

ROLE OF E-COMMERCE ON ADVERTISING THE ENTREPRENEURSHIP PROJECTS ACCORDING TO KSA VISION 2030

PAPEL DO COMÉRCIO ELETRÔNICO NA PUBLICIDADE DE PROJETOS DE EMPREENDEDORISMO DE ACORDO COM A KSA VISION 2030

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Abstract: E-commerce and marketing are among the most important developments that revived trade and the local market and served as a key catalyst for entrepreneurs in the renaissance of their small and medium-sized enterprises. The objective of this article is to evaluate the relationship between the trend towards e-commerce and the development of entrepreneurial projects in accordance with the Kingdom's Vision 2030. By defining entrepreneurship in the light of global economic developments and how it affects economic growth and knowledge of the relationship between formal and informal institutions in influencing entrepreneurship, the research used the descriptive analytical approach by applying a questionnaire made up of 3 axes on 60 singles of young entrepreneurs in university entrepreneurship centers. The main findings of this article assure that E-commerce represent an important tool for developing entrepreneurial projects and that E-commerce is indispensable for achieving entrepreneurial projects and trade. However, the success of this sector in accomplishing their intended function – according to the Kingdom's Vision 2030 – still depends on the consumers' consciousness, their trust in e-commerce, in the logistic system and payments, and the infrastructure of communication throughout the growth of POS devices in several payment points.

Keywords: E-Commerce and Marketing; Entrepreneurship; Economic Growth; Kingdom's Economic Vision 2030.

Resumo: Os setores de comércio eletrônico e de marketing estão entre os desenvolvimentos mais importantes que recuperaram o comércio e mercado local, e seviram como chave catalisadora para empreendedores no renascimento de suas pequenas e médias empresas. O objetivo deste artigo é avaliar a relação entre a tendência para o comércio eletrônico e o desenvolvimento de projetos empreendedores de acordo com a Visão do Reino 2030. Ao definir o empreendedorismo à luz da evolução econômica global e como ele afeta o crescimento econômico e o conhecimento da relação entre instituições formais e informais na influência do empreendedorismo, a pesquisa utilizou a abordagem analítica descritiva por meio da aplicação de um questionário composto por 3 eixos a 60 jovens empreendedores em centros universitários de empreendedorismo. Os principais resultados deste artigo asseguram que o e-commerce representa uma importante ferramenta para o desenvolvimento de projetos empreendedores e que o e-commerce é indispensável para a concretização de projetos empreendedores e comerciais. No entanto, o sucesso deste setor em cumprir sua função pretendida - de acordo com a Visão do Reino 2030 - continua dependente da conscientização dos consumidores, sua confiança no comércio eletrônico, no sistema de logística e pagamentos e na infraestrutura de comunicações por meio da expansão do número de dispositivos POS em vários pontos de pagamento.

Palavras-chave: E-Commerce e Marketing; Empreendedorismo; Crescimento Econômico; Visão Econômica do Reino 2030.

Introduction

The Vision 2030, launched by Saudi Crown Prince Mohammed bin Salman on April 25, 2016, contains programs and policies aimed at making the Kingdom of Saudi Arabia among the developed countries, and the last of these programs was launched in late January (2019). The “National Industry and Logistics Development” program, is one of the largest, if not the largest, vision programs ever. The talk of e-commerce, e-marketing and entrepreneurship development will become the foundation of the global economy. Also, this sector is among the important pillars in the field of logistics services that is, in turn, one of the strategic goals of the National Transformation Program 2020. This is one of the sectors supporting the achievement of the Kingdom’s 2030 vision, which stimulates investors, businessmen and owners of small and medium enterprises. Entrepreneurship is the desire and ability to organize and manage business and everything that falls under it. The ground-breaking entrepreneurial project creates organizations that are able to create competitive value and enter internal and external markets (Bernouti, 2005).

In 1985, Peter Drucker stated that an entrepreneur is a person who has the ability to change productivity from low to high by focusing on developing economic resources. As for Geoffrey Timmins in 1994, an entrepreneur is a creative person who establishes a distinct work from nothing. Through this, it can be concluded that the entrepreneur is the one who has qualities such as initiative and the ability to organize mechanisms and economic and social requirements as well as the acceptance of failure and risk. This is because the entrepreneur can reformulate the use of human resources or tools to give a more productive and creative result, for the enjoyment of psychological, intellectual, administrative and social skills (Al-Sakarneh, 2008). Others believe that entrepreneurship is the process of creating a new thing with the assumption and expectation of risks (Eduardo, 2006).

Through these concepts, it can be seen that the concept of leadership consists of three axes:

Innovation: It is the creation of a creative value capable of solving a problem or satisfying a need or even adding new values that develop from the individual’s living or self-needs.

The risk: It accepts the loss before the return so that you have the ability to get beyond innovation. **Proactivity:** It is the application of hard work with thoughtful plans for this project to be fruitful (Kharbutli, 2018).

Many societies, including our Arab societies, face great challenges in order to make an effort to advance development in its various dimensions, whether social, economic or political. The awareness of entrepreneurship and its effects can help institutions as they play a global economic role. This is because they have become the most prominent engines of growth and they serve different social groups because they rely on them from innovative thinking rather than physical capital. This is what distinguishes entrepreneurial projects from providing job opportunities and creating new environments capable of production and development (Al-Mahrouq, 2001).

This can be represented in a diagram that shows a preliminary plan that helps to know the qualification and encouragement of entrepreneurs, but it can also create a generation capable of change, development and innovation and capable of living with rapid changes.

To focus the light more accurately and clearly on the role of innovation and creativity as the basics supporting the survival of organizations, results from the creative spirit and good exploitation of the opportunities available, support the creation of jobs and opportunities for competition in the markets and thus enhances economic security.

In recent years, entrepreneurship has had the most important reasons for economic growth in developed countries, as it contributed to creating a very large number of job opportunities in the American economy until it exceeded 15 million job opportunities in the field of services in 1992 AD. Statistics show that one of every two persons have tried to start a new business at a certain time, as pioneering projects of all kinds account for 27% of the total workforce in Britain while it represents 50% in China (Al-Zain, 2010).

Research aims

1- Defining entrepreneurship in light of global economic developments and how it affects economic growth.

2- Defining the relationship between formal and informal institutions in influencing entrepreneurship, and what institutions should strive to support entrepreneurship.

3- Defining e-marketing, which has become one of the main pillars that support trade and the economy internally and externally and its impact on the market or the market’s impact on it.

4- Clarifying the extent of the relationship between e-marketing and entrepreneurship, and how interest in them and their development affects the increase in economic growth opportunities for the Kingdom in accordance with Vision 2030.

The relationship between e-marketing and entrepreneurship

The relationship between e-marketing, the growth of entrepreneurship and the impact on the economy can be drawn in a table. The importance of using e-marketing by entrepreneurs for traditional marketing in terms of the growth and prosperity of economic and commercial business, will be explained in the following table:

E-marketing	Traditional marketing	Characteristics
It relies on networks of relationships, electronic communications and informatics to determine its strategic approach and determine decisions related to the marketing mix.	Uses strategies in a way that matches the environment of other organizations but is larger and flexible or even virtually non-existent.	Strategies
Depends on innovation and creativity to achieve advantages in the use of good and different resources through e-marketing.	The entry adopts competitive advantage based on cost considerations.	Value added
Proactive and interactive, it is concerned with driving the needs and movement of customers through indirect (dynamic) creativity.	It is characterized as a responsive and an adaptive entrance to the current market conditions, with attention to some minor additional innovations.	Market entry
It focuses on sustainable competitive advantage through creativity and innovation that creates added value.	It is the process of facilitating exchanges and market controls.	Basic role
Represents the agent responsible for internal and external change of the organization in accordance with market changes and is interested in introducing innovative items.	Plays the role of coordinator of the marketing mix in terms of building business relationships for the organization.	The role of the marketer
He is an effective participant in making marketing decisions and in defining methods and strategies, planning and development regarding products and communication entrances, pricing and electronic distribution.	He is an external source for expressing the market and for obtaining feedback.	The role of the customer

It is essential innovation as it is constantly developed to suit the needs and desires of the customer.	Supports new products by supporting R&D and technical units.	Development of new products
Here it is a tool for risk and the focus is on finding and mitigating risk-taking activities and how to deal with them.	Minimizing the risk to a minimum.	Risk perception
It may often appear in markets that have not yet been established, even that they may be unclear, and what are their results, and which are highly turbulent and unstable.	It is in already existing markets of a stable and regular nature	Framework

Source: Ali Abu Fara, Yusuf. 2010. Entrepreneurial marketing in business organizations.

Universal experiences in the field of entrepreneurship

Through the mentioned technological and informational openness and the phenomenon of entrepreneurship, countries seeking development and economic growth had to take care of and prepare their institutions to encourage the two phenomena in accordance with the requirements, and each country had its own experience on how to deal with this:

1) The Japanese experience:

Japan's experience was aimed at the beginning with the reform of the education system and for universities to connect and ally with each other, as well as with the business sector. This has achieved the independence of educational programs and the development of their resources. As a result, universities have moved to make agreements with the business sector to create a pioneering generation capable of challenging difficulties and dealing flexibly with the variables, and has supported small enterprises through financing by state financial institutions and insurance against bad debts and how to compensate financial institutions in case small enterprises are unable to pay them. In addition to the marketing, technical, professional and legislative support of the founders of these institutions, it recommended that government agencies determine their purchases of small and medium industries annually, while obliging those agencies to provide an opportunity for these small institutions as a condition for obtaining government contracts and tenders announced by the Japanese state.

2) The American experience

The United States of America targeted pioneering awareness in the form of a week each year, to stimulate and raise the awareness of young people and through events and initiatives throughout the year, such as the work of various workshops as well as plans, competitions and simulations with the reality of work. It also came up with the design of educational sites that allow students to discover their capabilities and how they interact with teachers. As a result, some universities in the rest of the world have emulated that experience and made real prizes that encourage student efforts. It is recommended that students should be strengthened after taking the awards, by providing advice and following up with them.

3) British Experience

The British experience targeted educational programs in many universities with a focus on transferring technology and knowledge of the latest changes in all stages of education and this is to strengthen the capabilities of students at an early age to practice entrepreneurial work. It reached the development of a university from its universities to be specialized only in the field of leadership to be a basic study program for all disciplines, in order to be able to spread entrepreneurial awareness in all different scientific aspects. As a result, the British government has produced entrepreneurship graduates with partnerships between the academic

community and the business sector and has performed concerts that promote the concept of entrepreneurship for young people. It is recommended that part of the government's funds be allocated to support entrepreneurial centers and encourage financing for small projects.

4) The Egyptian experience

The Egyptian government has aimed to increase support for small businesses. It has reached the establishment of a social fund that contributes to solving the problem of unemployment and providing financing for small enterprises and providing bank credit programs through the Egyptian Credit Risk Guarantee Company. As a result, it did not have the organizational structures necessary for its success, as there are some projects that failed due to lack of support. It recommends that support be increased in proportion to the variables required to establish successful institutions that have the ability to continue.

5) The Emirati experiences

The UAE government aimed to spread awareness of knowledge in the field of entrepreneurship and support small and medium enterprises so that they become a knowledge-based economy with competitive ability. Thus, it was concluded that entrepreneurship is the pillar of the economy in economic development plans. As a result, it focused on strengthening a large segment of small and medium-sized companies and creating a suitable legislative environment that stimulates and supports these companies to continue and grow. It recommends that the Khalifa Fund for Enterprise Development be launched in 2007, to consolidate that culture and achieve sustainable growth with innovation and creativity.

Materials and methods

The current study followed the descriptive-analytical approach. The descriptive approach is concerned with collecting data, facts, classifying and processing them, in addition to analyzing them. Therefore, measurement, classification, and interpretation methods were used to extract meaningful conclusions, then generalizations were reached on the phenomenon being studied.

Secondary sources: In dealing with the theoretical framework for research, reference was made to secondary data sources, which are represented in relevant Arab and foreign books and references, periodicals, articles, reports, previous research and studies that dealt with the subject of study.

Primary sources: To address the analytical aspects of the research topic, data collection was used through the questionnaire as a main tool for the research.

The study population consisted of young entrepreneurs in university entrepreneurship centers in the Kingdom of Saudi Arabia for the year 2020. The researcher identified a study sample from the youth entrepreneurs in the centers of entrepreneurship in universities, taking 60 entrepreneurs as a random sample to represent a community. After reviewing the literature and previous studies related to the subject of the study, the researcher designed a questionnaire for young entrepreneurs in the centers of entrepreneurship in universities, and 60 random entrepreneurs served as the study sample.

Study procedures:

In compliance with the study limits, the researcher followed the following steps:

1. Many previous studies and research in this field, whether Arab or foreign, were reviewed.
2. The study instrument was identified, prepared and processed, which is the questionnaire.
3. The study tool was presented to the supervisor to ensure its validity and suitability for study questions and then to take the necessary action to delete and amend the phrases in light of his proposals.
4. The study tool was applied to a survey sample of 10 single young entrepreneurs in

centers for entrepreneurship in universities in the Kingdom of Saudi Arabia, with the aim of verifying the validity and reliability of the current study tool.

5. The sample of the study was randomly chosen from the youths in the centers of entrepreneurship in universities. The researcher distributed the questionnaire to the study sample during the first semester of 2020 through direct distribution by personal visits, in order to ensure the accuracy of the answers.

6. The results were monitored, analyzed, interpreted, and recommendations and proposals were submitted.

Statistical methods

Based on the nature of the research and the goals it sought to achieve, the data were analyzed using the SPSS program and the results were extracted according to the following statistical methods:

1. Frequencies and percentages: Used to identify the characteristics of the individuals in the research sample according to personal data.

2. Arithmetic means and standard deviations: It was used to calculate the mean of the questionnaire phrases as well as the overall scores for the questionnaire dimensions based on the responses of the individuals in the research sample.

3. The Alpha Kronbach coefficient: It was used to calculate the stability of the scale dimensions.

Results and discussion

- Stability test:

		N	%
Answers	Valid answer	60	100.0
	Excluded	0	.0
	Total	60	100.0

Cronbach's Alpha	N of Items
.666	18

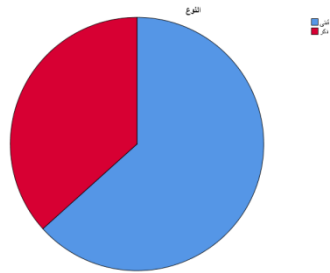
The Alpha Kronbach coefficient was 0.666, which is an acceptable percentage for accepting questionnaire responses to achieve the study goals.

First: basic data

		Gender	Experience	Income level
N	Valid	60	60	60
	Absent	0	0	0
Standard deviation		.486	.810	.775
Variance		.236	.656	.600

Through the ratios and numbers of the standard deviation, we noted that there is homogeneity between the sample with regard to gender, income level and experience.

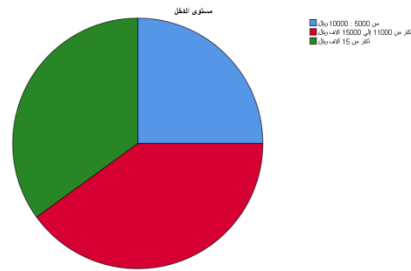
Gender



		Iterations	Percentage	Valid rate	Total percentage
Valid	Female	38	63.3	63.3	63.3
	Male	22	36.7	36.7	100.0
	Total	60	100.0	100.0	

The study sample consisted of 63.3% females and 36.7% males.

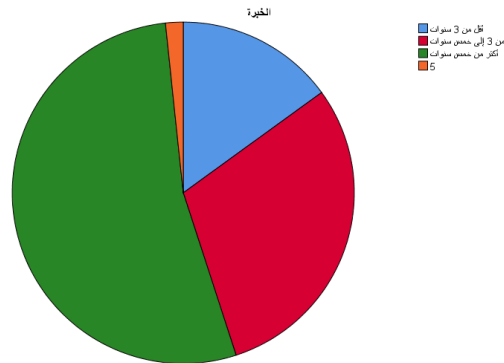
Income level



		Iterations	Percentage	The valid rate	Total percentage
Valid	From 5000: 10,000 riyals	15	25.0	25.0	25.0
	More than 11,000 to 15,000 riyals.	24	40.0	40.0	65.0
	More than 15,000 riyals.	21	35.0	35.0	100.0
Total		60	100.0	100.0	

In the study, 25% had income ranging from 5,000 to 10,000 riyals per month, 40% more than 11,000 to 15,000 per month and 35% more than 15,000 riyals per month.

Experience



		Iterations	Percentage	The valid rate	Total percentage
Valid	Less than 3 years	9	15.0	15.0	15.0
	From 3 to five years	18	30.0	30.0	45.0
	More Than Five Years	32	53.3	53.3	98.3
	Total	60	100.0	100.0	

The experience of 15% of the study sample in entrepreneurship projects was less than 3 years, 30% from 3: 5 years, and 53.3%, five years or more.

Second: The first axis: A view on the relationship between e-marketing and entrepreneurship projects.

Statistics

		E-marketing is an important tool for entrepreneurship development	I am convinced of the effectiveness of e-marketing in supporting new projects.	E-Marketing is indispensable for achieving entrepreneurial ventures	E-Marketing provides timing and cost, and is a key factor in starting an entrepreneurial enterprise	E-Marketing is characterized by employing the creativity component that is the basis of entrepreneurship projects
N	Valid	60	60	60	60	60
	Absent	0	0	0	0	0
	standard deviation	0.758	0.739	0.640	0.769	0.821
	Variance	0.575	0.545	0.410	0.592	0.673

The figures for the standard deviation and the difference showed that there is homogeneity between the opinions of the sample with respect to the first axis from the point of view of the relationship between e-marketing and entrepreneurship projects.

E-marketing is an important tool for developing entrepreneurial ventures

Iterations	Percentage	valid rate	Total percentage
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Valid	Strongly Agree	14	23.3	23.3	23.3
	okay	32	53.3	53.3	76.7
	Neutral	12	20.0	20.0	96.7
	Disagree	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

The majority (53.3%) agreed that e-marketing is an important tool for developing entrepreneurial projects, 23.3% strongly agreed to this, 20% remained neutral, and 3.3% did not agree.

Convinced of the effectiveness of e-marketing in supporting new projects.

		Iterations	Percentage	Valid rate	Total percentage
Valid	Strongly Agree	5	8.3	8.3	8.3
	Okay	31	51.7	51.7	60.0
	Neutral	20	33.3	33.3	93.3
	Disagree	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

The majority (51.7%) agreed to be convinced of the effectiveness of e-marketing in support of new projects, 8.3% agreed on this, 33.3% were neutral, and 6.7% disagreed.

Indispensable for e-marketing to achieve entrepreneurial ventures

		Iterations	Percentage	Valid rate	Total percentage
Valid	Strongly Agree	4	6.7	6.7	6.7
	Okay	37	61.7	61.7	68.3
	Neutral	17	28.3	28.3	96.7
	Disagree	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

The majority (61.7%) agreed that e-marketing is indispensable for achieving entrepreneurial projects, 28.3% was neutral, 6.7% strongly agreed, and 3.3% did not agree.

E-Marketing provides timing and cost, which are influential to the start of an entrepreneurial enterprise

		Iterations	Percentage	The valid rate	Total percentage
Valid	Strongly agree	12	20.0	20.0	20.0
	Ok	30	50.0	50.0	70.0
	Neutral	16	26.7	26.7	96.7
	Disagree	2	3.3	3.3	100.0
	Total	60	100.0	100.0	

With regard to the first axis: A view on the relationship between trade, e-marketing and entrepreneurship, was supported by a majority of 53.3%, and 51.7% majority supported trade and e-marketing as important tools for the development of entrepreneurship and 61.7%

agreed to the effectiveness of e-marketing in support of new projects.

However, 50% believed that e-marketing is not needed to achieve entrepreneurial projects, and that e-marketing provides timing, cost, and factors that influence the start of entrepreneurship projects, and this was supported by the 43.3% majority. E-marketing is characterized by employing the creativity component that is considered the basis of entrepreneurship projects, and 33.3% strongly agreed.

With regard to the second axis: the point of view on the role of trade and e-marketing in support of projects of entrepreneurship, the majority agreed with a percentage of 51.7%. However, e-advertising is one of the most effective e-marketing tools that achieved access to global markets for entrepreneurship projects and was strongly approved by 20%. The majority of 53.3% supported that e-marketing contributes effectively to creating demand for products or services for entrepreneurship and thus achieving profitability and proliferation. A majority of 51.7% supported that e-marketing allows for obstacles in terms of financing for projects, and entrepreneurship, and 51.7% agreed to assist in e-marketing, providing the market information needed for the development of entrepreneurial projects, and the majority agreed with a ratio of 53.3%. However, e-marketing achieves short and long-term strategic goals for entrepreneurial ventures and agrees strongly at 20%.

With regard to the third axis: A view on the social, economic and development impact of entrepreneurship projects in the framework of the impact of employment of e-marketing possibilities, the majority agreed by 51.7% to support entrepreneurship projects and achieve economic growth of the Kingdom. A total of 20% agreed strongly and the majority agreed by 53.3% to the contribution of e-marketing activities to entrepreneurship projects growth market size.

Entrepreneurship projects have strong economic and competitive returns on the economies of countries and the majority agreed by 46.7% that e-marketing allows entrepreneurship projects to create cultural revolutions to encourage young people to work.

Results

E-marketing is an important tool for developing entrepreneurial projects and it is indispensable for e-marketing to achieve entrepreneurial projects. E-marketing is characterized by employing the creativity component that is the basis of entrepreneurship projects and e-marketing is one of the effective e-marketing tools that achieve access to global markets for entrepreneurship projects.

E-marketing effectively contributes to creating demand for products or services of entrepreneurial projects and thus achieving profitability and proliferation, and e-marketing allows obstacles to poor financing for entrepreneurship projects to be overcome.

E-marketing achieves short and long-term strategic goals for entrepreneurship projects. E-marketing activities for entrepreneurial projects contribute to the growth of the market size. Also, entrepreneurial projects have a strong economic and competitive return on the economies of countries where entrepreneurship projects support trends towards achieving economic diversity and strengthening the knowledge economy.

The success of this sector in fulfilling its target role in accordance with The Kingdom's Vision 2030 depends on the awareness of consumers, their confidence in e-commerce, the logistics and payments system, and the telecommunications infrastructure.

Recommendations

The establishment of the Trade and E-Marketing Council, which supports entrepreneurship in Saudi Arabia, is interested in:

- Supervising the e-commerce and e-marketing incentive program.
- Ensuring the effective implementation of e-commerce incentive program projects and recommendations.

- To suggest policies and legislations related to e-marketing, such as government measures and commercial, economic, and social incentive factors that help in organizing projects and making decisions.

- Providing financial and non-financial assistance at every stage of establishing and organizing projects, from knowing the opportunities until the establishment of new projects.

Conclusion

The trade and e-marketing sector is one of the newly emerging and promising sectors in Saudi Arabia, as it is going through a major growth spurt that makes it one of the sectors supporting the national economy by attracting more investment, which in turn contributes to supporting GDP. It also plays a role in creating more jobs for young people through the expansion of entrepreneurship and innovation, as e-commerce creates new employment opportunities. This is either by making it possible to establish small and medium-sized commercial projects for individuals and linking them to global markets at the lowest investment costs or by providing them with job opportunities in many different fields related to e-commerce applications; such as e-commerce website professionals, store workers, administrators, and technicians.

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