

The Impact of E-marketing on the Quality of Services Provided to the Customer in Light of the Competitive Advantage

Alaa Manea Lafta, Durgham Ibrahim Kadhim, & Sabeeh Nadhim Matrood

Abstract:

The purpose of this study is to examine the impact of e-marketing on customer service quality. The research methodology involved a review of relevant literature and customers' perceptions of e-marketing practices. The findings indicate that e-marketing has a significant impact on customer service quality, with customers valuing quick and efficient communication through online channels. However, the research also identified limitations in the use of e-marketing, such as potential privacy concerns and the need for effective targeting. The practical implications of this study suggest that companies should prioritize e-marketing strategies to improve customer service quality. The originality and value of this research lie in its focus on the impact of e-marketing specifically on customer service quality.



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Introduction

Over the course of the past few years, the Iraqi market has not witnessed significant progress in the provision of high-quality telecommunications services (Al-Hassani, 2013; Fatmawati, & Garad, 2022). The advent of the internet in Iraq and the substantial shifts it has caused in the way businesses think about their strategies and their long-term goals as a result of its introduction. Communication on both the local and the global level that takes into account the client from one perspective and the rival from another. The study of electronic marketing, which is regarded as one of the most contemporary themes in the Iraqi arena, was the focus of this particular piece of research. It is a tool for distinguishing oneself from competitors and gaining an advantage in the market, therefore researchers, thinkers, and specialists cannot do their jobs without it. And a solid base of construction. The first article discussed the research technique and a few earlier investigations, whereas the second article discussed the aforementioned topics. The research is the part of the study that deals with the theoretical aspect. The study challenge centres on gaining an understanding of the customer's perspective on e-marketing as well as the customer's expectations regarding the level of service provided. The purpose of this study is to determine the extent to which e-marketing has an effect on service quality and the degree to which customers have faith in the services that are offered. The significance of the study rests in the fact that it sheds light on the fundamental building blocks of electronic marketing and emphasises the role that businesses play in persuading clients of the value of the services that are offered (Shaltoni et al., 2018; Sidek et al., 2020; Wahab et al., 2023).

State of Art

Al-Astal study 2009 entitled: The Reality of using electronic marketing by banks operating in the Gaza Strip (Al-Astal, 2009). The study aimed to identify the reality and application of electronic marketing in banks operating in the Gaza Strip. The point of view of the administrative levels in light of the marketing practices that aim to know the practiced reality and what it achieves. Advantages for the bank, staff, and customers, and what are the difficulties that face each of the bank's employees and customers, and what is achieved. Availability in the database, electronic information security, Privacy and confidentiality, research and development, and support for senior management. When using electronic marketing. The sample and population of the study consisted of upper, middle, and lower levels of administration (General manager, branch managers and their deputies, officials, heads of departments, supervisors, and senior management employees). Moreover, their number was 202 administrations.

The study found a practiced reality of electronic marketing represented in (database, information security, Privacy and confidentiality, research and development, support for senior management) with a high degree of more than 80%. The study recommended strengthening. The use of electronic marketing to take advantage of the advantages and enhance the attention to focus on customers and work to strengthen the use of the latest electronic means for practicing banking work and enabling bank employees to use modern methods in mobile applications. Niveen and Saghier (2021) reported the effect of E-Marketing Orientation on- business strategy trust as a Mediator. The study aimed to explain the relationship between e-marketing trends and e-business strategy, considering electronic trust as a mediator. The study sample included 306 of the targeted customers. The study shows the direct impact of e-marketing directive dimensions on business strategy dimensions, except for trust (Naveen and Saghier, 2021).

The paper about Effect of Electronic Marketing on Customer Satisfaction: Evidence from Selected Airlines Services in Nigeria (Ayoola, Ibrahim 2020). The study aimed at the impact of electronic marketing on customer satisfaction with the services of selected airlines in Nigeria. The study population consisted of six airlines, and the study sample was taken from 100 clients. Optimizing search engines and e-mail marketing positively affects customer satisfaction with the services of companies flying in Nigeria. The study by AL Asheq et al. (2021) aimed to test e-marketing guidance, technology guidance, and the ability to learn about the performance of companies. Small and medium-sized companies in Bangladesh, and the population and sample of the study consist of owners of small and medium-sized companies and adults. Their number is 156. The results of the study showed that e-marketing has an impact on the performance of small and medium-sized companies through the Internet. The level of service quality and its effect on the competitive advantage (a case study of the mobile operator agency (Ooredoo) in the state of Saida (Zaqai, Amin 2021). This study aimed to determine the level of service quality and its impact on the competitive advantage of the mobile operator agency. Foredoom in a happy agency, this study aimed to assess the level of service quality and its effect on the competitive advantage of an agency. The mobile phone customer is Foredoom with a happy agency. The community and sample of the study are from the customers of the mobile phone customers in Wilayat Happy, as the sample included 71 clients. The results showed a significant effect of banking service quality on each marketing. Relationships and customer satisfaction, the study also confirmed the existence of a correlation and impact between the elements of service quality and competitive advantage. Customer Perception of E-Service Quality: An Empirical Study in Indonesia (ASRIL ARILAHA et al 2021). This study aimed at the impact of e-service quality dimensions (web design, reliability, responsiveness, trust, Personalization (based on the customer's perception, and the study population and sample consisted of 278 participants from South and North Swallowsey) and North Maluku, and the results showed that the quality of electronic service in its dimensions (web design, reliability, responsiveness, Trust, Personalization (has a positive impact on the perception of customers.

The Authors Markos Karl et al. (2021) studied how to measure customer satisfaction based on on-site service quality while confirming customer expectations and included a sample. The study on 342 customers working in private banks in Bangladesh and the results of the study showed the quality of service. The site has a significant positive relationship with confirming customers' expectations and, thus, their satisfaction with online shopping. The paper titled (Impact of Electronic Service Quality on Customer Satisfaction of Islamic Bank in Jordon) (SMERAN et al., 2017) aimed to study the impact of electronic service quality on the satisfaction of customers of Islamic banks in Jordan in its dimensions. Reliability, Ease of Use, Efficiency, Website Design, Privacy, Responsiveness), and Community and Sample Inclusion. The study included 300 clients of Islamic banks in Jordan, and the results of the study showed that there is a significant effect. Statistics on the quality of electronic service in its dimensions (ease of use, website design, Privacy, responsiveness on the satisfaction of the customers of Islamic banks in Jordan, but about the dimensions of reliability and effectiveness, there was no significant impact on customer satisfaction.

The Concept of E-Marketing

E-marketing indicates that the marketed companies carry out their tasks and activities. Electronically, it communicates with the customer and introduces him to the goods and services offered through its website (Khan, 2023; Awad & Aboalghanam, 2023). Electronic marketing, specifically the Internet, is known (Sigel, 2003) as a subset of electronic marketing. One of the businesses that use electronic media via the Internet to perform marketing activities and achieve Company objectives. Electronic marketing is a modern concept as it uses

information technology for marketing activity and creating offers that create value for customers, exchange, and deliver it to customers, partners, and society. It is also known as applying principles and techniques—marketing through electronic media and the Internet. Deduce from the above definitions that e-marketing is a process between two parties, one of whom is a sender and the other is a receiver on a network. The Internet and through the company's website, through which data and information are exchanged electronically. Through which the first party obtains its needs at the right time and place (Al-Adila & Warrior, 2017). The importance of e-marketing has emerged with the intensification of global Competition for products, whether goods or services. It allows companies to reach the target segments of customers and convince them in promotional ways, making companies compete in the world market.

The importance of e-marketing is highlighted in the following:

E-marketing has revolutionized the way companies display and promote their products and services, allowing them to reach customers around the clock and across the globe. This not only facilitates effective communication with customers but also helps in reducing promotional expenses and allows for the exchange of data and information between the company and the customer, regardless of geographical boundaries. As a result, e-marketing has become an essential tool for businesses in today's digital age, catering to the needs and desires of customers while providing a platform for seamless transactions and negotiations (Al-Adila & Warrior, 2017).

Electronic marketing stages

Arthur presented a model that expresses the electronic marketing cycle, consisting of four stages. Firstly, in the preparation stage, the needs and desires of the customer are determined, target markets are identified, and the nature of the competition is assessed. Secondly, in the communication stage, the customer is contacted and introduced to new goods and services offered via the company's website. This stage consists of four sub-stages: attracting the customer's attention, arousing the customer's desire, forming the customer's desire, and making a purchase decision. Thirdly, in the exchange stage, the customer obtains the products they need in return for the company getting its money using a secure payment system. Lastly, in the post-sales stage, the customer is acquired and maintained, and all services are provided to them through operations. The researcher believes there is a stage that comes after the preparation stage and before the communication stage, which is the application stage. This stage involves the production of goods and services identified to satisfy customers' needs, fulfill their requirements, and prepare the target markets. E-marketing has helped companies reduce advertising costs and communicate with customers anywhere in the world. It also allows customers to negotiate with companies about purchasing products and services and compare products by browsing the internet (Harridge-March, 2004; Kim & Lennon, 2011).

Advantages and disadvantages of electronic marketing

Electronic marketing has several advantages (Al-Sabbagh, 2016). E-marketing offers a range of benefits for both sellers and buyers, including the freedom and convenience to access goods and services. Customers can easily find product information using search engines like Google without leaving their homes. This form of marketing also allows for greater flexibility in choosing goods and services, regardless of location or price. Communication between customers and companies is quick and efficient, with the ability to fulfill specific requests. Additionally, e-marketing enables customers to access products and services worldwide without traveling. Companies can also establish and maintain relationships with their customers through this platform while utilizing the Internet as a promotional channel to drive

additional sales. Furthermore, products and services are available 24/7 through electronic marketing sites, catering to customers' needs at any time. Lastly, customers can easily compare prices across websites to find the best deals (Skurpel, 2016).

Disadvantages of electronic marketing

E-marketing has numerous drawbacks, including security and confidentiality concerns, the need for widespread internet access in some countries, and the potential for deceptive marketing practices. Additionally, the absence of laws and guidelines to protect buyers from defective products and the possibility of counter-propaganda targeting competing companies' products can also impact the credibility of e-marketing (Fariborzi & Zahedifard, 2012). On the other hand, the success of e-marketing depends on several dimensions, such as providing a marketing database, electronic information security, and research and development. These dimensions are critical for companies engaging in e-marketing to enhance customer relationships, ensure data security, and improve products and services to maintain a competitive position in the market.

E-marketing dimensions

The cornerstone of e-marketing lies in the marketing database—a meticulously organized repository of data managed through a programmed system. This system simplifies data retrieval, addition, and deletion through user-friendly applications. Additionally, this database encompasses comprehensive files containing the names, addresses, and phone numbers of both current and potential customers. As companies seek to bolster relationships and efficacy with their customer base, the utilization of the internet to acquire and maintain customer data within the marketing database has become commonplace (Kock, 2015). Within electronic marketing, two pivotal dimensions demand utmost attention: electronic information security and confidentiality. Safeguarding information integrity and the storage locations from potential threats like theft, damage, or loss becomes paramount. Ensuring a secure environment to shield data from cyber threats not only solidifies a company's commitment but also fosters trust among customers regarding the safety of their information. For any enterprise venturing into electronic marketing, investing in robust information security is imperative. The exchange of information over the internet necessitates a robust shield against cyber threats. Therefore, companies engaging in electronic marketing must prioritize information security to uphold data integrity and reassure customers of its protection. Moreover, research and development stand as a pivotal dimension for companies, playing a significant role in refining and advancing products and services (Rahayu & Day, 2017). The company and the consolidation of its competitive position are the most critical goals, it achieves from research and development based on enhancing knowledge and discovering and generating new ideas and concepts, diversity in products to meet the needs of a more significant segment of customers, improve the goods and services required in the market, improve the company's competitive position and develop its sales (Chong et al., 2010; Khamaludin et al., 2021).

Quality of services provided to the customer

The quality of services has become an essential factor for companies in their field of work, aiming for a competitive advantage over similar companies in the same activity. The first to determine the quality of services (Lewis & Booms, 1983) defined the quality of services as a measure of the extent to which the level of service provided to the expectations of customers (Noor, 2019). Service quality has received significant attention from scholars in the service marketing literature, where service quality has been defined as the adaptation and adaptation to customer demands in providing the services provided (Saomai et al., 2021) indicated that

the quality of services is a detailed assessment of customers' perceptions towards the services provided to them through their participation and loyalty. It is considered a competitive factor for the company in terms of superiority. Distributing companies or other competitors and the quality of service is known from its electronic point of view as the customer's interaction with the website in all the marketing operations of shopping, buying, and delivering (Jacinda et al., 2021; Hawary et al., 2017). Services have become a significant role in the world of Competition between companies in the modern era, which made the quality of service the mainstay on which companies rely for superiority and ability to compete. The service is of vast importance for companies that seek to achieve excellence and stability, which is what is required of their customers together to create the service and provide it in an elegant and high-level manner, so the employees and the workers must deal (Baker, 2012).

The quality of the service affects the growth and increase in the volume of requests for the service. It is considered a way to create the company's competitive position compared to other companies. It helps increase the company's market share by continuing to deal with the service and obtaining the largest segment of customers. It helps understand customers and maintains them through good dealings and a greater understanding of them. Service quality has five levels that can be distinguished as follows (Al-Dweik, 2014). The quality of the service that the customer expects is the quality that the customer sees when it is available. Perceived service quality is the quality of the service provided to the customer against or exceeding his needs and expectations for the service. The quality of the actual service is the quality that performs the service. Standard service quality is the quality that the standard specifications of the service can determine. The quality of the service promoted to the customer is the quality that fulfills its promises to the customers through its carriers. The service quality life cycle passes through four stages, which are as follows (Jabari, 2011). First, the stage of customer expectations for service quality: - The stage through which the company seeks to know the expectations of its customers as well as knowing their dissatisfaction with it through marketing research. Second, is the stage of determining the customer's desires for the quality of service. This is the stage through which the company studies to know its competitors in the same activity to improve its quality (Almansoori, et al., 2021; Narver & Slater, 1990).

Third, the stage of determining the criteria to be followed by the company. This is the stage in which the company is interested in determining the standards it follows in helping to achieve the quality of its services. Fourth / the stage of customer perception of service quality: - The stage in which the company is concerned with the perceived quality before the customer can measure his level of satisfaction and know the extent of his expectations for the quality of service dimensions of service quality. Parasuraman et al. 1988 believe that service quality is a global judgment or position related to excellence or superiority or service quality as they suggested that the overall performance of service quality might be good, to be determined through five dimensions: Tangibility is the manifestation of physical facilities, equipment, communication materials, and personnel, and reliability which is the ability to make reliably and accurately perform the promised service, and respond, which is the desire to help customers and provide service. Immediately, and the guarantee, which is the efficiency and credibility of the system in providing a courteous and safe method of service and sympathy. It is accessible, and an effort is made to understand customers' needs (Saghier, 2015; Kamboj & Rahman, 2017). Therefore, the spread of the Internet and its accompanying technological development have helped many companies provide their services electronically. From the perspective of e-service quality, many studies have been addressed on how to measure e-service quality. Among the most famous of these studies is a study that determined service quality dimensions (Tan & Sousa, 2015; Day & Bens, 2005).

The research problem revolves around understanding the customer's perspective on e-marketing and their expectations regarding service quality. The research aims to recognize the impact of e-marketing on service quality and identify the level of customer confidence in the services provided. The importance of the research lies in shedding light on the essential pillars of electronic marketing and highlighting the role of companies in convincing customers of the services provided. Basic dimensions of electronic marketing that will be explored include efficiency, which refers to the company's ability to provide high-quality services quickly and safely through its website and via the Internet at the specified and appropriate time; reliability, which pertains to the service employee's ability to provide services at the required level with high accuracy; and Privacy, which involves the confidentiality of information provided by customers via the company's website and its sharing with other sites. These dimensions will help in understanding the various aspects of e-marketing and its impact on service quality (Al-Adila et al., 2017; Al Kasasbeh, 2014; Nuryakin, 2018; Soto-Acosta, et al., 2018).

According to superoffice customer experience and statistics, every company will tell you that their success lies in the superiority of the goods or services they provide. Although this may have been the case two or three years ago, it is no longer a significant factor in why clients decide to do business with a particular organization. These days, it's all about giving the customer the very best experience possible. About 1,920 business leaders have polled to find out which of their many goals for the next five years will take precedence (superoffice, 2023). The customer experience refers to the manner in which a client feels they are treated by a particular business. These opinions influence customers' behaviors, as well as help customers construct memories and feelings that contribute to customer loyalty. To put it another way, if they already like you and think they will continue to like you in the future, they will continue to conduct business with you and will also suggest you to others.

Nevertheless, in order for your clients to have a positive opinion of you, it is necessary for you to learn more about them. You need to make an investment in the long-term connection, also known as relationship marketing, since if you have a solid understanding of who they are, you will be able to provide a more personalized experience for them over the entirety of their journey as a client. Acquiring such an inclusive understanding of one's clientele is not something that happens by accident. You need to gather information about your customers, sometimes known as "Voice of the Customer" data, and speedily and specifically draw actionable deductions from that information. The good news is that it doesn't matter what kind of business you're in - it has been demonstrated (time and time again) that increasing the experience that you provide for your consumers will boost customer retention, approval, and revenue.



Figure 1: ranks and answers of 1,920 business experts to share their number one significance for the next 5 years (superoffice.com, 2023)

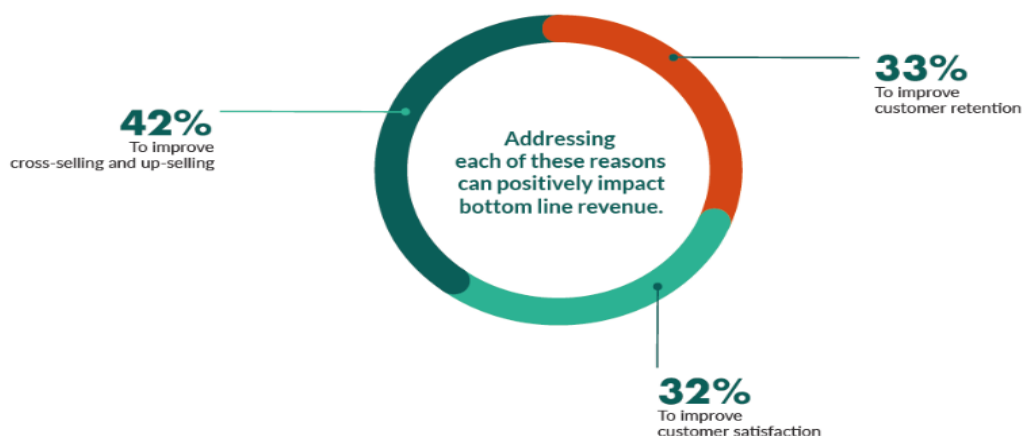


Figure 2: Reasons for investing customers experience according to superoffice customer experience and statistics (superoffice.com, 2023)

Conclusion

E-marketing is a modern and contemporary method companies have resorted to recently as it links the company and the customer through a specific communication channel and the Internet. For the speed it provides in meeting the requirements of customers. In addition to the interaction that takes place on the part of the two parties, as it is the central pillar on which companies rely in the field of Its business, if it has a marketing database for customers and electronic information security, it works well that it cannot Hacking specialists have a distinguished staff whose mission is to search for and process information and data to design new products, attracting customers and fulfilling their requirements.

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