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THE IMPACT OF E-MARKETING IN ACHIEVING THE CLIENT SATISFACTION "AN EXPLORATORY STUDY IN IRQI OIL PRODUCTS DSTRIBUTION COMPANY"

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ABSTRACT

The digital work that includes programs, entries and mechanisms is considered the most prominent solution and the method that adopted in all activities, organizations and products, whether goods or services, the oil sector and its organizations are considered one of the most accommodated scope to adopt electronic mechanisms, especially the marketing activity. The research aims to determine the importance of using E- marketing in achieving a high level of client satisfaction, the Research included four sections, the first one included the methodology and the most prominent previous studies that dealt with research variables, while the second topic was dedicated to explaining the most important intellectual and theoretical features related to each of (e-marketing and customer satisfaction). The third topic is an area for the applied study for research by reviewing the most important statistical results based on the processing of the data obtained through the questionnaire form that was presented to a sample of (150) Distribution individuals dealing with the Iraqi Oil Products Company., its products and services, and those data were processed using the SPSS statistical package program. The fourth topic to explain the most important theoretical and practical conclusions an addition to a number of recommendations that the researchers see, represent a systematic mechanism to treat the research problem.

Introduction

In light of the continuous and relentless pursuit of companies to seize all the opportunities that appear in the business environment and follow the state of development in modern technologies in the field of business in order to increase their market share and establish a solid base for the competitive advantage of each of them, and in light of the state of rapid technical and information development and the tremendous information revolution that dominated all Business sectors in the world, specifically organizations operating in the oil industry sector, as a result of the state of frenzied competition that dominated this sector, the strength of the impact of adopting electronic technologies on marketing activity in this sector has become more evident, as electronic marketing in this industry pushed towards expanding the market Commercialization by creating new markets was impossible to build through traditional frameworks in industry, export and exchange. E-marketing has made products, goods and services in the oil industry available to the largest number of individuals and companies, as well as electronic marketing activities contributed to the emergence of new products, jobs and services that displayed differentiation and selection factors, which provides opportunities for small and intermediate organizations to be present in the local, regional and international markets and gives consumers more space to choose Among the products. E-marketing has also helped build more sophisticated outputs that meet the different needs and desires, and it has worked to improve the mental image of the organizations as well as its contribution to the development of means of communication between the organization and the customers and helped in developing awareness among the consumer as well as following up the sales process, its steps and results, all of which are factors that affect the most important goal that you seek. All organizations to achieve it, which is customer satisfaction, which has become the focus of all activities and operations carried out by organizations in different production lines, which is considered by many as a true indicator of the success of the organization and the achievement of efficient practical performance. Accordingly, the organizations operating in the Iraqi oil sector seek to benefit from electronic marketing with all its elements to develop their services provided to consumers (individuals and companies) in order to achieve the highest level of customer satisfaction as it is the most important among the goals that, if achieved, include a state of sustainability and continuity of the organizations. In this research, the researchers try to demonstrate the importance of adopting electronic marketing mechanisms in achieving consumer satisfaction and maintaining it as a permanent customer and creating a loyalty link between him and the institution or product. The research consisted of four topics, the first includes the methodology and previous studies, while the second was dedicated to studying research variables (e-marketing and customer satisfaction), while the third topic included a field and statistical study of the sample data, and the fourth study included the most important conclusions and recommendations that came out of the research.

Research problem

The research problem is evident through the two researchers' philosophy of the theoretical topic and the research process with its wide and open-ended variables and problems. In aspects of renewed management thought, priorities and priorities emerge, which researchers should pay attention to and look at by focusing this on the theoretical and intellectual side of the problem. In general, and the oil sector in particular, as it is the main resource in the economies of most countries, we find that it is not in isolation from these changes, which imposed on it a set of challenges that require it to make the best investment of its current resources and capabilities and to identify the opportunities that loom on the horizon to be able to renew its strategies in a manner that guarantees Achieving harmony with the environment and a quick response to work requirements. Therefore, the traditional pattern of work has become unable to confront and overcome problems at work in light of recent changes. Consequently, these organizations have faced the problems of weak adoption of modern marketing mechanisms in a manner that ensures achieving the highest level of consumer satisfaction, individuals and groups. The practice of managing the organization in question of electronic marketing mechanisms works to raise the levels of satisfaction of consumers and customers with whom it deals, and because the oil products distribution company is considered one of the most important oil companies due to its direct contact with citizens and that any delay in the work of this company leads to an actual crisis as it is the only supplier For oil derivatives in Iraq, it is in constant need to renew the marketing work strategies in order to continue to provide its services in a good manner, so it was chosen to be a field space to test a relationship between the research variables and thus generated the problem that appeared in the title of the research and its integration with its practical framework by measuring the impact of the dimensions of e-marketing in Achieving customer satisfaction, so the research problem lies in answering the following main question:

(Do the electronic marketing mechanisms affect the achievement of customer satisfaction in the petroleum products distribution company? What is the nature of the relationship between the two variables), and a number of the following sub-questions emerge from this main question?

1 -What are the most prominent philosophical contributions of the two variables of research embodied in each of (e-marketing and customer satisfaction)?

2-What is the degree of awareness and understanding of the characteristics and concepts of the research variables and their relationship with the responsibility's incumbent on the administrations of the researched organization?

3-What is the nature of the relationship (correlation and influence) between the two research variables in the research sample organization?

Research importance

The importance of research is gained through the importance of its variables and components, as well as the importance of what emerges from the results, effects and contributions at the level of the researched organizations and society in general, and because the research variables are among the organizational and behavioral variables that have an active role in leading the performance of organizations to achieve a state of satisfaction with customers and consumers, so It is expected to achieve the following importance:

The importance on the theoretical level

1 -It is represented in presenting realistic perspectives that simulate management thinking that has its roots in very important areas of management, especially (marketing and consumer behavior), as it starts from electronic marketing and ends with customer satisfaction to achieve a clear understanding and awareness of its concepts and objectives.

2 -The need to go experimental to study the relationship between the variables embodied in electronic marketing and customer satisfaction and the most prominent contributions of researchers in these fields in addition to the definition of the researched organization in the theoretical aspect of the value of these variables and their impact on organizational performance in general.

Field importance

1 -The importance of research is evident in choosing a sector that is the main source and the beating heart of economic activity in Iraq, as well as that its role is positively reflected in all economic sectors, as oil revenues constitute 97% of the general budget revenues, and the Oil Products Distribution Company is one of the most important oil companies because of that any the delay in the company's work directly causes an actual crisis inside Iraq.

2-Identify the level of (e-marketing, customer satisfaction) in the researched organization and the contribution of the practical results of the research and its recommendations to conducting deeper studies for those interested in this field by making use of them in developing the performance of their institutions.

3 -The importance of the researched sample itself as it represents the administration in one of the companies affiliated with the oil sector, which is the economic nerve of the pulse in Iraq.

Objectives

The research complements the interests of modern management thought and the scientific process in the fields of scientific research. Based on the aspects of the research problem and its importance, the most important objectives of the research can be drawn with the following points:

1-Building a theoretical framework that covers the entirety of the organizational literature of the research variables and all that is related to it by defining the

concepts, importance and dimensions of the research variables (e-marketing and customer satisfaction).

2 -Providing concerned and interested parties with practical and theoretical information that clarifies the nature of the research variables, their sources, their causes and the extent of their reflection on the research sample to direct the attention of the management of the researched organization and make it more appropriate to the reality of the required performance in light of the turmoil and uncertainty of the Iraqi work environment.

3 -Presentation and analysis of indicators related to electronic marketing and their impact on achieving a high level of customer satisfaction as well as the correlation relationship between the two variables.

4 -Opening the door for researchers to launch towards future studies and research on the role and impact of e-marketing and its relationship to other variables in other applied fields.

Research assumptions

In order to achieve the objectives of the research, the main hypothesis and a set of sub-hypotheses have been formulated, which clarify the research problem and help answer its questions:

The first main hypothesis

There is a correlation between electronic marketing and achieving a high level of customer satisfaction in the Iraqi Petroleum Products Distribution Company. A number of sub-hypotheses emerge from this hypothesis:

1-There is a statistically significant correlation between the stages of electronic marketing and achieving a high level of customer satisfaction in the Iraqi Oil Products Distribution Company .

2-There is a statistically significant correlation between the electronic marketing mix and achieving a high level of customer satisfaction in the Iraqi Oil Products Distribution Company .

3 -There is a statistically significant correlation between the ethical and legal standards for electronic marketing and achieving a high level of customer satisfaction in the Iraqi Petroleum Products Distribution Company .

The second main hypothesis

There is a relationship that influences the adoption of electronic marketing in achieving a high level of customer satisfaction in the Oil Products Distribution Company in Iraq.

1-There is a relationship that affects the stages of electronic marketing in achieving a high level of customer satisfaction in the Oil Products Distribution Company in Iraq.

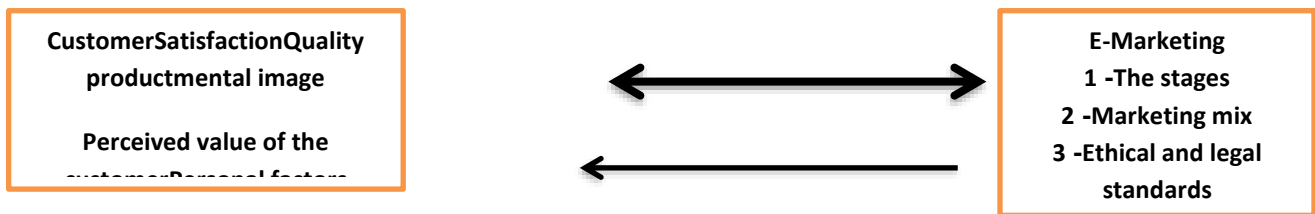
2 -There is a relationship that affects the electronic marketing mix in achieving a high level of customer satisfaction in the Oil Products Distribution Company in Iraq.

3 -There is a relationship that affects the ethical and legal standards of electronic marketing in achieving a high level of customer satisfaction in the Oil Products Distribution Company in Iraq.

Default search scheme

In line with the research problem and in order to achieve the objectives, a plan has been developed that identifies the main variables, as shown in the following form:

Figure No. (1) the hypothetical outline of the research



Source: the figure prepared by researchers

Research limits

1 -Spatial boundaries: represented by the Oil Products Distribution Company, which is one of the companies affiliated with the Iraqi Ministry of Oil and is responsible for the activity of distributing oil and gas products

2 -Human limits: was the selection of a sample of individuals dealing with the company to indicate the level and quality of the services provided by the company.

3 -Time limits: The period of time for the study, along with its field, was determined during the month of September of the year 2020.

Community and sample research

The research community included, where (150) individuals were selected from the clients who are related to the petroleum products distribution company, and through statistical indicators, this sample is considered sufficiently adequate and representative of the nature and characteristics of the customer community. In light of this was distributed (160) form has been considered (10) of which are not valid or neglected were adopted and the results of data (150) Form.

Methods of data collection and analysis

1 -The theoretical side on Arab and foreign scientific references, as well as periodicals and international network sites.

2 -The field side, the following methods have been adopted in collecting the required data:

3 -**Questionnaire:** The questionnaire is a major tool in data collection. This tool has been adopted to describe and diagnose the dimensions of each of (e-marketing and customer satisfaction), as well as describe a number of points related to the questionnaire:

A- Description of the questionnaire: The study relied mainly on the scale of (LikertThe quintet, which ranges between (1-5), as shown in the table below.

Table (4) Study variables in the questionnaire.

able (4) Study variables in the questionnaire

| | Variables | Dimensions | Elements numbers in the questionnaire form |
|------------------------|-----------------------------------|--|--|
| The first axis | Identification information | Gender, age group, educational qualification | a B C |
| The second axis | E-Marketing | Stages Electronic marketing mix Ethical and legal standards | 12 |
| | customer Satisfaction | Product quality The mental image of the company Perceived customer value Personal factors | 13- 16 |

Source: the table prepared by researchers

B. Test of validity and reliability of the questionnaire

The questionnaire form adopted by the study in collecting field side data was subjected to validity and reliability tests before and after its distribution, as follows:

- **Measuring virtual honesty**

The questionnaire was presented to (10) academic professors and experts specializing in administrative and field work, and most of the paragraphs of the questionnaire obtained a distinct agreement percentage, and a number of paragraphs were modified according to the opinions of specialists in line with the nature of the study and its objectives.

- **Content Validity Test**

It is meant the ability of the questionnaire to express the goal for which it was designed. The validity was tested after arranging the sets of answers for the scale paragraphs in descending order, where they were divided into two equal groups. (27%) were taken from the highest scores and (27%) from the lowest, and then the

difference between the two groups was measured. And after calculating the differences between the two groups using a test factor (Wilcoxon W) With a significant level (0.05), the value of the parameter was (0.92), which is a high value indicating the validity of the scale in all its items, which means that the scale used largely covers most of the details of the study variables.

▪ Test the stability of the paragraphs of the questionnaire

And in it is proved that the questionnaire scale gives the same results if it is re-applied to the same study population again, and to calculate the reliability coefficient, the researchers used two methods as follows:

-The use of the stability factor using the scale (Alpha Cronbach) Where the value was (0.90), which is significant at a confidence level of 0.05.

-The stability factor was calculated using (Split) That is, half-segmentation, being one of the modern and accurate methods. By finding the correlation coefficient between the scores of individual questions and the scores of even questions, its value was (0,83) and it is significant with a confidence level (0,05). And when correcting the correlation coefficient by equation (Spearman-Brown) The correlation coefficient was (0.89) and this is sufficient to consider the questionnaire with its different measures of high stability and can be adopted at different times for the same individuals and cover the same results. Even when a scale was used (Alpha) For this purpose, it was found that it was significant with a confidence level of (0.05) and it was of (0.90).

Methods of statistical analysis: To measure and test variables of research hypotheses, a number of ready-made statistical programs were used, represented by the ready-made statistical program (SPSS), And a set of statistical methods were used, represented in the following:

●**Percentage:** used to determine the percentage of answers to search variables, as it represents the result of dividing the partial value by the total value multiplied by (100).

●**Arithmetic mean:** The arithmetic mean is used to determine the level of response to the variables or dimensions discussed in the questionnaire paragraphs, in addition to knowing the level of the variables.

●**Standard deviation:** It is one of the most important measures of absolute dispersion as it represents the square root of the mean sum of the squares of the deviations of the random variable values from their arithmetic mean.

●**Coefficient of variation:** It is one of the measures of dispersion, as it is used to compare the degrees of dispersion of two or more groups of values from their arithmetic mean, and in the form of a ratio with which the possibility of comparison is facilitated as it is not specified in specific units of measurement and is extracted

by calculating the percentage of the quotient of dividing the standard deviation by the mean Arithmetic.

●**Pearson Correlation Coefficient:** Pearson is a statistical index used to measure the linear correlation strength between two quantitative variables.

●**Simple Linear Regression:** It is used to measure the significant effect of the independent or explanatory variables on the dependent variable or the so-called response variable.

●**Determination coefficient (r^2):** It shows the amount of changes that occur in the responding variable that can be explained by the explanatory variable.

●**Relative importance:** The relative importance is extracted by dividing the arithmetic mean by the number of paragraphs of Likert scale (5) as it reflects the importance of responding to each paragraph of the questionnaire from the point of view of the individual sample covered by the study.

Previous studies

1- **The Iraqi study:** Faris Abdullah's 2013 study entitled (The problems of marketing electronic banking services and their relationship to customer satisfaction, an applied study of a sample of banks)The study aimed to identify the most important problems facing the application of the electronic marketing method in the business activity of banking institutions in Iraq and its relationship to achieving customer satisfaction through a questionnaire distributed to a sample of (68) individuals dealing with private banks. The study reached a number of conclusions, the most prominent of which is There is a problem related to the preparation of human cadres capable of performing electronic marketing tasks at a level that achieves a distinguished state of attracting customers in the banking business characterized by rapid technical development.

2-**The Arab Study:** Hajar Muhammad and Al-Taher Muhammad's study (2016) entitled n (Quality of banking services and their impact on customer satisfaction, a field study on the export bank)The study aimed to know the effect of the quality of modern banking services on customer satisfaction in the banking sector through the experience of the Export Development Bank through a questionnaire directed at an intended sample of Export Development Bank customers consisting of 100 individuals. The study concluded that the speed of response is the most important factor in attracting customers.

3 -Foreign study: study Harshit R. Das & Shiva Parsad, 2019, "Influence of E-Marketing Strategy on Customer Satisfaction".Title of the study the study adopted the adoption of scale E-SERVQUAL Concerning the evaluation of the quality of electronic commercial services, which includes a number of

indicators such as (reliability (reliability), responsibility, safety). A form was distributed through a website accredited in the programs for conducting field surveys and the classification of e-commerce companies. The study concluded that the reliability or reliability indicator is the most prominent indicator. For those dealing with e-commerce programs.

Literature review

1. E-Marketing

▪ The concept

The information and communication technology revolution has changed the ways in which most businesses are managed, as these businesses are now linked to modern technologies, especially via the Internet, and the application of the concept of e-marketing can radically change the form of business in all parts of the world due to the rapid development of means of communication. Electronic marketing, which has created new outlets that is expanding day after day, that electronic marketing as a phenomenon and a modern philosophy is developing rapidly as the number of businesses that use this approach has increased, which gives them greater opportunities for development and penetration. In his general sense, he defines H Kotler (Kotler, 2015) as "a social administrative process whereby individuals and groups obtain what they need, and this is achieved through the production and exchange of value products with others." Whereas marketing in its electronic sense is defined as electronic marketing is "the use of the power of direct communication networks, computer communications, and digital interactive means to achieve marketing goals" (Muhammad, 2009) while Al-Tai defined it as "as a series of specialized jobs and a comprehensive approach that is not limited to trade in goods. And services and those functions are accomplished through the use of digital technologies as a lever to improve the organization's performance in general" (Al-Taie, 2007) as it is defined as "the processes of managing the interaction between the organization and the consumer in the virtual environment space in order to achieve mutual benefits that are mainly based on the technology of the international network" (Nevin 2010) "also knows that "a range of mechanisms and technical means used to market goods and services to consumers and through the adoption of digital media or network." (J. Hasan, 2018), and the researchers believe that electronic marketing can be defined as: "a series of activities, programs, mechanisms and processes that begin with studying the needs and desires of customers and continue until the completion of the process of exchanging goods and services that takes place in the virtual world and depends on the liquid, networks and digital media".

▪ Characteristics of electronic marketing (K. Beamish, 2017)

They can be summarized, the most prominent and briefly, through the following points:

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

2 -The universality of e-marketing, as this type of activity has effectively canceled all borders in all its forms.

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

4 -Deception and fictitious companies, which is often criticized for this type of marketing activity, especially in countries that are still characterized by weak laws and digital regulatory mechanisms.

5 -A difference in many aspects of commercial dealings from traditional dealings, such as the absence of paper, changing payment mechanisms, fees, cash amounts and other differences.

▪ **The stages of the e-marketing process**

I have developed many models that tried to summarize the most important stages that the e-marketing processes go through, but it is considered a model (Little Arthur (Among the most prominent and the most important stages can be summarized according to this model in the following points:

1 -Preparation stage at this stage, the organization studies the market by determining the needs and desires of the consumer, determining the nature of competition, and this is done quickly to obtain the necessary information and data using the methodology of marketing research, so that the service is provided according to the desire of the consumer so that the organization effectively achieves its goals.

2-Communication stage at this stage, the organization investigates the process of communicating with the consumer to introduce the new products that have been introduced in the electronic network via the Internet, and it consists of four steps or procedures:

- Attention stage: Several tools and means are used to achieve this stage, including advertising tapes / e-mail.

- The stage of providing the necessary information, in which the information and data that the consumer needs to build an opinion on the new product is provided.

- The desire arousal stage At this stage, the presentation and presentation process should be an efficient process, and it is preferable to use multimedia technology.

- Action and action stage If the consumer is satisfied with the product presented on the Internet, he / she takes the purchase action.

3-**The exchange stage:** It is the stage between the organization and the consumer, so the organization must provide products and services and the consumer offers the required price, and there are many payment methods, the most important of which is the online credit card that guarantees security and maintains confidentiality and credibility.

4 -Post-sales stage: The marketing process does not stop at attracting a new consumer, but rather on preserving this consumer in light of the existing competition, and the organization must use all electronic means to achieve this, the most important of which are:

- Groups and virtual chat rooms.
- Communicate via e-mail and provide the consumer with what is new.
- Support and update service.

▪ **Electronic Marketing Mix**

The marketing mix is defined as "the set of tools available to the institution that we use to achieve its goals in its target markets. "Lovelock Ch., 2016) consists of the traditional and well-known marketing mix 4Ps from (Product/ Price/ Promotion/ Place) As for the electronic marketing mix, specialists see that the elements in their general form remain the same, but differ in content, mechanisms, programs, concepts and approved approaches, and the following is a brief explanation of each of the aforementioned elements:

1-the product: product is a set of benefits and specifications that meet the needs of institutions or consumers or for which they wish to exchange money or valuable materials. The product may be a service good, an idea, a person, a place, or anything else. It represents the core of economic activity, be it traditional or on the Internet. The product in the electronic form is characterized by a number of features, the most important of which are (the ability to purchase from anywhere in the world at any time / the abundance of information and data for the products and in large part on the network / the speed of the development period and change of products in addition to shortening the life cycle of the product in general / a major conflict between existing brands On the international network / the ability of companies to distinguish products on the international network, which greatly influenced raising the level of awareness for consumers) (Al Khader, 2017).

2 -price: Price is defined as the value expressed in monetary units and is considered one of the pricing component of most marketing elements important and complex as a result of T. Thayer price several factors , including the cost of the general situation of the market as well as the effects of economic , such as exchange rates, inflation, etc., and there are many ways in price such policies The cost-plus method or pricing according to market conditions, as is the case for seasonal activities such as tourism and other policies . Laudon Keneth, 2011), and the researchers believe that pricing in electronic marketing is characterized by a difference from that in traditional marketing, as the costs become less as a result of dispensing with agents as well as the difference in payment mechanisms in electronic marketing, which means a higher level of safety.

3 -Promotion: I changed the digital technology radically promotion element and changed the mechanisms and approaches and processes that are adopted in the work on this marketing element as it led modern software to the reality of an advertising revolution in form and content and moved media from working in one direction to the interactive media , which depends on the involvement of the recipient in the construction of the message Advertising and thus became a partner in product design processes and companies took a serious interest in the vision and desire of the consumer .(A. Malhotra, 2018).

4 Place: Is an element of distribution as the electronic one of the main elements that is evident with the outstanding performance of companies and institutions as the creation of activity distributional electronic means a test of the ability of organizations to manage those ports on the clock 24 hours and in all locations while taking care to deliver products in the time required precise specifications and used companies Various mechanisms in electronic distribution, including distribution through regional offices or distribution by specialized companies contracted by producing companies as well as services distribution processes that differ from the distribution of goods and other distribution mechanisms that any company should study extensively to determine the most appropriate among them according to cost and possibility (Tariq, 2016).

5 -Ethical and legal standards for electronic marketing: As a result of the novelty of a relatively Internet discovery and rapid growth in its use, as well as weakness or lack of legislation and rules governing individual practices and institutions in this virtual world in many countries, all this raises a set of Waltz a Alat on ethical standards and legal ruling of this activity among these Criteria:

1-Privacy: Consumer protection associations, governments and individuals have shown great interest in the issue of privacy of individuals and Internet users, but the issue that raises interest at the present time is the so-called (disclosure) through which addresses, geographical data, etc. are announced, and there are five basic principles to protect privacy. They are all accepted in the United States, Canada, and the European Union. These principles are as follows: notifications, choice, perusal, review, objectivity, safety, actions, and implementation. (S.Bois, 2018)

2 -Distinguishing between customers: The use of the Internet within organizations helped in the ability to differentiate and distinguish between the most attractive customers, the less attractive customers, and thus the opportunity to focus their efforts on the first type of customers, and the positive part is to increase the profitability of the organization, but the other side is to judge people from their expected behavior and not Actual.(Mr.Aliwa, 2019)

3 -Fraud: It is interesting that frauds by individuals and institutions alike in e-marketing practices, as a number of institutions, through auctions, sold counterfeit or inferior products, and some of them paid for them but were not delivered, as well

as others forging data on online purchase cards. To face the increasing misuse of the Internet, the government and business establishments are trying to mobilize their forces and coordinate their efforts to confront this phenomenon, and some tangible achievements have been made in this field.

4 -Legislation : still many countries, especially developing ones suffering from a decline in the adoption of legislation and laws governing the operations of marketing and e - commerce , making it in front of a real challenge to impose contexts to ensure as a Rsa electronic activities in a legal framework that preserves the rights of institutions and individuals, as well as in a large number of countries advanced governments are facing the same dilemma as the world is a gathered in front of the challenge of controlling what is known as (Dark Net) Which often Matkon space and space operations suspicious and illegal and at the same time, the government bodies in front of the challenge is the statement of special controls operations of the collection of tax activity mail which is also particularly important challenges in the economies that are built primarily on tax economy . (Muhammad, 2015)

The researchers believe that the practical reality in Iraq in its general form, and with regard to oil activity in particular, needs a wider adoption of electronic mechanisms and programs, as government agencies need to activate a number of steps that would raise awareness about e-marketing, such as activating financial inclusion policies that encourage citizens On adopting electronic mechanisms in payment and arrest operations, in addition to raising awareness of trust and safety in electronic transactions and avoiding problems of electronic fraud and fraud, and therefore such policies would raise the level of intellectual and commercial activity and achieve a state of societal development

2. client satisfaction

▪ **The concept:** The definitions developed by writers and researchers regarding defining the intellectual features of customer satisfaction differed according to the scientific background of each of them and according to the practical and sectoral specialization. (Al- Sahn, 2007) defines customer 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, it is a function of the difference between performance and expectations)and according to this definition it can be said that there are three levels that can be achieved, namely:

●**Performance > Expectations** : The consumer is dissatisfied.

●**Performance = expectations** : the consumer is satisfied.

●**Performance > Expectations** : The consumer is happy and knows his condition(Delight)

As he knew (Reed et al,2017) the degree to which the customer is aware of the extent of the effectiveness of the organization in providing products that meet his

needs and desires (while he knows him)(Ladwin,2018) that it (the psychological state of clients resulting from the evaluation processes, which can be translated through several criteria). See the researchers that the issue of identifying a clear definition for a e m Yeh customer satisfaction is have accurate as the subject is subject to many of the psychological factors that may differ in respect thereof the same individual with different cases is or periods of measured and other and thus can be defined customer procedurally satisfaction that (status indicator satisfaction And the happiness of the customer or the consumer, which is based mainly on the outcome of the process of selecting or acquiring products, whether goods or services, proportional to the level of his expectations that are based on the nature of the need or desire for a set of specifications that that product is supposed to meet.

- The importance of customer satisfaction: Customer satisfaction plays a very important role in the policy of any organization as it is one of the most important indicators to measure its performance, especially if this organization is quality oriented, as all specialists emphasized the importance of complaints and customer responses that the organizations respond as they represent feedback from 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 will develop the performance of the institution and will talk with others about the products and acquire new customers, and their decision to return to it will be quick. (Hoffman, 2016).

- Dimensions of customer satisfaction: The topic of customer satisfaction has attracted the attention of many researchers as it is the first key to success for institutions, especially those organizations that operate and conduct their business in the light of the digital and information economy. To determine the most important specifications that are consistent with the components of that system, which can be summarized in the following points:

1 -**Product quality (services and goods)** : All studies and research have emphasized the importance of the relationship between quality for any product, whether a good or a service, and the satisfaction of the customer who acquires it, considering that quality is one of the main determinants of satisfaction, as the improvement in quality will definitely lead to achieving a higher level of satisfaction, and in return if the quality of service is less than This is expected to lead to customer dissatisfaction (Kumbhar. V, 2015) The two researchers believe that in the context of petroleum product services, more focus must be placed on quality, as the customer, as a result of the urgent need for these products, will be very sensitive to obtaining these products in a distinct manner, at the required time, and in the form that meets his desire and needs.

2 -**The mental image of the organization:** The image of the organization is considered one of the most important factors that affect customer satisfaction, according to researchers. What is meant by the mental image is (the group of

experiences and knowledge that the customer acquires as a result of his dealings with the organization and the acquisition of products) (ALsamdayi.M, 2015). (Talha Muhammad, 2019, 80) defined it as (a perceptual impression of the individual or group towards the organization, and it is formed through individuals' personal experiences, the experiences of others and exposure to the means of mass communication). The strength of the mental image of the organization depends on customer perceptions and attitudes towards its services and products, and these perceptions will be positive in the case of satisfaction and will not be the same in the case of dissatisfaction.

3 -Perceived value: Perceived value is defined as (the difference between the total benefits that the customer expects to receive and the total costs or sacrifices made for them) (Kotler, 2012), Meaning that in the event of satisfaction, the total costs (customer time, energies, commissions, and brokerage costs) should be equal to the benefits that the customer is supposed to obtain from the product or less than in the event of happiness. The researchers believe that through the use of electronic mechanisms in production and marketing in the production and provision of services, this approach will be a good motivation towards achieving customer satisfaction due to the low costs of fast delivery and ease of communication as well as reducing transportation costs, waiting and physical effort in addition to the options offered by websites and electronic mechanisms. Which helps the customer to reduce the overall cost structure and maximize the benefit case, thus securing a high level of satisfaction.

4 -Personal factors: Much of the previous literature has dealt with the relationship between personal factors and customer satisfaction, which many believe is the most difficult in the processes of evaluating, studying and defining the features of the concept of customer satisfaction. These factors are characterized by their multiplicity and diversity, and many believe that we can put the most important of these factors represented in knowledge, experience, behavioral habits, as well as confidence. Studies indicated that the experience greatly affects the confidence of customers when they choose to deal with different products, as well as that knowledge has a great role in making the decision to deal electronically, it is clear that many customers still prefer to deal through traditional services that they have knowledge of as a result of their electronic knowledge. They are still limited and they are not aware of the advantages offered by technology, and trust is considered one of the most important personal factors in choosing to deal with the Internet, as fear of piracy, fraud and loss of privacy and security is often the main reason for avoiding transactions over the Internet as a number of studies have indicated the existence of effects of various demographic factors As it is often women are less inclined towards demanding electronic services Ronieh. Individuals in the middle-aged stage are the most inclined to deal with electronic services. Studies have also shown that customers who belong to the upper middle class are more likely to deal with online services (Corritore, 2018). The researchers believe that such factors greatly affect the Iraqi reality, as many Iraqis still lack confidence in electronic

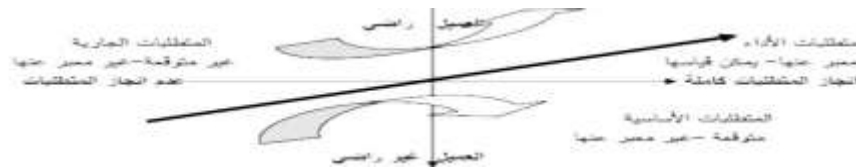
dealings, as they are largely uninformed and lack knowledge to understand the extent of electronic transactions involving a wide range of options, facilities and advantages provided by technology in this context.

▪ **Model (they were) for customer satisfaction:** supports model (they were) for customer satisfaction and shown in the figure below service in terms of its impact on customer satisfaction requirements into three types:

1-Basic requirements: It is expected that these requirements are present in the service and therefore there is no need to express them. If these requirements are not met, the customer will not be satisfied, and their presence will not lead to an increase in the level of customer satisfaction.

2 -Performancerequirements: They are one-way, which means that the level of customer satisfaction is directly proportional to the degree to which these requirements are met. The higher the degree of its achievement, the higher the level of satisfaction, and vice versa, and these requirements are what the customer explicitly requests and are represented by a straight line as shown in the figure. (Gouda, 2004).

Figure No. (2) a form they used to meet customer satisfaction requirements



3 -Attractiveness requirements: These requirements have the greatest impact on customer satisfaction and according to the nature of these requirements are not expressed by the client, and at the same time they are not expected from him.

▪ **Tools for measuring customer satisfaction:** The most important of them can be indicated through the following points (Noor, 2016):

- System of complaints and suggestions.
- Field survey with its various tools and types.
- Sales level.
- Market share.
- Analyzing customer attitudes.
- Personal interviews.

The two researchers believe that the interest in the level of customer satisfaction and conviction doubles in the work sector that the research deals with, as the state of satisfaction is the most important indicator that the company’s management should place as a compass on the basis of which the activities and work programs and production are directed in general and specifically the marketing activity and therefore it is any management of the company always in need. To measure the extent of what is achieved from the level of satisfaction of its customers, in addition

to determining which mechanisms are most appropriate and effective in providing a service or product that meets the need and desire of different customers.

3. the field studies

▪ **Presenting the results of the respondents' responses**

To measure the level of response of the sample members, the answers were transformed on the five-point Likert scale that is distributed from the highest weight, which was given (5) scores to represent the answer field (completely agree) to its lowest weight, and which was given (1) one score to represent the answer field (I do not agree at all) And between them three other weights are (2,3,4) to represent the fields of the answer (agree,neutral, do not agree),respectively. On the other hand, the hypothetical mean of (3) was adopted as a criterion for measuring and evaluating the score obtained through the responses of the sample members, within the verbal assessment of the weights of the five questionnaire form , noting that the hypothetical mean (3) is the arithmetic mean of the scale weights , according to the following equation:

$$\frac{5+4+3+2+1}{5} = 3$$

Based on the above, a detailed description of the responses of the sample members will be given:

1 -Presentation of the results of the responses of the sample members about the elements of the e- marketing variable: Table (5) below indicates a general description of the responses of the sample members of the e-marketing variable and its sub-components.

Table (5) results of the order of relative importance of the dimensions of e-marketing

| T | Elements of electronic marketing | Arithmetic mean | standard deviation | Weight percent | Relative ranking |
|---|----------------------------------|-----------------|--------------------|----------------|------------------|
| 1 | Stages | 3.47 | 1.24 | 55.22% | The second |
| 2 | Marketing mix | 3.53 | 1.18 | 55.15% | the first |
| 3 | Ethical and legal standards | 3.46 | 1.12 | 54.33% | the third |
| | E-Marketing | 3.48 | 1.18 | 56.64% | |

Source :Prepared by the researchers based on the statistical results

It is evident from the above table that the electronic marketing variable came with a weighted average of (3.48), which is slightly higher than the hypothetical mean, with a standard deviation (1.18), and a percentage weight (56.64%). Through the aforementioned values, which indicate a rise in the average of the electronic marketing variable above the hypothetical mean at a slight level, it can be said that the company's management needs urgently and necessary, if it wants to enter the real competition market and adopt the mechanisms of modern work, until it actively seeks to understand and adopt the methodology, mechanisms and marketing

programs Modern electronic devices more effectively and to establish programs effectively and efficiently at a higher level.

2-Presentation of the results of the respondents' responses about the dimensions of customer satisfaction: Table (6) below indicates a general description of the responses of the sample members pertaining to the customer satisfaction variable and its sub-components.

Table (6) results of the order of relative importance of the dimensions of customer satisfaction

| T | Dimensions of customer satisfaction | Arithmetic mean | standard deviation | Weight percent | Arrangement |
|---|-------------------------------------|-----------------|--------------------|----------------|-------------|
| 1 | Product quality | 3.39 | 1.2 | 51.64% | The second |
| 2 | The mental image of the company | 3.42 | 1.1 | 50.00% | the first |
| 3 | Perceived customer value | 3.24 | 1.2 | 45.08% | the fourth |
| 4 | Personal factors | 3.35 | 1.2 | 48.90% | the third |
| | customer Satisfaction | 3.34 | 1.1 | 48.89% | |

Source: Prepared by researchers based on statistical results

Clear from the results in the table above , the customer satisfaction in the company surveyed came with an average weighted rate of (3.34) higher than the middle a little premise , and a standard deviation (1.1) and weight percentage) 48.89%), and on the whole it can be said there is interest , and was described as limited By the company's departments with the level of customer satisfaction, which necessitates changing its leadership style towards encouraging and developing a culture of focus around this vital element and providing organizational support in order to achieve higher levels of customer satisfaction with the company's products and services.

Analysis and testing of correlations between the two variables of the research:

This paragraph is concerned with measuring the correlations between the two research variables included in the first main hypothesis , according to which ((there is a correlation relationship between electronic marketing and achieving a high level of customer satisfaction in the Iraqi Petroleum Products Distribution Company)) and the simple correlation coefficient was used in order to discover the nature of the incoming relationship In this hypothesis , and Table (7) shows the results of the correlations between the elements of intellectual capital and organizational creativity.

Table (7) results of the correlation relations between e-marketing and customer satisfaction

| variable Approved variable The Independent | customer Satisfaction | | | | |
|---|-----------------------|--------------|-----------|---------------------|----------------------|
| | R | t Calculated | t Tabular | The level of morale | Degree of confidence |
| Electronic marketing stages | 0,93 | 3.640 | 2.353 | 5% | 95% |
| Electronic marketing mix | 0,96 | 6.019 | 4.541 | 1% | 99% |
| Ethical and legal standards | 0,98 | 9.566 | 4.541 | 1% | 99% |
| The overall index | 0,95 | 6.467 | 4.604 | 1% | 99% |

Source: The table is prepared by researchers depending on the statistical results

In order to give a sound scientific decision on the acceptance of the main hypothesis first, and depending on the results contained in the table (7), the matter requires testing hypotheses sub - ups of which are as follows:

1 -Test the first sub-hypothesis (there is a statistically significant correlation between the stages of electronic marketing and achieving a high level of customer satisfaction in the Iraqi Oil Products Distribution Company). Table (7) indicates that there is a significant correlation between the stages of e-marketing and customer satisfaction , as the value of the correlation coefficient between them reached (0.93), which is a value that reflects a positive statistically significant relationship with the level of confidence (95%), as this link reinforces the importance of adopting The interim mechanisms in achieving an outstanding level of customer satisfaction in line with the global standard for marketing work , and it is a relationship of moral significance , which confirms that the value of t The calculated amount was (3,640), which is greater than the value t Tabular (2.353) at a significant level (5%), and based on that, the first sub-hypothesis is accepted.

2 -The second sub-hypothesis test (there is a statistically significant correlation between the electronic marketing mix and achieving a high level of customer satisfaction in the Iraqi Oil Products Distribution Company) . It is evident from Table (7) that there is a significant correlation between the electronic marketing mix and customer satisfaction , as the value of the correlation coefficient between them reached (0.96), which is a high value that means a positive statistically significant relationship with a level of confidence (99%), and this relationship indicates that The more interesting Bnars and Mfradt marketing mix (mix / price / promotion / distribution) led to the upgrading of the level of customer satisfaction , which is related to moral significance , as the value of t The calculated value (6.019) is greater than the value t Tabular (4.541) at a significant level (1%), and based on that, the second sub-hypothesis is accepted.

3 - Examining the third sub-hypothesis (there is a statistically significant correlation between the ethical and legal standards for electronic marketing and achieving a high level of customer satisfaction in the Iraqi Petroleum Products Distribution Company). Table (7) shows that there is a significant correlation between the moral and legal standards component and the level of customer satisfaction, as the value of the correlation coefficient between them reached (0.98), which is a value that reflects the presence of a strong positive relationship with statistical significance with the level of confidence (99%), and this relationship explains that The more these standards are firmly established and firmly established in the work sector, the more that will lead to an increase in the ability of operating organizations to achieve a higher level of customer satisfaction, which is a significant relationship, as it has reached a value. the calculated (9,566) is greater than the T value Tabular (4.541) at a level of significance (1%), and based on that, the third sub-hypothesis is accepted. Since the three sub-hypotheses emanating from the first main hypothesis have been accepted, so the first main hypothesis is accepted ((There is a correlation between electronic marketing and achieving a high level of customer satisfaction in the Iraqi Oil Products Distribution Company.))

Analysis and testing of influence relationships between the two variables of the research:

This paragraph deals with the analysis of the influence relationships of the elements of electronic marketing on customer satisfaction in order to test the second main hypothesis which is ((There is an impact relationship of the adoption of electronic marketing in achieving a high level of customer satisfaction in the Oil Products Distribution Company in Iraq)) and Table (8) shows the results of the relationships Influence between variables. Table (8) results of the influential relationships of e-marketing on customer satisfaction

Table (8) results of the influential relationships of e-marketing on customer satisfaction

| Regression model number | Independent variables | Supported variables | β | T | Adjusted coefficient of determination(r^2) | Values F And the morale of the model |
|-------------------------|-----------------------------|--|---------|-------|--|--------------------------------------|
| 1 | Electronic marketing stages | quality -The mental image of the company Perceived value of the customer | 0.749 | 7.488 | 0.550 | ** 56.077 |
| 2 | Electronic marketing mix | quality -The mental image of the company Perceived value of the customer | 0.763 | 7.833 | 0.573 | ** 61.361 |

| | | | | | | |
|---|-----------------------------|--|-------|-------|-------|--------------|
| 3 | Ethical and legal standards | -The mental image of the company Perceived value of the customer | 0.778 | 8.219 | 0.597 | ** 67.551 |
| 4 | E-Marketing | customer Satisfaction | 0.645 | 5.600 | 0.603 | ** 31.365 |

**** At a significant level (0.01)**

Source: The table is prepared by researchers depending on the statistical results

From the above table, the following can be seen:

1-Sub - test the hypothesis , which states (there is a relationship with the effect of the stages of e - marketing in achieving a high level of customer satisfaction) , where Ashe a test the effect of the stages of e - marketing in customer satisfaction elements of multiple results , where the value of (F(Calculated to measure the effect of these independent variables (56.077) and with a significant level (0.01) in addition to the calculated value (f)It was (7.488) and with a significant level (0.01). In both tests, the calculated value was greater than the tabular, and this indicates the validity of the sub-hypothesis and this significant effect is explained by the modified determination coefficient. " r²) of (0.550), meaning that the percentage difference Mufosrovi customer satisfaction due to the effect of the stages of e - marketing rate of less than (55%) and the remaining percentage change back to other factors, and the value of (βIt has reached (0.749), which indicates that the change that occurs in the stages of electronic marketing by one unit leads to a change in the elements of customer satisfaction by (0.749).

2 -Test the sub-hypothesis that states (there is an influence relationship for the electronic marketing mix in achieving a high level of customer satisfaction) and for the effect of the electronic marketing mix variable, according to the regression model No. (2) the value of (F(Calculated for this model (61.361) with a significant level (0.01) , and the value of (T(The computed (7.833) has a significant level (0.01), and each of the two calculated values was higher than the tabular, and this confirms the validity of the sub-hypothesis and this significant effect is explained by the modified determination coefficient .r²) of (0.573) and this shows that the percentage of change in the elements of customer satisfaction resulting from the change in the electronic marketing mix is not less than (57%) and that the value of (βIt reached (0.763) and it indicates that the change that occurs in the electronic marketing mix by one unit leads to a change in customer satisfaction by (0.763).

3 -Sub - hypothesis testing (there is a relationship with the influence of the moral and legal standards for electronic marketing in achieving a high level of customer satisfaction) and for the impact of variable standards of moral and legal according regression model No. (3) I have indicated the following results, as the value of (F

For this model (67,551) with a significant level (0.01) and a value of (T)The computed (8.219) level of significance (0.01) and each of the two calculated values was higher than the tabular value and this confirms the validity of the sub-hypothesis and this significant effect is explained by the modified determination coefficient (r^2) of (0.597) This shows that the percentage of the influence of the moral and legal standards in the components of the customer less satisfaction (59%) as the value of (β) It has reached (0.778), which indicates that the change that occurs in the ethical and legal standards of electronic marketing by one unit leads to a change in customer satisfaction by (0.778)

4 -The second main hypothesis test (there is an impact relationship of electronic marketing adoption in achieving a high level of customer satisfaction in the petroleum products distribution company in Iraq) With regard to the tests for the electronic marketing variable, the following tests published the following results according to Regression Model No. (4) , where the value of (F(For this model (31.365) with a significant level (0.01) and a value of (T(The computed (5.600) with a significant level (0.01) and each of the two calculated values was higher than the tabular, and this confirms the validity of the main hypothesis and this significant effect is explained by the determination coefficient (r^2) of (0.603) and this shows that the percentage of the impact of electronic marketing on customer satisfaction is not less than (60%) and that the value of (β) It has reached (0.645), which indicates that the change that occurs in electronic marketing by one unit leads to a change in the elements of customer satisfaction by (0.645) .

Conclusions

Through the results of the field study results that were approved by the researchers, the following points can be indicated:

1- Results of the field study of the electronic marketing variable:

- The marketing mix component came first, which indicates the vitality and importance of the vocabulary of the electronic marketing mix as the most relevant to the customer, as the product, the promotional process, the price, and the distribution outlet for different products, especially in their electronic form, is the most important for the customer, and it is the element that constitutes the real bet for a distinct electronic marketing activity.
- The element of the electronic marketing stages came in second place within the marketing elements, which indicates that the marketing activity is characterized largely by its phased form, which means that the organizations' departments are required to build a systematic and scientific knowledge and field structure that takes into account the different stages of work in particular in a market such as the Iraqi market that is still far from fully adopting digital mechanisms Accordingly, the scientific phased concept must be adopted.

- The ethical and legal standards component ranked third in the ranking of e-marketing elements, and this indicates the incomplete picture in terms of establishing clear frameworks for these standards, as many customers and consumers in the Iraqi market are still afraid of cases of fraud and electronic fraud as well as the incomplete legal and legislative framework governing e-commerce activities. In Iraq, the ineffectiveness of consumer protection institutions and organizations.

2- Results of the field study related to the customer satisfaction variable:

- In the first order was the element of the mental image of the company, which is a matter that the operating administrations should pay attention to, as it relates to its targeted activity to build its reputation and establish a distinct mental image within the perceptions of society, which enhances the conviction of the quality and level of the product provided.

- The product quality component came in second place within the elements of the customer satisfaction variable. It is evident that the level of conviction and satisfaction is dependent on what the customer obtains in terms of specifications in the product and the ability of the elements of that product to meet the consumer's expectations in the way with which he has an assurance that what the company or organization has provided is a service or A good that is really good.

- In the third order, personal factors come as a distinct element on which the level of satisfaction is built, and therefore such factors constitute a multi-dimensional base with which the level of satisfaction differs as a result of what the factor is, whether it is gender, age, scientific qualification, and so on, which is the matter that the marketing activity must adopt through sending the message Advertising that is consistent with the desire of each age group or economic group.

- In the fourth order comes the element of perceived value to the customer, which is the difference between what he makes sacrifices or costs of various forms and what he obtains in terms of benefits in the selected good or service, which deserves attention to its importance and work to reduce the total costs provided by the customer and to maximize the level of benefits in order to achieve with it a greater level of value and satisfaction.

3 -All the correlations of the elements of e-marketing and customer satisfaction were very strong, positive, and statistically significant. This relationship has logical connotations indicating the role and importance of e-marketing in enhancing the level of customer satisfaction.

4-The statistical results revealed that the electronic marketing mechanisms have a statistically significant effect on customer satisfaction, that is, when the organization's management interest in the stages, mix and criteria of e-marketing

increases, this will result in achieving a higher level of customer satisfaction in those organizations. It must be mentioned here that according to the statistical results, the elements of electronic marketing vary in the influencing power of customer satisfaction according to the value of the interpretation coefficient (2 r) And the values of the regression coefficient.

Recommendations

In light of the previous findings supply a range of recommendations, including the following:

1 -Due to the rapid changes facing the work environment, which requires the working departments to have high-level cognitive knowledge and an increase in electronic marketing skills and programs, so they need to build an information base for a distinct digital marketing activity by following the following steps:

A- set high standards for the performance of employees and work to develop them by comparing the current situation of the companies with the goal that they seek to reach.

B - Developing the efficiency of marketing programs by assigning the marketing and informational teams to new tasks characterized by diversity and higher levels of cognitive and creative skills.

C - Work to attract distinguished individuals who possess specialized certificates and distinguished experiences in both the marketing and technical fields.

D - The trend towards attracting and appointing the first graduates from colleges, institutes and specialized schools.

2 -Increasing interest in the level of satisfaction achieved by the client and his management as the rest of other assets are managed , because it is an important source for the strategic direction of contemporary organizations, and this calls on the company's management to investigate the most influential mechanisms in maximizing the level of satisfaction and satisfaction and working on them effectively and establishing an administration that works hard in order to ensure the investment of all resources Human and financial resources to achieve the highest level of satisfaction and conviction, and can benefit from the following principles:

-To benefit as much as possible from the management's marketing ideas and programs for the benefit of the organization to establish friendly relations with customers and other organizations such as consumer rights organizations and civil and governmental organizations at the level of Iraqi society.

-Providing the necessary resources that help build an internal information network and allowing workers to use all that gives them more knowledge and information.

-Iman administration professionals starting element creative in the marketing field and technical being able to resolve the competitive conflict Flaimkn any organization that is characterized and innovate without the presence of the spirit of insured administrative ability and the ability of its members to achieve the goals.

-Building a comprehensive organizational culture of positive values, ideas and opinions towards the customer and spreading the collective spirit, so no individual can achieve a state of satisfaction alone.

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