Effect of Electronic Marketing Usage on Clients' Satisfaction

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This study aimed to recognize the theoretical framework of electronic marketing infrastructures, the privacy, security, and exclusiveness of the data of the clients in contemporary organizations, and to reflect the relation of the evolution of electronic tasks with clients' satisfaction. The major hypothesis of the study revealed that, there is statistical relation between e-marketing and ascertaining clients' satisfaction of telecommunications companies. The highlighted finding revealed: the relation between E-marketing & customers' satisfaction has logical implications indicating the role and importance of E-marketing in enhancing level of customer satisfaction and customers' satisfaction is important because it shows whether the business is accepted by the market or not, whilst the key recommendations are: It is necessary to increase government's interest for deploying awareness and knowledge among the citizens about the advantages to adopt e-marketing and build an information-base for the different digital marketing activity to meet the rapid changes which are facing the work environment in the contemporary organizations.

Keywords: E-marketing, clients' satisfaction, work environment, information-base & digital marketing

Introduction

The rapid development of using internet in the twentieth century has generated new evolution in business organizations, which required special & high skills for the staff who work in marketing sections, to be able for ascertaining clients' satisfaction, in terms of services and products. The companies began developing and using client relationship management software, which may enable the marketing sections & agencies possessing huge information about the needs of their clients', and also, allow such companies to specify their priorities from the world, and build strong relationships with them (Wardership, 2014, pp. 36-38).

The problem of this study revealed that some of Sudanese Telecommunications company clients are not happy of the services which were presented to them, and some of these companies might not use the internet adequately, maybe for the limitation of domain of the server for accelerating their services electronically, or maybe the price of telecommunication tariff is high, however the main question of this problem can be: What is the effect of usage of electronic marketing in ascertaining clients' satisfaction?

This study tested the following three hypotheses which agreed with its objectives:

H_1: There is statistical relation between the electronic infrastructures and ascertaining SUDATEL clients' satisfaction.

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H_2: There is statistical relation between secrecy, security, & exclusiveness and SUDATEL ascertaining clients' satisfaction.

H_3: There is statistical relation between evolution of electronic tasks and ascertaining SUDATEL clients' satisfaction.

The objectives of this study covered recognizing the literature of electronic marketing infrastructures, also knowing the privacy, security, and exclusiveness of the data of the existing clients in the organization, and reflecting the relation of the evolution of electronic tasks with clients' satisfaction; moreover, the researchers suggested some recommendations which may contribute to ascertaining clients' satisfactions in SUDATEL.

Theoretical Framework

E-Marketing Concepts & Definitions

The information and communication technology revolution has changed the ways of managing most of business organizations (BOs), because they have been linked with modern internet technologies, whilst the application of e-marketing can change the form of BOs over the world, therefore e-marketing is expanding & developing rapidly, since the number of BOs that use this approach has been on increase as well.

E-marketing defined by Strauss and Frost (2001) as the use of digital applications and data for planning, implementing, and distribution to upgrade the prices of products and services to develop trades for gratification of persons and firms. E-marketing can be described as a tool to accomplish marketing objectives through using internet and associated technologies, like worldwide websites, e-mails, online communication, and various combination of communication and other related tools of marketing (Gilmore, Gallagher, & Henry, 2007). Also, it was defined as marketing activity that utilizes the development of information technology; this activity is intended as a basis for the use of online-based media to facilitate product delivery and other marketing activities (Xie, Poon, & Zhang, 2017); moreover it was defined by Kotler (2015) as a social administrative process whereby individuals and groups obtain what they need, and this is achieved through the production and the exchange of value products with others, while it was defined by Nevin (2010) as the processes of managing the interaction between the organization and consumer in the virtual environment space, in order to achieve mutual benefits that are mainly based on the technology of the international network.

The researcher defined the e-marketing as marketing which will be implemented electronically, by possible means of communications, which are controlled by the company.

Importance of E-Marketing

E-marketing activities have a great role in building previously stated clients' behavior, while the marketers' innovations have an effect on clients' behavior (Khaniwale, 2015). Marketers through various e-marketing activities could create the intention to buy products that the business offered as marketing functions itself, which can be explained as client's behavior control (Jamal, Ramlan, Pazim, & Budin, 2014). E-marketing is very transparent in terms of its effectiveness as compared to traditional marketing. One thing can make the e-marketing obvious, because of measuring the impact in real time. Sellers can see the performance and pull their dispatches accordingly, however e-marketing can be very effective when comparing with the traditional marketing.

Characteristics of E-Marketing

The characteristics of e-marketing were described by Beamish (2017) as follows:

• The expansion of the range of services as the entire virtual world constitutes an area of space for marketing operations.

• The universality of e-marketing has effectively canceled all borders in all its forms.

• The speed of change as a result of the acceleration of the mechanisms and activities of the programs and digital means.

• The fictitious companies, which are often criticized for their e-marketing activities, especially in the countries which are still categorized by applying weak laws and digital regulatory mechanisms.

• Difference in many aspects of commercial dealings from the traditional dealings, such as, the absence of the official documents, changing of payment mechanisms, cash liquidity and others.

Clients' Satisfaction Concept & Definition

The definitions developed by writers and researchers regarding defining the client satisfaction differed, due to their scientific background and according to their practical experiences and academic specialization. Mohamed (2007) defined the client satisfaction as the level of an individual's feeling resulting from a comparison between the perceived performance of the product and the expectations of that individual, while Lindfors (2021) defined client satisfaction as a broad term describing a way of measuring happiness of clients with company's products or services.

The researcher defines client's satisfaction is the tool which measures happiness and satisfaction of the clients about the products and services which have been presented by the company.

Importance of Customer Satisfaction

The customer satisfaction plays very important role in the policy of any organization, which is amongst the most important indicator to measure its performance, especially when the quality of the organization is oriented, as all specialists emphasized the importance of complaints and customer responses are positive feedback to the organizations, that it would improve the services provided and prevent customers from resorting to competing products, as the customers who feel satisfied with the performance of the institution (Hoffman & Bateson, 2016), also, customer satisfaction is also based on customer knowledge, specifically the knowledge of the customer in terms of products, services, suppliers, and markets (B. Aghamirian, Dorri, & B. Aghamirian, 2015).

Ascertaining Clients' Satisfaction

As pointed by Elfadoul & Sultan (2004), the following factors can contribute to ascertaining clients' satisfaction in the company:

• It is essential to invite the main clients to attend the company management meeting when discussing the plans of the quality control.

• Invitation of the main clients for visiting the company to recognize its various activities.

• Granting gifts to the influential clients in presence of the official occasions and appreciation cards for their support of company.

• Following up those clients who had purchased company's products for one time, to know why they refrain for purchasing company's products for second time.

Overview on Previous Studies

In the study of I. R. Mahmoud and A. R. Mahmoud (2021) determined the importance of using

e-marketing in achieving high level of client satisfaction, the major finding indicated that all correlations of the elements of e-marketing and customer satisfaction were very strong, positive, and statistically significant. This relationship has logical connotations, which are indicating the role and importance of e-marketing in enhancing the level of customer satisfaction. The highlighted recommendation is building information base for the distinct digital marketing activity to meet the rapid changes which are facing the work environment in the contemporary organizations.

As indicated by El Saghier (2021) in his study, he aimed to explain the relationship between E-marketing orientations on E-business strategy, considering E-trust as a mediator. The major finding was E-marketing orientation has a significant effect on E-trust, while the contemporary recommendation was the need to increase the government's interest in spreading awareness and knowledge about the advantages and benefits of E-marketing orientation.

As pointed out by Youssef and Nayan (2020) in their paper who discussed the importance of customers' satisfaction in a business, they identified that businesses should not only achieve goals only, but also focus on the customers' satisfaction. Customer satisfaction is important because it shows whether the business is accepted by the market or not. Their study showed that customer is loyal to a particular brand because they received good products and services from the company.

As discussed by Ayoola and Ibrahim (2020) in their study, they examined the effect of electronic marketing on customer satisfaction of selected airline services in Nigeria. The major finding showed that search engine optimization, social media marketing, email marketing, and electronic marketing have positive effects on customer satisfaction of airline services in Nigeria. Thus, it was recommended that airlines in Nigeria should take advantage of the electronic marketing in order to deliver effective services to their customers who will ultimately bring higher customer satisfaction and greater profits.

As per the study of Sheshani (2016) which revealed the impact of e-marketing on hotels services market in Jordan, some findings are concluded, such as: usage of e-marketing may increase the marketing share of Jordan hotels services, which can reflect positively in reducing the channels of hotels services. The researcher recommended that e-marketing will increase the marketing share and expansion of Jordan hotels services geographically, and enhance the role of direct distribution of hotels services through e-distribution.

The study of Lee et al. (2016) applied the Taiwan Customer Satisfaction Index (CSI) model to a tourism factory to analyze customer satisfaction and loyalty. The results show that perceived quality had the greatest influence on the customer satisfaction for satisfied and dissatisfied customers. The contribution of this paper is to propose two satisfaction levels of CSI models for analyzing customer satisfaction and loyalty, thereby helping tourism factory managers improve customer satisfaction effectively.

The study of Abrar, Safeer, Baig, and Ghafoor (2016) concentrated on e-marketing applications for organic textile products, which can strengthen the organizations awareness. E-marketing can possibly educate the consumers regarding significance of environment, and facilitate the internet connection, the virtual networks to purchase the green products. Consequently, many organizations have declared various e-marketing applications and strategies through internet websites, whilst the major recommendation revealed that organizations can win customer's confidence and loyalty through delivering those green products by using friendly interfaces websites.

Methodology

This study used the questionnaire as tool, which was presented to 110 respondents, as the key customers of SUDATEL, Al-Nelain region, Sudan. The questionnaire contained 15 scaled questions, and the specific questions included the sub-variables of the independent variable (e-marketing). The researcher had used the descriptive method to determine changes and events regarding the concepts of the variables of research topic and also used the historical methodizing to know the findings of the related studies, besides the literature review which was related to the variables of the title of this study. He has also used the standard deviation (SD) to measure responses of the targeted questionnaires; moreover Chi square (CS) was used for examining the rightness of the hypothesis; if it is exceeding the significant level 0.05 it will be accepted, but if not exceeding this measured 0.05, this hypothesis will be rejected. Moreover, the Statistical Package for Social Sciences (SPSS) has been used to analyze the collected data and information from the intended clients (sample) of Sudanese Telecommunication Company (SUDATEL), while Alpha-Cronbach was used to assure about the rightness & constancy of the designed questionnaire.

Results

This study has deployed the quantitative research approach for collecting the data & information from the intended sample of 110 clients, who are working in SUDATEL, Al-Nelain Region, by using questionnaire model covering the three variables (electronic infrastructures, secrecy, security & exclusiveness and evolution of electronic tasks), which are part from the independent variable (e-marketing).

The following standards have been used to assure whether the questionnaire model is stable or not, by using alpha-cronbach:

• Stability & reliability test: for testing of the questions of the questionnaire which is covering concepts, formalizing, and clarity, and had been presented to four of academically recognized personnel for evaluation, accordingly the questionnaire has been modified.

• Stability & internal uniformity test: when using Alpha-Cronbach, the stability will result in the same values if the same measurement was repeated, whilst the internal uniformity between the phrases of the hypothesis will measure any variable regarding the axis.

Table 1

Alpha-Cronbach for the Variables Stability

No.	Variables of the hypotheses	Number of phrases	Stability standard
1	Electronic infrastructures	5	0.62
2	Secrecy, security & exclusiveness	5	0.75
3	Evolutions of electronic tasks	5	0.65
	General indicator of the variables	5	0.67

Source: the researcher from questionnaires data, 2021.

As indicated in Table 1, the general stability average of the variables is 67%, exceeding the acceptable percentage of alpha-cronbach standard being 60%, therefore the average percentage being 67% assured the stability on all phrases of the variables, and can be used for analyzing the data & information, which were gathered from the SUDATEL, Al-Nelain staff, and can ascertain the study objectives.

Analysis the Phrases of the Variables

Table 2

Mean and Standard Deviation of the First Variable (Electronic Infrastructures)

No.	Phrases	Mean	Standard deviation
1	SUDATEL is endeavoring to reduce the cost of usage of the communications net, to cover the clients' desires.	4.46	0.788
2	SUDATEL trains its staff for improving their technological abilities according to the clients' changeable requirements.	4.29	0.863
3	Appointment of the efficient & capable staff by SUDATEL, in order to contribute to solving technological problems that may face the clients in future.	4.25	0.737
4	SUDATEL possess modernized electronic systems, to cover the renewed requirements of the clients.	4.64	0.751
5	SUDATEL has adequate services systems and their devices to meet the requests of the clients' & business organizations on time.	4.02	0.907
	General indicator of the first variable	4.33	0.809

Source: the researcher from the case study data 2021.

As indicated in Table 2, the average mean of the first variable of 4.33 is greater than assumed mean being 3, which assured the acceptance of the intended sample for the quoted phrases, while the average of standard deviation 0.809 is less than 1.00, which can indicate centralizing of all values around the mean.

Table 3

Chi square, DF, & Asmp. Significance of the First Variable (Electronic Infrastructures)

No.	Phrases	Chi square	Degree of freedom	Asmp sig.
1	SUDATEL is endeavoring to reduce the cost of usage of the communications net, to cover the clients' desires.	143.06	4	0.000
2	SUDATEL trains its staff for improving their technological abilities according to the clients' changeable requirements.	104.89	4	0.000
3	Appointment of the efficient & capable staff by SUDATEL, in order to contribute to solving technological problems, that may face the clients in future.	65.27	3	0.000
4	SUDATEL possess modernized electronic systems, to cover the renewed requirements of the clients.	156.94	3	0.000
5	SUDATEL has adequate services systems and their devices to meet the requests of the clients' & business organizations on time.	26.96	3	0.000
	General indicator of the first variable	99.42	3.4	0.000

Source: the researcher from the case study data 2021.

Table 3 revealed the average of Asmp. Significance 0.000 is less than *t*-test value being 0.050, whilst the average of Chi-Square was 99.42, which indicates existence of statistical differences between the replies of the intended sample concerned their responses, and can indicate acceptance of the phrases of the first variable (electronic infrastructures).

According to Table 4, the average mean of the second variable of 4.17 is greater than assumed mean being 3, which assured the acceptance of the intended sample for quoted the phrases, while the average of standard deviation being 0.856 is less than 1.00, which can indicate centralizing of all values around the mean.

Table 4

Mean and Standard Deviation of the Second Variable (Secrecy, Security, & Exclusiveness)

No.	Phrases	Mean	Standard deviation
1	SUDATEL protects the data & information, which are concerning its clients.	4.05	0.950
2	There are adequate systems in SUDATEL protecting the clients from the electronic piracy & discovering the criminals immediately.	4.24	0.829
3	SUDATEL has sufficient systems to organize the electronic treatments and enhance the clients' confidence.	4.40	0.862
4	The governmental authorities confess with the modernized technological legalizations of SUDATEL as legal documents for protecting the clients.	4.21	0.746
5	SUDATEL has sufficient data processing to meet the changeable needs of the clients.	4.10	0.891
	General indicator of the second variable	4.17	0.856

Source: the researcher from the case study data 2021.

Table 5

Chi square, DF, & Asmp. Significance of the Second Variable (Secrecy, Security, & Exclusiveness)

No.	Phrases	Chi square	Degree of freedom	Asmp sig.
1	SUDATEL protects the data & information which are concerning its clients.	30.48	3	0.000
2	There are adequate systems in SUDATEL protecting the clients from the electronic piracy & discovering the criminals immediately.	48.90	3	0.000
3	SUDATEL has sufficient systems to organize the electronic treatments and enhance the clients' confidence.	80.54	3	0.000
4	The governmental authorities confess with the modernized technological legalizations of SUDATEL as legal documents for protecting the clients.	51.84	3	0.000
5	SUDATEL has sufficient data processing to meet the changeable needs of the clients.	35.99	3	0.000
	General indicator of the second variable	49.55	3	0.000

Source: the researcher from the case study data 2021.

Table 5 revealed the average of Asmp. Significance 0.000 is less than *t*-test value being 0.050, whilst the average of Chi-Square was 49.55, which indicates existence of statistical differences between the replies of the intended sample concerned their responses, and can indicate acceptance of the phrases of the second variable (secrecy, security, & exclusiveness).

Table 6

Mean and Standard Deviation of the Third Variable (Evolution of Electronic Tasks)

No.	Phrases	Mean	Standard deviation
1	SUDTEL improves its services continuously, for attracting potential clients.	4.27	0.791
2	There is specialized unit for building & improving the total quality of the services in SUDATEL.	4.11	0.868
3	The partnership between SUDATEL and the institutions of public sector reduces the costs of the services which are presented to clients.	4.17	0.848
4	Services system SUDATEL is characterized with clarity & simplicity, for choosing the appropriate services for the clients.	4.29	0.749
5	There is specialized unit in SUDTEL of data-processing, for evolution of all services that are present to the clients.	4.00	0.932
	General indicator of the second variable	4.17	0.838

Source: the researcher from the case study data 2021.

As obviously indicated in Table 6, the average mean of the third variable of 4.17 is greater than assumed mean being 3, which assured the acceptance of the intended sample for quoted the phrases, while the average of standard deviation being 0.838 is less than 1.00, which can indicate centralizing of all values around the mean.

Table 7

Chi square, DF, & Asmp. Significance of the Third Variable (Evolution of Electronic Tasks)

No.	Phrases	Chi square	Degree of freedom	Asmp sig.
1	SUDTEL improves its services continuously for attracting potential clients.	63.36	3	0.000
2	There is specialized unit for building & improving the total quality of the services in SUDATEL.	42.74	3	0.000
3	The partnership between SUDATEL and the institutions of public sector reduces the costs of the services which are presented to clients.	43.47	3	0.000
4	Services system SUDATEL is characterized with clarity & simplicity, for choosing the appropriate services for the clients.	64.10	3	0.000
5	There is specialized unit in SUDTEL of data-processing, for evolution of all services that are presented to the clients.	26.37	3	0.000
General indicator of the third variable		48.00	3	0.000

Source: the researcher from the case study data 2021.

Table 7 revealed the average of Asmp. Significance 0.000 is less than t-test value being 0.050, whilst the average of Chi-Square was 48.00, which indicates existence of statistical differences between the replies of the intended sample concerned their responses, and can indicate acceptance of the phrases of the third variable (evolution of electronic tasks).

Discussion

The researcher has used regression analysis for testing rightness of the hypotheses or otherwise, based on the relationship between the dependent and independent variables, as follows:

H_1: There is statistical relation between the electronic infrastructures and ascertaining SUDATEL clients' satisfaction

Table 8

Regression Analysis for the First Hypothesis

The hypothesis	Correlation ratios R	Determination ratios R_2	Regression ratios B	t-test value	Asymp. significant	Result
There is statistical relation between the electronic infrastructures and ascertaining SUDATEL clients' satisfaction	0.75	0.60	0.816	8.620	0.0000	Acceptance

Source: the researcher from questionnaires data, 2021.

The above Table 8 revealed the following:

• There is strong correlation between electronic infrastructures and ascertaining clients' satisfaction, at correlation ratio 0.75, which does not determine the sort of relationship between the dependent and independent variables, whilst the value of regression analysis 0.816 is proving positive relationship between electronic infrastructures & ascertaining SUDATEL clients' satisfaction.

• The determination ratio 0.60 was considered as a result of the independent variable (e-marketing), because of the dependent variable (ascertaining clients' satisfaction), according to t-test at general Asymp. Significant

being 0.05, whilst *t*-test value reached 8.620 at the resulted Asymp. Significant 0.000, which was less than the general Asymp. Significant 0.05 proving the rightness of this hypothesis, which points to: there is statistical relation between the electronic infrastructures and ascertaining SUDATEL clients' satisfaction.

H₂: There is statistical relation between secrecy, security, & exclusiveness and SUDATEL ascertaining clients' satisfaction.

Table 9

Regression Analysis for the Second Hypothesis

The hypothesis	Correlation ratios R	Determination ratios R_2	Regression ratios B	*t*-test value	Asymp. significant	Result
There is statistical relation between secrecy, security & exclusiveness and SUDATEL ascertaining clients' satisfaction	0.76	0.63	0.820	9.415	0.000	Acceptance

Source: the researcher from questionnaires data, 2021.

The above Table 9 revealed the following:

• There is strong correlation between secrecy, security, & exclusiveness and ascertaining clients' satisfaction, at correlation ratio 0.76, which does not determine the sort of relationship between the dependent and independent variables, whilst the value of regression analysis 0.820 is proving positive relationship between secrecy, security, & exclusiveness and ascertaining SUDATEL clients' satisfaction.

• The determination ratio 0.63 was considered as a result of the independent variable (e-marketing), because of the dependent variable (ascertaining clients' satisfaction), according to *t*-test at general Asymp. Significant being 0.05, whilst *t*-test value reached 9.415 at the resulted Asymp. Significant 0.000, which was less than the general Asymp. Significant 0.05, proving the rightness of this hypothesis, which points to: there is statistical relation between the secrecy, security, & exclusiveness and ascertaining SUDATEL clients' satisfaction.

H₃: There is statistical relation between evolution of electronic tasks and ascertaining SUDATEL clients' satisfaction.

Table 10

Regression Analysis for the Third Hypothesis

The hypothesis	Correlation ratios R	Determination ratios R_2	Regression ratios B	*t*-test value	Asymp. significant	Result
There is statistical relation between evolution of electronic tasks and ascertaining SUDATEL clients' satisfaction	0.82	0.76	0.396	10.318	0.0000	Acceptance

Source: the researcher from questionnaires data, 2021.

The above Table 10 revealed the following:

• There is strong correlation between evolution of electronic tasks and ascertaining clients' satisfaction, at correlation ratio 0.82, which does not determine the sort of relationship between the dependent and independent variables, whilst the value of regression analysis 0.396 is proving positive relationship between evolution of electronic tasks & ascertaining SUDATEL clients' satisfaction.

• The determination ratio 0.76 was considered as a result of the independent variable (e-marketing), because of the dependent variable (ascertaining clients' satisfaction), according to *t*-test at general Asymp. Significant

being 0.05, whilst *t*-test value reached 10.318 at the resulted Asymp. Significant 0.000, which was less than the general Asymp. Significant 0.05, proving the rightness of this hypothesis, which points to: there is statistical relation between evolution of electronic tasks and ascertaining SUDATEL clients' satisfaction.

Conclusion

This study concluded to some findings, such as:

• The relation between e-marketing & customers' satisfaction has logical implications indicating the role and importance of e-marketing in enhancing level of customer satisfaction, which agreed with the study of I. R. Mahmoud and A. R. Mahmoud (2021).

• SUDATEL possess modernized electronic systems, to cover the renewed requirements of the clients.

• SUDATEL is endeavoring to reduce the cost of usage of the communications net, to cover the clients' desires.

• The perceived quality had the greatest influence on the customer's satisfaction for satisfied and dissatisfied customers about company's products or services, which coincided with the study of Lee et al. (2016).

• Customers' satisfaction is important because it shows whether the business is accepted by the market or not, which coincided with the study of Youssef and Nayan (2020).

• SUDATEL has sufficient systems to organize the electronic treatments and enhance the clients' confidence.

• Services system of SUDATEL is characterized with clarity & simplicity, for choosing the appropriate services for the clients.

• The E-marketing, engine optimization, social media marketing, and email marketing, have positive effects on customers' satisfaction of the services of any company, which agreed with the study of Ayoola and Ibrahim (2020).

In the light of the above mentioned findings, the researcher raises the following recommendations:

• It is so necessary to build specialized & appropriate data-processing unit by SUDATEL, for developing the services that are presented to the clients.

• It is essential for SUDATEL to generate adequate services systems and support with suitable devices to meet the requests of potential clients' & business organizations on time.

• It is very important to protect the data & information which are related to the clients.

• Building an information-base for the different digital marketing activity to meet the rapid changes which are facing the work environment in the contemporary organizations, which conformed to the study of I. R. Mahmoud and A. R. Mahmoud (2021).

• Expanding the partnership between SUDATEL and the institutions of public sector, which can contribute to reducing the costs of the services, are presented to clients.

• The governmental authorities can depend on the modernized technological legalizations of SUDATEL, and consider them as legal documents for protecting the clients.

• It is necessary to increase government's interest for deploying awareness and knowledge among the citizens about the advantages to adopt E-marketing, which coincided with the study of El Saghier (2021).

• Appointment of efficient & capable staff by SUDATEL, which might contribute to solving the technological problems that may face the clients in future.

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