

International Journal of Research in Human Resource Management



E-ISSN: 2663-3361
P-ISSN: 2663-3213
IJRHRM 2025; 7(2): 505-515
Impact Factor (RJIF): 6.16
www.humanresourcejournal.com
Received: 05-09-2025
Accepted: 06-10-2025

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Electronic marketing effect on the customer's satisfaction: Consumer's behavior is an interactive variable: A field study at Jekor Food Company

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DOI: <https://www.doi.org/10.33545/26633213.2025.v7.i2d.368>

Abstract

The research identifies the consumer's behavior impact as an interactive variable for both electronic marketing and customer's satisfaction in Jekor Food Company, Basra branch.

The descriptive approach had been adopted by distributing a questionnaire for a sample of the company's employees (around 30 workers). A form was built that devoted research hypotheses, VER.26.SPSS program was used to analyze data, and the research hypotheses was tested by a number of statistical methods. Accordingly, number of conclusions have been provided where the most important one was (the existence of an influence for both electronic marketing and the customer's satisfaction, as well as an interactive role for consumer's behavior regarding the electronic marketing and the customer's satisfaction.)

The research concludes with a number of recommendations, the most important ones were: We recommend the company to design its own website in an attractive way that enables customers to deal with it easily, as well as more to pay more attention to the policy of privacy on the company's website in order to maintain the confidentiality of customer information on the site, and to develop its products to comply with the customers' needs and desires and to give the guarantee in their products.

Keywords: Electronic marketing (e- marketing), customer's behavior, customers' satisfaction

Introduction

Electronic Marketing has recently gained a great attention by researchers and writers, especially with the major changes that had been happened in the business environment. It is considered as one of the most important modern marketing methods that ensures achieving the highest rates of accessibility to the targeted segments and groups in the marketing plan.

E-Marketing (Digital Marketing), as a term is referred to all advertising practices and methods that are related to the marketing processes via the Internet. Marketing is considered as one of the most important steps in commercial field. It plays an important role in the expansion of the customer's base and building a remarkable relationship, which enable the organizations to increase their revenues and increase their market shares. As a result, the concept of consumer's behavior has been developed, as it represents the conscious actions of the consumer to obtain the products and services that is expected be satisfied with its needs.

Therefore, the consumer is considered as the primary driver of the organization, as it seeks to satisfy him and obtain his loyalty, because understanding his needs increases the ability of company to reach the best level of growth. Organizations that have satisfied customers are able to maintain their market share, expand, grow, and increase profits in the future.

Therefore, the researchers found that it is appropriate to study the impact of the relationship between the electronic marketing, the customer satisfaction, and the consumer behavior, and thus the research goals lie in achieving following:

1. Extent possibility of Jekor Food Company for using the electronic marketing system.
2. Testing the relationship that influence between electronic marketing, customer satisfaction, and consumer behavior as an interactive variable in Jekor Food Company.

To achieve the objectives of the research, it was divided into four basic sections (the first section deals with the research methodology, the second section includes the theoretical and intellectual framework of the research and clarification of the most important concepts

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related to its variables, while the third section deals with the applied aspect and the most important results reached, and the final section concerns with the most important conclusions and recommendations reached by the researchers).

Section One

The Methodology of the Research

1.1 The Research Problem

- Despite the development of the traditional marketing concepts and activities, still they are exclusively concerned with the rapid changes in customer's requirements and desires.
- Accordingly, the organization has to find more effective and efficient ways to marketing its products and delivering them to the largest possible number of customers, by adopting the electronic marketing that leads to reduce the marketing process costs by using various electronic media. In addition to that, the organization has to be able to implement the marketing strategies in the shortest period of time.
- Throughout the field visits that had been conducted by the researchers to Jekor Food Products Company, it was clear that to very minor extent there is a perception; by the management to apply the concept of electronic marketing, which reflects negatively on the overall performance of company. Thus, the research problem is represented in the following question:
- "What is the effect of the electronic marketing on the customer's satisfaction by the existence of the consumer's behavior as an interactive variable in Jekor Food Company?"

1.2 The Research Goals

- Identify concept and the dimensions of the electronic marketing, the consumer's behavior, and the customer's satisfaction by reviewing the previous studies in this field.
- Testing the effect of the electronic marketing and consumer's behavior on customer's satisfaction in

regard to Jekor Food Company.

- Finding co-relations between the three variables, E-Marketing, customer's satisfaction, and consumer's behavior.
- Providing the recommendations to the company regarding the optimal use of the electronic marketing.

1.3 The Importance of the Research

The research gets its importance through its attempt to provide a clear perception both for the managers and the employees of Jekor Food Company about the concept of the electronic marketing and its elements, and the contribution it can make in enhancing the customer's satisfaction. Meanwhile it clarifies the elements of the electronic marketing and the customer's satisfaction in providing many options for Jekor Food Company to deal with the customer based on the concrete scientific foundations.

1.4 The Research Limitations

- The locative limits of the research:** represented by Jekor Food Company / Basra Branch
- The timing limits of the research:** the limited period between Feb, 1st 2022 to Aug, 1st 2022.
- The Human limits of the research:** the selected sample of the manpower of Jekor Food Company

1.5 The Hypothetical Research Model

The hypothetical research model includes the following (as shown in Figure /1):

- The Independent Variable:** (E-Marketing) represented by its dimensions (the website design, the price, the product)
- The Dependent Variable:** (the consumer's behavior) is mono-dimensional
- The Dependent Variable:** (the customer's satisfaction) with its dimensions including (the satisfaction with the presented services, the satisfaction with the employee's performance, and the satisfaction with the adopted procedures)

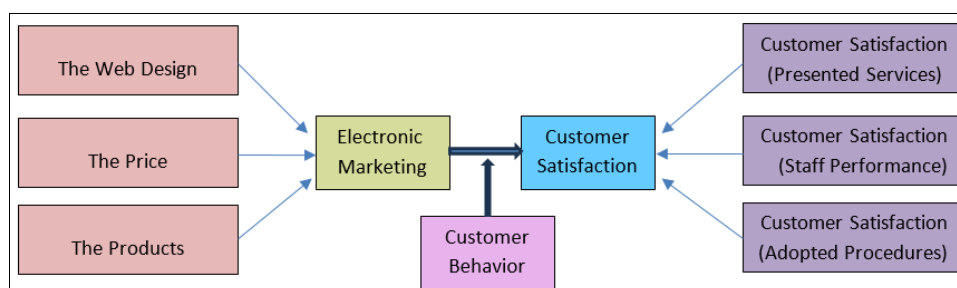


Fig 1: The Hypothetical Research Model (Designed by the Researchers)

1.6 The Research Assumptions

The Research Assumptions represented by

- There is a statistically significant relation and a significant effect between the electronic marketing and the customer's satisfaction at a significant level (0.05).
- There is a statistically significant relation and a significant influence between the electronic marketing and the consumer's behavior at a significant level (0.05).
- There is a statistically significant relation and a significant influence between the electronic marketing

and the consumer's behavior on the customer's satisfaction at a significant level (0.05).

1.7 The Methodology and the Sample of the Research

The researchers had relied on the descriptive analytical approach, because it is the most appropriate approach for studying the characteristics of the electronic marketing phenomenon. The researchers use the above-mentioned approach to describing the phenomenon, studying the relationship between its variables, providing data about it, indicating its causes, results, and analysis and identifying

the factors that affecting it with the aim of arriving at conclusions and providing recommendations about it. The sample of the research consisted of workers in the field of the food production about (40) workers. A questionnaire form was distributed to them, and (30 questionnaires) were retrieved effectively.

1.8 Data Collecting Methods

The methods of collecting the data are as follows:

- a) **The Theoretical Aspect:** The researchers had relied on collecting the contributions of the writers and other researchers from the scientific sources and the references such as the books, the magazines, the dissertations, and the researches which are related to the topic of the research.
- b) **The Practical Aspect:** The researchers used a number of tools and methods to collect data, firstly through the personal interviews with some of the decision-makers and the customers to find out their opinions and to obtain some preliminary data related to the customer's satisfaction and the company's business prospects in the future.

The questionnaire, which was the main reliable tool for collecting data, was designed to cover all variables of the model of the research. For the purpose of obtaining information related to the research variables, it was required to prepare a questionnaire, which included an introduction and two parts. The introduction clarified the purpose of this questionnaire, and urging the participants to answer objectively according to what they saw as actually compatible with their company, and not on the basis of what they might see as correct, while emphasizing the confidential and scientific honesty of their answers. First Part includes 3 (items) specified personal information which represents the changeable variables which reflect on their answers (Gender, Age, Scientific Qualification).

In the Second part of questionnaire, there are 14 (items) distributed into main and subsidiary variables related to the research (E-Marketing, the consumer's behavior, and the customer's satisfaction) depending on (Five-point Likert scale) which is considered as the most categorical scales commonly used in administrative and humanitarian studies. During this research, the researchers developed the applied tools depending on five-point scale which its value range from Point (5 -Totally Agree) and Point (1- Totally Not Agree).

Validity of the tools of research express the validity of the tools that are used to measure what it was designed to measure; the researchers presented the questionnaire to a number of specialists and experts people with experience in a number of Iraqi universities who hold doctoral and master's degrees. The paragraphs of the questionnaire were modified according to the observations and suggested amendments, and the questionnaire was reformulated in its final form, as in an appendix. (1) Accordingly, the number of questionnaire items were finalized.

Applied statistical methods in the research

- Statistical methods were used such as (Scales of central tendency and dispersion)
- Path Analysis was used
- Correlation coefficient was used to determine the strength and type of relation between variables.

1.9 The Community of the Research

To give a brief of Jekor Food Company, it is one of the largest companies for producing foodstuffs in Basra Governorate. It began its production in 2001. The company offers a variety of foodstuffs up to (50) products/types. Its products are characterized by high quality and great demand by consumers due to the use of the best types of complementary food ingredients that it adds a special flavor to its products. Meanwhile the company presents its products to a wide segment of Iraqi community, as well as exporting its products to neighboring countries and the Arab Gulf countries.

Section Two: The Theoretical Part

2.1 E- Marketing

2.1.1 E- Marketing Concept

E-marketing plays a major role in all the operations and plans that the organization works to establish in order to achieve its goals. Therefore, lastly the importance of the concept of E-marketing has increased as it is one of the aspects that the organization relies on in the face of competition and environmental changes. This concept has been addressed by many researchers, each according to his point of view, as it is indicated that electronic marketing (E-marketing) represents the marketing aspect of electronic commerce, and consists of the organization's efforts in communications regarding its goods and services, promoting and selling them on the Internet (Kotler* Keller, 2009, p:474). While (Kaur. & Kaur. 2015, p:1) ^[12, 9] defined it "Marketing is responsible for identifying customers and knowing their expectations and desires using Internet technology". For (Strauss Frost 2003, p:5) ^[24] defined it as "achieving marketing goals through the use of the Internet and associated technologies, such as global websites, e-mail." In another way (Dann & Susan, 2017, p:4) ^[3], expressed that "It is any kind of marketing activity that needs an interactive technology for its implementation."

2.1.2 Importance of E-Marketing

The importance of E-Marketing is represented by a number of points, which are: (Kalawi, 2022, p:36) ^[13]:

- E-marketing provides quick access to customers anywhere in the world.
- Reduce the costs of unnecessary activities.
- The possibility of obtaining information about competitors' products to compare them.

2.1.3 Advantages of E-Marketing

E-Marketing adds flexibility to organizations so that they are able to adapt changes in the external environment, build effective relationships with their customers, and be more responsive to their needs and understanding. This is achieved through the advantages provided by E-Marketing, and both (Veleva & Tsvetanova, 2019, p:5-6) ^[28] point to several advantages of E-Marketing:

- A high level of interaction, as electronic marketing of organizations allows direct interactive communication with customers, so that it is more responsive to their needs and expectations.
- Breaking the restrictions and spatial determinants, as electronic marketing helps organizations successfully communicate with their customers, sell their products and services, and find new business partners in the actual time anywhere in the world.

- Provides speed and flexibility to respond to the needs and desires of users.
- The ability to know the results of the advertising campaigns with a high degree of accuracy, and this is an indication of whether the money is spent efficiently, and this is done by analyzing customer's behavior and building their identification files.
- It is easy to divide and target customers and thus achieve better targeting of advertising messages and increasing the effectiveness of marketing activities.

2.1.4 Determinants of E-Marketing

In order to adopt effective E-Marketing, organizations must be well aware of the limitations of its application, as pointed out by (Lichy *et al*, 2017, p:722) and (Krasnov *et al*, 2018, p:554) ^[16, 14].

- The use of electronic marketing can make companies a display of embezzlement as their competitors can copy electronic marketing campaigns quickly and easily.
- The company is vulnerable to forgery through brands, slogans and corporate identities and using them to mislead to obtain a share in the market.
- The inability to know the customer's behavior, through which organizations seek to build their relationships with customers and increase their loyalty, and this in turn leads to less efficiency.
- Customers may consider electronic marketing campaigns not convincing, or that the offered product does not meet their needs, or that the customer is not

ready to pay the amounts to obtain the product, especially if the advertisement is not properly designed and directed.

- E -marketing depends on technologies, and this requires a knowledge in the field of technology, on the contrary, it may lead to a number of technical errors that may cause advertising campaign to fail.
- E-marketing campaigns may be developed and implemented automatically without compatibility with the company's overall marketing strategy, which leads to the inability to achieve the desired results, and low efficiency.
- Some organizations may focus in their advertising campaigns on the technical appearance of advertising messages and leave content, which negatively affects the effectiveness of advertising.

2.1.5 The Difference between Traditional and Electronic Marketing

Many researchers differed regarding electronic marketing, some of them believe that E-Marketing is a new marketing approach, while the other section of researchers assumes that many concepts of the traditional marketing can be applied via the Internet and that the owners of this opinion believe that the electronic marketing is a new way to the traditional marketing, not new marketing in itself. (Varfan & Shima 2008, p:21) ^[27] explains a table below which shows the difference between traditional marketing and e - marketing:

Table 1: Comparison between E-Marketing Vs. Traditional Marketing

Comparison Items	Traditional Marketing	E-Marketing
Geographical Extent	Limited	Wide
Cost	High	Tends to Decrease
Personal Relation	Limited	High
Ease of Usage	More Easy	Need Skills
Interaction Level	Limited	High
Customer Segments	Limited	Large
Time Extent	Limited	Throughout the Day

2.1.6 The basic dimensions of e-marketing

Marketing is a set of tools that the organization owns and controls to reach its goals in the targeted markets. So, the researchers just gave a simplified idea of E -Marketing as follows:

2.1.6.1 Site Design

The site means the place that allows the customer to enter digitally in any time and from anywhere which allows the marketing exchange (Londre, 2009, p:6) ^[15]. One of the important features of electronic marketing is the designing of the site, because the site of poor service gives a bad impression to the site visitors. Therefore, the site must provide its customers with the distinctive goods and services with high specifications, taking into consideration that the choice of the customer for the programs according to the international standards for the new generation. In order to create a website, ten steps were set for the launch of the digital site in the market, and these points are summarized in the following (Svedic, 2004, p:47) ^[25]:

- Determine the number of consumers as well as the targeted geographical area.
- Provide excellent communication with browsers.

- Insert the contents of the site, taking into consideration the change of these contents with the increase in the number of customers
- The site's name should be small, expressive and easy for trading.
- Ease of access to the email of the site.
- Contracting with private companies for site designing.
- Involving all sections of the organization in the founding customer.
- Knowing the size of the budget for the website.

2.1.6.2 The Product

It is the set of benefits that the buyer gets as a result of obtaining it and the benefits that the buyer gets as a result of his use of it (Eavanyi & Nazari, 2012, p:9916). Some separate definitions related to the product (Londre, 2009, p:6) include ^[15]:

- **Mix of the Product:** It is a product group that the company produces.
- **Individual Product:** It is a set of specifications that satisfy certain desires for the consumer.
- **Products Line:** It is a group of products that have a relationship or a link in the productive process and can

be expressed with several indicators, including spread, depth and interdependence.

- **Diversity:** Add new products to current products.
- **Forming:** Add a new form to the current forms produced by the organization.
- **Simplification:** It is the deletion or dropping of a product, product lines, or a shape.
- **Product Life Cycle:** The product life cycle passes through several stages, which are: 1- Production 2- Growth 3- Maturity 4- Regression

Each of these stages differs in the financial indicators and proportions in terms of the volume of sales, achieved profits, costs, consumers and competitors. The benefit of the product life cycle for the company lies in drawing the marketing strategy that is consistent with the stage in which the product is done.

- **Services:** It is a set of services provided online; Internet is truly mother of services, through which it provides set of services such as maintenance.
- **Price:** It is one of the basic components of E - Marketing, it gives a resource for the company while the rest of the elements are considered as expenses by the company. Therefore, price is important because it constitutes the basic revenue of the company, thus companies need specialists to study the market and the company and all factors related to sale and pricing. Pricing is affected by different factors including what is controlled by the company, and what is outside the control of the company (Eavani & Nazari. 2012, p:9961)

2.1.6.3 The Consumers' Behavior: It has become clear that any organization that wants to grow and continue in its field of activity it must make an effort to determine what the current and the prospective customers want in terms of the goods and the services. This does not mean that the importance of studying consumer behavior is evident only in industrially developed societies, where the competition among producers for adequate markets for their products increases, but also extends to developing societies. (Khadka*Maharjan, 2017, p:5) ^[10].

As a result of this interest in the consumer's behavior, the practical and the theoretical behavior of behavioral sciences began to look at consumer's behavior, as a behavioral view, not as a pure economic view (Makarewicz, 2013, p:100) ^[17]. Consumer's behavior theory is very important in contemporary economic literature. Studying consumer's behavior aims to understand the purchase decision made by consumers and the stage in which this decision is made. Therefore, the studies focus on personal characteristics, the social characteristics and the cultural characteristics of consumer. There are many definitions of consumer's behavior, some of them define it as "the behaviors and the actions that individuals take from the product, then consuming them" (Kotler and Keller, 2009, p:33) ^[12], while Gamble defines it as "the actions that individuals follow directly to obtain the economic and the cultural goods and services including the procedures that precede this the actions" (Gamble, 2006, p:21). For (Kotler and Keller 2012, p:151) ^[6] define consumer's behavior as " a study of how to choose individuals, groups or organizations, buy, use, commodity drainage, services, ideas, or experiments, not satisfying their needs and desires", but for (Makarewicz,

2013, p:104) ^[17] Consumer behavior can be defined as "the individual and collective behavior that is related to planning and making decisions to buy goods and services and consume them. That is, it is the behavior that a person brings as a result of an internal motive driven by internal or external stimuli about things and attitudes that encourage their needs and desires and achieve their goals.

1. Factors that Affecting Consumer's Behavior

The purchasing decisions of the consumer or customer are affected by many factors, and we notice the existence of several categories for these factors. Among the common classifications are: (Khadka * Mahaarjan, 2017, p:10) ^[10].

- a) A classification is based on the division of factors affecting behavior according to its source and thus are classified into two groups: internal and external factors so that internal factors include both motives, perceptions, trends, personality, learning and connection, while external factors include both culture and sub -culture, reference groups, social class, family and marketing mixture.
- b) Pinki classification (Pinki, R, 2014, p:60) ^[20] is based on dividing the factors affecting behavior into four groups as follows:
 - Cultural Factors: It includes both culture, sub -cultures and social classes.
 - Social Factors: It includes consumer groups, family, status and social roles.
 - Personal factors: It includes personal characteristics such as age, profession, economic situation, lifestyle, personality and self -concept.
 - Psychological factors: It includes motives, perception, learning and trends.

2.1.6.4 Customer's Satisfaction

The organization main engine is to satisfy the customer and obtain his/her loyalty, as understanding the customers' needs increases the organization's ability to reach the best level of growth. Organizations that have the ability to satisfy their customers are able to maintain their market share, expansion, growth and increase the future profits.

This concept is dealt with many researchers according to their point of view. (Kotler *et al*, 2010, p:37) indicated that the customer's satisfaction represents the extent that the (producer) match the expectations and needs of the customer. On the other hand, we see that (Johnston and Shulver, 2012, p:102) ^[10] focuses on his concept on the comparison between the performance of the product through the customers' experience of the product and their expectations. The extent of customer satisfaction is high when the performance of the product exceeds their expectations while the customer is upset when it is below his expectations. Meanwhile, (Rahmani and Rahman, 2011, p:1) and (Peltonen 2016, p:19) ^[18] indicated that the customer's satisfaction is the process of evaluating the customers for the quality of products after completing the purchase in the light of their expectations, and customer's satisfaction is associated with the product usage and the repetition of gaining it. (Farhadi and hamidikhah 2016, p:16) ^[5] confirm that the customer's satisfaction depends on product quality and price.

2.1.4.1.1 The Importance of Achieving the Customer's Satisfaction: It is one of the basic guarantees of the

organization's survival, as well as to know the needs of their customers and achieve their satisfaction. The organizations can obtain a strong competitive center, and this care appears in the studies that applied on the customers, and the importance of the customer's satisfaction can be highlighted in the following points:

- Enabling the company to stay and continue in the market and achieve profitability by winning the customer's satisfaction.
- Customer's satisfaction with the company's products enhances the decision to return to deal with it and thus repeat the purchase, which creates loyalty to the customer for the organization's products.

Measuring the customer's satisfaction has a system that corresponds to these developments by taking into consideration all the changes has taken place.

2.1.4.1.2 Customer's Satisfaction Dimensions

The Customer's Satisfaction has three main dimensions (Athanasso-poulos and Stathakopoulos, 2001, p:964) ^[2].

- Dimensions of Transaction Procedures: the completion of transactions at the specified time without delaying, and the clarity as well as the simplicity of the procedures and being away from the routine.
- Dimensions of Efficiency and Good Handling of Employees: It includes good and kindness deal of workers with the customers, their response to their needs. It also includes the direct follow-up to the workers and implement transactions smoothly and implement them without discrimination, and adhere to the transactions within the specified time.
- Dimensions of the Provided Services of the Organization: The effectiveness of the service office for the customers, the availability of the parking places. The appropriate directing panels of the locations of the directorates and departments, the presence of formats and documents for the process of the transaction always provides appropriate waiting halls and the document photography service as well as the telephone hall with the organization.

Section Three

The Practical Part: 3.1 Introduction: This section concerns with displaying the answers of the workers of Jikor Food Company (Basra Branch) for all the dimensions and items, which is related to e-marketing, the consumer's behavior and the customer's satisfaction. The adopted descriptive analysis includes the central tendency measurements and dispersion measures using the (SPSS.Ver.26) program. Likert Fifth Scale is applied in the analysis for the answers of the sample. The weight level of the answers was limited to (1-5) with five levels and

according to the categories. The length of the categories of this scale was determined from the extent calculation between the scale scores ($5-1 = 4$) and divided it on the largest value to obtain the length of the category, i.e. ($4/5 = 0.80$), then it was added to the lowest value in the scale and as shown in Table (2), from the beginning of this scale which is one correct, and in order to determine the highest limit of the category, the value of the arithmetic average of phrases can be explained or the general average reference to the phrases in the study tool (questionnaire) as follows:

Table 2: The Significance of Arithmetic Average of Likert Scale

Estimated Degree	Degree	Arithmetic Average
Very Low	Disagree At All	1.79-1.00
Low	Disagree	2.59-1.80
Average	Neutral	3.39-2.60
High	Agree	4.19-3.40
Very High	Totally Agree	5.00-4.20

Table (3) shows the personal data of the sample of the research, as most of the members of them were males, where their percentage reached (70%), and a large percentage of the sample members are bachelor's holders, where their percentage was (60%), and most of the sample members were between the ages of (19 - 28) with percentage about (63%).

Table 3: Personal Characteristics of the Research Samples

Gender			
Female		Male	
Number	%	Number	%
9	30	21	70

Age							
>= 39		29 to <38		19 to <28		<18	
Number	%	Number	%	Number	%	Number	%
3	10	7	23	19	63	1	3

Education							
Higher Degrees		Bachelor		Diploma		Secondary	
Number	%	Number	%	Number	%	Number	%
2	6	18	60	3	10	7	23

3.2 Descriptive Analysis

The descriptive analysis aims to summarize the data collected by the researchers through the scales of dispersion and central tendency standards. Table (4) below shows the arithmetic average and the standard deviation of the questionnaire items which they indicate the spread of all variables in Jikor Company. The results of the descriptive analysis showed low ratios of the standard deviation, which indicates the accuracy of the answers of the respondents and their understanding of the questionnaire items.

Table 4: Descriptive Statistics Results - Source of Results - (SPSS.VER.26)

Descriptive Statistics							
Item			Minimum	Maximum	Mean		Std. Deviation
			Statistic	Statistic	Statistic	Std. Error	Statistic
E-Marketing	X1	30	1	5	3.87	.184	1.008
	X2	30	1	5	3.83	.192	0.03
	X3	30	1	5	3.77	.184	0.03
	X4	30	2	5	4.17	.167	0.01

Consumer's Behavior	X5	30	3	5	4.03	.131	0.04
	X6	30	3	5	3.80	.121	0.01
	X7	30	2	5	3.77	.141	0.00
	X8	30	2	5	3.67	.146	0.02
	X9	30	1	5	3.83	.173	0.00
	X10	30	2	5	3.77	.124	0.01
Customer satisfaction	X11	30	2	5	3.77	.141	0.02
	X12	30	2	5	3.90	.130	0.00
	X13	30	3	5	4.00	.107	0.00
	X14	30	3	5	4.37	.112	0.00

3.3 Descriptive Statistics of Study Variables

Table 5: Refers to the statistical description of the study variables as follows:

Descriptive Statistics				
Variables	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
E-Marketing	30	3.9111	0.11710	0.64138
Consumer's Behavior	30	3.7583	0.10483	0.57417
Customer's Satisfaction	30	4.0083	0.08928	0.48903

Table (5): Descriptive Statistics of Study Variables -Source of Results - (SPSS.VER.26)

Table No. (5) clarifies the following:

- Value of the standard deviation (Std. Deviation) for the three variables E-Marketing, the consumer's behavior, and the customer's satisfaction are (0.641, 0.574, 0.489) respectively indicating the small variations and the homogeneity of the opinions of samples around its arithmetic mean.
- Value of the standard error (Std. Error) for the three variables are (0.117, 0.104, 0.089) respectively indicating that the percentage of the expected errors is zero and confirmed the accuracy of the measurement.
- The value of the (Mean) for the three variables are (3.911, 3.758, 4.008) respectively indicating the great interest by the individuals of the sample with the three variables of the subject study, as all variables are higher than the assumed mean method (3).

The result

The emergence of a great interest in consumer behavior, which affects E marketing, which achieves the customer's satisfaction.

3.4 The Validity of the Test

It means the extent to which the expression of the items of each one of the variables of the study for the variable to which it belongs. The attention has been focused on making sure that each of the variables of study are accurately represented by a set of the appropriate items or phrases. Validity of questionnaire are measured through measuring the relationship between each item and the axis to which it belongs and excluding the items whose correlation is weak and its statistical significance is at the level ($\alpha \leq 0.05$) through the results of the analysis of the Alpha Kronbach laboratory for the variables of the study

Table 6: Measurement of the Stability Coefficients through (Cronbach's Alpha)

Variables	Number of Items	(Cronbach's alpha)
E-Marketing	6	0.801
Customer's Behavior	4	0.675
Customer's Satisfaction	4	0.696

Source of Results - (SPSS.VER.26)

According to above table, it turns out that the reliability coefficients of the study tool in all areas of research ranged between (0.675) and (0.801). The nature of E-Marketing variable obtained the highest reliability coefficient, while the consumer's behavior variable obtained the lowest reliability coefficient, and the customer's satisfaction variable obtained a reliability coefficient (0.696) which indicates that the scale is stable.

3.5 The Hypotheses of the Test

Researchers use an interactive analysis form for the purpose of testing hypotheses by relying on the entered data into the SPSS program, for the ability of this analysis to measure direct effect hypotheses.

Table 7: Testing Two Hypotheses by using Interaction Analysis- Source of Results - (SPSS.VER.26)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
The effect of electronic marketing decline on customer's satisfaction	0.543	0.234	0.206	0.042
The effect of the consumer's behavior decline on electronic marketing in the customer's satisfaction	0.648	0.419	0.399	0.037

It is clear from the above-mentioned table, which includes the interactive analytics model, the following points

- The value of the correlation coefficient (R) for E-Marketing with customer's satisfaction (combined) was (0.543), which is indicating a relatively strong correlation between E-Marketing and customer's satisfaction.
- The value of the interpretation coefficient (R Square) was (0.234) which means that the customer's satisfaction is about (23.4%) of the change in the E-Marketing for Jekor Company.
- The value of the Spiritual significance (of the first T-test model) was ($P > 0.00$) which refers to the significant relationship and the effect of E-Marketing in the customer's satisfaction for Jekor Company).
- The value of the correlation coefficient (R) of the consumer's behavior with interaction between (E-Marketing with the customer's satisfaction) was (0.648), which indicates a relatively strong correlation between the consumer's behavior and the interaction of the variables (E-Marketing with the customer's satisfaction).
- The value of the interpretation coefficient (R Square) for the interaction of the consumer's behavior with (E-Marketing and the customer's satisfaction) was (.399) which means that there is an interaction of between the consumers' behavior with E-Marketing of Jekor Company.
- The value of the coefficient of change (Adjusted R Square) of E-Marketing in the customer's satisfaction was (0.41) which indicates that E-Marketing has weakened the expected change by 41%
- The value of the Spiritual significance (of the second T-test model) was ($P > 0.00$) which refers to the significant relationship and the impact of the consumer's behavior through E-Marketing on the customer's satisfaction of Jekor Company).

Table 8: Single Variation Analysis to find the relationship between E-Marketing and the customer's satisfaction - Source of Results - (SPSS.VER.26)

Model	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	4.435	13	.341	2.184	.00
Within Groups	2.500	16	.156		
Total	6.935	29			

The data mentioned in Table (8) indicate the significance of the regression, which refers that there is a significant relationship between E-Marketing and the customer's satisfaction, where the statistical significance was less than 0.05.

Table 9: The Variables that explains the Effect of E-Marketing on the customer's satisfaction -Source of Results - (SPSS.VER.26)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.567	.500	0.543	5.136	.000
EM	.369	.126		2.922	.001

Table (9) indicates that the customer's satisfaction changes according to the nature of E-Marketing, whenever E-Marketing changes by one degree, then the customer's satisfaction changes by (0.543) degrees. Here, the impact of

E-Marketing on the customer's satisfaction is summarized that: if E-Marketing increases by one degree so the customer's satisfaction increases by (0.543) degrees, and vice versa.

Table 10: Single Variation Analysis of the Consumer's Behavior for E-Marketing and the Customer's Satisfaction Relationship -Source of Results - (SPSS.VER.26)

Model	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	2.909	1	2.909	20.227	.0000
Within Groups	4.027	28	.1440		
Total	6.935	29			

For Table (10), the data refers to the Spiritual Regression which means that there is a Spiritual relationship for the

consumer's behavior in the relationship between E-Marketing and the customer's satisfaction.

Table 11: The Variables Affect the Consumer's Behavior for E-Marketing and the Customer's Satisfaction Relationship- Source of Results - (SPSS.VER.26)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.855	0.266	0.648	10.754	.0000
EM	0.155	0.035		4.497	.000

It is clear from Table (11) that the customer's satisfaction changes according to the nature of E-Marketing, whenever E-Marketing changes by one degree, then the customer's satisfaction changes by (0.648) degrees. Here E-Marketing impact on the customers' satisfaction is summarized that: if E-Marketing increases by one degree, then the customer's satisfaction increases by (0.648) degrees, and vice versa.

Section Four

Conclusions & Recommendations

4.1 Conclusions

1. The study reaches to a number of conclusions which can be enlisted as follows:
2. The company lacks a distinguished website that helps it to meet the requests of its customers.
3. Most of the company's employees do not have experience working on social media platforms.
4. The slow implementation of some requests because they do not have quick transportation.
5. A positive connection and effect appears between E-Marketing and customer's satisfaction at the level of moral significance (0.05).
6. The presence of an interactive role for the consumer's behavior in the relationship between E-Marketing and the customer's satisfaction at the level of significance (0.05).
7. The study indicates the lack of attraction towards the company through the descriptive statistics results that show that the Mean is at a rate of (3.77). With a standard deviation of (1.05), which indicates the weakness of the orientation of E-Marketing channels towards the customer's performance and behavior for the company's products.
8. The descriptive statistics results proved that Mean of consumer's behavior variable was (3.758) and with a standard deviation (0.574), which indicates that the consumer's behavior has the role of the collector in supporting the process of E-Marketing, especially in social media.
9. Regarding the statistical description of the dependent variable (the customer's satisfaction). The study indicates that the descriptive analysis gained the highest (Mean) which was (4.0083) and a standard deviation of (.4890). This indicates that the company puts the interest of its customers at the priority of its concerns and speeds up the delivery of service, which reduces the state of boring of customers. It helps in studying launching new branches that meet the customer's needs and meet the guarantee of the product and its quality.

4.2 Recommendations

1. Design the company's website in an attractive way that enables customers to deal with it easily.
2. The workers have to participate and enroll in special workshops and trainings on how to deal with social media platforms
3. The company must focus on the request's completion at

the allocated time to achieve without delaying, the clarity of adopted procedures, the simplicity and to be far from the routine.

4. We recommend the company to seek the diversity of marketing channels that meet the customer's needs. Also, to prioritize the customer's benefit. Speeding up the delivery of service is important in order to reduce the state of boredom among customers.
5. We recommend the company to pay attention to reducing the price of products for the purpose of continuing the consumer's interacting with the company's products.
6. The researchers recommend the company to pay more attention to the privacy policy on the company's website, in order to maintain the confidentiality of the customer's information.
7. The company must develop its products to comply with the customers' needs and desires and give the guarantee of its products.

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Appendix (1)

"In the Name of Allah the Most Gracious, the Most Merciful"

Subject: Questionnaire Form

Ladies and Gentlemen

Greetings

We do scientific research on (the effect of interaction: E-Marketing with the consumer's behavior on the customer's satisfaction), through a field study. We request your kind answers to the questions of this questionnaire accurately and objectively. It will be extremely important in knowing the effect of the interaction between E-Marketing and the consumer's behavior in the company to achieve the customer's satisfaction. Please note that the collected data will be treated with complete confidentiality, and will be used for the scientific research purposes only.

- Your cooperation is the basis for the success of this research, and we highly appreciate it.
- Sincerely and thanks for your respected efforts...
- The Researchers

Personal Information

Note: Put (√) mark for the correct response

1. Gender

☐ Male ☐ Female

2. Academic Degree

☐ Secondary ☐ Diploma ☐ BSC ☐ PHD

3. Age

☐ 18 / Less ☐ 19-28 ☐ 29-38 ☐ 39/ Above

The Procedural Definitions

English Term	Arabic Term	The Procedural Definition
Electronic Marketing	التسويق الإلكتروني	It is the marketing which is responsible for identifying customers, knowing their expectations and satisfying them by using the Internet technology
Consumer's Behavior	سلوك المستهلك	It is the conscious behaviors of the consumer in order to obtain the product or service that is expected to satisfy his needs
Customer's Satisfaction	رضا الزبون	The customer's satisfaction represents the extent that the (producer) matches the expectations and needs of the buyer

Electronic Marketing and the Consumer's Behavior

R.	The Main Variable	The Secondary Variable	Test Questions	Totally Disagree	Disagree	Neutral	Agree	Totally Agree
	Electronic Marketing	It is the marketing which is responsible for identifying customers, knowing their expectations and satisfying them by using the Internet technology						
1	Web Design	The Privacy policy adopted in the company's website leads to a complete confidentiality of customer's information on the site.						

		E -marketing provides on two networks sufficient information on the current and future product					
2	The Price	The prices of the company's services which are provided electronically are less expensive compared to others					
		E -marketing saves via the company's website effort, time and money					
3	The Product	The company is developing the product to match the needs and desires of customers					
		The company gives a guarantee in its products					
	Consumer's Behavior	It is the conscious behaviors of the consumer in order to obtain the product or service that is expected to satisfy his needs					
4	Attraction towards the Company	E -marketing channels direct my behavior towards the company's products					
5	Interaction with the Company	Reducing the price of products would help to interactive continuity with the company					
6	Change the Customer Convictions	E -marketing helps to change my convictions by accepting goods and services					
7	The Rush towards E-marketing	I would like to deal with companies that operate using E -marketing					
	Customer's Satisfaction	The customer's satisfaction represents the extent that the (producer) matches the expectations and needs of the buyer					
8	Satisfaction with the Presented Services	The website helps to speed up the required provided services to the customer					
		The variety of marketing channels that meet the needs of the customer					
9	Satisfaction with the Procedures	The website is simplifying the procedures for receiving and processing customer complaints					
10	Satisfaction with The Working Employees	The company's website contains all the information and the services that the customer needs					