MAK HILL Publications International Business Management

Research Article
doi: 10.59218/makibm.2022.10.21

The Impact of E-Marketing on Providing the Product and Gaining the Consumer Trust and Loyalty

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Key Words
E-marketing, consumer trust, Almanshia district, website service

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Received: 2 February 2022
Accepted: 14 March 2022
Published: 28 March 2022

Citation: Getaw Abdulwahid Adam Fadlallah, 2022. The Impact of E-Marketing on Providing the Product and Gaining the Consumer Trust and Loyalty. Int. Bus. Manage., 16: 10-21, doi: 10.59218/makibm. 2022.10.21

ABSTRACT
This study aims to identify the impact of E-Marketing on providing products and gaining trust and loyalty of the consumers. The study sample has been derived from the population of Alman Shia district, in Khartoum state. A questionnaire was designed for gathering data from a voluntary control sample of 150 individuals. The sample has been diverse and comprehensive, covering the targeted characteristic variables such as: Sex, age, education level, job, living situation and marital status. A total of 150 forms of questionnaire were distributed, only 98 forms returned and monitored in the Social Science SPSS program. Research examined that there is a statistically significant correlation between e-marketing by applying its mix elements such as: Product quality, intensive promotion, appropriate pricing, comprehensive product distribution, providing the product and to gain the consumer trust and loyalty. Moreover, there are statistically significant differences between the individuals of the sample in terms of their personal characteristics gender, age, educational qualification and standard of living in their response to the impact of the e-marketing mix. Furthermore, there are no such differences in terms of job occupation and marital status. Research concluded that e-marketing mix such as: Product quality, appropriate pricing, intensive promotion and comprehensive product distribution have impact on providing the product and gaining the consumer trust and loyalty.

INTRODUCTION

The world today has been witnessing a huge revolution of information technology and communication. The concept of e-marketing has become one of the latest means to promote goods and services and many major companies have preferred to join the internet marketing, in order to save time, effort and money. There is no doubt that the importance of e-marketing has become great for the marketing of services and products in general. It sometimes precedes the traditional marketing methods in achieving the highest level of sales. All recent statistics prove beyond any doubt that e-marketing is no longer a luxury but has become a key component of any marketing strategy within the organisation. According to, Jain *et al*.[1] and Momotaz and Hasan[2] customer's loyalty and trust in the market is considered as an important means of conducting and promoting business.

Pandey and Chawala[3] says that the loyalty, commitment and trust of the customer is attained on their intentions to repurchase a product or services. Similarly, trustworthy and loyal customers give a number of advantages to the organization such as recommending the product to others, which ultimately generates more sales for the brand[1,3]. It is more difficult to attract new customers as compared to retaining the old ones. This means to intact customer loyalty is to be considered more important and significant in order to attain organization's objectives and requirements fulfilled[4].

The term e-marketing is comparatively new to the marketeers but has been gaining substantial popularity to disseminate information about products and services. In the world of marketing, gaining customer loyalty and satisfaction is considered as the most important aspect. This is the reason the research is identifying the factors that impacts on providing goods and services to customer and to gain their trust me loyalty using the e-marketing medium.

This study examines the impact of e marketing mixes such as product quality, appropriate pricing, intensive promotion and comprehensive product distribution on providing the product and gaining the consumer trust and loyalty. The study is significant as it provides the organizations with ample ways to promote their services and products as well as to attain their customer loyalty and satisfaction such as: They should continuously conduct marketing researches to identify the needs of their customer and do the needful. Moreover, they should be paying more attention to the promotional aspect and the diversification of the various elements of the marketing mix in order to attract customers and give them a good enlightenment about the services provided by the organization.

REVIEW OF LITERATURE

Difference between e-business, e-commerce and e-marketing: A common understanding of the interpretation of certain terms such as e-commerce, e- business and e-marketing, should be figured out in order to know how they interrelate and who will manage them, with the aim to develop a coherent strategy. E-commerce is the ability to deal online with sales and purchases that include e-wasting, online banking and shopping[5]. Others have pointed out that e-commerce includes all transactions made online such as responding to customer inquiries or searching an online catalogue. It does not include the administrative marketing operations in the back office that intend to actually manage and direct the business[6].

E-business has a broader and more comprehensive concept. It involves all business processes that include, raw material purchases, production, stock acquisition, distribution and logistics, sales and marketing, after-sales, billing, debt collection and more. It has the ability to run a business on line which includes e-marketing and e-commerce[7]. E-marketing is the base of e-business and the means to get close to the customer, trying to understand him better in order to be able to meet his needs and desires. Adding value to products, expanding distribution channels and increasing sales through managing e-marketing campaigns, using digital media channels. The use of the website includes facilitating the tasks of the upcoming customers and managing the after-sales service. It is a way to guide the customer and try to accommodate him at the heart of all online activities. It can be said that e-marketing is the product of the encounter between modern communication technologies and the old marketing principles that humans always apply[8].

Advantages and disadvantages of e-marketing

Advantages: One advantage is that e-marketing results are easier to evaluate as compared to traditional marketing. Another advantage is that it is a digital process that can achieve a large unlimited number of viewers. E-marketing is a quick way to reach the public because of the great benefit that obtained from the social outlets. There can be direct contact between the public and business, which might lead to the possibility of obtaining very valuable feedback from consumers[9]. Similar to traditional business, online marketing presents many advantages and disadvantages. Bidgoli[10] says that through e-marketing the geographical reach can expand, this means that the companies can reach customers irrespective of their geographical limits. In the world of e-commerce, having a business which is accessible 24/7 is the need of the hour.

Disadvantages: In light of the benefits of e-marketing mentioned above, some flaws cannot be neglected. Such as, marketing strategies may take some time to achieve measurable successes. The unsuccessful marketing that has been implemented always stays around perpetually. Last but not least, consumer confidence remains very interactive on the internet. Permanent e-marketing content must be created, revised, approved and published[9].

According to Constantinides[11], a lot of consumers are worried about the privacy and security concerns associated with online business. According to Otto and Chung[12], attracting more customers adds to the disadvantage of e-marketing as it increases competition. The consumers are at the liberty of accessing information through online sources to make better purchasing decision, in fact certain website are design in such as manner so as to give hard time to their competitors.

Elements of electronic marketing mix: The elements of electronic marketing mix aim to deliver outstanding value to the customer through information technology (IT), where customer satisfaction is the main objective of the mix. According to Meng and Chatwin[13] the following has been listed as the elements of electronic marketing mix:

- **Product quality:** Product quality is how well the product does, what it is supposed to do and how well it holds up over time. Some consumers view quality as a price point while others appreciate a product because it's greener. Regardless of the various viewpoints from the public, product quality is a competitive marker for brands that affects purchasing decisions and profitability. Quality is an important dimension of production and operation management. It is not sufficient to produce products/goods or services in the right quantity and at right time. It is important to ensure that the goods/items and services produced/provided are of the right quality. Manufacturing quality products has numerous benefits for companies. The positive correlation between product quality and sales should be the reason to make quality a top priority in a business strategy. Trust, credibility and loyalty that comes from happy customers builds repeat sales and ignites positive recommendations about a product that helps a company reach new audiences
- **Electronic price:** Price is what the customer pays for the products or services. It is a flexible and influential element that determines the revenue, profitability and market share of the company. The process of making the decision to buy, depends on the level of the consumers income, they don't accept to buy until they know the right price that satisfies them and fulfils their wishes. There are two types of prices, monetary price and social price. The monetary price is what the customer pays and the social price indicates the additional effort that the customer makes in order to obtain the product

The e-pricing process is flexible, unstable and changes on a daily basis. It fluctuates according to many variables, such as the benefits that can be obtained by the buyer after the purchase is completed. There are many types of pricing methods, including pricing based on the usual add-on rate, pricing based on workers' capabilities and pricing based on competition. Other pricing policies include leading pricing policies, psychological pricing policies and promotional pricing policies. Electronic money, such as bankcards and electronic cheques are used in electronic marketing.

- **Electronic promotion:** Promote products and increase sales in 10 different ways as prescribed by Kristen:

    - **Sending an e-mail:** E-mail is a vital tool that helps a lot in promoting the product. You can keep a list of customers' names and know each customer's e-mail addresses. They can be involved and enlightened with the latest effective release that might result in sales
    - **Build a full content strategy:** Building this strategy helps ensure the growth and continuation of the products over time. Supporting blog posts and videos can be used in order to encourage customers to take action
    - **Writing a blog post:** Advertising the product in a blog post is considered an ideal way to attract attention of existing and upcoming customers to the product that is being displayed without having to spend too much money
    - **Social product sharing:** You can attract all your customers who hang out on Instagram, Facebook, or Twitter, share posts about your product with them and make sure they get a real and immediate feel about what they are buying
    - **Search and employ brand ambassadors:** Consider looking for your brand ambassadors to help in sharing your product with their networks. Requesting a review is a great way to get new content and don't forget to repost it on your Instagram

- **Offer a discount for the subscribers only:** You should build your marketing strategy on the basis of discounts, in order to reach new customers and encourage business redundancy without affecting your profits
- **A competition on social basis:** The product can be promoted via social media by organising a social media contest to raise awareness among your audience
- **Share your product with the influences:** Sharing a product with the entrepreneurs who love what you do can be an important resource that contributes to the promotion process at the same time
- **Writing a press release:** Usually news agencies search for community-related topics and your new product may be a place of interest, share it with local newspapers and news stations to get more love and turnout
- **Put it on Facebook live:** Promote the newest product and everything about it to your friends and fans on your personal Facebook page and try to show the product making process and so on

- **Electronic product distribution:** Opening an online distribution channel is an effective way to grow and develop business and contributes greatly to brand promotion and expansion of sales activity to be on a global scale. There is no doubt that online sales help to reduce cost which improves the quality of the business cash flow, especially on the issue of rental and staff expenses. The channels can also support the plans and desire of the company to move forward in order to export and penetrate the international market

Steps to bring your new electronic product to Market[14]:

- **Prove the concept:** It is the stage of proving the concept by building the first model. The aim of this model is to try to keep the risk and cost element as low as possible. Development tools or electronic modules can be used in the case of electronics
- **Prove it to sell:** At this stage the first model that can actually be sold should be designed and small amounts of the product will be produced and presented to the market for testing and getting feedback from customers. The most important thing at this stage is to get full knowledge of market data and not to focus on profits because profits can come later. Electronic modules are considered as great means that can be used and applied to the product and its complex functions.
- **Now comes the profit:** This stage concentrates on profits, the aim is to upgrade without resorting to models, this will lead to a reduction in cost and increased profit margin per unit

- **Customer service:** William suggest that customer service is the support you can offer either before or after the purchase. This service is an experience that gives customers confidence and attracts them to deal with your products or services. It is very important as it helps to grow businesses and retain customers. It is available via email, web, text message and social media platforms. There are many companies that provide self-service support, to facilitate customers any time, day or night. It can be said that, customer service is an important part of the promise your brand makes to its customers
- **Building customer trust and loyalty:** Trust and loyalty are a key pillar of any successful business. The best step you can take to earn the trust of customers is to provide them with excellent service and to make sure your support team is informed of the importance of their roles. You should be transparent and honest with your customers during different buying processing stages and constantly ask for their comments and feedback. Encourage customers to stay with your brand by motivating them, giving them an unbiased view of the brand and creating loyalty programs. The essential goal is to make customers feel that they are your top priority. By accomplishing this goal, you will be able to earn their trust and loyalty[15]
- **Website design:** There are many ways and methods that can be used, when exploring how to promote a product like: Digital marketing has many advantages as it can help devise ways to attract customers and encourage them to buy products/services. Moreover, these strategies and campaigns continue to evolve and change just as the audience evolves and changes. It also allows continuous analyses and testing as it makes things better

MATERIALS AND METHODS

Population, sample and study tool: The study population is Almanshia district in Khartoum state. A voluntary control sample of 150 individuals was taken. The study took into account that the sample vocabulary should be diverse and comprehensive, covering the targeted characteristics variables (sex, age, education level, job, living situation and marital status), sufficiently to conduct statistical analysis and achieve the objectives of the study. A questionnaire

was designed for gathering data from the respondents. A number of 150 forms of questionnaire were distributed. Only 98 forms returned and monitored in the Social Science SPSS program. The items of the questionnaire consisted of two main parts which are as follow.

Part 1 contains the identification data of the respondents and the characteristics of the surveyed sample which are determined by 20 items. Part 2 consist of measuring the variables of the study consisting of 29 items distributed as follows:

- Product quality, measured by items (1-7)
- Intensive promotion, measured by items (8-19)
- Appropriate pricing, (20-22)
- comprehensive product distribution (23-29)

Statistical methods: The Statistical Package for Social Sciences (SPSS) was used to process data, test hypotheses and answer the research question of the study. The other methods that were used included:

- Simple linear regression to determine the linear relationship between the two variables (independent and dependent)
- Multiple linear regression to determine the linear relationship between two or more independent variables and dependent variable
- ANOVA to analyse the differences among group means

RESULTS AND DISCUSSIONS

Research conducted to identify the impact of the e-marketing mix on providing the product and gaining the consumer trust and loyalty. The independent variable of the study is the marketing mix that includes: Product quality, appropriate pricing, intensive promotion and comprehensive product distribution. It is a descriptive variable in five format options (strongly disagree, don't agree, neutral, I agree, strongly agree). As graduated levels, reflecting the respondents views about the phrases. Each option is given the numerical values 1-5, respectively.

Due to the multiplicity of marketing mix and its phrases, the average answers to each sample vocabulary for each will be handled and dealt accordingly. The first basic premise of the study and its partial components were analysed by the analysis of partial hypotheses, using simple linear regression and then the basic hypothesis analysed by using the multiple linear regression.

The simple linear regression model takes the following equation:

$$Y_i = B_0+B_1X_i+e_i$$

Where:

Y_i = Dependent variable
X_i = independent variable
B_0 = The fixed limit
B_1 = The slope parameter change
e_i = Random error

The above equation is estimated in the following assessment form:

$$b_0+b_1X_i = \hat{y}$$
$$b_0+b_1X_i = \hat{y}$$

The statistical formulation of each of the partial hypotheses of the first basic hypothesis takes the following form:

H_0 = $b_1 = 0$
H_1 = $b_1>0$

The multiple linear regression model takes the following equation:

$$Yi = B_0+B_1X_{1i}+B_2X_{2i}+B_3X_{i3}+...+B_KX_{ik}+e_i$$

Where:

Yi = Dependent variable

Independent variable X_{ik}:

K = Number of independent variables
B_0 = The fixed limit
B_K = The slope parameter change
e_i = Random error

The above equation is estimated in the following assessment form:

$$b_0+b_1X_{1i}+b_2X_{2i}+b_3X_{i3}+...+b_KX_{ik}+e_i\ \hat{y}$$

The statistical formulation of the first basic hypothesis takes the following form:

H_0 = $b_k = 0$
H_1 = $b_k>0$

For the second hypothesis: The contrast analysis was used by the distribution of the (F) test, to analyse the equality of the arithmetical means therefore, the two hypotheses will take the following form:

H_0 = $\mu_1 = \mu_2=\mu_3=...=\mu_k$
H_1 = $\mu_1\neq\mu_2\neq\mu_3\neq...\neq\mu_k$

where, μ_1, μ_2, μ_3,... μ_k are the arithmetical means for each group or section of society, H_0 symbolizes the none hypothesis, which indicates that the arithmetical

means between variables are equal, in other words, there are no statistically significant differences between the arithmetical means of the study variables, H_1 symbolizes the alternative hypothesis, which indicates that the arithmetical means between variables are not equal, in other words, there are statistically significant differences between the arithmetical means of the study variables. where, k is represents the number of averages that need to be tested.

Therefore, the none hypothesis should be accepted if the calculated value f falls within the acceptance area of H_0. That means it is smaller than the table value. Moreover, rejecting the none hypothesis and accepting the alternative hypothesis if the calculated value falls outside the acceptance area of H_0. That means it is greater than the table value.

The second basic hypothesis states: "There are statistically significant differences between the individuals of the sample in terms of their personal characteristics (gender, age, scientific qualification and standard of living) in their response to the impact of the e-marketing mix. Moreover, there are no such differences in terms of (job occupation and marital status)." Here are the analyses of the first basic hypothesis, by analysing its readable sub-hypotheses through the Table 1 and 2 obtained from the SPSS program.

Table 1 consists of five columns, the first column contains personal classifications, the second contains the corresponding divisions for each classification, the third is the corresponding partial sample sizes for each classification and the fourth is the arithmetical means corresponding to those samples. The last column represents the standard errors corresponding to each partial sample.

Gender variable (male-female): The number of male respondents is 84 representing 85.7% of the study, while the number of females is 14 representing 14.3% of the study. Each sample is corresponded by an arithmetical mean: 3.18 and 4.13, respectively. The ratio of males is considered higher to females. It is an indication that men are more inclined towards online shopping as they generate more income than women.

Age variable: The respondents whose age is between 20-30 years represents 26.5% of the sample whereas, the respondents whose age ranges from 30-40 years represents 44.9%. The respondents whose age ranges from 40 years and above represents 28.6%. This indicates that 71.4% of the sample from young people have higher degree of involvement in online shopping than others.

Scientific qualification variable: The PhD holders represent 14.3% of the sample. Those who have MSc degree represent 37.8%. Whereas, the postgraduates represent 38.8% of the sample. However, those who have secondary school degrees represent 9.18% of the sample. The result shows that most of the sample individuals are from postgraduates and are the ones who have great interest in online shopping.

Marital status variable: The respondents who are married represent 51.1% of the sample, whereas,

Table 1: Respondents' profile information about their personal characteristics

Classification/divisions	No. of vocabularies	Arithmetical mean	Standard error
Gender			
Male	84	3.18	0.10
Female	14	4.13	0.10
Age			
20 to less than 30 years	26	4.10	0.10
30 to less than 40 years	44	3.22	0.13
40 years and over	28	2.73	0.17
Educational qualification			
Secondary	9	4.50	0.06
Graduate	38	3.43	0.14
Master	37	3.01	0.16
PhD	14	3.00	0.21
Marital status			
Unmarried	31	4.06	0.09
Married	50	2.86	0.12
Divorced	7	2.18	0.18
Widow	10	4.03	0.06
Job occupation			
Employee	23	2.86	0.19
Free business	33	3.39	0.18
Retired	24	3.48	0.14
Standard of living			
Student	18	3.51	0.26
Modest	14	1.93	0.07
Middle	27	3.63	0.17
High	57	3.50	0.11

Table 2: Response to marketing mix elements/personal classifications

ANOVA

Personal characteristics	Source of variance	Sum of squares	Df	F	Sig.
Gender	Between groups	10.82	1	13.32	0.000
	Within groups	77.94	96		
	Total	88.76	97		
Age	Between groups	25.81	2	19.47	0.000
	Within groups	62.95	95		
	Total	88.76	97		
Educational qualification	Between groups	17.93	3	7.93	0.000
	Within groups	70.83	94		
	Total	88.76	97		
Marital status	Between groups	41.85	3	27.95	0.000
	Within groups	46.91	94		
	Total	88.76	97		
Job occupation	Between groups	6.35	3	2.42	0.071
	Within groups	82.41	94		
	Total	88.76	97		
Standard of living	Between groups	31.53	2	26.17	0.000
	Within groups	57.23	95		
	Total	88.76	97		

DF: Degree of freedom, F: Frequency and Sig.: Significance

those who are unmarried represent 31.6%. However, those who are divorced represent 7.1% of the sample. Whereas, those who are widow represent 10.2%. This result shows that the married people are more involved in online shopping than others and are interested to buy household items.

Job occupation variable: The respondents who were employed represented 23.5% of the sample. Whereas, the self-employed represented 33.7%. The retired personnel represented 24.5%. Whereas the student respondents represented 18.4% of the sample. This result is an indication that it is hard for the students and retired people to buy online due to financial constraints and low income as compared to employed and self-employed individuals.

Standard of living: The number of individuals who enjoyed a high living position is represented 57% of the sample. The number of individuals whose standard of living was modest represented 14% of the sample.

Table 2 shows the equality or inequality of the arithmetical means of sample vocabulary answers about their response to the elements of the e-marketing mix in terms of personal characteristics (gender, age, scientific qualification, marital status, job occupation and standard of living), using the contrast analysis. The table consists of seven columns, where the first column represents the personal characteristics of the sample vocabulary. The second column represents the source of variance and it consists of the variance between the categories of each individual attribute (between groups) and the variation within groups and the sum of the two variations (total).

The third column contains the sum of squares corresponding to the sources of variance. The fourth column includes degrees of freedom (df) corresponding to the sources of variance in the second column. It is the number of classifications-1 for each character attribute. Table 1 shows the classifications of the personal characteristics, which are (gender, age, educational qualification, marital status, occupation, standard of living. The degrees of freedom between groups for each are: 1, 2, 3, 3, 3, 2, respectively. For the groups within, the degrees of freedom are the sample size from which the number of groups is subtracted and therefore it takes the values: 96, 95, 94, 94, 94 and 95, respectively.

For the total sum, it is the sum of the two previous degrees, so it takes the value 97 for all personal characteristics. The fifth column is the average of the squares (Mean Square) resulting from dividing the values of the third column by the corresponding values of the fourth column for both the source of variance between the groups and the source of variance within the groups.

The sixth column represents the Test Count Values (F), which is the division outcome of the two values in the fifth column. The last column is the values of the moral levels (Asymp.sig) that corresponds to each personal characteristic in the first column. It is noticed that, the value of this last column corresponding to gender characteristic, is a zero, it is less than the value 0.5 which means that rejecting the premise of zero and thus accepting the study hypothesis for this characteristic.

It can be said that, there are statistically significant differences in the response averages of e-marketing mix due to the gender sample vocabulary (male and female). Females are more responsive than males. The same analysis can be applied to the other personal characteristics (age, scientific qualification, marital status and standard of living). Therefore, rejecting the premise of zero and accepting the study hypothesis in relation to these four characteristics. As for the job characteristic, it is noticed that the corresponding

Table 3: Dependent Variable showing customising products to meet customers need and developing trust and loyalty

	B	T	Significance
Constant	-1.67	-7.19	0.000
Average product quality axis	1.35	22.33	0.000

Table 4: Dependent Variables showing that e-marketing is way to promote products attract customers and gain their loyalty

	B	T	Significance
Constant	-0.55	-2.66	0.009
Average intensive promotion axis	0.121	21.23	0.000

Table 5: Dependent Variables showing that e-marketing can develop a company's pricing plans to attract customers and ensure their stay

	B	T	Significance
Constant	-0.05	-0.22	0.830
Average appropriate pricing axis	0.95	14.73	0.000

Table 6: Dependent Variable showing that e-marketing increases the efficiency of comprehensive product distribution and achieve consumer satisfaction

	B	T	Significance
Constant	0.03	-0.18	0.856
Comprehensive product distribution axis	0.94	18.16	0.000

Table 7: Average dependent variable

	B	T	Significance
Constant	-0.47	-2.89	0.005
Average product quality axis	0.28	4.36	0.000
Average intensive promotion axis	0.30	3.57	0.001
Average appropriate pricing axis	0.30	2.99	0.004
Average comprehensive distribution axis	0.18	2.53	0.013

moral level (Asymp.sig) equal to 0.071, which is greater than the value 0.05. This leads to the acceptance of the premise of zero and therefore, rejects the hypothesis of the study with regard to this characteristic.

In other words, there are no statistically significant differences between the arithmetical means of the sample vocabulary response averages for the elements of the e-marketing mix due to the kind of job. The sub-hypotheses that are the (first, second, third, fourth and the sixth) are accepted and rejects the fifth sub hypothesis. The second basic hypothesis of the study is therefore accepted by all its sub hypotheses-except the fifth sub-hypothesis-at the level of significance $\alpha = 0.05$) [a degree of confidence (1-0.05 = 0.95 = 95%)].

Statistical analysis of the study hypotheses: The first basic hypothesis states that, "There is a statistically significant correlation between e-marketing by applying the elements of the marketing mix (product quality, intensive promotion, appropriate pricing and comprehensive product distribution) as independent variables and gaining the trust and loyalty of consumers as a dependent variable.

Here is the analysis of the second basic hypothesis, by analysing its readable sub-hypotheses through Table 3-7 obtained from the SPSS program, there is a positive and statistically significant relationship between e-marketing by applying the marketing mix element of product quality and providing the product, gaining the trust and loyalty of consumers.

Dependent variable: Trying to customize the product to meet the customer's personal needs and desires is enough to ensure his/her trust and loyalty as long as possible.

Dependent variable:

$$R^2 = 0.84$$

$$-1.67+1.35\ X_i = \hat{y}$$

In Table 3-5, each one consists of four columns: the first column contains the constant and the independent variable. The second column is the estimated slope equation coefficient of b_0, which is the fixed value of the equation, which represents the constant that equals the value of the dependent variable, when the value of the independent variable is zero.

Moreover, b_1 which is the value of the regression coefficient or (change rate) which reflects the value of the change in the dependent variable whenever the independent variable changes in one unit. The third column is the corresponding selection (t) statistic value for each coefficient in the first column. The last column is the value of the corresponding moral level of (t) of each coefficient in the first column, through which the none hypothesis is accepted or rejected. Therefore, rejecting or accepting the alternative hypothesis.

At the bottom of each table, there are both the dependent variable and the selection coefficient R^2, which reflects the percentage of the change been explained, in other words, the change in the dependent variable can be explained by the changes in independent variable and the remaining percentage can be returned or interpreted by the random variable that reflects the independent variables that are not included in the regression model. The slope equation was also written according to the estimated transaction values in the table in its second column.

Table 5 differs from those tables in the multiplicity of regression coefficients that it contains, against each of the independent variables that are making up the multiple regression model. Referring to Table 3, it can be noted that the (b) value in the second column, versus the constant in the first column, equals to -1.67. This negative value expresses the value of the dependent variable that is equal to that value, when the independent variable (average product quality axis) takes the zero value.

It means that the positive impact of the effort devoted in improving product quality can appear only after exceeding a certain minimum that is equal to the negative result of the regression coefficient being divided by the value of the constant. The value of (b) in the second column versus the average product quality axis is equal to = 1.35. This positive value indicates that, the relationship between the two variables is dependent and that whenever the independent variable changes that is it increases or decreases in one unit, the dependent variable changes to by either increasing or decreasing by 1.35 units of the that scale. The value of the moral level (Asymp.sig) corresponding to that value in the last column, which equals to zero, is smaller than the value 0.05, which represents the minimum limit for accepting the none hypothesis, which means the immorality of the regression coefficient.

Therefore, rejecting the none hypothesis and accepting the alternative hypothesis (the study hypothesis), which states that, there is a positive and statistically significant relationship between e-marketing through the application of the marketing mix element of product quality and the provision of the product, gaining the trust and loyalty of consumers.

The identification factor for that relationship is R^2 = 0.84 which means that 84% of changes in the dependent variable can be attributed to the changes that are happening in the independent variable of product quality. There is a positive and statistically significant relationship between e -marketing by applying the marketing mix element of intensive promotion and providing the product, gaining the trust and loyalty of consumers.

Dependent variable: E-marketing opens the way for the development of promotional plans for companies to meet competitor's challenges, attract customers and gain their trust and loyalty permanently.

$$R^2 = 0.82$$

$$-0.55+1.12\ X_i = \hat{y}$$

From the Table 4 it can be noted that the value of (b) in the second column versus the constant in the first column, which is equal to -0.55. This negative value, indicates that, the value of the dependent variable is equal to that value when the independent variable (the condensed promotion axis average) takes the zero value. This means that the positive impact of the effort devoted in promoting the product can appear only after exceeding a certain minimum that is equal to the negative result of the regression coefficient being divided by the value of the constant. The value (b) in the second column versus the average product quality axis is equal to 1.12. This positive value indicates that the relationship between the two variables is dependent and that whenever the independent variable changes by either increasing or decreasing in one unit, the dependent variable changes too by either increasing or decreasing by (1.12) units of that scale.

The value of the moral level (Asymp.sig) corresponding to that value in the last column, which is equal to zero, it is smaller than the value 0.05, therefore, rejecting none hypothesis and accepting the study hypothesis which states that, there is a positive and statistically significant relationship between e-marketing through the application of the marketing mix element of intensive promotion and the provision of the product and gaining the trust and loyalty of consumers. The identification factor for that relationship is R^2 = 0.82 which means that 82% of changes in the dependent variable can be attributed to the changes that happen in the independent variable of intensive promotion. There is a positive and statistically significant relationship between e- marketing by applying the marketing mix element of appropriate pricing and providing the product, gaining the trust and loyalty of consumers.

Dependent variable: Through e-marketing, the company can develop its pricing plans that can attract the customers and ensure their continuation to stay permanently.

$$R^2 = 0.69$$

$$0.05+0.95\ X_i = \hat{y}$$

From the Table 5, it can be noted that the value of (b) in the second column versus the constant in the first column, which is equal to -0.05. This negative value indicates that the value of the dependent variable is equal to that value, when the independent variable (the appropriate price axis average) takes the zero value. This means that the positive impact of the effort devoted in determining the price of the product can appear only after exceeding a certain minimum limit that is equal to the negative result of the regression coefficient being divided by the value of the constant.

The value of (b) in the second column versus the average product quality axis is equal to 0.95. This positive value indicates that the relationship between the two variables is dependent and that whenever the independent variable changes by either increasing or decreasing in one unit, the dependent variable changes too with an increase or decrease by 0.95 units of that scale.

The value of the moral level (Asymp.sig) corresponding to that value in the last column, which is equal to zero, is smaller than the value 0.05, therefore, rejecting none hypothesis and accepting the study hypothesis which states that, there is a positive and statistically significant relationship between e-marketing through the application of the marketing mix element of appropriate pricing and the provision of the product, gaining the trust and loyalty of consumers. The identification factor for that relationship is R^2 = 0.69 which means that 69% of changes in the dependent variable can be attributed to the changes that happen in the independent variable of appropriate pricing.

There is a positive and statistically significant relationship between e-marketing through applying the marketing mix element of comprehensive product distribution and providing the product, gaining the trust and loyalty of consumers.

Dependent variable: E-marketing increases the efficiency of comprehensive product distribution and try to achieve consumer satisfaction, gaining his trust and loyalty.

$$R^2 = 0.77$$

$$0.03+0.94\ X_i = \hat{y}$$

From the Table 6 it can be noted that the value of (b) in the second column versus the constant in the first column, which is equal to 0.03. This positive value, indicates that the value of the dependent variable is equal to that value when the independent variable (the comprehensive product distribution axis average) takes the zero value. This means that the positive impact of the effort devoted in determining the comprehensive product distribution can appear before starting the devotion of that effort.

The value of (b) in the second column versus the average comprehensive product distribution axis is equal to 0.94. This positive value indicates that, the relationship between the two variables is dependent and that whenever the independent variable changes by an increase or decrease in one unit, the dependent variable changes by either increasing or decreasing by 0.94 units of that scale. The value of the moral level (Asymp.sig) corresponding to that value in the last column, which is equal to zero, it is smaller than the value 0.05, therefore, rejecting none hypothesis and accepting the study hypothesis which states that, there is a positive and statistically significant relationship between e-marketing through the application of the marketing mix element of comprehensive product distribution and the provision of the product, gaining the trust and loyalty of consumers.

The identification factor for that relationship is R^2 = 0.77, which means that 77% of changes in the dependent variable can be attributed to the changes that happen in the independent variable of comprehensive product distribution. There is a statistically significant correlation between e-marketing through the application of the elements of marketing mix (product quality, intensive promotion, appropriate pricing and comprehensive distribution) as independent variables and providing the product, gaining the trust and loyalty of consumers.

Dependent variable: Average dependent variable statement

$$R^2 = 0.91$$

$$= -0.47+0.28\ X_{1i}+0.30\ X_{2i}+0.30X_{3i}+0.18\ X_{4i}\ \hat{y}$$

From the Table 7, it can be noted that the value of (b) in the second column versus the constant in the first column, which is equal to -0.47. This negative value, indicates that, the value of the dependent variable is equal to that value, when each of the independent variables takes the zero value. This means that the positive impact of the effort devoted in activating these variables cannot appear, until a certain minimum limit is exceeded, which is to be distributed between those variables.

The value of (b) in the second column versus the average product quality axis is equal to 0.28. This positive value indicates that the relationship between the two variables is dependent and that whenever the independent variable changes by an increase or decrease in one unit, the dependent variable changes by increasing or decreasing by 0.28 unit of that scale.

The value of (b) in the second column versus the average condensed promotion axis is equal to 0.3. This positive value indicates that, the relationship between the two variables is dependent and that whenever the independent variable changes by increasing or decreasing in one unit, the dependent variable changes by either increasing or decreasing by 0.3 unit of that scale.

The value of (b) in the second column versus the average appropriate pricing axis is equaling = 0.3. This positive value indicates that, the relationship

between the two variables is exorcist and that whenever the independent variable changes by increasing or decreasing in one unit, the dependent variable changes an increasing or decreasing by 0.3 unit of the same units of that scale.

The value of (b) in the second column versus the average comprehensive distribution axis is equal to 0.18. This positive value indicates that the relationship between the two variables is dependent and that whenever, the independent variable changes by increasing or decreasing in one unit, the dependent variable changes either by increasing or decreasing by 0.18 unit of that scale.

The value of the moral level (Asymp.sig) corresponding to each of these transactions in the last column which are equal to 0.000, 0.001, 0.004 and 0.013, that they are all smaller than the value 0.05. Therefore, rejecting the none hypothesis and accepting the study hypothesis which states that, there is a positive and statistically significant relationship between e-marketing through the application of the elements of marketing mix (product quality, intensive promotion, appropriate pricing and comprehensive distribution) as independent variables and providing the product, gaining the trust and loyalty of consumers. The identification factor for that relationship is R^2 = 0.91, which means that 91% of changes in the dependent variable can be attributed to the changes that happen in the independent variables of the marketing mix elements.

CONCLUSION

This study examined the impact of e-marketing mix such as (product quality, appropriate pricing, intensive promotion and comprehensive product distribution) on providing the product and gaining the consumer trust and loyalty. Applied on the population of Almanshia district, in Khartoum state. A questionnaire was distributed to obtain the data in 2020. The study came to the following findings: (1) There is a statistically significant correlation between e-marketing through applying its mix elements such as (product quality, intensive promotion, appropriate pricing and comprehensive product distribution) and providing the product and gaining the consumer trust and loyalty and (2) There are statistically significant differences between the individuals of the sample in terms of their personal characteristics such as: gender, age, qualification and standard of living in their response to the impact of the e-marketing mix. Moreover, there are no such differences in terms of occupation and marital status.

RECOMMENDATIONS

The organization should ensure all the factors that the customer prefers, when designing the website, which can contribute to gaining his/her trust and loyalty. It should conduct regular and continuous marketing researches to identify and satisfy customers' aspirations and desires efficiently and effectively. Moreover, it should take care of customer complaints and respond quickly in order to obtain loyalty and ensure survival and continuity of customer with the organization. Also pay more attention to the promotional aspect and the diversification of the various elements of the marketing mix in order to attract customers and enlighten them about the services of the organization. There is a need to conduct further studies and public opinion polls to determine the level of satisfaction and acceptance of the beneficiaries of the services of the organization. The organization should try to discover the most effective means of communication that can be adopted and used to clarify the image of the organization and to show its culture.

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