

Effect of Electronic Marketing on Customer Satisfaction of Selected Online Firms in Asaba Delta State, Nigeria

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Abstract: *The study examined electronic marketing and customer satisfaction of selected online marketing firms in Delta State, Nigeria. The specific objectives were to; determine the effect of search engine optimization on customer satisfaction, ascertain the impact of email marketing on customer satisfaction, investigate the effect of social media marketing on customer satisfaction and examine the effect of mobile marketing on customer satisfaction. Paradigm of Disconfirmation Expectations Theory, Dissonance Theory and Contrast Theory. The study adopted descriptive survey designs. The study population was 414 and the sample of the study was 202 respondents, which was selected using a random sampling technique. Survey method of data collection was used. The closed-ended questionnaire was used as an instrument for data collection. Data were analyzed using multiple regression analysis SPSS Version 22. The findings of the study revealed that there is a significant effects between the dimensions of electronic marketing identified in this study and customer satisfaction; whereby, The results from the analysis shows that search engine optimization has positive and significant effects on customer satisfaction ($0.00332 < 0.05$); email marketing has significant effect on customer satisfaction ($0.00335 < 0.05$). The study concludes that electronic marketing constructs have significant effect on customer satisfaction. Based on the findings of the study from the test of hypotheses, it is recommended that online marketing firms in Nigeria should develop their website well to enable the search engine to optimize it. This will allow their website to be among the first to pop up whenever there are searches for online marketing firms in Nigeria.*

Keywords: *Electronic Marketing, Email Marketing, Search Engine Optimization and Customer Satisfaction.*

INTRODUCTION

The "Internet" or "online" has changed the way we live, causing the business environment to become more and more dynamic. The traditional mass media marketing tools, including television, radio, newspapers, and magazines, are in decline as a result of its increased use. Electronic marketing, according to Memberu (2017), is the practice of marketing goods and services via the internet and other digital platforms. To reach the company's target customer, this marketing makes use of the internet and telecom equipment. Numerous businesses have created websites that are compatible with computers, tablets, smartphones, and other electronic devices because there are countless people using the internet daily around the world. Because their products can now reach large groups of people at once, businesses have a lot of opportunities, and as a result, every industry appears to be hopping aboard the internet marketing train.

A big part of how people live and work in this era has been influenced by the internet, which has greatly simplified life and accelerated the pace of it. A high-quality internet connection speeds up operations, is essential to providing customers with high-quality services, protects the e-commerce company's reputation and brand image, and ultimately draws in more customers and clients. The organization's customer satisfaction would increase if it examined the characteristics of internet services and used conventional techniques. Businesses keep an eye on customer satisfaction to figure out how to grow their customer base, customer loyalty, revenue, and profit in order to stay competitive. Organizations strive for customer satisfaction because a viable business model depends on how well customers perceive the products and services they receive (Memberu, 2017).

The use of the internet and other interactive technologies to create and mediate dialogue between the business and its customers has been referred to as electronic marketing, a cutting-edge technology-based activity. E-marketing qualifies as an innovative activity because it creates new methods of communicating with customers and offers new systems and procedures for service delivery that are more efficient and less expensive, according to Wilson (2001) in Wanjiru (2020). Electronic marketing, which differs from other marketing strategies in that it gives customers access to information while utilizing interactive technologies to enable these customers to provide information to the business, depends on technology to enable interactivity.

As it ignores the size and type of the business, e-marketing is a valuable addition to the traditional marketing strategy that allows even small businesses to compete favourably with large ones. It develops a strategy to help businesses reach the right audiences with the right messages about their goods or services, and its activities and procedures assist in finding, luring, winning,

and keeping customers. E-marketing has a wider scope than traditional marketing because it involves online marketing activities. Due to the portability of the devices used in this marketing, traditional marketing has less coverage than e-marketing. Due to the online facilities' ability to offer users a round-the-clock, "24/7" service, which enables businesses to maintain a constant relationship with their customers across the globe and allows customers to shop or order products whenever they want, businesses are able to continuously appeal to both their current customers and potential customers. This is possible because it is cost-effective because social media sites like Facebook, LinkedIn, and Google Plus enable businesses to advertise and promote their goods or services for free. E-marketing costs are negligible in comparison to traditional marketing (Memberu, 2017). Kotler (2003) asserts that measuring consumer attitudes toward goods, services, and brands is a key component of customer satisfaction.

As a result, achieving customer satisfaction is ensured by intelligently identifying and meeting customers' needs more quickly and effectively than competitors, as well as by maintaining customers' satisfaction through superior goods and services. Therefore, technology is crucial to offering customers services that are quicker and more effective. Technology must be acquired based on actual needs and the ability to deliver solutions that are user-friendly. But because of globalization, businesses have no choice but to adopt e-services to improve efficient service delivery that goes beyond customer satisfaction, let alone be profitable. With the help of e-marketing services, businesses now have the chance to win over clients and keep their business. In a cutthroat business environment, there is growing demand for higher profits, resource turnover, guaranteed customer satisfaction, and new vision for strategic breakthrough (Gonzalez, 2010).

Thus, one could argue that marketers helped to create a new marketing world rather than merely adding a new dimension. Since e-tailers were solely focused on making money, they were preoccupied with acquiring new customers and expanding into new markets. They did not consider how their actions would affect them in the long run or plan for their impending demise. There was no time or energy left for the e-marketers who started the "war" against their traditionalist brothers to organize their tools and methods. This is the reason why it is still difficult to locate a fluid, systematic analysis of e-marketing strategies, their interactions, and outcomes today. The incredible "soup" of techniques that the e-tailers left behind during their frenzy is slowly being cleared and shaped (Krishnamurthy, 2006). The strategies of the businesses are greatly benefited by e-marketing. The advantages that e-marketing may bring about are demonstrated by the 5S model. The five strategies of the 5S model are "sell-serve-speak-save-sizzle" (Chaffey & Smith, 2013). Companies can increase revenue by using online marketing to include direct selling and distribution. E-marketing additionally opens a tonne of new channels to add new values in order to better connect with customers, comprehend their needs, and manage relationships in addition to providing them with new benefits. Digital marketing is significantly more affordable and effective than traditional marketing methods.

Statement of the Problem

The majority of businesses worldwide is utilizing the potential of e-marketing to market and increase their geographic reach. This is due to the fact that e-marketing gives marketing companies a platform to advertise their services to potential clients. However, the majority of general managers and marketing managers disregarded the potential of internet marketing to create new target markets and to undermine strategy; as a result, very few businesses (if any at all) have used it to draw in potential target markets.

Electronic marketing is essential for expanding brand awareness and customer base. Organizations work hard to develop large client bases, and one tool they use to do this is electronic marketing. However, the majority of businesses in the Nigerian market are not advertising online, as the researcher's findings demonstrate: (i) most businesses' information systems are not computerized, making it difficult to run the business profitably, effectively, and competitively; (ii) they lack the financial resources and capabilities; (iii) they lack the knowledge and usage skills; and (iv) they are not aware of the advantages of e-marketing for their business and for their clients.

E-marketing, however, is still a new idea, especially for businesses operating in developing nations that have poor infrastructure, scarce resources, and fierce competition and cannot afford to make foolish investments or bad choices, like the Nigerian business organizations do. In order to use these technologies to carry out the organization's marketing activities and processes more effectively and efficiently than relying on traditional marketing practices, it is necessary to have a much clearer understanding of how E-marketing implementation, problems, and opportunities for such organizations. Since marketing companies are more reliant on visual transactions, it can be argued that all marketing companies must provide the information consumers require to remain satisfied and more at ease for their customer in order to obtain the benefit they desire from the customer. The researcher decided to conduct this study because there isn't enough empirical data to demonstrate the impact of e-marketing on customer satisfaction in the Nigerian context when considering SEO, email marketing, social media marketing, and on customer satisfaction. Based on the research problems, the following questions were raised to guide the study:

- i. What is the effect of search engine optimization on customer satisfaction?
- ii. What is the impact of email marketing impact customer satisfaction?

The following hypotheses were developed to guide the study and they are formulated in null forms.

H₀₁: search engine optimization does not have significant effect on customer satisfaction

H₀₂: email marketing does not have significant effect on customer satisfaction

Two dimensions of electronic marketing practices were found as a result of the study's examination of electronic marketing and customer satisfaction. This study makes an effort to add to the sparse body of literature and empirical research on the impact of e-marketing on customer satisfaction. This work specifically examines the nature, significance, and workings of this idea as well as

the various influences on electronic marketing and customer satisfaction. In order to address the customers of businesses using E-marketing strategies in Nigeria, a study will be conducted (Konga, Jiji, Jumia, Udala, Bestsoft Nigeria, Crank Digital & Wild Fusion). The study focused on the factors that affect customer satisfaction in relation to electronic marketing (including search engine optimization, and email marketing,). Customer satisfaction is the study's dependent variable, while electronic marketing (including search engine optimization, email marketing, social media marketing, and mobile marketing) is the study's independent variable. In the study, descriptive research design was used along with qualitative and quantitative research methodologies. For the purpose of the study, a questionnaire was used to gather primary data. The study took place over the course of two years (December 2020-August, 2022).

REVIEW OF RELATED LITERATURE

This study conducted a critical analysis of pertinent writings on electronic marketing and customer satisfaction. It offers a way to thoroughly examine studies that have been able to look at the key ideas behind this research. Additionally, it offers a conceptual review and framework, the study's concepts and variables, as well as a theoretical and empirical review.

Conceptual Review

Concept of Electronic Marketing

E-marketing is the practise of advertising products and services online. Recently, it has become more common for customers to choose to make their purchases of goods and services via the internet (Nizam, 2019). Online marketing is referred to as and described as a "set of powerful tools and methodologies used for promoting products and services through the Internet" by Rajarajan (2018). E-marketing, unlike traditional marketing, uses a wider range of marketing elements due to the abundance of marketing channels available online. Internet marketing (i-marketing), online marketing, and web marketing are other names for e-marketing. Menberu (2019) argued that e-marketing is developing a strategy that aids businesses in delivering the right messages and products/services to the right audience, similar to conventional marketing. The definition of electronic marketing as the process of advertising products and services using all available electronic technologies can be inferred from the few definitions of the term that have been mentioned above.

Due to the internet's availability, buyers and sellers can easily use communication channels for organising, exchanging, and communicating information (Kiang, Raghu & Shange, 2000). Therefore, the purpose of marketing is to build a brand and control the global and online market, giving the brand a competitive edge (Court, Elzinger, Mulder & Vetvik, 2006; Evans, 2010). The growth of the internet (and, consequently, e-marketing) has made it possible for businesses to use promotional and advertising channels. Technology, the internet, and marketing should work together to help marketers explore new and creative ideas, test consumer reactions in real-time, and build the brand in online marketplaces (Kiang et al., 2000). E-marketing, according to Kalyanam and McIntyre (2002), is the practise of applying marketing principles via electronic resources like the internet. According to Brodie, Winklhofer, Covieki, and Johnston (2007), e-marketing is the practise of facilitating communication between buyers and sellers through the use of the internet and interactive technology applications. Realistic product representations and the ability to interact and relate to them are made possible by technology (Hemp, 2006). As a result, e-marketing is a continuous form of advertising that takes place in the present in online settings.

As a result, online shopping has transformed into a social activity (Hemp, 2006). This bolsters The Chartered Institute of Marketing's (2009) argument that the traditional 4Ps should now also include people, processes, and physical evidence (e.g. testimonies and referrals). E-marketing makes it possible for customers to access product information at any time via the internet and to communicate and provide feedback in real time, which helps with customer relationship management (Kalyanam & McIntyre, 2002). Therefore, the focus of a marketing strategy should be on creating a highly interactive environment that draws customers in, fosters relationships with them, keeps them coming back, and enables ongoing personalised customer service (Constantinides, 2002).

Due to the vast amount of information available at any given time, online consumers are drawn to the entire web experience (Kalyanam & McIntyre, 2002). The vast global network that has been fueled by the expansion of the internet has fundamentally changed how businesses operate and how people interact in an online world (Stelzner, 2010). Given the abundance of information available online, it is not surprising that users consider search engines to be crucial online resources. The internet is a sophisticated market that has the potential to advance society's methods for doing business and interacting with one another virtually (Hoffman, 2000).

Electronic Marketing as driver of Consumables via Online

The market for food is seeing an increase in demand for invisible, intangible goods. This may be a factor in people buying these products online because of how easily sources for the products' advantages and the nature of their production chains can be found there (Grunert & Ramus, 2005). This topic is also covered by Degeratu, Rangaswamy and Wu (2000) and Bakos (2001), but their attention is drawn more to the aspects of lower search costs online when consumers demand products with particular qualities and amenities. In other words, customers would purchase a product online even if it cost more than they would in a conventional grocery store if they could benefit from it without having to conduct their own research into the product. Convenience is a significant factor in online shopping. Products that are accessible online and can be quickly and reliably delivered to customers' homes will sell online and alter consumer behaviour. Many researchers, including Grunert and Ramus (2005), Morganosky & Cude (2000), who conducted a study in Finland, have identified convenience as the primary motivator. The importance of increased time efficiency for busy families with children, which e-commerce can contribute to, however, is what her study focuses on more than anything else.

SEO Component

Due to search engines' notorious secrecy about the specific criteria they use to rank websites, SEO factors are notoriously difficult to enumerate (Lourdes & Paloma 2013). Generally speaking, there are two categories for SEO factors (Evans, 2007). The first set of factors, referred to as on-page factors, consists of elements that can be obtained directly from the pages of a website whose relevance is being enhanced, such as the presence and use of keywords. The factors related to data about the website that is being optimized that can be obtained from other, external websites are included in the second group of factors, which is known as off-page factors. The subject of this study will be on-page elements.

According to SEOmoz (2011) and Evans, things are made more difficult by search engines' ongoing efforts to enhance their ranking algorithms (2007). It has been observed that as a result, changes in the relative weights assigned to different SEO factors, as well as the addition of new factors and the removal or modification of others, have been noted to have affected how relevant web pages are calculated over time. For instance, the discovery of more than 200 variables in the case of Google has so far prevented the definition of a precise procedure by which a website's high ranking on the search engine could be ensured. Although it cannot be seen on the page, the description meta tag ought to contain more useful details than the page title. The page's filename or address should be written in a way that a visitor can understand it (Google, Search Engine Optimization Starter Guide, 2010). Entering relevant text that search engines can understand in a website's title, meta description, headings, and page content is the simplest way to optimise a website (Goldsborough, 2005). In addition to Search Engine Optimization (SEO) strategies, Google advises using an XML Sitemap to increase page visibility to users and search engines as well as a general sitemap for human visitors. Navigation should be straightforward and composed of text rather than Flash or JavaScript (Google, Search Engine Optimization Starter Guide, 2010).

Email Marketing

Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent. As a tool of strengthening customer relationship, e-mail marketing helps companies keep in touch with their customers on a regular basis at low cost. Email marketing was the first form of Internet marketing, and consists of emailing marketing messages to potential customers. Modeled after direct mail, email marketing is a form of "push" marketing whereby marketers can rent an email list and send a solo offer to their target audience. Email addresses are either grabbed from the Internet, purchased or rented from the email address vendors, or, more ideally, obtained directly from the customers (as in permission marketing). At the beginning of its use, email marketing had higher response rates than direct mail or banner ads (Honda & Martin, 2002).

In addition, emailing was one of the most economical ways to deliver marketing messages. There are two major types of emailing practices: Opt-in email and Opt-out email. Opt-in email is the most acceptable type of emailing. Using only opt-in emails for sending marketing messages is a form of permission marketing. One of the most comprehensive definitions of opt-in email is that it is a policy for giving permission under which the user explicitly permits the Web site operator to either collect the information, use it in a specified manner and/or share it with others when such use or disclosure to third parties is unrelated to the purpose for which the information was collected (GetNetWise, 2014).

Customer Satisfaction

Customers are satisfied when they receive benefits from a company that outweigh the costs associated with doing business with the company, such as the time, effort, and money spent at a particular company (Ganiyu, Uche & Elizabeth, 2012). Customer satisfaction can be characterised as a client's attitude or behaviour toward a business or as an emotional response to the discrepancy between what clients expect and what they actually receive in regards to the firm's fulfilment of a client's need or goal (Mohsan et al., 2011). The longevity of the client-firm business relationship is related to customer satisfaction (Khan, 2012; Keiningham, Cooil, Aksoy, Andreassen & Weiner, 2007).

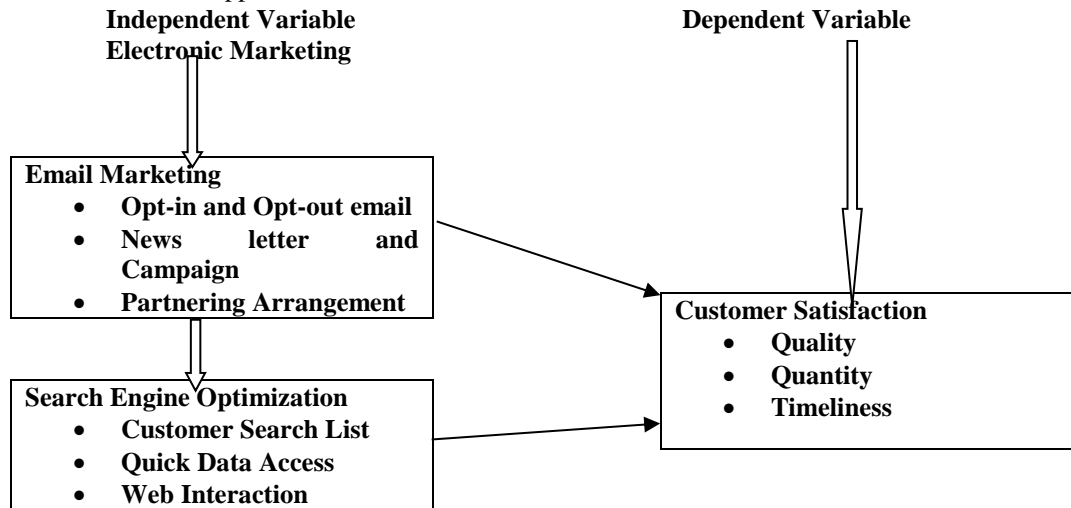
Customer satisfaction can be characterised as a client's attitude or behaviour toward a business or as an emotional response to discrepancies between clients' expectations and what they actually receive in terms of the business's fulfilment of their needs, wants, or goals (Mohsan, 2011). Customer satisfaction is the extent to which a client exhibits repeat business with a company, has a favourable positional attitude disposition toward the company, and considers only using this company when they need this product or service (Kheng, 2010). According to Oliver (1997), there are two ways to categories satisfaction: accumulative satisfaction and post-consuming satisfaction, and transaction-specific satisfaction (Olsen & Johnson, 2003). Following the 1990s, many authors saw satisfaction as consumers' cumulative, post-purchase, and overall assessment of their purchasing behaviour (Johnson, Anderson & Fornell, 1995; Engel & Blackwell, 1982; Oliver, 1997). Oliver (1997) defined customer satisfaction as their expression of fulfilment. A product or service's ability to provide or have provided a pleasurable level of consumption-related fulfilment, including levels of over and under fulfilment, is a judgment (Oliver, 1997). Customer satisfaction is thought to affect consumers' purchasing decisions and intentions, which will increase corporate revenue in the future. However, satisfied customers might not go to the corporate and spread good word-of-mouth to others, claim Bowen and Shoemaker (2003). One of the factors is that the company doesn't provide what customers want (Roig, Garcia, Tena & Monzonis, 2006).

Satisfied customers offer businesses a promise of increase revenues and decrease operating costs. Because of that most companies perceived they understood all there was to know about customer satisfaction and how to keep their customers delighted. Finally, with the growth of competition, the stagnation in the 1990s and the constriction of the global markets, businesses were forced to concern about customer satisfaction surveys, especially as these surveys became more complicated (Dutka, 2005). As emphasis on

customer satisfaction programs became tough, developing programs to understand customers in better ways became a serious objective for companies (Myers, 1999).

Conceptual Framework

The study includes four independent variables that affect the dependent variable, including search engine optimization, email marketing, social media marketing, and mobile marketing (customer satisfaction). The relationship between electronic marketing, such as search engine optimization, email marketing, social media marketing, and mobile marketing, and customer satisfaction has some evidence to support it.



Researcher's Model 2022

Figure 2.1: Conceptual Model showing how the construct of electronic marketing relates to customer satisfaction.

Theoretical Review

The study is anchored on three theories, namely; Paradigm of Disconfirmation Expectations Theory, Dissonance Theory and Contrast Theory.

Paradigm of Disconfirmation Expectations Theory

Numerous theories have been proposed to explain customer satisfaction. They include the theory of comparative level, equity theory, norms as a benchmark standard, and theory of perceptual disparity value. They also include the paradigm of disconfirmation expectations. The Paradigm of disconfirmation expectations, however, best explains the relationship in this study. To explain the degree of customer satisfaction, the theory relies on four key elements or components. The gap between performance and expectations is used to analyze the four components of Expectation, Perceived Performance, Disconfirmation, and Satisfaction. Expectations and perceived performance serve as the foundation for the expectation-confirmation, which typically leads to post-purchase satisfaction.

Expectations "reflect anticipated behaviour which serves as the comparison standard in the theory," claim Churchill & Suprenant (1982). The baseline effect of expectations is transformed into a "function of satisfaction" (Devlin, 2002). In turn, this judgement of disconfirmation will unavoidably have an impact on satisfaction, either positively or negatively. Accordingly, "post-purchase satisfaction will result if a product/service exceeds expectations (positive disconfirmation), while if perceived performance is equal to expected performance, this will create a neutral feeling known as confirmation. The consumer is likely to be dissatisfied if, on the other hand, a product doesn't live up to expectations (negative disconfirmation) (Oliver, 1997; Atila & Fisun, 2018).

The Dissonance Theory

According to the Dissonance Theory, a person would notice the discrepancy and feel cognitive dissonance if they expected a high-value product but received a low-value product (Cardozzo, 1965; Atila & Fisun, 2018). In other words, the unfulfilled expectations lead to a psychological discomfort (Yi, 1990; Atila & Fisun 2018). This theory contends that the presence of dissonance creates pressures for its elimination, which might be accomplished by modifying the perceived disparity. This theory contends "Because recognizing disconfirmation is thought to be a psychologically uncomfortable task, post exposure ratings are primarily a function of expectation level. As a result, it is assumed that consumers will perceptually alter expectation-discrepant performance to match their prior expectation level "(1977; Oliver) in (Atila & Fisun, 2018).For instance, consumers may experience psychological tension if there is a discrepancy between product expectations and performance and attempt to relieve it by altering their perception of the product (Yi, 1990). Atila and Fisun (2018), Cardozzo (1965) makes the case that when a product is expensive for the consumer as a whole, consumers may give it higher ratings. Consider a scenario where a customer enters a restaurant expecting a good experience only to be met with an unpleasant meal.

The customer, who travelled a long way and paid a high price for the meal, may claim that the food was not as bad as it seemed or that she prefers overcooked food in an effort to lessen the dissonance. The researchers who adopted this strategy did so with the implicit presumption that consumers would typically discover that product performance varied from their expectations or effort levels and that some sort of cognitive repositioning would be necessary (Oliver, 1980; Atila & Fisun, 2018).

In part because it is unclear whether consumers would make the kind of discrepancy adjustments predicted by the model in every consumption scenario, this theory has not received much support from researchers. Oliver (1977), cited in Atila and Fisun (2018), for example, argues that "Generally, it is agreed that satisfaction results from a comparison between one's expectation and product performance" in his critique of the Dissonance theory. Therefore, one's post-decision affect level is influenced by the size and direction of this difference. X only serves as the baseline for comparison. Additionally, customers are not particularly under pressure to fix the X-Y discrepancy. In fact, it is believed that acknowledging and recognising dissonance is what leads to satisfaction or dissatisfaction.

This suggests that as customers move from one interaction to the next, such as from a hotel reception to a room or a restaurant, their expectations for the room may change as a result of how well the previous interaction went (Danaher & Arweiler, 1996; Atila & Fisun, 2018).

The Contrast Theory

The Contrast Theory suggests the opposite of the Dissonance Theory. According to this theory, when actual product performance falls short of consumer's expectations about the product, the contrast between the expectation and outcome will cause the consumer to exaggerate the disparity (Yi, 1990; Atila & Fisun, 2018). The Contrast theory maintains that a customer who receives a product less valuable than expected, will magnify the difference between the product value received and the product value expected (Cardozzo, 1965; Atila & Fisun, 2018). This theory predicts that product performance below expectations will be rated poorer than it is in reality. In other words, the Contrast Theory would assume that "outcomes deviating from expectations will cause the subject to favorably or unfavorably react to the disconfirmation experience in that a negative disconfirmation is believed to result in a poor product evaluation, whereas positive disconfirmation should cause the product to be highly appraised" (Oliver, 1977; Atila & Fisun, 2018). In terms of the above restaurant situation, the consumer might say that the restaurant was one of the worst he or she had ever been and the food was unfit for human consumption, etc.

If the Contrast Theory were applied to a consumption context, then the poor performance would be worse than simply poor, and good performance would be better than a rating of good would suggest (Oliver, 1997; Atila & Fisun, 2018). Under the dissonance theory, the opposite effects occur, perceived performance, whether it is less or more favorable than the consumer's expectations, is drawn to the original expectation level. It is important to note that these theories have been applied and tested in laboratory settings where the customer satisfaction was tightly controlled, situation specific and individually focused. For instance, researchers investigated the ability of these theories in predicting customer satisfaction with a pen (Cardozzo, 1965) in (Atila & Fisun, 2018), a reel-type tape recorder (Olshavsky & Miller, 1972), ball-point pen (Anderson, 1973), and a coffee brand. Thus, it is curious whether hypotheses held by these theories could be accepted or rejected when applied in a field survey research study of hospitality and tourism services (Oh & Parks, 1997; Atila & Fisun, 2018). It is, for instance, not clear whether all purchase decisions in tourism and hospitality services result in dissonance.

Empirical Review

Bukoye and Umar (2020) examined the effect of electronic marketing on customer satisfaction of selected airline services in Nigeria. Because the study involved direct interaction with a variety of respondents who shared similar characteristics, the research design used was a survey design. Six (6) of the 18 domestic airlines that made up the study's population were chosen as samples because they are the most active domestic airlines in Nigeria. A structured questionnaire was used to gather the data for the study, which was then analyzed using both descriptive (tables, mean and standard deviation) and inferential statistics on one hundred (100) passengers of the sampled airlines (regression analysis). The research demonstrates that email marketing, social media marketing, and search engine optimization have favourable effects on airline service customer satisfaction in Nigeria. They came to the conclusion that electronic marketing has a positive impact on customer satisfaction with domestic airline services in Nigeria because all of the proxies for it have favourable effects on it. Thus, it was advised that airlines in Nigeria should make use of electronic marketing to reach out to customers effectively, which will lead to higher customer satisfaction and increased profits.

Suliaman and Ahmad (2019) investigated the impact of mobile marketing on the customer's loyalty in Jordan. The dimensions of mobile marketing were (Interactivity, Personalization, Localization, and Convenience). The study's target audience was the 403 mobile shoppers in Jordan who made up the study's sample. A questionnaire created specifically for this purpose was used to investigate their responses. The SPSS programme was used to collect the results, enter them into the computer, and test the hypotheses. According to the study's findings, localization has a statistically insignificant impact on consumer loyalty while mobile marketing (interactivity, personalization, and convenience) has a statistically significant impact. The researchers developed some recommendations based on the findings in the areas of designing mobile content, disseminating information, gaining from experiences, and resolving customer issues.

Onobrakpeya and Mac-Attama (2017) examined the implication of digital marketing in consumer purchase decision and to find out whether the consumers were aware of digital marketing and the digital channels influence in their purchase decision. The results

showed that consumers were aware of digital marketing and preferred to buy electronic goods and shop for goods through digital channels. The study is conducted in a specific geographic area, which may be viewed as a limitation when evaluating all customers from different regions' purchase decisions. As the world transitions to the digital era, digital channels play a critical role in the growth of a company's product sales. The goal of the current study was to identify how customers' purchase decisions were impacted by digital marketing. Digital marketing is the process of promoting brands through digital distribution channels like the internet, mobile devices, and other interactive channels. This form of advertising has a low cost model, which is primarily advantageous. The study's objectives are to investigate how digital marketing affects consumer purchase decisions, as well as whether consumers are aware of digital marketing and how it affects their purchasing behaviour. Multiple respondents are surveyed as part of the study. The chi square test is used to analyze the survey results. The research found that consumers prefer to shop for goods online and are aware of digital marketing. This report will assist in gaining a better understanding of digital marketing and how it affects the companies that provide it in terms of revenue generation.

Tenzin and Young (2020) investigated a new perspective on the effect of social media marketing activities (SMMA) on purchase intention in Korean cosmetic firms. Social media usage has changed how businesses interact with their brand's audience. Due to this phenomenon, further investigation of the impact of SMMA on social brand engagement (SBE), brand equity (BE), and purchase intention was necessary (PI). This study looks at how SMMA affects purchase intent in Korean cosmetic companies with strong brand equity and social brand engagement. Based on earlier literature reviews that had an impact on social media marketing activity, the factors of SMMA were determined. Out of the initial 332 survey data, this study conducted a questionnaire survey on 219 social media users for data analysis to empirically test the effects of SMMA. The findings show that BE, SBE, and PI are positively correlated with each of the five SMMA components. The study gives cosmetic companies the ability to more accurately predict the future purchasing patterns of their customers and provides clarity for the management of their resources and marketing initiatives.

Adam (2017) investigated the effect of e-marketing on customer satisfaction towards the service provided by four star hotels in Addis Ababa Ethiopia. A total of 260 questions were distributed to guests at the four four-star international hotels in Addis Ababa. A response rate of 241 participants, or 92.7 percent, was obtained. Descriptive statistics were then used to first highlight the key aspects of a data set in quantitative terms. The standard deviation for all variables ranged from 0.651 to 0.736 and the kurtosis and skewness tests showed that the distribution was normal. The mean value for all variables ranged from 3.33 to 3.57. The results of the correlation analysis showed that there was a moderate correlation between location and customer satisfaction ($r=0.482$), a moderate correlation between technological advancement and customer satisfaction ($r=0.397$), a moderate correlation between social skill and customer satisfaction ($r=0.477$), and a moderate correlation between motivation and customer satisfaction. The final test was conducted using regression analysis, and the results showed that the effects of location, technology, and social skill were all statistically significant (sig. 0.177, 0.105, and 0.892, respectively), while the effects of motivation and technical were not statistically significant (sig. 000).

Chantel and Nicole (2017) identified how social media aspects (benefits, clients' trust and content) influence customer satisfaction and customer retention in the south African banking industry, from the perceptions of banking clients and managers. The South African banking sector plays a significant role in the economy of the nation. The industry, however, is very competitive and frequently faces difficulties as a result of numerous developments, including technological advancements. There hasn't been enough research done on how social media usage affects banks' performance. An empirical study used a questionnaire to get the opinions of 150 clients and 30 managers. Statistical analyses revealed a strong correlation between customer satisfaction and both benefits and reliable content, as well as between customer satisfaction and retention. The recommendations from this study could help banks use social media channels in ways to improve customer retention and satisfaction. This might result in banks being more prosperous and ultimately boosting the economy.

Hamza (2015) examined the importance and benefits of SEO in E-marketing as well as to examine the impact of SEO on online advertisement. A questionnaire was personally given to 121 businesses in Jordan using E-marketing. Only 102 out of 121 companies responded to the survey, translating to a response rate of 72%. Four dimensions were provided by factor analysis, and multiple regression later used these dimensions. These elements were identified as SEO techniques, competitiveness, experience, and strategies. Results indicate that while the remaining three dimensions were all significant, SEO strategies were not.

Fausser, Weidenhofer and Lorenz (2011), conducted a research study regarding the impact of social media during the consumer's purchase decision journey. In their analysis and conceptual model, Fausser et al (2011), wrote that whilst communication was the core of any social media platform, information sharing, collaboration and relationship building was necessary to support ongoing communication. The study Fausser et al (2011), concluded that social media marketing is an essential tool for marketing brands and products due to the rapid development in social media and changes in consumer behaviour. The results proved that social media can be effective in influencing consumers during all stages of the consumer's purchase decision journey.

RESEARCH METHODOLOGY

This research contains the research design to be employed, population, sampling technique; method of data, source of data collection, instrument of data collection and method of data analysis

Descriptive research methodology was used to investigate this research issue. The design was chosen because it carefully considers respondents' opinions, making it more precise and accurate. It accurately captures the traits of a population (Babbie, 2010). Finding out the what, where, and how of a phenomenon is what a survey study is concerned with, according to Cooper and Schindler (2006). As a result, this study will be able to generalise its findings to all marketing firms. A population is a collection of people, things, or things from which samples are taken; it alludes to a group of people or things that share at least one characteristic (Denscombe, 2008). This study's target population included seven online businesses in Delta State; (Konga, Jumia, Jiji, Udala, Bestsoft Nigeria, Crank Digital and Wild Fusion). Due to the small population, the study used a census approach to gather data from online customers in Delta State Asaba. 414 clients of the companies under study will be the target population. Customers of these organisations are the main focus of the population and sample elements.

Table 1: Population Distribution

Firm	Location	Customer Strength	Percentage (%)
Konga	Asaba	115	27.7
Jumia	Asaba	100	24.1
Jiji	Asaba	73	17.3
Bestsoft Nigeria	Sapele	65	15.7
Crank Digital	Warri	30	7.2
Wild Fusion	Ughelli	31	7.4
		414	100

Source: Catalog of Customer Patronage (2022)

From the above population, a workable sample of 202 respondents is derived using the Taro Yamani’s formula; as given:

N

Where n = sample size.

N = population.

e = level of significance.

$$n = \frac{414}{1 + 414 (0.05)^2}$$

$$\frac{414}{1 + 414 (0.0025)}$$

$$\frac{414}{1 + 1.035}$$

$$\frac{414}{2.035}$$

n = 202

In order to establish the effect of electronic marketing on customer satisfaction of selected online firms in Delta State, a multiple regression analysis was carried out using Data analysis is the process of looking over information that has been gathered during an experiment or survey and drawing conclusions from it. According to Coppers and Schindler (2000), editing is done to find errors and omissions, ensure data accuracy, uniformly enter, complete, consistent with the intent of the question and other information in the survey, and arrange data in a way that makes coding and tabulation easier. Alpha numeric data coding, which Coopers and Schindler (2000) explain is done to group the respondents to a small number of classes or categories that- facilitated efficient analysis, will be used to assign numbers and other symbols to the questions. Statistical Package for Social Sciences was used to tabulate coded data in Excel (SPSS version 22.0). The impact of electronic marketing on customer satisfaction was measured in terms of frequency distribution.

Model Specification

The following regression model.

$$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + \epsilon$$

Where Y= Customer Satisfaction

X1= Search Engine Optimization

X2= Email Marketing

e = Error term

Bo = Constant

RESULTS**Data Presentation**

Two hundred and two (202) copies of the questionnaire designed for this study was distributed to the customers of the selected firms in Delta State. However, out of the Two hundred and two (200) sets of the questionnaire distributed, one hundred and ninety eight (198) sets of the questionnaire were properly filled; four(4) copies were not properly filled. Therefore, the usable number of the copies distributed or administered was 198. Data analyzed is as presented below:

Table 4.1 Questionnaire Distribution

Questionnaire	Frequency	Percentage(9%)
Properly filled sets of Questionnaire (usable)	198	98
Incomplete /Irretrievable sets of questionnaire	4	2
Total Distributed	202	100

Source: Field survey, 2022.

As displayed in Table 2, the total copies of questionnaire designed for this study were distributed to two hundred and (202) respondents. However, out of the Two hundred and (202) copies of the questionnaire distributed, one hundred and ninety-eight (198) respondents properly filled and returned sets of the questionnaire; four (4) copies were not properly filled. Thus, 98% of the sets of the questionnaire administered were usable for this study, while 2% was not usable.

Table 4.2: Sex Distribution of Respondents

Gender	Frequency	Percentage (%)
Male	61	30.9
Female	137	69.1
Total	198	100

Source: Field survey, 2022.

From table 3, the sex distribution of respondents indicated that 69.1% (137) of the respondents were female while 30.9% (61) were male. The female are therefore more represented in the sample.

Table 4.3: Age Distribution of Respondents

Age	Frequency	Percentage
Below 30yrs	111	56
31-40 years	64	32
40 and above	23	11.6
Total	198	100

Source: Field survey, 2022.

From table 4, showing the age distribution of respondents, it was observed that 56% (111) of respondents were below 30years, 32% (64) were between 30-40 years and 11.6%(23) respondents were above 40 years. Thus, age bracket of less than 30years are more represented in the sample.

Table 4.4: Educational Qualification of Respondents

Educational Background	Frequency	Percentage
OND/NCE	41	20.7
HND/B.Sc	122	61.6
M.Sc/MBA	32	16.1
Ph.D	3	1.5
Total	198	100

Source: Field survey, 2022.

From the table above showing the educational background of the respondents, it was observed that 20.7%(41) respondents were OND/NCE certificate holders, 61.6%(122) respondents were HND/B.Sc. certificate holders, 16.1%(32) respondents were M.Sc/MBA graduates and 1.5% (3) respondents were Ph.D holders.

Table 4.5 Marital Status

Marital Status	Frequency	Percentage (%)
Single	121	61.1
Married	77	38.9
Total	198	100

Source: Field survey, 2022.

From table 6 above, showing the marital status of respondents, it was observed that 61.1%(121) are single while 38.9%(77) are married. Thus, we have more of the single respondents in the sample.

Hypotheses Testing

The two null hypotheses for this study are hereby tested. This involves the test of $H_{01} - H_{02}$, for the selected firms under study. Thus, Regression analysis was used as an analytical tool for testing the hypotheses. The p-values reported in the regression coefficient tables are used for testing the study hypotheses.

The Decision Rule

If the probability value calculated is greater than the critical level of significance, then the null hypotheses accepted while the alternate hypotheses rejected and vice versa. If the probability value of 0.005 (t-statistics) is less than the critical value of 5% (i.e. $p < 0.005$), we conclude that the result is statistically significant. In this situation, it is accepted that there is need to reject the null hypotheses and accept the alternate hypotheses. More technically, the p-value is the lowest significance level at which a null hypothesis can be rejected. Thus, the p-value is at 0.005 (5%).

Hypothesis One

H_{01} : search engine optimization does not have significant effect on customer satisfaction

Tables 4.7**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.332 ^a	.110	.106	1.6560

a. Predictors: (Constant), Search Engine Optimization (SEO)

Tables 4.8**ANOVA^a**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	66.393	1	66.393	24.210	.000 ^b
	Residual	534.774	195	2.742		
	Total	601.168	196			

a. Dependent Variable: Customer Satisfaction (CS)

b. Predictors: (Constant), Search Engine Optimization (SEO)

Tables 4.9**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.890	1.026		10.615	.000
	Search Engine Optimization (SEO)	.292	.059	.332	4.920	.000

a. Dependent Variable: Customer Satisfaction (CS)

Source: Field Analysis, 2022

From the regression result in the table 4.9 above, the p-value is less than 0.005. This shows a positive beta value of .332 (33%), which shows that Search Engine Optimization (SEO) has significant effects on Customer Satisfaction (CS) as the probability value of .000

is also less than the critical level of significance (i.e. $p < 0.005$). With these statistics, we reject the null hypothesis and wish to state here that there is a positive and significant effect between Search Engine Optimization (SEO) and Customer Satisfaction (CS).

Hypothesis Two:

H₀₂:email marketing does not have significant effect on customer satisfaction

Tables 4.10

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.156 ^a	.024	.019	1.7343

a. Predictors: (Constant), Email Marketing (EM)

Tables 4.11

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.644	1	14.644	4.868	.029 ^b
	Residual	586.524	195	3.008		
	Total	601.168	196			

a. Dependent Variable: Customer Satisfaction (CS)

b. Predictors: (Constant), Email Marketing (EM)

Tables 4.12

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.575	1.063		12.775	.000
	Email Marketing (EM)	.143	.065	.156	2.206	.029

a. Dependent Variable: Customer Satisfaction (CS)

Source: Field Analysis, 2022

In table 4.12 above, even when the p-value is greater than 0.005. This shows a positive beta value of .156 (16%), which shows that Email Marketing (EM) has a significant effect on Customer Satisfaction (CS) (i.e. $p > .005$). With these statistics, we reject the null hypothesis and state here that Email Marketing (EM) is significantly related to Customer Satisfaction (CS)

Table 4.13: Results of dimensions of Electronic Marketing (R) and its significant effects on Customer Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.345 ^a	.119	.101	1.6607

a. Predictors: (Constant), Search Engine Optimization (SEO), Email Marketing (EM) Social Media Marketing (SMM), Mobile Marketing (MM)

Table 4.14

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	71.657	4	17.914	6.496	.000 ^b
	Residual	529.510	192	2.758		
	Total	601.168	196			

a. Dependent Variable: Customer Satisfaction (CS)

b. Predictors: (Constant), Search Engine Optimization (SEO), Email Marketing (EM) Social Media Marketing (SMM), Mobile Marketing (MM)

Table 4.15

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.837	1.390		7.075	.000
	SEO	-.034	.053	-.050	-.631	.529
	EM	.061	.063	.073	.974	.331

a. Dependent Variable: Customer Satisfaction (CS)

Source: Field Analysis, 2022

The results in table 4.20 above, shows that the tested variables exhibited positive coefficients ranging from (.073 to .304), implying that, there is a significant effect association between the studied variables of electronic marketing and customer satisfaction. It is observed that, Search Engine Optimization (SEO), and Email Marketing have exhibited positive beta values.

Discussion of Findings

In the case of the first objective, which aimed at the nature of effect between electronic marketing and Customer Satisfaction (CS), the results of the regression analysis established that search engine optimization being a measure of electronic marketing has a positive and significant effect/correlation with customer satisfaction as evidenced in the Beta value of the standardized coefficients i.e. p-value is less than 0.005 and Beta value of .332 (33%). This corroborates with the findings of Enge, Spencer, Stricchiola and Fishkin(2012), that customers greatly rely on search engines when they need to find new products, services or simply just for information. They further asserted that it is always the primary objective of businesses to strive harder in order to attain higher rankings for their websites because as website appears at the beginning of any search results list more frequently, the greater the likelihood that users will visit the site

The result of the second objective which aimed at ascertaining the impact of email marketing on customer satisfaction, it was found that there is a positive and significant effect between email marketing and customer satisfaction as evidenced. In the light of this finding, one can confidently conclude that there is a significant and positive effect between email marketing on customer satisfaction. The result showed a positive Beta value of .156 (16%) although the p-value was greater than the critical value of .005; i.e. $p < .029$. this is in agreement with Kim and Ko (2010), that social media marketing have a dramatic impact on a brand's reputation (competitive performance). The report stated that companies not engaging in social media as a part of their online marketing strategy are missing an opportunity to reach consumers and also, Muhammad and Abdul (2012), have also found that the use of social media as a marketing tool increase customer satisfaction and customer retention

From the foregoing, it has been statistically and empirically established that all measures/proxies/indicators of electronic marketing as used in this study have statistical and significant positive effect with customer satisfaction, as evidenced in existing literature.

SUMMARY AND CONCLUSION

Summary of Findings

Electronic marketing has a significant impact on consumer satisfaction in an online environment as the internet has developed into an information economy. Electronic marketing gives marketers a digital platform to promote brand awareness and image, give customers a way to do brand research online, and drive traffic to websites of businesses and social media sites. Electronic marketing benefits brands by giving them a voice, a global audience, and flexibility in how they can reach consumers. Customers are conscious of the power they wield online, so marketing strategies must be highly interactive and enable real-time feedback between customers and marketers. Although electronic marketing offers marketers a more cost-effective form of marketing, the literature review came to this conclusion.

According to the results of the review of related literature, search engine optimization significantly and positively affects customer satisfaction, with a beta value of .332 and a p-value less than 0.005. (33%). This translates to increased opportunities for customers

to observe online advertisements, which provide information about products or services, as search engines are highly optimized by giving the customer the information they need.

The study also revealed that email marketing has a positive and significant effect on customer satisfaction; Beta value of .156 (16%) although the p-value was greater than the critical value of .005; i.e. $p < .029$, in which firms adopts it as a useful tool to manage existing firm-client relationships while creating new ones, by facilitating online exchange, connection, and communication.

Conclusion

Electronic marketing has evolved into a crucial survival tool that is reshaping the global economy. Today, customers can choose vendors for their product needs with an unprecedented degree of freedom by simply clicking a mouse. This results in services being provided at a much lower price. Due to the global economy's intense competition, the majority of nations now use electronic marketing. To stay competitive, businesses must constantly innovate and come up with new, unique customized packages and services. Technology's invasion of marketing has ushered in the information age and made e-marketing services more alluring. Examining the impact of electronic marketing on customer satisfaction is the main goal of this study. Search engine optimization and email marketing serve as stand-ins for measuring electronic marketing. According to the goals of the study as stated earlier, the review of the existing literature demonstrates that all two electronic marketing proxies have favourable effects on customer satisfaction. In light of this, it can be said that electronic marketing operations increases customer satisfaction.

Recommendations

Based on the findings of the study from the test of hypotheses,

It is advised that online marketing companies in Nigeria build their websites effectively so that search engines can optimize them. As a result, whenever someone searches for online marketing companies in Nigeria, their website will be among the first to appear. These businesses should engage in electronic marketing initiatives to enhance their brand recognition on well-known social media platforms like Facebook, LinkedIn, WhatsApp, and others.

Also, it is recommended that online marketing firms should be sending emails regularly to both their current and prospective customers on the kind of services they render and the benefits they stand to gain by flying with them.

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