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Electronic marketing and its impact on customer loyalty a field study in wireless telecommunications companies in Babylon Governorate

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Abstract

This study aims to demonstrate the impact of electronic marketing on customer loyalty (behavioral loyalty, attitudinal loyalty, and composite or true loyalty), with application to Zain Iraq and Asia Cell telecommunications companies operating in Babylon Governorate. To achieve the objectives of the study, the researcher used the analytical descriptive method and questionnaires as the main tool for data collection from the study population, with a random sample. The statistical analysis software (SPSS 26) was used as a package for data entry, processing, and analysis. The most important findings of the study indicate that the companies in question do not maintain a high loyalty rate to demonstrate compliance with the requirements of the telecommunications sector according to international standards and the results achieved through the field study. The study recommended that management and employees of the company should strive to promote and enhance a good reputation in the minds of customers in general, identify their requirements in order to work towards fulfilling them, and address the problems faced by customers.

Keywords: Electronic marketing, customer loyalty, telecommunications, SPSS analysis, Babylon Governorate

Introduction

Marketing strategy has become increasingly important for both small and large business organizations. The growing amounts spent on marketing reflect management's confidence in the ability of marketing efforts to change customer attitudes, foster brand loyalty, and generate additional sales. It is difficult to imagine an organization that does not attempt to market its products or services in some way; most modern organizations simply cannot survive in the market in the long term and withstand competition without well-planned and effective marketing.

The researcher believes that despite the importance of marketing, some consider it unnecessary, viewing it as an unjustified additional cost imposed on the product. This contradicts the operations of business organizations, especially profit-oriented ones. How can these organizations increase their sales, achieve or exceed targeted profits, and counter the marketing efforts of competing organizations without effective and ongoing marketing programs directed by the organization toward intermediaries and customers? Such programs are essential to ensure their survival, strengthen their competitive position in the target market, deepen loyalty between the organization, intermediaries, and customers, and ensure profitable transactions among all parties.

Study Methodology Research Problem

The researcher identifies the research problem based on a number of challenges facing Iraqi telecommunications companies, which hinder their ability to keep pace with regional and international developments. The study problem is the weak customer loyalty in Zain Iraq and Asia cell telecommunications companies due to several reasons, including poor services provided, failure to assist customers by company owners in providing the necessary means to access the company's services, and a decline in sales levels in recent years in the two companies under study.

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Research Importance

The importance of the study lies in the following

1. Clarifying the nature and essence of electronic marketing, which enables companies to market their products and services to achieve the highest returns.
2. Clarifying the nature and essence of customer loyalty as one of the critical success factors for marketing companies operating in a highly competitive environment.

Research Objectives

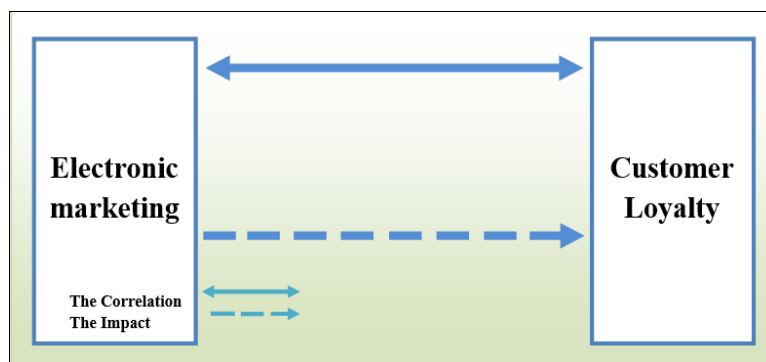
The study primarily aims to demonstrate the extent of the

impact of electronic marketing on customer loyalty. Several sub-objectives branch from this main objective

1. To identify the dimensions of electronic marketing and the dimensions of customer loyalty in the two companies under study (behavioral loyalty, attitudinal loyalty, and composite or true loyalty).
2. To determine the relative importance of each research variable in the two companies under study.

Research Plan

Based on the research hypotheses, the following plan can be adopted:



First Main Hypothesis: Electronic marketing is determined based on the respondents' answers to the sub-items explaining it at the level of the surveyed companies.

Second Main Hypothesis: Customer loyalty is determined based on the respondents' answers to the sub-items explaining it at the level of the surveyed companies.

Third Main Hypothesis: There is a statistically significant correlation between electronic marketing and customer loyalty at the level of the surveyed companies.

Fourth Main Hypothesis: There is a statistically significant impact of electronic marketing on customer loyalty at the level of the surveyed companies.

Section One: Theoretical Framework

Electronic Marketing

1. A Historical Overview of the Internet

The Internet was discovered and established in 1965 when the U.S. Department of Defense began a series of experiments to connect its main computers and imposed rules for information exchange among all users. However, the real growth of the Internet came in 1985 when the National Science Foundation connected six supercomputing centers with a high-speed communication system, allowing scientists to transfer digital data across the network using a simple system known as email. Since email messages are written in an electronic format, they could be transmitted at tremendous speeds and at costs lower than those incurred using telephones or conventional mail.

Since 1985, the number of computers comprising the Internet has doubled, and this trend is expected to continue at an accelerating pace beyond imagination.

The second major development in the Internet and its uses occurred in 1989 when Tim Berners-Lee developed a set of rules governing office files (texts, images, sounds, or videos) stored on the computers that make up the Internet. This is what is referred to today as the World Wide Web

(WWW), as any file may contain pathways leading to other files stored on the network. Thus, the content of any file can be accessed through any other file.

The third driving force that multiplied the growth and spread of the Internet came in 1993 with the use of Mosaic, which enabled personal computer users to easily browse software, moving from one file to another across the Internet. The widespread availability of these browsers in 1994 transformed the Internet from merely a method of remote computer operation into a sophisticated two-lane highway for global information exchange, sparking a wave of creativity and innovation that continues to rise at a qualitatively advanced pace ^[1].

2. The Concept of E-Marketing

Some believe that "marketing is nothing more than the process of selling or advertising, or other commercial activities such as verbal conversation and influencing the buyer to complete a purchase in a profitable manner ^[2]."

Kotler sees marketing as "a social process through which individuals and groups obtain what they need and want by creating processes of exchange for products and proposing their value ^[3]."

Regarding digital marketing, it is difficult to define a clear and precise meaning for the term "digital marketing" because many companies engage in various activities that can be described as activities conducted through or via the internet. In general, and in order to establish a clear concept of digital marketing for the world, some researchers in this field have attempted to proceed along four main directions:

Defining the concept of digital marketing by dividing it into four main categories

- a) Communication and interaction.
- b) Sales.
- c) Content provision.
- d) Providing a network function.

Defining the concept of digital marketing by drawing a comparison between it and the traditional concept of marketing.

- Defining the concept of digital marketing through the evolving laws that govern it.
- Defining the concept of digital marketing based on different perspectives surrounding it ^[4].

Todor views digital marketing as A comprehensive and measurable term aimed at applying interactive marketing using digital channels to reach, engage, and convert consumers into customers, and to retain them ^[5].

Muhammad Awad also sees it as The process of using digital channels to communicate with customers personally by the marketing management of an organization to directly understand their needs and desires and fulfill them at the lowest costs and in the shortest time possible ^[6].

1 The Difference Between Digital and Traditional Marketing

The difference between digital and traditional marketing can be outlined through the following table:

The difference between digital and traditional marketing

Traditional	Digital Marketing
Its tools include print media, broadcast media, direct mail, and telephones.	Its tools include online advertising, email marketing, social media, text messaging, affiliate marketing tools, and search engine optimization (SEO).
There is no direct interaction with the customer.	Direct interaction with the customer.
Results are easy to measure.	Results are much easier to measure.
Its operations are costly, and its advertising campaigns take a long time.	Its cost is relatively reasonable, and its advertising campaigns take a short time.
Campaigns cannot be changed easily and last for a long time.	Campaigns can be easily changed and allow for the introduction of innovations.
Responses or interactions only occur during working hours.	The ability to respond or interact at any time.

Source: Prepared by the researcher based on concepts of digital marketing.

1. Objectives of E-Marketing

E-marketing has numerous objectives that vary from one company to another, depending on the nature of the business or activity, its size, goals, and other marketing strategies. Among the key objectives of e-marketing are the following:

1. Introducing the product or service and highlighting the key features that distinguish it from competing products.
2. Increasing sales rates.
3. Enhancing customer loyalty to the company or institution by periodically tracking customer desires and needs via email, postal advertisements, or other means.
4. Building a broad and robust database of potential customer information.
5. Delivering the organization's products and services to customers more quickly.
6. Ensuring the organization's website achieves a better ranking than competing sites and appears in the top positions of search engine results.
7. Differentiating and distinguishing the way the organization's products and services are presented compared to competitors.
8. Improving the efficiency and effectiveness of organizational operations and enhancing their competitiveness.
9. Reducing costs.
10. Achieving efficiency and effectiveness in communication processes between organizations and their customers.
11. Enabling businesses to provide customer support through various online means, enhancing commercial and service performance, and improving the quality of e-business operations.
12. Allowing customers to complete their transactions 24/7, any day of the year, from anywhere in the world, and offering a wide range of choices and alternatives for the products available ^[7].

Characteristics of E-Marketing

Addressability: The Internet has enabled businesses to identify their customers even before a purchase is made. This is because digital technology allows website visitors to identify themselves and provide information about their needs and wants prior to purchasing.

Interactivity: This refers to the customer's ability to express their needs and desires directly to the firm in response to its marketing communications.

Memory: This is the capability to access databases and repositories that contain information about specific customers, their past purchase history, and their preferences. This enables the online marketing firm to use this information in real-time to customize marketing offers.

Control: This is the customer's ability to regulate the information they provide, disclosing only what they wish to without being forced to share confidential or unwanted personal details.

Accessibility: This is the ability to provide customers with broader and more extensive information about the company's products and values, while also enabling comparisons with competing products and prices. Consequently, companies strive hard to enhance and develop their products based on the desires of their existing customers who have previously bought their products. This is driven by the goal of achieving customer loyalty, As most statistics indicate that nearly all companies lose about 50% of their customers after the first transaction. Therefore, the cost of retaining the loyalty of existing customers is more profitable and less expensive than attracting new ones ^[8].

Customer Loyalty

1. The Concept of Customer Loyalty

- Upon reviewing scientific literature, books, and journals, the researcher found several definitions for

customer loyalty. Some of them can be outlined as follows:

- Ha and Stoel view it as "a fundamental tool for developing relationship marketing efforts with customers ^[9].
- Casalo *et al.* define it as "a deeply held commitment by customers to re-buy a preferred product in the future." Others see customer loyalty as their inclination to choose and prefer one product over another ^[10].
- We-Ming & others define it as "a commitment to repeat a customer's interaction with a specific service organization that consistently provides high-quality services in the future ^[11].
- Jad El-Rabb also defined it as "the proportion of purchases that consumers make from a specific company compared to their total purchases from other competing companies ^[12].

2. The Importance of Customer Loyalty

Loyalty originates from both parties: Customers and organizations. From the organizations' side, it lies in their ability to understand customer needs and desires, as well as their expectations and aspirations regarding the organization. This, in turn, strengthens the mutual relationship between the organization and its customers. From the customers' side, it is reflected in their ability to perceive and differentiate between the products offered by these organizations, striving to develop a sincere belief in building solid relationships with certain organizations over others due to advantages such as quality, price, or good treatment.

The importance of customer loyalty can be traced in the following points

- **Reduction of Operational and Marketing Costs:** Retaining current customers costs less than acquiring new ones. Marketing to new customers costs 4 to 6 times more than marketing to existing ones.
- **Achieving Brand Distinction or Uniqueness:** Customer loyalty represents a stable source of income. Loyal customers are less price-sensitive and tend to purchase the organization's products more frequently and in larger quantities, which contributes to the brand's distinction and increases its profits at a higher rate.
- **Protection from Competitors:** Loyalty reduces customers' tendency to switch to new brands or products, thus protecting the organization and its products from market competitors.
- **Word-of-Mouth or Free Publicity for the Organization and its Products:** Loyal customers tend to promote the brand by talking about the organization and its products to others. This form of marketing generates free publicity and is a sign of customer satisfaction ^[13].

Based on this, the researcher believes that the importance of customer loyalty lies in increasing the organization's market share, supporting its competitive position, enhancing long-term financial performance and profitability. A loyal customer is willing to pay a higher price to obtain the desired product.

3. Dimensions of Customer Loyalty

There are three dimensions of customer loyalty. The first dimension is behavioral loyalty, which refers to the

customer's repeated purchasing behavior and their long-term preference for the organization's brand. The second dimension is attitudinal loyalty, which reflects the customer's willingness to repurchase and their commitment to dealing with the organization over others. This serves as a strong indicator of a loyal customer. More clearly, a customer who proactively expresses interest in repurchasing and demonstrates commitment is highly likely to remain with the organization for a longer period ^[14].

The third dimension is composite (true) loyalty, which results from the integration of behavioral and attitudinal loyalty. Customers continue to engage with the organization regardless of whether it offers the best or lowest price, or the fastest delivery of a product/service. This is because these customers perceive that they are receiving value and can be relied upon by the organization to build a solid revenue base along with substantial profits ^[15].

We will explore these dimensions in some detail

1. Behavioral Dimension: Suhartanto suggests that customer purchasing behavior is complex and difficult to understand. This complexity stems from the large number of variables that influence customer behavior, especially when such behavior is random, making it nearly impossible to provide a comprehensive explanation. Therefore, it is challenging for marketers to systematically influence customer behavior ^[16].

Cheng defines the behavioral dimension as the customer's intention to repeatedly engage with and communicate with the current service provider, leading to actual purchasing behavior ^[17].

Roberto defines it as repeatedly requesting services from the organization or continuing to do business with it, the promotion carried out by loyal customers for the services provided by the organization, and the duration of the customer's relationship with the service provider ^[18].

Some of the main criticisms of the behavioral measurement include: The behavioral concept does not distinguish between true loyalty and false loyalty. The latter is based on inertia and habit, while the former is based on commitment.

Behavior-based metrics fail to identify the causes or factors associated with developing loyalty to products or services. In other words, they do not rely on expressions of preference or behavioral intentions but solely on actual purchasing behavior ^[19].

2. Attitudinal (Directional) Dimension

Dahlgren defines attitudinal loyalty as Choosing and dealing with an organization based on the positive psychological and emotional attitudes that the organization builds in the customer's mind, which are important factors in building customer loyalty to the organization ^[20].

Attitudinal loyalty is based on a key assumption: the strength of the attitudes a customer holds towards a service provider is the primary indicator of repurchase. A customer buys from a specific service provider driven by strong positive attitudes towards them, supported by the opinions of their surrounding social environment whose views they value. This leads to the development of an exclusive relationship with the service provider, often called a "monogamous relationship" ^[21].

3. Composite (True) Dimension: Thinkers agree that only the combination of the behavioral and attitudinal dimensions provides a correct view of the concept of customer loyalty and the complexity of this phenomenon ^[22]. Composite loyalty is achieved when the desire is coupled with repeated transactions with the service organization. Organizations should aim to achieve this level of loyalty ^[23].

True loyalty does not result from monopoly, as customers can be observed switching regardless of the merit of new offers as soon as new competitors enter the market. Some of these customers may return to dealing with the original organization because it better meets their interests, but not out of loyalty.

Furthermore, true loyalty is not produced by sales promotion tools offered by the organization to customers. Loyalty cards, rewards, and gifts offered by many organizations are all a form of bribery; once the organization stops providing them, the customer begins to look elsewhere to get their needs met.

Similarly, true loyalty does not result from price discounts or a customer dealing with a specific service organization under the influence of price. Thus, true loyalty results from the quality of the relationship between the organization and the customer. When customers are directly involved in this relationship, they will play a fundamental role in building loyalty for the organization ^[24].

E. Marketing and Its Impact on Customer Loyalty

Customer-targeted marketing has achieved widespread adoption, and the customer has become the fundamental capital of the enterprise. The core idea of marketing is to build a value-added, long-term relationship between the enterprise and each customer. Consequently, competition among enterprises now revolves around building relationships with customers before the business relationship begins meaning that information exchange and social interaction precede commercial exchange. This concept has materialized through the emergence of the following notions:

- The emergence of the customer life cycle concept instead of the product life cycle.
- The emergence of the customer portfolio concept for the enterprise instead of the activity portfolio.
- The emergence of the customer lifetime value concept.
- The emergence of Customer Relationship Management (CR)
- The emergence of the customer loyalty concept ^[25].

The importance of e-marketing also stems from its role as a defensive competitive advantage and a targeted strategy that helps organizations create and build trust with customers, ultimately achieving their satisfaction and increasing profits. E-marketing differs from the marketing organizations use with suppliers and shareholders, as it focuses on forming and creating special relationships with customers, unlike other relationships that develop between an organization and its clients.

Developing relationships between an organization and its customers has become essential for any business. Organizations have succeeded in retaining customers and increasing profits by adopting e-marketing, leading them to race to implement this concept based on their belief in the principle: "if you win your customer, you will certainly win" ^[26].

After marketers realized the truth about the customer

understanding that they are the core of the marketing process it became necessary to develop procedures for managing the relationships of this crucial asset for any organization. This is especially true since the customer has recently become part of the supply chain. Therefore, organizations have adopted Customer Relationship Management (CRM) as the vital link between prospective and current customers and the organizations that strive to understand, evaluate, and leverage customer loyalty and value, using it as a competitive advantage and a core capability for survival and growth ^[27].

The researcher believes that studies confirm the significant role of e-marketing in increasing sales and profits for marketing companies through its direct effects on earning customer loyalty. The primary focus for product (goods or services) marketers is on building a successful marketing mix that earns them customer loyalty, which positively reflects on achieving revenues and profits in their investment programs across all fields where they have deployed their financial and human resources.

Furthermore, customer satisfaction and loyalty are the crucible into which all organizational efforts whether productive, financial, or marketing are poured. These efforts aim to achieve the organization's success in the market, which cannot be accomplished without winning customer satisfaction and loyalty. This satisfaction and loyalty are the fundamental justification and reason for customers to continue dealing with certain organizations, thus ensuring their survival in a constantly changing, dynamic environment.

Therefore, we find that two fundamental factors contribute to forming customer satisfaction and loyalty: product performance and the customer's expectation level of that performance. Accordingly, an organization can work on improving the performance level of its services or goods, as well as on shaping customer expectations regarding these services or goods. It is known that customer expectations are formed through past experience, friends, relatives, or through marketing information disseminated by a specific organization about its goods and services. Consequently, various marketing tools can be used to shape the second element of achieving customer satisfaction and loyalty: expectations. This is done by providing customers with information about the service level and then working to deliver services whose quality exceeds what was promoted.

Field Study

1. Research Population

The research population is defined as all the units of the phenomenon studied by the researcher. Therefore, the research population consists of all the individuals and objects that constitute the subject of the research problem. Based on the research problem and its objectives, the target population comprises the customers and sales representatives of the companies (Zain Iraq, AsiaCell). The reason for selecting these companies is the geographical scope and the unstable security situation in the Republic of Iraq.

2. Research Sample

In many studies, it is not feasible for the researcher to include every unit of the original population. Therefore, researchers resort to selecting some representative units, a process known as sampling. It is the process that enables us to select a number of individuals for study in a way that

these individuals represent the population. In the current study, the sample was selected using a stratified random method, which ensures that each unit has an equal chance of being selected within the sample.

3. Study Instrument

The instrument for the field study was a questionnaire form, directed to the sales representatives and customers in (Baghdad, Babylon, Karbala, Najaf, Al-Diwaniyah) to gather their opinions on investment in e-marketing and its impact on customer loyalty for the companies under study.

The questionnaires in this study were designed to be the primary means of collecting field data, aiming to achieve the study's objectives and test the validity of its hypotheses. To achieve this, the questionnaire was designed as follows:

- The questionnaire was designed in the form of written scientific and personal questions related to e-marketing and customer loyalty. The sampling unit answers the questions by selecting one of the constrained responses in the questionnaire form as follows.
- The questionnaire consisted of ^[25] questions, comprising two sections of questions in addition to personal questions. The first section related to the e-marketing variable and included (10) questions.
- The second section of questions in the questionnaire pertained to the customer loyalty variable, which included (15) questions covering all dimensions of

customer loyalty (Behavioral Loyalty dimension, Attitudinal Loyalty dimension, Composite or True Loyalty dimension).

- The answers were formatted on a five-point Likert scale, with five options given:
(Strongly Agree: 5, Agree: 4, Neutral: 3, Disagree: 2, Strongly Disagree: 1)

Practical Aspect

Firstly: Description and Diagnosis of the E-Marketing Variable at the Researched Companies Level

The data in Table (1) revealed a general consensus among the respondents regarding e-marketing, with an agreement rate of (90.6%), an arithmetic mean of (4.44), a standard deviation of (0.76), a response rate of (88.88%), and a coefficient of variation of (16.99). It is noteworthy that this variable covered a set of sub-items from (x1) to (x10). The highest contribution came from item (x10), which emphasized "the management and employees of the company strive to reinforce and enhance a good reputation in the minds of the general customers," with a general agreement rate of (98%). This was achieved through their commitment to electronic advertisements adhering to social, ethical, and legal standards, and their focus on providing the necessary means to assist customers in electronically accessing the services offered by the company.

Table 1: Description of the E-Marketing Variable

	Questions	Measuring Response													
		Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Standard Deviation	Coefficient of Variation %	Response Rate %
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%				
Electronic Marketing	X1	33	66	9	18	5	10	2	4	1	2	4.42	0.97	21.59	88.40
	X2	37	74	6	12	5	10	2	4	0	0	4.56	0.84	18.42	91.20
	X3	24	48	22	44	4	8	0	0	0	0	4.40	0.64	14.55	88
	X4	33	66	12	24	5	10	0	0	0	0	4.56	0.67	14.69	91.20
	X5	28	56	17	34	3	6	1	2	1	2	4.40	0.86	19.55	88
	X6	28	56	16	32	4	8	2	4	0	0	4.40	0.80	18.18	88
	X7	28	56	18	36	2	4	2	4	0	0	4.44	0.76	17.12	88.80
	X8	22	44	24	48	4	8	0	0	0	0	4.36	0.63	14.45	87.20
	X9	25	50	22	44	2	4	1	2	0	0	4.42	0.67	15.16	88.40
	X10	27	54	22	44	0	0	0	0	1	2	4.48	0.71	15.85	89.60
	Overall Average	57		33.6		6.8		2		0.6		4.44	0.76	16.99	88.88
	Dimension Total Average		90.6							2.6					

Source: Prepared by the researcher based on the results of the statistical analysis program SPSS26.

Based on the aforementioned results of analyzing and diagnosing the e-marketing variable, which demonstrated its presence in the surveyed companies to varying degrees, the first main research hypothesis which affirms that the surveyed companies possess the items expressing e-marketing can be accepted.

Secondly: Description and Diagnosis of the Customer Loyalty Variable at the Researched Companies Level

The data in Table (2) indicated a general consensus among the respondents regarding the customer loyalty variable, with an agreement rate of (91.73%), an arithmetic mean of (4.43), a standard deviation of (0.76), a response rate of (88.64%), and a coefficient of variation of (17.07%). It is noteworthy that this variable included a set of sub-items

from (Y1) to (Y15). The highest contributions came from items (Y4) and (Y10) respectively, which emphasized (Y4) "The customer exhibits high flexibility in dealing with the company."

(Y10) "The customer feels a sense of pride and distinction for being a customer of the company."

This was achieved with a general agreement rate of (98%), indicating a significant interest by the surveyed companies in the quality of services provided to their customers due to its major impact on their loyalty. Furthermore, focusing on the customer encourages them to choose and interact with the company based on the positive psychological and emotional attitudes that the company builds in the customer's mind, which are important factors in fostering customer loyalty to the company.

Table 2: Description of the Customer Loyalty Variable

		Measuring Response													
	Questions	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean	Standard Deviation	Coefficient of Variation %	Response Rate %
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%				
Customer Loyalty	Y1	30	60	12	24	5	10	2	4	1	2	4.36	0.96	22.2	87.20
	Y2	29	58	13	26	5	10	3	6	0	0	4.36	0.90	20.64	87.20
	Y3	28	56	20	40	2	4	0	0	0	0	4.52	0.58	12.83	90.40
	Y4	28	56	21	42	1	2	0	0	0	0	4.54	0.54	11.89	90.80
	Y5	29	58	16	32	3	6	1	1	1	1	4.42	0.86	19.46	88.40
	Y6	28	56	16	32	4	8	2	4	0	0	4.40	0.81	18.41	88
	Y7	29	58	17	34	2	4	2	4	0	0	4.46	0.76	17.04	89.20
	Y8	24	48	22	44	4	8	0	0	0	0	4.40	0.64	14.55	88
	Y9	29	58	18	36	2	4	1	2	0	0	4.50	0.68	15.11	90
	Y10	31	62	18	36	0	0	0	0	1	2	4.56	0.70	15.35	91.20
	Y11	28	56	16	32	4	8	2	4	0	0	4.40	0.81	18.41	88
	Y12	21	42	26	52	1	2	2	4	0	0	4.32	0.71	16.44	86.40
	Y13	27	54	20	40	3	6	0	0	0	0	4.48	0.61	13.62	89.60
	Y14	28	56	17	34	2	4	1	2	2	4	4.36	0.96	22.02	87.20
	Y15	27	54	19	38	2	4	1	2	1	2	4.40	0.83	18.86	88
	Overall Average	55.60		36.13		5.33		2.20		0.73		4.43	0.76	17.07	88.64
	Dimension Total Average	91.73						2.93							

Based on the aforementioned results of analyzing and diagnosing the customer loyalty variable, which were found to be present in the surveyed companies to varying degrees, the second main research hypothesis which asserts that the surveyed companies possess the items expressing customer loyalty can be accepted.

Third: Testing the Nature of Correlation Relationships between the Research Variables

This analysis aims to test the correlation relationships between the two research variables (e-marketing and customer loyalty) using the Pearson Correlation coefficient. The content of this analysis tests the third main hypothesis, which states that there is a statistically significant correlation between e-marketing and customer loyalty at the level of the surveyed companies.

By examining the data in Table (3), it is evident that there is a statistically significant correlation between them, as indicated by a correlation coefficient of (0.80) at a significance level of (0.05). These results indicate the significance and strength of the correlation between the two variables, leading to the acceptance of the third main hypothesis. This confirms the ability of e-marketing to explain and predict customer loyalty.

Table 3: Results of the Correlation Relationship between E-Marketing and Customer Loyalty

Independent Variable / Dependent Variable	Electronic Marketing	Sig
Customer Loyalty	0.80**	0.000

Source: Prepared by the researcher based on the results of the SPSS 26 program. $p \leq 0.05$ $n = 50$

Fourth: Testing the Nature of the Effect between the Research Variables

The content of this relationship indicates the testing of the fourth main research hypothesis, which posited the existence of a statistically significant effect of e-marketing on customer loyalty at the level of the surveyed companies. Table (4) shows a significant effect of the e-marketing variable on customer loyalty, with a significance level (p-value) of (0.000), which is lower than the study's default significance level of (0.05).

The e-marketing variable, as indicated by the coefficient of determination (R^2), explained (64%) of the total variance in the customer loyalty variable within the surveyed companies. Its significance is supported by the calculated F-value of (88.44), which is greater than its tabulated value of (3.31) at degrees of freedom (1, 48) and a significance level of (0.05). The remaining percentage (36%) is attributed to other variables that cannot be controlled or were not included in the research design.

The regression coefficient (Beta) value reached (0.80) and is considered significant, as indicated by the calculated t-value of (9.40), which is greater than its tabulated value of (1.68) at a significance level of (0.05). This indicates that a change of one unit in e-marketing will lead to a (0.80) change in customer loyalty within the surveyed companies.

These results indicate the acceptance of the fourth main research hypothesis, which stated that there is a statistically significant effect of e-marketing on customer loyalty at the level of the surveyed companies.

Based on the above, it can be concluded that customer loyalty derives its components from the surveyed companies' adoption of the indicators expressing e-marketing.

Table 4: The Effect of the E-Marketing Variable on Customer Loyalty

التسويق الإلكتروني						المتغير المستقل
T		B	B0	F		R ²
المجدولة	المحسوبة			المجدولة	المحسوبة	
1.68	**9.40	0.80	0.85	3.31	**88.44	0.64

Source: Prepared by the researcher based on the results of the SPSS 26 program. $df = 1, 48$. $n = 50$ $p \leq 0.05$

Section Three: Results, Recommendations, Sources, and References

First: Results

1. E-marketing plays a significant role in increasing sales and profits achieved by marketing companies through its direct effects on gaining customer loyalty.
2. Practical reality has confirmed that e-marketing indicators can interact to varying degrees with the dimensions of customer loyalty, and these rates are greatly influenced by the company's investment. This means that other indicators of the e-marketing variable may advance in other companies, which is inherently governed by the size of each company's investment.
3. The companies under study do not establish, implement, and maintain procedures for periodically evaluating compatibility in investing in e-marketing, which has caused the variation in the rates of e-marketing and customer loyalty.
4. The results of the correlation analysis between the two research variables proved the strength of e-marketing indicators in explaining and predicting customer loyalty in light of the existing association between them.
5. Paying attention to the quality level of services provided by telecommunications companies contributes to retaining current customers, gaining new customers, earning their satisfaction, and winning their loyalty.
6. The results of the impact analysis, at the overall level of the two research variables in the surveyed companies, showed that customer loyalty is influenced by the indicators expressing e-marketing. That is, the influence on customer loyalty derives its components from the availability of indicators expressing e-marketing.

Second: Recommendations

In light of the conclusions reached, the researcher presents a set of proposals deemed necessary for companies in general and the surveyed ones in particular, including:

1. Practical reality has confirmed that electronic publishing can interact to varying degrees with the dimensions of customer loyalty, and these rates are greatly influenced by the company's investment. This means that other dimensions of the e-marketing variable may advance in other companies, which is inherently governed by the size of each company's investment.
2. The companies under study do not establish, implement, and maintain procedures for periodically evaluating compatibility in investing in electronic advertising, which has caused the difference in the rates of e-marketing indicators and customer loyalty.
3. Importance should be given to developing a future vision that all employees strive to achieve. Therefore, a comprehensive vision based on research and seeing the complete picture should be adopted, as this contributes to creating a common goal that everyone strives to achieve.
4. Arousing customer interest and attracting them to gain their satisfaction and loyalty by paying attention to the external appearance of employees, using body language in dealing with them, and listening to them to meet their needs in order to provide optimal service, and offering advice, guidance, and assistance calmly and carefully.
5. Striving to provide services to the customer in the right place and at the appropriate time through individuals who have acquired prior knowledge, skill, and

performance training.

6. Increasing customer attachment to the company by periodically tracking their desires and needs via email, mail advertisements, or any other means.
7. Identifying the reasons and obstacles that reduce customer loyalty and lead to the company not achieving its desired goals, and working to overcome them.

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