

ONLINE MARKETING MIX AND ONLINE BUSINESS QUALITY AFFECTING CUSTOMER'S SATISFACTION: A CASE OF ASIAPAC NET MEDIA LIMITED, CHINA

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Abstract

Customer satisfaction is directly tied to a company's capacity to attract and retain customers, hence businesses must understand the relationship between their online marketing strategy, online business quality, and customer satisfaction. This research has the objectives: 1) to study the personal factors that affect customer satisfaction in Asiapac Net Media Limited China, 2) to study the online marketing mix that correlates with customer satisfaction in Asiapac Net Media Limited China, and 3) to study online business quality that correlates with customer satisfaction in Asiapac Net Media Limited China. This research is quantitative. Convenience sampling was used to select 400 Asiapac Net Media Limited clients in the People's Republic of China. Data was examined using frequency, percentage, mean, standard deviation, t-test, one-way ANOVA, and multiple regression. This study reports: 1) Several personal factors, such as age and level of education, affect the customers' satisfaction with Asiapac Net Media Limited China at a statistically significant level of 0.05. 2) Online marketing mix variables such as experience, everywhere, exchange, and evangelism had a positive correlation with consumers' satisfaction with the use of Asiapac Net Media Limited China's services at a statistically significant level of 0.05 and predictive power of 37.8 percent. And 3) online business qualities such as information quality, service quality, and system quality were positively correlated with customers' satisfaction with the use of Asiapac Net Media Ltd China's services at a statistically significant level of 0.05 with a prediction power of 42.0%.

Keywords: Online Marketing Mix, Online Business Quality, Customer Satisfaction

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Introduction

The promotion of goods and services through the use of the internet and other forms of online-based digital technology, such as personal computers, mobile phones, and various other digital media and platforms, is an example of a type of marketing known as digital marketing. According to Prajapati and Shah (2020), digital marketing and its impacts on digital marketing, as well as social media marketing and search engine marketing, are all gaining more and more ground in terms of popularity. The number of people who use the internet is consistently growing, and digital marketing has reaped the greatest benefits as a result of its dependence on the internet. In this day and age, when everything is done online, digital marketing is by far the most popular method of marketing (Kamal, 2016). The use of digital marketing for promotional purposes not only helps new businesses adapt their marketing plans and strategies for the customers they are trying to attract, but it also ensures compliance with the ever-evolving complexities of customer behavior (Dwivedi & Nath, 2020). Creating a corporate identity is a strategic necessity in today's world, which necessitates different brand marketing strategies than those used by traditional businesses (Mingione & Abratt, 2020).

It has been suggested that marketing strategy on digital marketing rather than traditional marketing since digital marketing allows them to gain future customers and more efficiently target present customers (Taiminen & Karjaluo, 2015). Digital marketing strives to build customer contacts and engagement as well as alternative venues for the delivery of products and services. As a result, promote must participate in online digital platforms that help businesses to reach a wider audience and successfully connect with suppliers and consumers (Meilatinova, 2021). The most important aspect of the digital revolution is creating a plan for improving digital capabilities and skills while also seeking the shared requirement of businesses, dealers, and customers to decrease costs and boost product efficiency as quickly as possible (Haralayya, 2021).

Lim et al. (2021) stated that many of you may have heard of 4P. Product, Price, Place, and Promotion make up the marketing mix. It won't explain how social media has changed consumer behavior. For this reason, businesses must find new strategies that meet consumer needs and are more digitally aligned. Thus, the new marketing mix is 4P to 4E. 4E Marketing to adapt their business 4E Marketing? (Ma et al., 2022). 4E online marketing includes experience (the overall customer experience with a brand), everywhere (the importance of being present and active across all online channels), exchange (the exchange of value between a business and its customers), and evangelism (customers spreading positive word-of-mouth about a

brand) (Strauss & Frost, 2012). However, online business quality is an essential element in building a successful online business that offers high-quality products and services and builds a reputation for the brand. As a result, it can attract and retain customers. And increase revenue for the company sustainably (Huang & Benyoucef, 2013). Which includes Information quality is the accuracy, completeness, relevance, and timeliness of the information provided by an online business; service quality is the level of customer service provided. By an online business, and system quality is the reliability, efficiency, and effectiveness of the technology and systems used by an online business (Wang & Emurian, 2013). If the customer is satisfied, then there will be behaviors that have a hugely positive effect on the organization, such as brand loyalty, word of mouth, the ability to consistently generate profits and gain a competitive advantage, making the organization a better reputation, etc. Therefore, for the organization to achieve sustainable success, it must satisfy customers by responding to their needs and maintaining good long-term relationships (Johnson & Gustafsson, 2012).

The above situation, makes the researcher realize the importance of studying the online marketing mix and online business quality affecting customer satisfaction by focusing on studying from Asiapac Net Media Limited China, which is a media production company for companies and entrepreneurs on digital platforms with a customer base of more than 20,000 both domestically and internationally makes companies need to study customer satisfaction to find ways to attract new customers and retain old customers from marketing strategies and business quality management.

Research Objectives

1. To investigate the personal factors affecting customer satisfaction in Asiapac Net Media Limited China.
2. To study the online marketing mix correlating with customer satisfaction in Asiapac Net Media Limited China.
3. To study online business quality correlating with customer satisfaction in Asiapac Net Media Limited China.

Research Hypothesis

1. The differences in personal factors affecting customer satisfaction in Asiapac Net Media Limited China

2. The online marketing mix (4Es) has a positive correlation with customer satisfaction in Asiapac Net Media Limited China.

3. Online business quality has a positive correlation with customer satisfaction in Asiapac Net Media Limited China.

Conceptual Framework

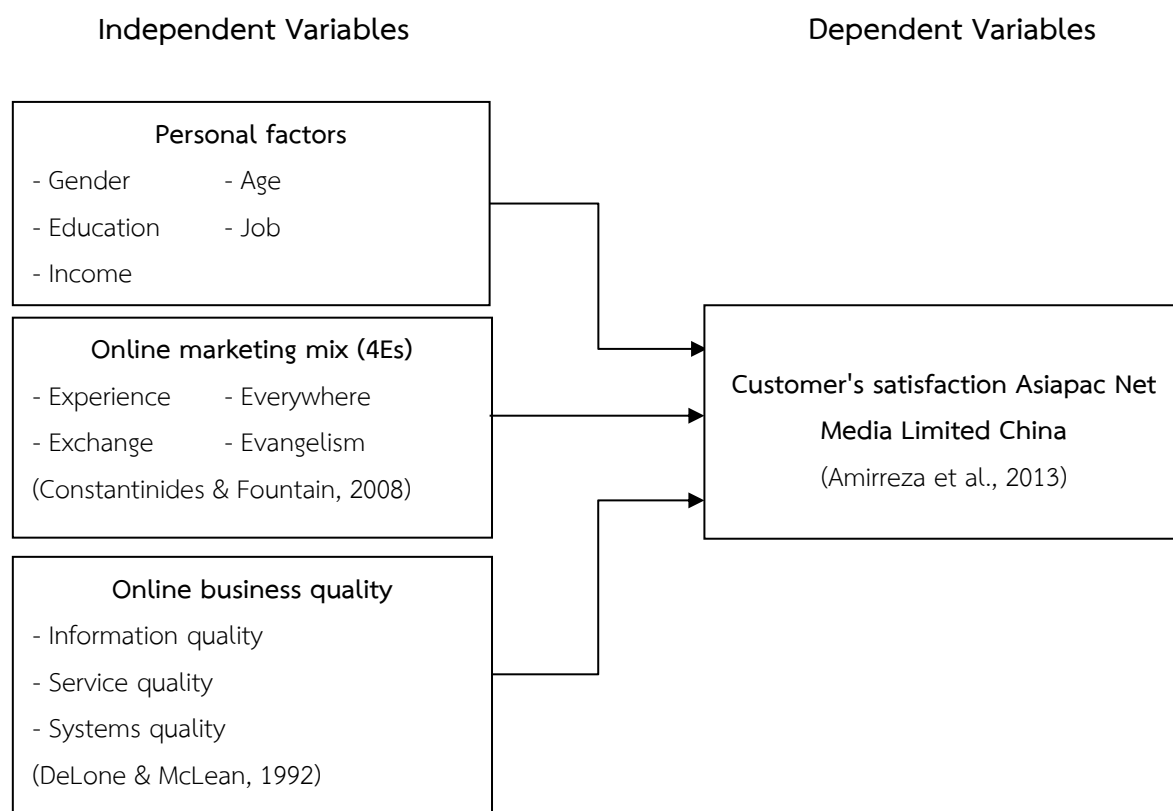


Figure 1 The Conceptual Framework

Literature Review

Concept and theory online marketing mix

Some decision factors help businesses sell their goods and services. Markets are looked into, and different kinds of information are gathered. Companies can choose the strategies and tactics they will use to meet customer needs in this way. This sets the direction of the marketing programs their products need. They also have to get past the problems set up by their competitors. This strategy is set by companies using the marketing mix (Kotler, 2011), which is made up of product, price, place, and promotion. With these things, businesses can focus on their main goals, such as making money, selling a lot, getting a big share of the market, getting their

money back, etc (Dewi & Sulivyo, 2022). The concept of the 4E marketing mix is an extension of traditional marketing mixes (4Ps) that focus on customer experience and engagement, which originated from Constantinides and Fountain (2008), who proposed that the 4E online marketing mix can respond to the changing nature of the marketplace in the digital age. There are four components, as follows:

- Experience: Experience creates a good experience for customers converted from the product, and now consumers do not expect only good products and services. But consumers expect an experience that will be obtained both before and after the purchase (Saranrom et al., 2021).

- Everywhere: Everywhere makes it as easy as possible for consumers to access products and services. Converted from a place, having a storefront in a prime location or a large number of branches may no longer be necessary for businesses (Montatixe & Llerena, 2022).

- Exchange: Exchange creates value for businesses and consumers. Converted from price, you can see why many businesses today are expensive but sell better than some cheap businesses. Because consumers no longer look at price as the main issue (Lim, 2021).

- Evangelism: Evangelism transforms consumers into regular customers, converted from promotion, which will change consumers to repeat their consumption, or word of mouth has been around for a long time (Boonyachai, 2022).

Concept and theory of online business quality

The concept of online business quality has received a lot of attention in recent years as more and more consumers turn to the Internet to purchase products that are reliable and safe, including providing quality customer service (Paraskevas & Arendell, 2014). Several theories have been developed to study the quality of online business, such as the Theory of Planned Behavior (Ajzen, 1991) and the Technology Acceptance Model (Davis, 1989), among others. The theory is based on a model that indicates the causal factors that users consider when selecting technology. Therefore, measuring and evaluating the quality of an online business has a variety of different methods. But a very popular model is the information systems success model of DeLone and McLean (1992), in which they demonstrate the success of online businesses by providing high-quality information, services, and relevant systems. Positively to customer satisfaction and trust. They also defined the meaning of each element as follows:

- Information quality refers to the accuracy, relevance, completeness, and timeliness of information produced by information systems in the context of online business.

- Service quality refers to the level of responsiveness and effectiveness of service channels for customers, such as the speed at which they respond to customer inquiries, quality of answers and the ability to solve customer problems in a timely and satisfactory manner.

- System quality refers to the technical quality of information systems, including factors such as credibility, usability, and safety. It also includes website page loading speed, ease of use, and the ability to protect user data.

Concept and theory of customers Satisfaction

One of the most important factors for a successful business was customer satisfaction. Building a long-term relationship between the customer and the company not only ensures customer loyalty but also indicates the quality of services and products. Customer satisfaction had numerous consequences and was recognized as an indicator of a company's future income and profit (Amirreza et al., 2013). Furthermore, customer satisfaction has become a determinant and predictable aspect of success; thus, the company could not compete with their competitor without customer satisfaction (Amirreza et al., 2013). Wagner (2020) considered commitment as a process of bridging between a certain set of leading variables and the resulting behavioral outcomes and concluded that commitment can be considered a motivational factor. Staw (1980) classified commitment into two types: attitudinal and behavioral. The former refers to emotional attachment towards a community and often leads to strong community membership, while the latter results in actual behaviors beyond mere emotional attachment. Oliver (1999) has drawn a definition of loyalty, demonstrating that customer loyalty comes from a customer's high level of commitment, which leads to product or service repurchasing by the customer.

Research Methodology

1. The population considered in this study is the customers of Asiapac Net Media Limited in the People's Republic of China, the precise population of which is unknown. As a result, the sample size was calculated using the Cochran formula (1977). A total of 400 persons were sampled using the given formula. The convenience sampling method was used to identify customers who use the company's services in Shenzhen Province.

2. Research Instrumental is a questionnaire created after studying and researching concepts and theories to obtain information related to the online marketing mix and online business quality affecting customer satisfaction: A case study of Asiapac Net Media Limited

China. The questionnaire is divided into four sections: Personal. factors of respondents, including gender, age, education, job, and income. Opinion questionnaire about the online marketing mix, including experience, everywhere, exchange, and evangelism. Online business quality includes information quality, service quality, and systems quality. Opinion customer satisfaction in Asiapac Net Media Limited, China. And suggestions and comments. This questionnaire uses a 5-level rating scale with an overall reliability of 0.962, which is greater than 0.70, therefore considered reliable (George & Mallery, 2016).

3. Data analysis consists of descriptive statistics analysis presented as a table of frequency distribution, percentage, mean, and standard deviation to describe basic information about the sample group. And inferential statistical analysis was used to test the hypothesis, namely the t-test, one-way ANOVA, and multiple regression analysis.

Results

Respondents were evenly split between males and females (50.00%), with the majority being between the ages of 31 and 40 (37.50%), holding a bachelor's degree (41.00%), working for private companies (36.25%), and making between 10,001 and 20,000 yuan per month (57.25%).

Table 1 shows the mean and standard deviation.

Online marketing mix	\bar{X}	SD	Level of opinion
Experience	4.12	0.57	High
Everywhere	3.92	0.60	High
Exchange	3.92	0.59	High
Evangelism	3.75	0.70	High
Online business quality	\bar{X}	SD	Level of opinion
Information quality	4.10	0.61	High
Service quality	4.01	0.64	High
Systems quality	4.13	0.60	High
Customers' satisfaction	\bar{X}	SD	Level of opinion
1. You are satisfied with the company's products and services.	3.87	0.82	High
2. You are confident that choosing the company's services is the right choice.	3.92	0.69	High

Table 1 shows the mean and standard deviation.

Customers' satisfaction	\bar{X}	SD	Level of opinion
3. It feels good to use the products and services provided by the company.	3.96	0.73	High
4. You are welcome to tell others to use our products and services.	3.86	0.75	High
5. Although other companies are cheaper. But he insisted on continuing to use the company's products and services.	3.86	0.81	High
Overall	3.89	0.63	High

Table 2 Shows the hypothesis testing of personal factors on customers' satisfaction

Personal factors	Statistics used	Statistical values	Sig.
- Gender	t-test	-0.489	0.625
- Age	F-test	2.976	0.019*
- Education level	F-test	3.467	0.032*
- Job	F-test	0.012	0.998
- Income	F-test	0.660	0.517

* Statistical significance at .05 level

Table 2 shows that customer satisfaction with Asiapac Net Media Limited China is significantly ($p < 0.05$) affected by demographic variables like age and level of education.

Table 3 shows hypothesis testing of the online marketing mix on customer satisfaction

Online marketing mix	b	Std. Error	β	t	Sig.	Tolerance	VIF
Constant	0.972	0.199		4.891	0.000*		
Experience	0.141	0.063	0.126	2.231	0.026*	0.496	2.015
Everywhere	0.157	0.065	0.150	2.411	0.016*	0.407	2.458
Exchange	0.331	0.070	0.309	4.735	0.000*	0.371	2.699
Evangelism	0.115	0.049	0.128	2.356	0.019*	0.535	1.869
R = 0.615, R ² = 0.378, Adjusted R ² = 0.372, SE _{Est} = 0.502, F = 60.016, Sig. = 0.000*							

* Statistical significance at .05 level

Table 3 shows that factors from Asiapac Net Media Limited China's online marketing mix, including “experience,” “everywhere,” “exchange,” and “evangelism,” predict customer satisfaction with the company's services with a 37.8% level of accuracy. The forecasting equation can be written in terms of the score as follows:

$$Z = 0.126 (\text{Experience}) + 0.150 (\text{Everywhere}) + 0.309 (\text{Exchange}) + 0.128 (\text{Evangelism})$$

Table 4 shows hypothesis testing of online business quality on customer satisfaction

Online business quality	b	Std. Error	β	t	Sig.	Tolerance	VIF
Constant	0.864	0.182		4.744	0.000*		
Information quality	0.210	0.065	0.203	3.231	0.001*	0.372	2.687
Service quality	0.224	0.064	0.227	3.530	0.000*	0.356	2.811
Systems quality	0.308	0.058	0.293	5.294	0.000*	0.478	2.091
R = 0.648, R ² = 0.420, Adjusted R ² = 0.415, SE _{Est} = 0.484, F = 95.474, Sig. = 0.473							

* Statistical significance at .05 level

Table 4 shows that information quality, service quality, and system quality were all positively related to customers' satisfaction with the services of Asiapac Net Media Limited China at a statistically significant level of 0.05, with a predictive power of 42.0%. The forecasting equation can be written in terms of the score as follows:

$$Z = 0.203 (\text{Information quality}) + 0.227 (\text{Service quality}) + 0.293 (\text{Systems quality})$$

Discussion

According to the findings of the study that related to the personal analysis of customers, the level of satisfaction that customers have with the use of Asiapac Net Media Limited China is affected by a variety of personal factors, including age and education level, at a level that is statistically significant as.05. This is because one's age plays a significant role in both the decision-making process and the formulation of the marketing mix. This is because the product will be able to fulfill the requirements of purchasers of varying ages. As a result, age is used by marketers as a distinct personal characteristic of the marketing category. In addition, customers with degrees lower than a bachelor's reported a lower level of satisfaction with the quality of the business in comparison to customers with bachelor's degrees and

postgraduate degrees. Consistent with the findings of the research that Oeusoonthornwattana and Sirikutta (2019) studied that marketing mix 4es and motivation affect the decisions of Thai tourists on traveling in the Bangkok metropolitan area. The testing of the hypotheses produced the following results: customers of varying genders, ages, marital statuses, education levels, occupations, and monthly incomes who made distinct choices regarding their travel plans at a level of statistical significance equal to or greater than 0.05. This can be used in marketing to identify trends in the market, as well as to measure, evaluate, and assess the potential and success of various marketing programs. The key to successful marketing is to accurately identify the target market and then employ marketing communications channels and strategies that are effective in reaching that market. From the study, the marketing mix data analysis that the respondent was statistically significant at the .05 level because of the marketing mix understanding of what product or service can offer to customers. The marketing mix can help plan a successful product offering, help with planning, developing, and executing effective marketing strategies and help businesses make use of their strengths and avoid unnecessary costs. Therefore, the future of marketing involves the 4 E's: experience, everywhere, exchange, and evangelism. Instead of how and when the 4 E's consider why someone would connect with a product or service. Digital marketing for promotion assists new firms in adapting marketing plans and tactics for their target customers while also assuring compliance with the changing complexity of customer behavior (Dwivedi, 2020). In today's world, developing a corporate identity is a strategic need for a beginning, which require different brand marketing strategies and online marketing than traditional businesses (Mingione & Abratt, 2020). Oeusoonthornwattana and Sirikutta (2019) study that marketing mix 4es and motivation affect the decisions of Thai tourists on traveling in the Bangkok metropolitan area. The results of the hypotheses testing were shown as follows: customers of different genders, ages, marital statuses, education, occupation, and monthly income who made different decisions on travel at a statistically significant level of 0.05. The aspect of the marketing mix 4Es of Everywhere and Evangelism and motivation in the aspects of emotional and reasonableness affected the decisions of Thai tourists on travel at a statistically significant level of 0.05 by affecting the decisions at an average overall 48.1.

Through experience marketing, customers become acquainted with you and your product or service, allowing them to form a lasting, genuine connection and spread the word. Think live events, product launches, demonstrations, and temporary stores. According to Laskova (2021), building products is more difficult because the customer experience begins

with research and shopping and extends to the purchase and years or decades of living with the product. According to Smith et al. (2019), a retailer's focus may be on the visual appeal of the store, having friendly staff on hand to put customers at ease and answer questions, and having helpful digital screens to direct customers to the appropriate aisles or show product usage videos. Everywhere used to be a storefront and some advertising. Now, the company needs to know where the customers hang out online and engage with them frequently. Everyplace describes how the company needs to be available and seen at any time of the day. Okpighie (2020) states that devoting all of your time to the website will gain little attention because your audience spends more time on social media than anywhere else. Try to split time between the website and developing profiles on social media. News from the website can be easily spread on social media, which brings customers back to the website. Lim (2021) states that for sale, but nowadays a storefront may no longer be necessary because the advancement of technology has connected sellers and customers. Customers can access products and services from anywhere in the world with just an internet connection. Therefore, it changed from a storefront to a website, an e-commerce platform, or a mobile application focusing on creating a customer journey and experience on online platforms (Malelak et al., 2021).

While the price of goods and services still matters, what is more, important is what is given in return. Value is crucial at this point. According to Lim (2021), what trade customers receive in exchange may be very different. They might be trying to find a great brand to support them and make them stand out. Or they might be receiving the equipment and know-how needed to run a successful business, such as extended warranties and instant financing approval. According to Wagner (2020), consumers are no longer primarily concerned with price. however, examining the value. According to Becker (2019), while the modern consumer expects more, the perceived value for money in product pricing is inevitable. Although memberships and discounts are frequently given away for free, they cannot produce long-term differentiation. Customers appreciate brands that value their time, respect their values, support their favorite causes, or even just genuinely acknowledge them (Rust, 2020). Evangelism promoting what you sell is not enough. This includes letting your customers know why you are doing it. In turn, customers will become brand evangelists and spread the word about your store to others. Promoting your products is not as strong as your customers evangelizing about them. Cao (2021) states that for big and small companies, word-of-mouth marketing is ranked as the most important and least costly marketing activity there is. To a

certain extent, this is out of your hands and in your customers'. Becker (2019) states that nowadays, there is a way that has changed from discounting, exchanging, and giving away the same, but bringing the previous 3E together to create a stronger relationship between the customer and the business (brand loyalty). The multiple "everywhere" touchpoints and exchanges have been satisfying. The result will be an active supporter of the brand who will take to actively recommend the brand through social media (Wagner, 2020). The top of their mind recalls when suggesting brands to their friends, etc. Thanh and Kirova (2018) state that issuing a discount, exchange, giveaway, or another marketing campaign in the past may not be very popular today. This is because modern customers often have a preference for the brands that they consume regularly, also known as evangelism.

Furthermore, the online marketing mix and online business quality affect customer satisfaction. Customer satisfaction was statistically significant at the .05 level because of illustrates whether the customer base likes what the company is doing. Research shows that high satisfaction leads to greater information quality, service quality, and systems quality. Heang and Khan (2015) investigate the influence of Internet marketing on the growth of China's agriculture business. As a consequence, many have been forced to sell their goods to middlemen, but many intermediaries exploit the situation and exert pressure on producers, making it impossible for them to earn profits. This study tries to determine if Internet marketing might play a significant role in assisting these agricultural producers, given the rising prevalence of Internet connection and computer skills. It highlights possibilities and shortcomings. There are gaps when producer and customer perspectives vary. This also indicates chances for manufacturers to increase their marketing capabilities. Heang and Khan (2015) investigate the factors influencing customer satisfaction throughout the Christmas season of online purchasing. The data indicate an improvement in information quality, product quality, and savings, but a decline in product returns and customer happiness with online purchasing.

Information quality ensures customer satisfaction and a longer partnership. If customers aren't satisfied, they won't return and may tell others, tarnishing your industry reputation. Quality information reduces the uncertainty that comes with new product/service development, according to Kang and Namkung (2019). It ensures top performance in competition. Quality information must be complete, accessible, accurate, precise, objective, consistent, relevant, timely, and intelligible.

Service quality is a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including

surveys and ratings, can help a company determine how to best improve or changes its products and services. Konhausner et al. (2021) investigated how service quality affects customer loyalty in the travel agency: the effects of customer satisfaction, service recovery, and perceived value. They discovered that the relationship between service quality and customer satisfaction is stronger for customers who have a positive experience with service recovery and that the correlation between customer satisfaction and customer loyalty is stronger for customers who perceive a high level of value.

Systems quality is closely related to concepts such as system satisfaction, user satisfaction, computer system satisfaction, and end-user computing satisfaction is the attitude of a user toward the computer system they employ in the context of their work environments. Puspitawati (2021) states that as a collection of business processes that focus on meeting customer requirements consistently. Its purpose is to ensure that, every time a process is performed, the same information, methods, skills, and controls are used and applied consistently.

The new body of knowledge constructed in this study

The study entitled “Online marketing mix and online business quality affecting customer's satisfaction: A case of Asiapac Net Media Limited, China” has created new knowledge from research findings that personal factors that differ in age and education level affect satisfaction with the company's services significantly. This will enable business operators to improve service efficiency for different target groups appropriately. Moreover, the concept of the online marketing mix (4E's) is also a necessary component for online businesses that affect customer satisfaction, particularly in terms of value for the money of the service. Organizations should consider increasing the value of services beyond customer expectations, elevating customer satisfaction to the highest level, providing a good customer experience, and being able to communicate and reach target groups through all channels. However, this research has also taken theoretical concepts on improving business quality, particularly in the service sector, which must provide quality information, services, and systems to develop customer satisfaction to the highest level.

Suggestions

1. The company should identify market trends, and measure and evaluate the potential and success of marketing programs. The secret to successful marketing is to identify

the target market accurately and to use effective marketing communications channels and tactics to reach it.

2. The company should offer the company's products that are available in a wide range. In addition, the company should provide the company's products that are of high quality and reliable. Lastly, the company's products should have a modern design.

3. The company should have company's distribution channels that are easily accessible, and convenient to find. In addition, the company should provide the company's distribution channels that are available 24 hours a day and can be contacted in a variety of ways.

4. The company should provide service rates that are appropriate for quality, and volume. In addition, the company should offer service fees that are cost-effective compared to the benefits, which refers to the cheaper service rates.

5. The company should advertise its products and service in various media and various channels. In addition, there should be ongoing marketing promotion activities to motivate the customer to feel satisfied with the company's products and services. Lastly, company booths should be set up to display products at various locations.

6. The company should have the company's website and application pages containing complete detailed information. The information displayed through the Company's website and application should understandable, and reliable. In addition, the information displayed through the company's website and application should be interesting.

Future Research

1. Quantitative research was the focus of this study. Therefore, further research may use qualitative research, which uses interview techniques to gain insights from significant individuals, or a mixed method, which combines qualitative and quantitative research.

2. The emphasis of this research was on the marketing aspects, and it neglected other variables such as culture, social standing, digital marketing, and so on, which all have the potential to impact a customer's choice about the purchase of wine. As a result, it makes sense for the research of the future to concentrate on investigating the aforementioned issues.

3. If the additional samples are included, it will be beneficial for the wine business to have them on hand. Recently, new generations in addition to the millennial generation have become interesting, and it will be to the advantage of the industry if a future study can expand the samples to include the aforementioned sample group. New generations in general have also become intriguing.

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