



Factors Affecting University Students Satisfaction with Websites Which Sell Educational Needs (Tools) An Applied Study Evaluating Students' Satisfaction with E-Marketers of Selected E-Products

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Abstract: This research aims to assess the level of satisfaction of master's and doctoral students. Faculty of Economics and Business Administration on performance of websites that market books, references and educational tools; Including computers, and other educational products needed by postgraduate students in the master's and doctoral stages, Business Administration department.

The study focused on assessing the level of students' satisfaction according to a number of criteria; the most important ones are: quality, timing, price and quantity. It is cleared that students' attitudes showed high positive scores; meaning high levels of satisfaction of dealing with these sites according to the scores of the arithmetic mean and standard deviations shown by the statistical analysis.

These findings should enhance e-applications for other products and services marketers in all sectors for achieving needed accuracy, quality and low expenses, and highest customers' satisfaction.

Key words: University Students- Satisfaction-Websites-Educational Needs (Tools)

1.Introduction:

1. 1. Role of e-marketing in the marketing process:

The spread of e-marketing has resulted in many advantages for marketers and customers alike. Which will be explained in detail. As well as resulting in some concerns about privacy, consumer protection, and security of dealing with the purchase of products and services with credit cards, and weakening the job security of workers with little experience and digital skills, which fears negative effects on the lives of some groups of people.

What is required of the product or agent to market its products online?

If you are a store owner, producing company, or seller, if you are seriously considering starting a business to sell specific products, you should think carefully about how you will market your products online. In recent times where the globalization climate is open, you must use the Internet to provide a widespread environment for your products, as no product can be successfully marketed - now - without using the Internet



To effectively market any product online, there are a few steps that you should follow:

<https://dl.acm.org/citation.cfm?id=958130>

1. 2. Essentials of e-marketing:

Prepare good, eye-catching pictures, and attractive description of the product; this is what you will start with, then advertise your product in an excellent way. The product is the basis of the whole thing, and you have to show it very well and very attractive. There is one possibility for this product to get really high-quality images that are usually shot at the same factory or at one of the distributors. To see if photos are available for the product or not you should search for the exact product name, model number, on Google Image, if you find high-quality images, you should now start photographing the product, which is not difficult at all. Take professional photos of your products with a portable camera, or with a smartphone. Make a great description for each product and provide a good, focused explanation that demonstrates the benefits and characteristics of the product. (<http://www.bsic.it/effects-e-commerce-shopping-malls-consumer-retail-sector-us-case-study/> Oct 1, 2017)

1. 3. Effects of e-marketing on total market sales:

The rapid growth of online shopping during the last two decades, in particular, has changed the marketing dynamics of customers in all countries of the world - with an emphasis on the existence of a gap between developed and developing countries - and has affected the movement of products and services in urban areas in particular. Online shopping provides customers with good opportunities to purchase products and services from their homes without incurring the hardships of moving to traditional stores; Except for the purpose of conducting certain product checks before completing an online purchase, e-marketing has also provided opportunities to deliver sales to customers' homes. Previous empirical studies have shown several observations regarding the impact of online shopping on traditional shopping operations, in terms of successive increases in online shopping; negatively affecting the rate of a traditional sales role decreased. (https://www.researchgate.net/publication/335320240_Effect_of_online_shopping_on_consumers'_shopping_travel_and_goods'_last-mile_travel_A_case_study_in_Christchurch)

1. 4. Advantages and disadvantages of e-commerce:

(www.esalestrack.com/blog/2008/09/advantages-and-disadvantages-of.html)
The invention of e-commerce has devised a serious and powerful method that uses tools via the Internet. E-commerce has provided a bunch of benefits to all market players, but it also brings some serious problems.

1. 4. 1. E-marketing advantages to marketers:

Ease and speed of completing sales; where there are no hampering restrictions, limiting total expenses, continuous communication to persuade customers 24 hours daily, eliminating the problems of choosing traditional locations, building and luxury construction in famous squares and streets, then there is no need to roam here and there for selling. (gauss-development.com/advantages-and-disadvantages-of-e-commerce)

1. 4. 2. E-marketing advantages to customers:

It facilitates a useful and convenient way to buy and save time, effort, money and a wide range of goods and services at better prices. Consumers can use search tools and price comparison sites, which clearly reduces search cost and time, to discover and compare many different offers for the



same product. In addition, the online marketplaces help consumers buy anytime, anywhere, and avoid the problem of wasting time, or traveling long distances with additional expenses ([http://www.Bsic.it/effects-e-commerce-shopping-malls-consumer Retail Sector Case Study / USA / 01 October 2017](http://www.Bsic.it/effects-e-commerce-shopping-malls-consumer-Retail-Sector-Case-Study-USA-01-October-2017))

1. 4. 3. Disadvantages of e-marketing:

Facilitating starting a business for bad people who hadn't respected guarantee for the quality of the product or service. There is no continuous guarantee of customer interactions or loyalty. There are some hackers who pass the opportunity and are not eligible. (<https://www.supplychainquarterly.com/columns/scq201102monetarymatters/>)

1. 5. E-marketing in the Middle East: (<https://www.extradigital.co.uk/articles/seo/growth-arabic-ecommerce.html>)

In the Middle East there is one of good (young generation); this is the most appropriate period of age, so youth are an excellent target for electronic products. About 108 million people, more than 28% of the Arab Region population between 15 and 29 years old. This is most evident in certain countries, including Egypt, Iraq, and Lebanon, Morocco, Oman, Tunisia, Jordan, Algeria, and Saudi Arabia, and other states. The Middle East also has some of the world's largest percentage of wealth. Although the stereotypes saying that the Arab World are all deserts; internet statistics stated that the Middle East (majority of Arabs) has his maximizing role in the field of e-marketing. Iran and Egypt have achieved the highest international rankings in the number of Internet users. The following is the announcement: (<http://istizada.com/blog/e-commerce-in-the-middle-east/>)

Number of users in Iran is 56,700,000, representing 17%, an increase of 22,580% from 2000. - Egypt closely follows the top 20 largest Internet users in the world, with 48,211,493 users reported in 2017, an increase of 10,613% over 2000.

In the e-market, it takes more than four years on average to be famous, to achieve customer loyalty; as it is an economic necessity for many e-marketers. Customer loyalty increases profit margins and growth in many ways.

Rating is even higher on the web. The reason for this is that loyal customers are usually willing to pay a higher price because they are more understanding when something goes wrong because it's easier to Satisfaction because the marketer knows better the customer's expectations. (I bid) Realistically, the success of some well-known sites can be attributed to its ability to maintain customer loyalty more, and part of the success of (Amazon.com), the leading website bookstore, is due to a high degree of customer loyalty, with 66% purchase returns. Loyal customers also tend to urge relatives and friends to come and buy, which increases the customer base without any additional advertising costs. The success of some popular sites, such as (eBay), is partly due to their ability to reduce costs of attracting new customers with this referral system.

Customer loyalty in e-marketing is concerned with the overall quality of service (response speed, reliability, warranty, price, timing, quantity required, and communication) increase customer confidence. Data also indicates that low customer confidence and perceived quality differing from actual quality increase the chances of customers switching to another vendor; while achieving total quality aspects increases customer loyalty. (D. Gefen, 2002, *The Journal of Information Systems*, Volume 3, pp. 27-51)

2. The Study Problem:

The study problem revolves around next question:



What are the factors that affect university students' satisfaction with websites which sell educational needs (tools)?

This main question can be divided into the following sub questions:

2. 1. What are the most important characteristics that distinguish the websites that market university educational tools?
2. 2. To what extent do the characteristics of the mentioned websites affect university students' satisfaction?
2. 3. To what extent do students' demographic variables affect university students' level of satisfaction with websites?

3. The Study Objectives:

This study seeks to achieve the following objectives:

3. 1. Clearing the most important characteristics that distinguish the websites that market university educational supplies.
3. 2. Show the effect of the characteristics of the mentioned websites on university students' satisfaction with these websites?
3. 3. Clearing the effects of students' demographic variables on their level of satisfaction with these websites?

4. The Study Hypotheses:

4. 1. The main hypothesis:

The main characteristics of the web sites that sell educational needs (tools) have positive impacts on the university students' satisfaction.

This main hypothesis can be divided into a group of sub-hypotheses as follows:

*The availability of tools and books required for university students with the required quality leads to increased satisfaction of university students interacting with websites.

*The availability of tools and books required for university students with the required quantity leads to increased satisfaction of university students interacting with these websites.

*The availability of tools and books required for university students on time leads to increased satisfaction of university students interacting with these websites.

*The availability of tools and books required for university students with suitable price leads to increased satisfaction of university students interacting with these websites.



4. 2. Relationship between Variables:

Independent Variables	=====□	Dependent Variables
Products quality. Products quantity. On time delivery. Suitable prices.	=====□	University students satisfaction

5. The Study Importance:

5. 1. Scientific Importance:

This study findings are expected to support marketing literature and consumer behavior by removing confusion about the concept of factors affecting the final consumer loyalty to the E-marketers; especially as no with studies of this domination in our country.

5. 2. Practical Importance:

There is a practical importance to the study findings in helping national organizations effectively achieve their marketing goals, and satisfy their customers' needs and desires; specially; in the field of university students needed products that match their expectations for increasing students' satisfaction, and urges other mates deal with these sites.

5. 3. Special Importance:

The study is presented for achieving career advancement.

6. Literature review:

There are many studies, articles and publications that have been concerned with e-commerce Applications and their effects on marketers and customers. It has been cleared from recent studies, including - especially - that were issued at the beginning of the second decade of this century that achieving the desired benefits from e-commerce applications requires environmental support, qualified human resources, and supporting legal legislation. It is –also- cleared that marketers and customers of e-commerce are increasing rapidly, and they are achieving increasing satisfaction, and monetary unprecedented gains. Below are some of the most important studies in this regard.

6. 1. Literature review of service quality and customer loyalty:

6. 1. 1. Dina and Nensi (2015): They have come to the conclusion that websites are the trusted basis for producers and customers equally; with the aim of completing electronic marketing activities in the field of tourism. They pointed out that there are a number of e-marketing tools applied by tourism and hotel establishments in general; these basic e-marketing tools such as internet marketing, e-mail marketing, mobile marketing, extranet marketing, and other e-marketing applications.

6. 1. 2. Samreen and Maria, (2017): E-marketing is a methodology for applying an integrated set of information technologies; With the aim of adapting marketing strategies to create more value for customers (more effective segmentation, targeting, differentiation, and positioning strategies), it also achieves efficient and effective planning and implementation of the visualization, distribution, promotion and pricing of all goods, services and ideas, and also contributed to the development of creating exchanges that satisfy the individual customer, and the organizational consumer.

All organizations can advertise their products along 24 hours, and weekly 7 days, as there are no work shifts, and any customer can go to the Internet at any time and in any part of the world, if he wants to advertise his products and services online, he can use various electronic marketing tools



such as Web, e-commerce, internet, content, website, advertisement, mail, news, links, http and other such kinds of things to do online advertising.

6. 2. The concept of e-customer satisfaction:

6. 2. 1. Muslim (2016): He studied e- banking service quality and its implication on customer satisfaction and loyalty.

The study has been conducted in Saudi Arabia on 520 internet banking customers and the results confirmed that the all four dimensions (personal need (customization), digital sites, user friendliness, and efficiency of website) are distinct constructs. The results also indicated that internet banking service quality consisting of four dimensions has appropriate reliability and each dimension has a positive significant relationship with internet banking service quality.

The efficiency of banking website is the important aspect of internet banking service quality. The Study findings cleared that the relationship between internet banking services quality and e-customer satisfaction is significant.

6. 2. 2. (Samreen et al., 2017): They concluded that customer satisfaction is measured at the individual level, but it is almost always reports at an aggregate level. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service.

The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Different studies show that e marketing strategy is not just developing a web site for advertisement but more than it. Different dimensions of e-marketing will be discussed here under.

6. 3. How can trust be built between organizations and customers?

The quality of provided service on the part of the service provider should concentrate on working according to the criteria that attract customers.

6. 3. 1. Gebreel, (2012): This study focused on clearing the reality and challenges of e-commerce, its futures, identifying the reality of e-Commerce in Palestine, knowing the future challenges it faced, showing e-commerce impact on consumers, companies, clearing the technological requirements of e-Commerce, knowing the readiness of Palestinian society to practice e-Commerce, identifying the legal environment of e-Commerce in Palestine, evaluating future challenges, and needed resolutions.

The study found some challenges that hinder the development of e-commerce in the field of e-Marketing of products and services; these main challenges concentrated in the weak infrastructure, and the lack of legislation that facilitates digital applications.

The study recommended that; there is a serious need for an appropriate legal environment for e-commerce, and providing advanced technological infrastructure. Providing electronic payment tools to benefit from e-Commerce.

6. 3. 2. (Salman, 2013): It has been shown that the quality of service from the point of view of customers is: matching this service with the expectations that customers want, for safe use, and according to the results of (Wright & Christopher 2002), the service quality reflects the level of customer satisfaction achieved through the use of the good and / or service In general, this was supported by the findings of (Hammoud, 2002) that the quality of service consists in presenting the



distinguished applied results about the nature of the products and services; compared to competitors.

6. 3. 3. Conclusion of the research review:

There are FIVE dimensions of e-marketing success; these dimensions are:

***Reliability:** This dimension addresses customer perceptions that the service provider provides the promised service in a reliable manner, and does so on time.

***Response:** This dimension addresses customer perceptions about the service provider's willingness to help customers and not ignore their requests for assistance.

***Confirmation:** This dimension deals with customer perceptions that the behavior of the service provider instills confidence in them through courtesy and ability of the provider.

***Empathy:** This dimension deals with customer perceptions that the service provider gives them individual attention and their best interests

***Customer confidence:** It is – also - another factor that determines customer loyalty by dealing with the marketer.

7. The Study methodology:

7. 1. The Study Field:

The community or the field of the applied study is the university students; (postgraduate students, department of Business Administration).

7. 2. The Study Sample:

The study sample is all postgraduate students in the Department of Business Administration; due to their small number. Therefore; the questionnaire is delivered to all students to collect primary Data regarding to educational products purchased through websites.

7. 3. The Study Method:

The researcher applied the descriptive analytical method to serve this study. Where this method studies, understands and analyzes the phenomenon as it is, thinking and understanding its behaviors, results and offer suitable recommendation that support positives, show negatives, and suggest solutions to improve them.

7. 4. Data Collection Method:

***Secondary Data:**

Collecting secondary data was done by reviewing books, pamphlets, articles, websites, research and previous studies on the subject, which helped the researcher formulate the problem, objectives and hypotheses, and crystallize the variables under study and the relationship between them.

***Primary Data:**

Primary data was collected using (LIKERT)'s five graded questionnaire that is widely used serving researches of human and social sciences in general.

7. 5. Data Analysis:

The statistical group (SPSS Pc) was used to measure the correlation coefficient, mean, and standard deviation to evaluate inter correlation between measured factures, and student attitudes Toward websites that sell these products.

7. 6. Reliability and Stability:

For achieving reliability and stability, the researcher formulated 20 statements to cover the Topic, and applied it to all students of the DBA according to their demographic variables.

8. The Study Findings:

The following is a summary of the findings of the applied study revealing correlation coefficient, arithmetic means, and SD of the study variables, then findings of measuring students' attitudes regarding dealing with websites marketing educational tools that students purchase online.

Table No. (1)

Correlation, Mean, SD. Matrices of the study variables for showing e-marketing effectiveness.

S	M %	S D	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	74	.03	.04																			
2	73	.03	.04	.04																		
3	74	.04	.04	.03	.04																	
4	73	.04	.04	.04	.03	.03																
5	73	.04	.04	.04	.04	.04	.04															
6	73	.03	.04	.04	.04	.04	.05	.03														
7	73	.03	.04	.04	.03	.04	.06	.04	.04													
8	74	.03	.03	.04	.03	.04	.07	.04	.04	.04												
9	73	.03	.04	.04	.02	.04	.04	.04	.04	.04	.04											
10	73	.03	.03	.04	.03	.03	.04	.03	.04	.04	.03	.03										
11	73	.03	.04	.05	.04	.05	.04	.04	.03	.04	.04	.03	.04									
12	73	.04	.04	.04	.05	.04	.03	.03	.04	.03	.03	.03	.02	.04								
13	73	.03	.04	.04	.04	.04	.03	.04	.04	.04	.04	.04	.03	.03	.04							
14	74	.04	.04	.04	.05	.04	.04	.04	.04	.04	.03	.02	.04	.03	.04	.04						
15	73	.04	.04	.04	.05	.04	.04	.04	.04	.04	.02	.03	.04	.05	.04	.04	.03					
16	72	.03	.04	.03	.05	.04	.04	.04	.04	.04	.03	.03	.03	.04	.02	.03	.04	.03	.03			
17	73	.03	.04	.05	.04	.04	.04	.03	.04	.04	.03	.03	.03	.03	.03	.03	.04	.03	.03	.03		



18	73	.03	.04	.04	.03	.04	.04	.04	.03	.04	.03	.03	.03	.02	.03	.03	.04	.03	.04	.04		
19	73	.03	.04	.04	.04	.05	.04	.04	.04	.04	.03	.01	.05	.02	.04	.04	.03	.03	.03	.03	.03	
20	72	.03	.04	.03	.05	.04	.04	.04	.04	.04	.03	.03	.03	.04	.02	.03	.04	.03	.04	.03	.03	.04
N	73	.03	.04	.04	.04	.04	.04	.04	.04	.04	.03	.03	.04	.02	.04	.03	.04	.03	.04	.03	.03	.04

S= statement No. , M= mean/ SD=Standard Deviation, trust Standard>0.95 / SD<0.05

Table No. Shows the following:

Findings cleared that there are high positive correlations that reflect the presence of a high Attractiveness of electronic channels compared to traditional stores. It also provides additional advantages for students (customers) represented in the spread of these channels everywhere, offers low prices, and saves time and effort of the students, offering the expected quality guarantees. It spares no effort in innovation and renewal, and has all the information and answers to customers' inquiries immediately. The contribution of e-commerce channels to the total sales of the services in question has increased, which has been positively reflected on students (customers) satisfaction. The relationships between the study variables also showed positive effects of electronic commerce on increasing Job opportunities for the qualified persons in this field, with positive contribution to export field and national income—in general. These findings were achieved at a level of significance (> 0.95), and a standard deviation (< 0.05).

Table No. (2)

Mean SD matrix evaluating students' trust of dealing with e-marketing sites that sell educational needs, according to students' demographic variables

S. No.	M. %	SD %	Gender %		Age %				Specialization %	
			W	M	- 25	- /30	- 40	40 +	MB A	DBA
1	74	03	73	74	75	75	74	72	73	75
2	73	03	72	74	74	73	73	73	72	73
3	74	04	73	75	74	74	74	73	73	74
4	73	04	72	74	74	73	73	73	72	73
5	73	04	72	74	73	73	73	73	72	73
N	73	04	72	74	74	74	73	73	72	74

S. No= statement number, M= mean. SD= standard deviation, Findings achieved @trust standard > 95%, & SD < .05

Table No (2) shows the following:

Students showed positive attitudes regarding the level of attractiveness of e-commerce channels; As it became clear that their level of attractiveness to students has increased compared to traditional channels; especially since those e-channels provide a number of advantages for students; these advantages are: Lowest prices, acceptance of returns, and great efforts to develop, innovate, renewing, and spread everywhere. These findings were achieved at a general mean (%73), a standard deviation (> 5%). There are no significant differences between students according to their demographic variables at a confidence level (< % 95).

Table No. (3)

Mean SD matrix evaluating students' attitudes about e-marketing channels' competitiveness, according to students' demographic variables

S. No.	M. %	SD %	Gender %		Age %				Specialization %	
			W	M	- 25	- /3 0	- 40	40 +	MB A	DBA
6	73	.03	72	73	74	74	73	72	73	72
7	73	.03	72	74	73	73	73	72	73	73
8	74	.03	73	74	75	74	73	73	73	74
9	73	.03	73	73	73	73	73	72	72	74
10	73	.03	72	73	74	73	73	72	72	74
N	73	.03	72	73	74	73	73	72	73	73

S. No= statement number, M= mean. SD= standard deviation, Findings achieved @trust standard > 95%, & SD < .05

Table No (3) shows the following:

Students showed high positive attitudes regarding the level of competitiveness of e-marketing channels; as it clears out that these channels provide a wide variety of e-products and services, compared to traditional stores, and offer distinguished and quick information about the products and services they offer to urge students to buy from them, saved students' time and money at dealing with those e-channels. These advantages have been positively reflected on e-channels sales of products and services required for students and others. These findings were achieved @ general mean (%73), and a standard deviation (% 03). No significant statistical differences appeared between students groups according to their demographic variables; these slit differences returns to purely chance factors. These findings Were achieved at a confidence level (> % 95).

Table No. (4)

Mean SD matrix evaluating students' satisfaction about dealing with e-marketing channels', according to students' demographic variables

S. No.	M. %	SD %	Gender %		Age %				Specialization %	
			W	M	- 25	- /30	- 40	40 +	MB A	DBA
11	73	.03	72	73	74	74	73	72	73	72
12	73	.03	72	74	73	73	73	72	73	73
13	74	.03	73	74	75	74	73	73	73	74
14	73	.03	73	73	73	73	73	72	72	74
15	73	.03	72	73	74	73	73	72	72	74
N	73	.03	72	73	74	73	73	72	73	73

S. No= statement number, M= mean. SD= standard deviation, Findings achieved @trust standard > 95%, & SD < .05

Table No (4) shows the following:

According to students attitudes; e-marketing increased students' satisfaction. Students high satisfaction is achieved with easy dealing; speed, lowest prices, fast completion. Level of satisfaction of the students was enhanced with home delivery made by e-marketing channels, acceptance of sales returns, and good communication with students for answering students' inquiries and solving their problems. The previous findings were achieved at a general mean (%73) and a standard deviation (%03). There were no statistically significant differences between students groups according to their demographic variables, at a confidence level (> %95).

Table No. (5)

Mean SD matrix evaluating students' attitudes about effects of e-marketing on national economy, according to students' demographic variables

S. No.	M. %	SD %	Gender %		Age %				Specialization %	
			W	M	- 25	- /30	- 40	40 +	MB A	DBA
16	72	.03	71	73	73	73	72	70	72	72
17	73	.03	72	74	73	73	73	72	73	73



18	73	.03	72	74	74	73	73	72	72	74
19	73	.03	73	73	73	73	73	72	72	74
20	72	.03	71	73	73	72	72	72	71	73
N	73	.03	72	73	73	73	73	72	72	73

S. No= statement number, M= mean. SD= standard deviation, Findings achieved @trust standard > 95%, & SD < .05

Table No (5) shows the following:

This table cleared students high positive attitudes regarding the positive effects of e-marketing on the national economy; It has become clear that e-marketing channels contribute positively to increasing national income; through supporting exports, supporting tourism sector, and providing positive job opportunities for qualified youth. These results were achieved at arithmetic mean (73%) and a SD (3%). There are no significant differences between students groups according to demographic variables, at the level of confidence (> 95%).

9. The Study Recommendations:

This work is concerned with analyzing the effects on e-marketing institutions of university

educational tools needed by students in general, and graduate students in particular, in order to ensure students' (customers) satisfaction with the various aspects of e-marketing services.

Therefore, based on the results of the study, the researcher would like to direct the following recommendations to the concerned authorities:

1. Since the dimensions of focus, privacy, security, and comfort have a significant impact on the level of satisfaction, e-marketers of education tools should focus on these dimensions to achieve a higher level of satisfaction for students (customers).
2. To increase the loyalty and satisfaction of students (customers); it is very important that e-marketing institutions strive to increase customer confidence, and work to develop their skills and knowledge to use e-marketing services by providing easy instructions for using e-marketing services; So that they can increase the ease of use of these services which will help customers to be more knowledgeable and loyal to e-marketing services.
3. Since privacy has a positive and important impact on customer satisfaction, e-marketers must implement a secure e-marketing unit that achieves confidential interaction between their sites and customers.
4. Whereas, the students (customers) are not restricted to a specific country; it is necessary to work with a number of trusted banks in each country to provide safe and easy payment systems to support customer satisfaction.



5. To solve the problems of service interruptions and poor network facilities, it is better for e-marketing sites to work with a globally distinguished electronic communication services company, which has branches in all countries.
6. The need to pay attention to supporting advanced information and communication technology infrastructures; hence, relevant government and private bodies must work hand in hand to develop and expand ICT infrastructures.
7. Finally; the researcher recommends that future researches should assess the level of customer satisfaction, loyalty and commitment in all economic and service sectors, in order to determine the impact of other variables that were not identified in the current study but affect customer satisfaction with regard to e-marketing services and affect e-marketing customer satisfaction.

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Appendix: Questionnaire used in collecting primary data from university students:

Statements	5	4	3	2	1
E-marketing is a strong competitor to traditional channels of E-products.					
1. e-marketing channels are more attractive to customers than traditional stores.					
2. e-marketing channels offer lower prices than traditional ones.					
3. e-marketing channels accept sales returns more than traditional ones.					
4. e-marketing channels do good efforts for innovation more than traditional ones.					
5. e-marketing channels are founded everywhere.					
E-marketing channels are up to date marketers:					
6. e-marketing channels provide vast variety of e-products and services.					
7. e-marketing gives quick information about E-Products					
8. e-marketing channels offer premium selling.					
9. e-marketing channels save customers time.					
10. e-marketing channels increased total sales of product and services.					
E-marketing increased consumers' satisfaction.					



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11. e- marketing channels provides delivery selling.					
12. e- marketing channels offers at home delivery to keep customers rest.					
13. e- marketing channels accepts sales returns.					
14. e- marketing channels save customers time.					
15. e- marketing channels always contacts customers for solving problems.					
<u>E-marketing have good effects on national economy.</u>					
16. e- marketing channels increased national productivity.					
17. e- marketing channels offers employment chances for E-qualified.					
18. e- marketing channels shares in increasing tourism.					
19. e- marketing channels facilitates national products exporting.					
20. e- marketing channels shares in economic growth.					