

The Impact of E-Marketing on Consumer Satisfaction

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Abstract : The world has witnessed a great revolution in to field of technology and communication, especially after the opening of markets (globalization) . Which has led to a change from traditional marketing, which depends on direct selling and buying to electronic marketing, consequently different corporation have adopted this concept so as to gain time , efforts and money for the sake of the customer's satisfaction. It is the main reason of the study, which is to know the impact of electronic marketing on the consumer's satisfaction in the fields of communication through practical studies of Ooredoo customer's where the descriptive analytical method has been used with statistics to analyze the results of the survey. It concluded that e-marketing effectively contributes to customer satisfaction.

Keywords : e-marketing, consumer, consumer behavior, satisfaction

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