strategy, the privacy strategy, the online product strategy, the electronic information security strategy, the electronic promotion strategy,

and the electronic distribution strategy had a high impact on forming the mental image towards Islamic products in Jordan. The study recommended: That the organizations that produce, marketing or sell Islamic products must increase their interest in the strategies of the Islamic electronic marketing mix, since this study has proven its impact was high and medium degree, which indicates its importance, Enhancing its interest in the following strategies: online price strategy, privacy strategy, online product strategy, electronic information security strategy, electronic promotion strategy, and electronic distribution strategy, because this study was proved it's a high impact on forming the mental image towards Islamic products in Jordan.

Introduction:

Islamic products are considered among the products that enjoy a moderate level of competition and interest if they are compared in non-Islamic commercial companies and due to the importance, prevalence and multiplicity of types of Islamic products, whether service or commodity in Islamic countries and Jordan is part of them. And because these products are the focus of attention and interest of a wide range of customers, the Islamic products have multiplied and varied in Jordan, so that we see in recent times an expansion in Islamic products. Islamic organizations have begun to use and apply e-marketing strategies on the largest scale, as a basic and essential requirement in facing internal competition on the one hand and competition from non-Islamic organizations on the other hand. Hence, a clear importance has emerged among researchers in studying many marketing issues related to marketing and Islamic products.

The mental image is one of the important marketing areas, which represents the amount of positive or negative information that the consumer carries about certain products, which is the main driver in both consumer and purchasing behavior, hence the idea of doing this study.

The study problem and its questions:

Islamic products in Jordan are characterized by modest competition with other non-Islamic products, and as customer attitudes differ from one customer to another. This is according to the mental image of the consumer, which expresses what the consumer holds in terms of the mental image of Islamic products, his conviction, knowledge and experience of products in general and Islamic products in particular, which arranged for those companies to search for new marketing strategies that help them face the competitive position and strive for growth As these companies went to apply e-marketing strategies in their Islamic marketing activities, because of the above and for other reasons, the researcher decided to study: The effect of electronic Islamic marketing mix strategies on forming the mental image “An applied study on Islamic products in Jordan, and to achieve the purpose of the study, no The following study questions and questions must be answered:

The main question: What is the effect of the strategies of the electronic Islamic marketing mix (product online, online price, electronic promotion, electronic distribution, website design, customer service, privacy, e-business security, virtual communities, personalization) on forming a mental image with the influence of (Personal factors, social factors, organizational factors, media factors) towards Islamic products in Jordan? From this question stems from the following sub-questions:

1. What is the effect of the mix electronic Islamic marketing mix strategies on forming the mental image affected by (personal factors) towards Islamic products in Jordan?

2. What is the effect of the mix electronic Islamic marketing mix strategies on forming the mental image affected by (social factors) towards Islamic products in Jordan?
3. What is the effect of the mix electronic Islamic marketing mix strategies on forming a mental image affected by (organizational factors) towards Islamic products in Jordan?
4. What is the effect of the mix electronic Islamic marketing mix strategies on forming the mental image affected by (media factors) towards Islamic products in Jordan?

The importance of study:

The importance of this study stems from the provision of a scientific information base derived from the actual reality of the work of Islamic commercial organizations and companies in Jordan, and since this information contributes to enriching knowledge and knowledge among readers. Also, this study provides information for decision-makers in those Islamic organizations and helps them to make their decisions accurately, in addition to that it revealed some defect sites and diagnosed strengths and weaknesses, and it came out with a set of findings and recommendations that it hopes will be used in its field.

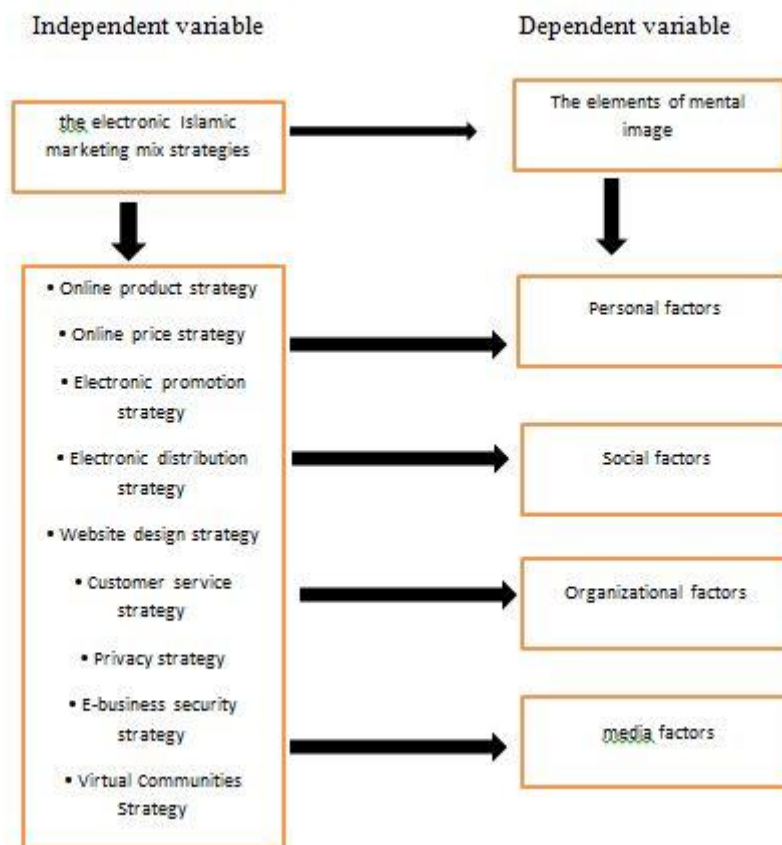
Hypotheses of the Study:

The main hypothesis: Initial structure: Initial statistics : There is no statistically significant effect at the level of ($\alpha \leq 0.05$) for the electronic Islamic marketing mix strategies (online product, online price, electronic promotion, electronic distribution, website design, customer service, privacy, e-business security, virtual communities, Privatization) on the formation of the mental image by the influence of (personal factors, social factors, organizational factors, media factors) towards Islamic products in Jordan. The following sub-hypotheses were derived from the main one:

1. There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of the mix electronic Islamic marketing mix strategies on forming the mental image by the influence of (personal factors) towards Islamic products in Jordan.
2. There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of the mix electronic Islamic marketing mix strategies on forming a mental image affected by (social factors) towards Islamic products in Jordan.
3. There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of the mix electronic Islamic marketing mix strategies on forming the mental image affected by (organizational factors) towards Islamic products in Jordan.
4. There is no statistically significant effect at the level of ($\alpha \leq 0.05$) of the mix electronic Islamic marketing mix strategies on forming the mental image affected by (media factors) towards Islamic products in Jordan.

The Study form:

Based on the previous studies and the current study questions and hypotheses, the researcher developed the study model as follows:



Prepared by the researcher with reference to the following studies:

Variable	References
Independent	Naseer, 2005 & Abu Fara, 2004 & Laudon, Kenneth, 2001 & Abu Bakr, 2013 & Lvelock, Wirtz, 2006 & Al-Otaibi, Omar, 2010 & Muhammad, Omar (2015,(
Dependent	Al-Qiblan, 2011 & Al-Maqati, 2008 & Fraihat, Rashid, (2015) & Erfan Sobhaninia, 2013

Study limitations and limitations

First: Limitations of the Study: During the resurrection of the current study, the researcher encountered some limitations, which can be presented as follows:

1. The lack of relevant previous studies on the subject of the current study.
2. Some members of the study sample did not respond, as (550) questionnaires were distributed, (490) valid for statistical analysis were retrieved, its percentage (89)% only.

Second: Limits of the study: The limits of the study can be explained as follows:

- Spatial limitations: the study included clients of organizations, companies and shops that produce and sell Islamic products in Jordan.
- Scientific limitations: The study was exposed to some concepts available in the written and electronic scientific sources, and to previous studies that are

somewhat close to the subject of the current study. The study also examined its independent and dependent variables.

-Human limitations: The study included an appropriate sample of clients of organizations, companies and shops that produce and sell Islamic products in Jordan.

The theoretical framework and previous studies

Theoretical framework

This chapter dealt with related theoretical topics in the title of the study. It dealt with an important aspect of e-marketing and the mental image, as follows:

The concept of electronic marketing

- There are many definitions of the concept of e-marketing, and if they differ in their vocabulary, they most likely meet in their contents, as Zaidan, 2010 defined it as: Marketing activities carried out through the Internet, which is an interactive process between organizations and consumers through the virtual space with the aim of achieving mutual benefits.

- As Al-Taie defined it, 2007: as a set of specialized marketing activities and functions that include trading in goods and services and using digital technologies to improve performance.

The importance of electronic marketing

The importance of the study can be highlighted as follows: (2014) www.scrib.com

1. E-marketing has become an urgent necessity in our daily life.
2. Increase the number of Internet users in the world.
3. The Internet has become a means to promote and display products.
4. Globalization of markets with the presence of the Internet.
5. It has become an urgent necessity for the success of organizations.

E-marketing requirements

The requirements that must be met for electronic marketing can be stated as follows: (Hussein Shammat, 2010)

1. Infrastructure: It consists in providing high-specification computers, providing internet service, phones, designing websites for the marketing process, and other technical requirements.
2. Marketing activity: providing product, seller, buyer and middleman.
3. Work environment: providing a legal and legislative environment, developing electronic systems, providing security and reassurance in electronic dealings, and spreading awareness and awareness of electronic marketing among clients.

Advantages of electronic marketing

E-marketing is characterized by a set of advantages, including (www.ofok-adv.com, 2013):

1. The wide spread of the Internet.
2. Easy access to marketing information of interest to clients.
3. Complete the buying and selling processes through the Internet.
4. Low cost of electronic marketing.
5. Speed of response by companies that apply e-marketing.
6. Providing job opportunities.

The electronic marketing mix

The elements of the electronic marketing mix consist of the following (Abu Fara, Yusef, 2004):

1. Online product: It is an idea, commodity or service that has a set of characteristics that are displayed to customers on virtual websites on the Internet, enabling customers to shop and view products in the international and local markets and complete the entire purchase process via the Internet, (Nasir, Muhammad, 2005).
2. Online pricing: It is the process of determining the monetary value of products of all types of ideas, goods, and services that are offered for sale through the Internet, and the prices fluctuate dynamically according to the requirements that occur on the local and global markets. Electronic payment is carried out through various electronic means of payment, and electronic marketing faces some limitations, including (www.Alriyadh.com.2014), difficulty in providing after-sales services, weak product development and modification processes, and the organization's need to assign brand names to each of its products.
3. Electronic promotion: It is defined as a set of electronic tools used to communicate with consumers and inform them of the characteristics and features of products and push them to buy through the Internet, and among these tools: the organization's website, electronic search engines, the use of electronic indexes, electronic advertising, e-mail, electronic messages, social networks, smart applications in the organization and others.
4. Electronic distribution: It is setting up websites for organizations and working to maintain it around the clock in order to answer customer inquiries through the Internet. Some organizations may resort to companies specialized in establishing websites or maintaining work or any of the activities associated with electronic distribution. Electronic distribution immediately after the purchase process, and the online distribution takes several forms, including: the distribution of goods, which needs logistical distribution in the field, the distribution of services, and the services are distributed through: the organization's website, download service files, the organization's website, (Abu Fara, Youssef, 2004).
5. Website design: These are virtual electronic pages that are interconnected with each other that can be interacted with through computers or smart phones and what is similar to them. When creating a website on the Internet, several points must be taken into account: the customer, the way the products are presented, the ease of use of the sites, Ease of movement between sites, automatic verification, ease of electronic purchase method, (Al-Otaibi, Omar, 2010).
6. Customer Service: A set of procedures and activities aimed at achieving customer satisfaction with the services they obtained through the Internet, and it also indicates the quality of the services themselves, as customer service is a common responsibility shared by all employees, (Abu Bakr, Mustafa, 2013).
7. Privacy: It is one of the clients' right to maintain their privacy and to safeguard their data and personal information, whether they are individuals, groups or organizations, and not to disclose it or allow others to access it. Privacy works to build and strengthen trust between customers and organizations, (Wadi, Al-Astal, 2010)).
8. E-business security: Providing the security element is very important for some clients, and the importance of the matter increases if the issue is related to work, financial issues and other important matters regarding customers and the security of their capabilities and privacy, and some organizations resort to many methods to maintain the security and confidentiality of information, including Encrypting information and placing secret numbers on some electronic portals to prevent individuals from entering these sites,

and only people who are publicly permitted to enter are allowed (Al-Qahtani, Ben Ali, 2003).

9. Virtual Communities: Under these virtual websites, groups and individuals are allowed to meet through the Internet. One of its most important uses: meeting a number of consumers with common goals. Virtual communities also allow frequent meeting and entering into common sites and the exchange of data and marketing information of interest to consumers. www.elearning:arab-academy.com, 2014).

10. Privatization: It refers to the personal dimension, as it expresses the standardization of technological services and personal information for users for the purposes of harmonization between organizations and individuals, where information related to visitors to websites is preserved and stored, and that the correct allocation achieves increased customer satisfaction and loyalty, as the personalization includes the technological tools that are used in the preparation And designing a special information form in electronic procurement processes, (Abu Fara, Yusef, 2004).

Mental image

- The concept

Ajwa, 2003, defined the mental image as generating the perceptions of what preceded the perception of a certain thing, as defined by the sheikh, 2006, the outcome of several experiences deposited in the mind of the individual towards a specific thing that is called upon when exposed to a stimulus, while the provincial defines it, 2008, that the image Mentalism is the final result of the impression that an individual or community forms toward an institution, person, or system, or toward anything else related to human life.

Factors affecting the formation of the mental image

Affliction is not limited to the individual himself, but goes beyond it to the organization as well.

1. Personal factors: These factors are represented in the characteristics related to the person himself, such as his educational and cultural level, what he carries in terms of values, the extent of his ability to communicate and communicate with others, his ability to interpret situations, address and manage situations, the strength of motivation of the person, his field of interests and other factors that enter In the same person, which directly or indirectly affects the formation of the mental image of the individual.

2. Social factors: It is a result of the influence of the family, relatives, friends, co-workers, neighbors and other reference and pressure groups, as the continuity and integration of the individual into such components and social entities affect the extent and quality of the individual's perceptions and as a result affect the formation of his mental image, and the quality of the mental image depends on the creatures. That nourishes the individual, in the event that the social inputs are positive or negative, the mental image will be according to those inputs.

3. Organizational factors: They are represented in the administrative philosophy adopted by the organization, the quality of the culture that the organization seeks to build, and the production and sales policies of its products. The nature of the organization's openness to the masses in the external environment and the follow-up of openness and partnership policies with the organization's employees are among the important organizational factors that affect building The mental image of individuals.

4. Media factors: These are represented in the organization's media activities, and its ability to cover events that take place inside and outside the organization. The ability of the media organization to reach the largest possible audience and try to influence it and win the audience for the benefit

of the organization, and that the organization's technical media capacity and qualification of workers. In the field of media, and attracting media professionals and celebrities are among the media factors that affect the building of the distinct mental image among individuals.

Components of a mental image

Abu Thabet, 2014, believes that the components of the mental image are in the following dimensions:

1. A cognitive component: It is represented in the information through which the person perceives the subjects and issues of the people and everything that revolves around him from an internal or external environment, and that information is the basis that forms the mental image of the individual, and here it is worth noting the accuracy of the information that the individual must feed from. Because in the end it is the basis for constructing the image, so if the information is accurate, the image will be closer to the correct one, and vice versa.
2. An emotional component: It is represented by a positive or negative feeling towards an issue, a person, a product, an organization, a state, or anything that has a relationship in the individual's life. It is worth noting that the emotional component depends in its form, type, ability and signal of its impact on the cognitive component, and with the passage of time it disappears and decreases. The identifier and the information that the individual has created, and the emotional components remain continuous with the individual, which form his directions towards various topics and issues and lead his behavior, whether the behavior is positive or negative.
3. A behavioral component: The nature of the mental image affects the individual behavior in various aspects of his life, as the mental image leads the individual to a behavior that corresponds to the nature of the image, and the individuals whose behavior is clear can clearly predict their behavior.

Previous studies:

- The study of Muhammad, Omar (2015), that aimed to determine the relationship of the marketing mix strategies with the market share in City Center Company in Zakho city, the study applied the descriptive analytical approach, the random study sample consisted of (40) workers in the supervisory and implementation functions in the company. The study is a questionnaire to collect data from the study sample, and the study applied the statistical program, spss. The study showed: that the company's environment is operating in a sudden warring environment, and the influence of the marketing mix strategies on the market share, and the study recommended: the company should provide a marketing plan for products, taking into account prices and income level, Ad campaigns intensified.
- Sir Al-Khatim, Muhammad (2012), which aimed to find out the role of electronic marketing, the elements of the mix of electronic marketing elements in the banks of Khartoum - Sudan, and to know the efforts of the banks to implement e-marketing. The study used a descriptive and analytical statistical method. The study showed: that the bank's use of magnetic cards has a relationship Strong in attracting bank customers, and the existence of a strong relationship between the adoption of banks, providing banking services via the Internet, reducing costs, increasing the number of customers, and raising the competitiveness of banks.
- Haddad, Shafiq. Wajdah, Mahfouz (2010) which aimed to reveal the degree of awareness of Jordanian commercial banks of the importance of implementing e-marketing, and to indicate whether e-marketing works to support the relationship of banks with their customers. The study showed:

that the marketing information base affects the quality of electronic banking services. Between the security component and the quality of banking services, the study recommended: Banks should provide a marketing database, follow up on the development of banking services and benefit from them, create confidence and safety and provide an atmosphere of reassurance to customers.

- Fraihat, Rashid, (2015) that aimed to find out the mental image of the Jordanian parliament among Jordanian youth, and to provide a true picture of the council and its work. The study used the descriptive and analytical approach, the study sample consisted of (400) students, and the study showed that there is a difference between the parliament Among the students, that the candidate is chosen based on his knowledge of community issues, and that there is independence for the House of Representatives in its decisions. The study recommended: Focusing the media on the council's sessions, and giving an opportunity for Jordanian youth to choose more than one deputy by changing the election law.

- Bel Brahim, Jamal, (2017), which aimed to uncover the role of public relations in marketing in improving the image of the mental Algerian telecommunications companies. The inductive approach was applied. The sample consisted of 56 employees of telecommunications companies. The study confirmed that the telecommunications companies, the subject of the study, are interested in The study recommends the necessity of increasing interest in marketing public relations, and the necessity to consolidate the mental image of the masses.

- Philip, Kitchen, (2014), who measured the degree of influence of mental image dimensions on the behaviors of graduate students in business administration, the study adopted the experimental approach and surveyed a number of students, the study concluded: The presence of an effect of dimensional mental image (the cognitive dimension, the emotional dimension) On forming a positive mental image of the brand. The students 'proposals focused on the emotional aspects. The study recommended increasing interest in the cognitive dimension and enhancing the emotional dimension as a component of the mental image.

- Erfan Sobhaninia, (2013), who tried to show the factors that affect the formation of the mental image of the brand, and to clarify the factors that affect the loyalty of customers,. The study distributed a questionnaire to Melli Iran Bank clients in Tehran, the study showed that there are eight factors out of twenty-eight Factors affecting the formation of the mental image, and the study recommended increasing interest in factors that had a weak or moderate effect.

Method and procedures:

- After completing the preparation of the study questionnaire and making sure that it is comprehensive for all its axes, and that it is able to achieve the purposes for which it was found, after being judged by specialists in its field, and applying the study's validity test, both apparent and statistical (Alpha Cronbach coefficient), (550) were distributed A questionnaire on the study sample of those interviewed during the distribution process, where (490) questionnaires were retrieved, and after subjecting the questionnaires to scrutiny, it was found that all of them are valid for analysis and statistical treatments, where (490) questionnaires were analyzed according to what suits them in terms of statistical methods and methods.

Study methodology: The study used the descriptive and analytical method.

Study population: clients of organizations, companies, and shops that produce and sell Islamic products in Jordan.

The study sample: reached (490) clients of organizations, companies and shops that produce and sell Islamic products in Jordan.

- Study instrument: The study developed a specialized questionnaire capable of collecting study data from the sample, as the questionnaire included two parts, the first part: paragraphs describing the study sample, and the second part: paragraphs directly and indirectly related to the study questions in order to survey and measure the sample's opinions on a topic studying.

- The study used five points Likert's - scale (2016) to answer the vocabulary of the questionnaire, and Table (1) shows that as follows:

Agreement level	Strongly agree	agree	natural	disagree	Strongly disagree
	5	4	3	2	1

- The following scale was also adopted to determine the level of distribution for each field of the study variables, Table No. (2) that works:

category	levels
1 – 2.33	Low
2.34 – 3.66	medium
3.67 – 5	high

The validity and reliability of the questionnaire

A- The apparent reliability: The study instrument was presented to a group of specialists who have knowledge and know-how in scientific research, and their directions and observations on the questionnaire's statements were taken into account until the questionnaire reached its final form before distributing it to the members of the study sample.

B- The reliability of the questionnaire: The reliability of the study instrument was tested by testing the Cronbach alpha coefficient, as follows:

Table No. (3) Shows the results of the Cronbach alpha test to measure the stability of the resolution.

Cronbach alpha	Strategies of the electronic Islamic marketing mix / independent variable	No
0.911	Online product strategy	1
0.787	Online price strategy	2
0.814	Online promotion strategy	3
0.874	Electronic distribution strategy	4
0.872	Website design strategy	5

0.789	Customer service strategy	6
0.889	Privacy strategy	7
0.872	E-business security strategy	8
0.863	Virtual Communities Strategy	9
0.795	Personalization strategy	10
Form of mental image / dependent variable		
0.900	Personal factors	1
0.887	Social factors	2
0.857	Organizational factors	3
0.789	Media factors	4

Table (3) shows that the values of the Cronbach alpha coefficient for the study variables ranged between (0.787 and 0.911) for the entire attempted questionnaire, this indicates that the stability coefficient is high and achieves the study objectives.

Description of the characteristics of the study sample:

1. Gender: Table (4) shows the distribution of the study sample according to gender.

Table 4		
gender	Frequencies	%
Male	198	40%
Female	292	60%
Total	490	100 %

Table (4) shows that the percentage of males from the study sample reached (40%), while the percentage of females was (60%). By analyzing the result, we find that it is a logical result as the number of females who deal with organizations, companies and commercial stores that produce and sell Islamic products in Jordan , Higher than the number of males.

2. Age group: Table (5) shows the distribution of the study sample according to the age group:

Table 5			
Variable	age	Frequencies	%

Gender	From 18-25 years	47	10
	From 26-35 years	124	25
	36-45 years	167	34
	46-55 years	97	20
	More than 55 years	55	11
	Total	490	100%

Table (5) shows that the realistic age between (36-45) was one of the highest age groups in the study sample, with its frequency reaching (167) and its percentage was (34%), while the lowest age group was for the group (18-25). Its frequency was (47) and its percentage (10%) from the sample, and this is a natural result as the age group between (36-45) is the group that has more family members, and families of this age are more productive than productive.

3. The size of income: Table No. (6) Shows the distribution of the study sample according to the size of income in Jordanian dinars.

the income in Jordanian dinars	Frequencies	%
Less than 300	164	33
301--600	95	19
601-900	68	14
901-1200	37	7
1201--1500	32	7
1501--1800	29	6
Total	23	5
	490	100%

By analyzing the table above No. (6), we find that the highest segment in the volume of transactions came in a segment (less than 300 dinars), where its frequency was (164) by (33%), while the lowest frequency was for the segment (more than 1800 dinars), where its frequency was (23) by (5%), and that this is a natural reflection of clients of Islamic organizations in Jordan, according to the income scale.

• By referring to the characteristics of the sample, we find that these characteristics provide a reliable indication of the validity of the sample and the answer to the study questions.

Statistical analysis:

Study Form Fit Test (VIF)

This type of test is used to ascertain the degree of interference of the elements of the independent variable, and by applying the test it was found that all the values of the independent variable were less than (5), which confirms the validity of the elements of the independent variable. Table No. (7) Shows these values:

No		VIF test
1	Online product strategy	4.11
2	Online price strategy	3.98
3	Online promotion strategy	3.87
4	Electronic distribution strategy	4.01
5	Website design strategy	4.25
6	Customer service strategy	3.99
7	Privacy strategy	3.58
8	E-business security strategy	4.25
9	Virtual Communities Strategy	3.89
10	Personalization strategy	

Answer the study questions

The main question: What is the effect of the strategies of the electronic Islamic marketing mix (product online, online price, electronic promotion, electronic distribution, website design, customer service, privacy, e-business security, virtual communities, personalization) on forming a mental image with the influence of (Personal factors, social factors, organizational factors, media factors) towards Islamic products in Jordan? To answer this question, the arithmetic averages and standard deviations were extracted and classified according to their values according to the previously approved study scale, and Table No. (8) shows that:

Table No. (8) shows the arithmetic means and standard deviations of the study questions

First: The answer to the axes of the independent variable (the strategies of the (elements of the electronic Islamic marketing mix

No	Statements	Mean	S.D	level	Rank
1	Online product strategy	3.9987	0.77298	high	3
2	Online price strategy	4.145	0.71458	high	1
3	Online promotion strategy	3.895	0.80114	high	5
4	Electronic distribution strategy	3.766	0.81550	high	6
5	Website design strategy	3.549	0.89710	medium	7

6	Customer service strategy	3.365	0.79512	medium	10
7	Privacy strategy	4.015	0.68952	high	2
8	E-business security strategy	3.920	0.7758	high	4
9	Virtual Communities Strategy	3.544	0.88768	medium	8
10	Personalization strategy	3.485	0.86687	medium	9
(Second: Answer the axes of the dependent variable (mental image formation					
1	Personal factors	3.7841	0.89754	high	3
2	Social factors	3.6987	0.88475	high	4
3	Organizational factors	3.7857	0.78956	high	2
4	Media factors	3.9988	0.79568	high	1

It is noted from the results of Table (8) above that the response trends on the study vocabulary were positive towards the whole study variables as their arithmetic averages were higher than the mean of the measuring tool (3), and this can be detailed as follows:

1. Independent variable test results (strategy of elements of the electronic Islamic marketing mix)

By analyzing Table (8), we note that: (online price strategy, privacy strategy, online product strategy, electronic information security strategy, electronic promotion strategy, electronic distribution strategy) had a high impact on forming the mental image towards Islamic products in Jordan, while That: (website design strategy, virtual communities strategy, customization strategy, customer service strategy) had a moderate impact on forming the mental image towards Islamic products in Jordan.

Table (8) also shows that the highest impact of online Islamic marketing mix strategies was for (online price strategy) which ranked first, while the least impact was for (customer service strategy) and it ranked tenth.

2. Results of the dependent variable test (mental image formation)

By analyzing table (8) above, we notice that the highest degree of impact of the independent variable on the dependent variable was on (informational factors) where the degree of its impact was high, its arithmetic mean was (3.9988) and it ranked first among all independent factors, while the least effect was, For (social factors) in the formation of the mental image, where its arithmetic mean (3.6987) was high.

Table (8) also shows that the highest impact of the electronic Islamic marketing mix strategies on forming the mental image was for (media factors) and it ranked first, while the least impact was for (social factors) and it ranked fourth.

Test hypotheses of the study

The study hypotheses were tested according to the following rule:

(If the value of F computed from the analysis of variance is less than the tabular value of F we accept the null hypothesis of equal means and vice versa):

Main hypothesis: There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the online Islamic marketing mix strategies (online product, online price, electronic promotion, electronic distribution, website design, customer service, privacy, e-business security, Virtual societies, personalization) on the formation of the mental image by the influence of (personal factors, social factors, organizational factors, media factors) towards Islamic products in Jordan.

Table 9 results of main hypothesis				
F value	sig	R	R²	result
66.14	0.000	0.874	0.763	rejected

By referring to the main hypothesis test of the study and according to what is shown in Table (9), we find that the value of the Pearson correlation coefficient test is (0.874) at a significant level (0.05), and it is a high value for the correlation coefficient, and that the calculated F value is ((66.14 at a significant level) (0.05), and based on the application of the hypothesis testing rule, it rejects the hypothesis, which confirms the existence of an effect of the online Islamic marketing mix strategies (online product, online price, electronic promotion, electronic distribution, website design, customer service, privacy, e-business security, Virtual societies, personalization) on the formation of the mental image by the influence of (personal factors, social factors, organizational factors, media factors) towards Islamic products in Jordan.

First Sub-hypothesis testing

The first sub-hypotheses: There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the combined electronic Islamic marketing mix strategies on forming a mental image affected by (personal factors) towards Islamic products in Jordan.

Table 10 results of First Sub-hypothesis				
F value	sig	R	R²	result
51.47	0.000	0.882	0.777	rejected

Table No. (10) shows that the value of the Pearson correlation coefficient is (0.882) at the level of significance (0.05) and it is high, while the value of the calculated F was (51.47) at the level (0.05). This Emphasizes the existence of an effect of the electronic Islamic marketing mix strategies on forming a mental image by the influence of (personal factors) towards Islamic products in Jordan.

The second sub-hypothesis: There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the combined electronic Islamic marketing mix strategies on forming a mental image affected by (social factors) towards Islamic products in Jordan.

Table 11 results of second Sub-hypothesis				
F value	sig	R	R²	result
44.64	0.000	0.740	0.547	rejected

Table (11) shows that the value of the Pearson correlation coefficient is (0.740) at the level of (0.05), and based on the application of the hypothesis test rule, it rejects the hypothesis, which confirms the existence of an effect of the strategies of the electronic Islamic marketing mix on the formation of the mental image by the influence of (social factors) Towards Islamic products in Jordan.

The third sub-hypothesis: There is no statistically significant effect at the level ($\alpha \leq 0.05$) for the combined electronic Islamic marketing mix strategies on forming a mental image affected by (organizational factors) towards Islamic products in Jordan.

Table 12 results of third Sub-hypothesis				
F value	sig	R	R²	result
49.26	0.000	0.772	0.595	rejected

Table (12) shows that the value of the Pearson correlation coefficient is (0.772) at the level of (0.05), and based on the application of the rule of hypothesis testing, it rejects the hypothesis, which confirms the existence of an effect of the electronic Islamic marketing mix strategies on the formation of the mental image by the influence of (organizational factors) Towards Islamic products in Jordan.

The fourth sub-hypothesis: There is no statistically significant effect at the level ($\alpha \leq 0.05$) for the combined electronic Islamic marketing mix strategies on forming a mental image affected by (media factors) towards Islamic products in Jordan.

Table 13 results of fourth Sub-hypothesis				
F value	sig	R	R²	result
43.80	0.000	0.710	0.504	rejected

Table (13) shows that the value of the Pearson correlation coefficient is (0.710) at the level of (0.05), and based on the application of the rule of hypothesis testing, it rejects the hypothesis, which confirms the existence of an effect of the strategies of the electronic Islamic marketing mix on the formation of the mental image by the influence of (media factors) Towards Islamic products in Jordan.

Results:

After statistical treatment of the study data, the following results came out:

First: The existence of the effect of the strategies of the electronic Islamic marketing mix (product online, online price, electronic promotion, electronic distribution, website design, customer service, privacy, e-business security, virtual communities, personalization) on the formation of the mental image with the influence of (personal factors Social factors, organizational factors, media factors) towards Islamic products in Jordan.

Second: The study showed that online price strategy, privacy strategy, online product strategy, electronic information security strategy, electronic promotion strategy, and electronic distribution strategy had a high impact on forming the mental image towards Islamic products in Jordan.

Third: The study also showed that the website design strategy, the strategy of virtual communities, the personalization strategy, and the customer service strategy, had a moderate impact on forming the mental image towards Islamic products in Jordan.

Yea: The study clarified that the degree of the effect of the combined electronic Islamic marketing mix strategies on forming the mental image was variable, as follows:

1. Online price strategy came first.
2. Privacy strategy comes second.
3. Online product strategy ranked third.
4. E-business security strategy ranked fourth.
5. The online promotion strategy in the primary category.
6. The electronic distribution strategy is ranked sixth.
7. Website design strategy ranked seventh.
8. The strategy of virtual societies ranked eighth.
9. The allocation strategy ranked ninth.
10. Customer service strategy ranked tenth.

Fifthly: The study showed that the highest degree of impact of the independent variable on the dependent variable was on (informational factors) where the degree of its impact was high.

Sixth: The study also showed that the least impact was (social factors) in forming the mental image, where the degree of its impact was high.

Seventh: The study showed that the degree of influence of the dependent variable was differentiated as follows:

1. The media factors came first.
2. Organizational factors came in second place.
3. Personal factors came in third place.
4. Social factors ranked fourth.

Recommendations:

After extracting the results, the study recommended the following:

1. That the organizations that produce, market or sell Islamic products increase their interest in the strategies of the Islamic electronic marketing mix, since this study has proven that its impact was of a high and medium degree, which indicates its importance.
2. Organizations interested in Islamic products should enhance their interest in the following strategies: online price strategy, privacy strategy, online product strategy, electronic information security strategy, electronic promotion strategy, and electronic distribution strategy, as this study demonstrated that its impact was high on the formation of The mental image towards Islamic products in Jordan.
3. Organizations interested in Islamic products should increase their interest in the following strategies of the Islamic electronic marketing mix: website design strategy, virtual communities strategy, customization strategy, and customer service strategy. Jordan.
4. The study recommends that concerned organizations enhance their interest in media factors as factors affected by the formation of the mental image towards Islamic products in Jordan, as the current study showed that the degree of their influence was high.
5. The study recommends that concerned organizations should increase their interest in social factors as factors affecting the formation of the mental image, as this study proved that the degree of their vulnerability was high, but came last.
6. The diversity of the organizations concerned with their products that they offer to clients.
7. Organizations concerned with Islamic products should increase their interest in using various electronic means in their marketing activities.
8. Qualifying the employees in charge of the marketing process and focusing on the areas of e-marketing being the most effective at the present time.

9. Raising customers' awareness of Islamic products, which leads to the formation of a competitive mental image for those products, activating the role of social media in promoting Islamic products in Jordan.

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