

Effect of Electronic Marketing on Customer Satisfaction: Evidence from Selected Airlines Services in Nigeria

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Abstract: This study examined the effect of electronic marketing on customer satisfaction of selected airline services in Nigeria. The research design for the study is the survey design because the study involved interacting directly with a cross section of respondents who shared similar characteristics. The population of the study are the 18 domestic airlines of which six were selected as samples based on the fact that there are the most active domestic airlines in Nigeria. The data for the study were collected from one hundred (100) customers of the sampled airlines using a structured questionnaire and it was analyzed using both descriptive (tables, mean and standard deviation) and inferential statistics (regression analysis). The finding shows that search engine optimization, social media marketing and email marketing have positive effects on customer satisfaction of airline services in Nigeria. Since all the proxies for electronic marketing have positive effects on customer satisfaction, we concluded that electronic marketing has a positive effect on customer satisfaction with domestic airline services in Nigeria. Thus, it was recommended that airlines in Nigeria should take advantage of the electronic marketing in order to deliver effective services to their customer which will ultimately results to higher customer satisfaction and greater profits.

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I. Introduction

The online which is also referred to as “Internet” has changed the world we live in as it has made the business environment to be increasingly dynamic. Its growth in use has led to the decline of the traditional marketing tools of mass media: television, radio, newspapers, and magazines. According to Memberu (2017) electronic marketing (E-Marketing) is the use of the internet and digital media to sell products and services. This marketing utilizes the internet and telecommunication tools to reach the target customer of the company. Since there are multitude of internet users around the globe on a daily basis, different companies have designed their web pages which are accessible with computers, tablets, smart phones and other electronic devices. This brings a lot of opportunities to businesses as their products can reach large group of people at a time and thus, every business seems to be jumping on the internet marketing bandwagon.

E-Marketing which is also referred to as Internet marketing (I-marketing), online marketing or Web-Marketing is a valuable addition to the traditional marketing approach that enable even small businesses to compete favorably with big businesses as it does not recognize the size and types of the business. It creates a strategy that assist businesses to deliver the right messages of their product or services to the right audience and its activities and processes help to find, attract, win and retain customers. Because the marketing activities is done over the internet, E-Marketing scope is broader than that of the traditional marketing. The traditional marketing has limitation in coverage compared to e-marketing because of the portability of the of the devices used in this marketing. This enable firms to continuously appeal to both their customers and prospective buyers because the online facilities provide an all-round “24/7” service to its users, which facilitate firms having a constant relationship with their customer worldwide, and their customer can shop or order product at any time. This is possible as it is cost efficient because e-marketing cost is nothing compared to the traditional marketing, as many social media sites like Facebook, LinkedIn and Google plus allow businesses to advertise and promote their products or services free of charge.

In the opinion of Peppers and Rogers (2004), internet channels are cost efficient and the dialogue between the business and their customers are ongoing. That is the reason why marketer can always have contact with their present and prospective customers frequently in order to increase the level of personalization and interactivity with low or non-excessive cost. Peppers and Rogers (2004) further argued that the frequency of interaction between the marketers and the customers helps in enhancing customer loyalty, which in turn lead to customer satisfaction.

The Nigeria airlines service market follows the higher reception of electronic related services and products. This is enhanced by reduced costs, increased flexibility and reliability of services. Today, there are a

variety of different networking tools that are used by consumers such as LinkedIn, Facebook, and Twitter. Toili (2010) noted that many consumers and especially the youth spend most of their time on social media, sharing information with friends and relatives. Currently, airline companies have mainstream the use of electronic marketing components in their marketing activities as a way of attracting and retaining customers by providing easy access to efficient customer service platforms that aid on improved response.

Statement of the Problem

The electronic operations have received an increasing interests and benefits in many aspects due to its positive impact on business organizations, the ease of use, convenience and portability of its operation. Businesses all over the world have taken advantages of it and use it as the core in the operation of their businesses. Customers on the other hand are looking for ways of meeting their needs conveniently without incurring additional cost. Airline businesses relied mostly on electronic technology for their customers to make their travel arrangements from the conveniences of their homes, offices etc. without going to booking offices. They also need to keep informing their current and prospective customers on the services they render and the benefits of flying with them. The most appropriate channel of reaching this target market is through electronic devices. The marketing of products and services through electronic devices is called electronic marketing. This involve the use of search engine, emails, social media and other channels.

Since these means of marketing do not involve physical contact with representative of the airlines, care must be taken so that the promised the customer access online matches with the services being rendered by the airlines, as it will affect the satisfaction level of the customers. Where the offers are below customers expectation, the customer will be dissatisfied. If it meets their expectation or above it, they will be satisfied and also be willing to recommend the airline to other people.

There are many studies on the relationship between e-marketing and customer satisfaction across the globe. These include studies by Dalbough (2018) in Jordan, Alharbi and Alhider (2018) in Saudi Arabia, SamreeLodhi (2017) in Pakistan, Ugonna, Okolo, Nebo and Ojjeze (2017) in Imo-Nigeria, Jenyo and Soyoye (2015) in Lagos, and Kagendo (2015) in Kenya. Most of these studies are on e-commerce firms since most of their activities are conducted online. This study is different in that airlines companies provides services physically to customers but depend to a large extent on their market to access their services using the online platform.

Also, there are so many forms of electronic marketing; among which are audience participation, viral campaigns, customer feedback, offline communication; social media marketing; direct email, online partnership; widget marketing, affiliate marketing, online public relation; publisher outreach, brand protection, search engine optimization and paid search. The airline companies employ the popular means of social media marketing; direct email, and search engine optimization and that is the thrust of this study. Thus, this study examines the effect of electronic marketing on customer satisfaction of airline services in Nigeria, taking into cognizance the most active airlines that operates domestically in the country.

Research Objectives

The main objective of this study is to examine the effect of electronic marketing on customer satisfaction of airline services in Nigeria. The specific objectives are:

- i. To determine the effect of search engine optimization on customer satisfaction of airline services in Nigeria.
- ii. To ascertain the effect of social media marketing on customer satisfaction of airline services in Nigeria.
- iii. To investigate the effect of email marketing on customer satisfaction of airline services in Nigeria.

Research Questions

The study answers the following research questions:

- i. To what extent does search engine optimization affects customer satisfaction of airline services in Nigeria?
- ii. How does social media marketing affect customer satisfaction of airline services in Nigeria?
- iii. What is the effect of email marketing on customer satisfaction of airline services in Nigeria?

Research Hypotheses

This study tested three hypotheses which are in agreement with the objectives of the study. These hypotheses are stated in null form as follows:

- Ho₁: search engine optimization has no significant effect on customer satisfaction of airline services in Nigeria.
Ho₂: social media marketing has no significant effect on customer satisfaction of airline services in Nigeria.
Ho₃: email marketing has no significant effect on customer satisfaction of airline services in Nigeria.

II. Literature Review

Concept of Electronic Marketing

Quelch and Klein (1996) defined electronic marketing as the use of internet to assist in selling products and services. It involves the use a wide range of technologies like electronic media and applications in conducting marketing research and communication activities. Electronic marketing uses all facets of internet advertising to generate response from the prospected customers. Menberu (2017) referred to E-marketing as “the use of the Internet and digital media capabilities to help sell your products or services” (p. 23). He further explained that web technologies have revolutionize the marketing environment by adding value to the traditional marketing activities irrespective of the size and type of business. In the past, marketing was conducted via telegraph a concept that has since expanded with the introduction of electronic media such as TV, radio, email and telephone.

According to Nizam (2015), E-marketing is the marketing of goods and services by means of the internet. Recently, the trend is that customer prefers using the internet in their purchase decision for purchasing their products and services. Rajarajan (2016) referred to it as online marketing and defined it as a “set of powerful tools and methodologies used for promoting products and services through the Internet” (p. 16). Because of the multitude of marketing channels online, e-marketing employs a wider range of marketing elements unlike the traditional marketing.

E-marketing is also referred to as Internet marketing (i-marketing), online marketing or web marketing. As with conventional marketing, Menberu (2017) contended that e-marketing is creating a strategy that helps businesses deliver the right messages and product/services to the right audience. From the few definitions of the concept of e-marketing adumbrated above, one can deduce that there isconsensus on the meaning of the concept of electronic marketing as the process of promoting goods and services using all the instruments of electronic technologies.

Concept of Customer Satisfaction

According to Kotler (2003), “Customer satisfaction is about assessing customer attitudes about products, services and brands” (p. 1). Yi(1993) opined that “Consumer satisfaction (CS) is a central concept in modern marketing thought and practice and that the marketing concept emphasizes delivering satisfaction to consumers and obtaining profits in return, which may result in the enhancement of the overall quality of life” (p. 1). Thus, consumer satisfaction is crucial to meeting various needs of consumers, business, and society. To develop an effective marketing strategy, it is vital to have accurate measurement of customer satisfaction. This can be achieved by gathering reliable consumer feedback which is vital for developing effective management strategies. Manager can also be allowed to implement satisfaction improvement programs. One key indicators of the performance of business is the extent of customer satisfaction, which may results to repurchase behavior (Bolton, 1998; Fornell, 1992), positive word-of-mouth referrals (Oh, 1999), fewer complaints (Bearden & Teel, 1983; Fornell et al., 1996), and a smaller set of alternative offers considered in purchase decisions (Lapersonne et al., 1995).

Search Engine Optimization and Customer Satisfaction

Search Engine Optimization (SEO) is an Internet marketing strategy and a widely used process for improving the volume and quality of customer traffic to a company website through search engines.Khram (2015) defined Search engine optimization (SEO) as “the procedure of designing, writing, and coding a website in a way that helps to improve the volume, quality and visibility of company website by people using search engines via the natural or un-paid search results” (p. 1). It is always the primary objective of businesses to strive harder in order to attain higher rankings for their websites because as website appears at the beginning of any search results listmore frequently, the greater the likelihood that users will visit the site (Enge, Spencer, Stricchiola&Fishkin, 2012).

Researches that study the relationship between SEO and customer satisfaction are very few. Most of the research focused on search engine in general (Ramaraj, 2013), search engine advertisement (Jafarzadeh, Aybüke&D’Amram, 2011), and search engine optimization in education (Gandour &Regolini 2011). But Khram (2015) observed that SEO contribute in increasing the opportunity to observe online advertisement by customers when they search engines like Google, MSN, Altavista etc provides information about product or services and in Jordan with 87.3 % of internet penetration, this could result in significant increase in customer satisfaction.

Furthermore, Berman and Katona, (2012)studied the impact of search engine optimization (SEO) on the competition between advertisers for organic and sponsored search results and found that a positive level of search engine optimization may improve the search engine’s ranking quality and thus the satisfaction of its visitors. Similarly, Onobrakpeya and Mac-Attama (2017) studied “Improving Customer Satisfaction Through

Digital Marketing in the Nigerian Deposit Money Banks” and found that SEO has a positive and significant effect on customer satisfaction in Nigeria. Bughin, Corb, Manyika, Nottebohm, Chui, Barbat and Said (2011) opined that the kind of value consumers derived from search engines are better matching, time saving and price transparency. For instance, in better matching it helps customer find information relevant to their needs while for time saving, it speeds up finding information that streamline decision making and purchasing.

Social Media Marketing and Customer Satisfaction

There is a general consensus by scholars on the meaning of the concept of Social media marketing. Marketing researchers like Assaad and Gómez (2011:15) and Neti (2011:3) defined it as “the attempt to use social media channels to persuade clients that one's firm, products and/or services are worthwhile).” There are varieties of social media channels used in marketing and the most popular channels are MySpace, LinkedIn, Facebook and Twitter.

In Nigeria, Onobrakpeya and Mac-Attama(2017) studied “Improving Customer Satisfaction Through Digital Marketing in the Nigerian Deposit Money Banks” and found that SMM has a positive and significant effect on customer satisfaction. Ramsaran-Fowdar and Fowdar (2013) stated that “social media marketing is a useful tool to manage existing firm-client relationships while creating new ones, by facilitating online exchange, connection, and communication. This supports the assumption that social media channels can be used to increase customer satisfaction and customer retention” (p. 74). Anjum et al. (2012) also believed that “social media marketing is imperative for firms aiming to attract and retain clients” (p. 100). Similarly, Clark and Melancon (2013); Muhammad and Abdul (2012) have also found that the use of social media as a marketing tool increase customer satisfaction and customer retention.

Ahmad (2017) investigated the impact of Social Media Marketing on Customer Satisfaction through Brand Image in Jordan and the result shows a statistically significant impact of Social media marketing on customer satisfaction. Rootman and Cupp (undated) studied the Impact of Social Media on Customer Satisfaction and Retention in the Banking Industry: Views of Clients and Managers in south Africa and Statistical analyses showed significant relationships between both benefits and trustworthy content and customer satisfaction, as well as between customer satisfaction and retention.

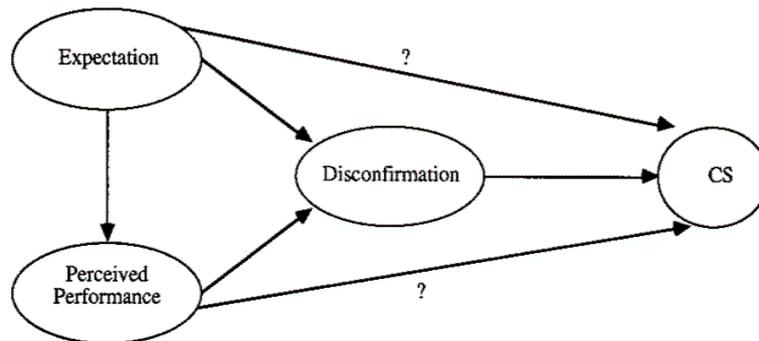
Email Marketing and Customer Satisfaction

Email advertising is ad copy comprising an entire email or a portion of an email message. Email marketing may be unsolicited, in which case the sender may give the recipient an option to opt-out of future emails, or it may be sent with the recipient's prior consent. As a tool of strengthening customer relationship, e-mail marketing helps companies keep in touch with their customers on a regular basis at low cost. As asserted by Merisavo and Raulas (2004) customers appreciate regular communication through e-mail because it brings value and satisfaction to them by providing them with relevant information and by reducing their efforts to search for information. Onobrakpeya and Mac-Attama(2017) studied “Improving Customer Satisfaction Through Digital Marketing in the Nigerian Deposit Money Banks” and found that email marketing has a positive and significant effect on customer satisfaction in Nigeria.

Theoretical Framework

There are many theories that explain customer satisfaction. They include; Paradigm of disconfirmation expectations, the theory of comparative level, Equity theory, Norms as a benchmark standard, and theory of perceptual disparity value. But the theory that best explain the relationship adumbrated in this study is the Paradigm of disconfirmation expectations. The theory uses four main elements or components to explain the satisfaction level of customers. These four components are Expectation, Perceived Performance, Disconfirmation and Satisfaction, which are analyzed using the gap between performance and expectations. The basis for the Expectation-confirmation is expectations and perceived performance which normally result in post purchase satisfaction. According to Churchill and Suprenant (1982), “Expectations reflect anticipated behavior which serve as the comparison standard in the theory” (p. 65). It makes satisfaction a “function of the baseline effect of expectations”(Devlin et al. 2002, p. 119). Thus, the disconfirmation judgment formed inevitably affect satisfaction, either positively or negatively. In line with this, “if a product/service surpasses expectations (positive disconfirmation) post-purchase satisfaction will result, while if perceive performance is equal to expected performance, this will create a neutral feeling known as confirmation. If on the other hand, a product falls short of expectations (negative disconfirmation) the consumer is likely to be dissatisfied”(Oliver, 1997, p. 104).This theory is captured in figure 1.

FIGURE 1
Expectation Disconfirmation Model of CS



Source: Adapted from Yi (1993).

III. Methodology

This research is quantitative in nature as it required the use of standardized measures in order to fit the different perspectives and experiences of people into a limited number of predetermined response categories to which numbers are assigned. The research design for the study is the survey design as it involved collecting data from a cross-section of selected airlines customers in Abuja at an approximate point in time. The population of the study is classified into two; the first is that of the domestic airlines and the second is their passengers. There are 18 domestic airlines in Nigeria which are Aero contractors, Arik air, Allied air cargo, Associated aviation, Air peace, Azman air services ltd, Bristow helicopters, Dana airlines, Caverton helicopters, Dornier aviation ltd, First Nation airlines, Max air, Med-view airline, Overland, Oriental airlines, Pan African airlines, Veritas airline, and Discovery air. Out of these airlines, a sample of six airlines were selected using judgmental sampling technique. These selections were based on the facts that these airlines are the most active in the industry. Those selected are; Aero Contractors, Arik air, Air peace, Azman air, Dana airlines, and Max Air.

Secondly, the population of the customers is finite but undeterminable as there is no frames that contains all these customers. A total of 100 customers were selected using convenient sampling. The samples were drawn at the domestic wing of the Nnamdi Azikiwe International airport in Abuja – Nigeria. The selections were made by observing when the selected airlines landed and the questionnaire were administered on selected passengers who serve as the sampled respondents.

The data for the study were collected using structured closed-ended questionnaire, which was designed using five-points Likert scales. This instrument was tested for reliability and validity. The test of reliability for the instrument was done using interrater – that is the consistency of a measure across raters or observers: do you get the same results when different people conduct the same measurement? The validity considers both internal validity (the design of the experiment) and external validity (the generalizability of the results). This was done using the Cronbach Alpha which shows an alpha value of 0.756, meaning the questionnaire is reliable.

The scale of measurement for all the variables of the study are ordinal scale. The questionnaire was coded using 1, 2, 3, 4, and 5 for the Likert scales before quantitative analysis were performed on them. The data for the study were analyzed using both descriptive and inferential statistics. The descriptive tools used were the mean, median, and the standard deviation. The inferential analysis was done to test the hypotheses outlined earlier using multiple regression. This is because the study is cause-effect in nature and the most appropriate techniques for this analysis is the Ordinary Least Square (OLS) Regression. The OLS model is;

$$CuS_i = \alpha_i + \beta_1 SEO_i + \beta_2 SMM_i + \beta_3 EMM_i + \mu$$

Where CuS stand for customer satisfaction
 SEO stand for search engine optimization
 SMM stand for social media marketing
 EMM stand for email marketing
 μ stand for error terms or residual

All the analyses were done with the aid of a statistical software STATA 13.

IV. Results and Analysis

Descriptive Statistics of the Variables

As stated earlier in the methodology of the study, the analysis of the data collected were done using the descriptive and the inferential statistics. The descriptive tools used here are mean and standard deviation and there are shown in table 1 and 2 for both the demographic statistics and the variables of the study.

Table 1. Descriptive Statistics of the Demographic Data

Variable	Obs	Mean	Std. Dev	Min	Max
Gender	100	1.51	0.502418	1	2
Age	95	3.042105	0.383594	2	4
Mstatus	100	1.68	0.468826	1	2
Tcus	100	2.64	0.611671	1	4
Qual	96	2.125	0.83666	1	3

Source: Computed from Questionnaire data, 2019

The information in table 1 shows that the average gender of the respondents is approximately 2, which is the code that represent female. That means most of the respondent were female. The average age is 3 which is the code for age between 26 – 35 years. That means most of the respondents ages are between 26 and 35 years. The marital status of most of the respondents were single since the code representing this was 2 and most of the airline customers that feel the questionnaire were salaried worker as the average is approximately 3. Finally, the average qualification of the respondent is postgraduate.

Table 2. Descriptive Statistics of the Variables

Variable	Obs	Mean	Std. Dev.	Min	Max
Seo	100	3.81	0.49635	1	5
Smm	100	3.035	0.826502	2	5
Emm	100	2.93	0.950864	1.5	4.5
Cus	100	3.215	0.43377	2	4

Source: Computed from Questionnaire data, 2019

From table 2, the average response from the questionnaire was approximately 4, which is the code that represent ‘agreed’. That means that most of the respondents agreed to the statements on search engine optimization. For the statement on social media marketing, the average response was about 3, which stand for ‘partially agreed’. It means that most of the respondents agreed partially to the statements made for social media marketing. The same goes for email marketing and customer satisfaction that have an approximate value of 3, which is also partially agreed.

Table 3 shows the correlation matrix of the independent variables of the study. These variables are search engine optimization, social media marketing, and email marketing. This is necessary in order to ensure that they won’t be problem of multicollinearity with the regression result.

From table 3, it was observed that the relationship between search engine optimization and social media marketing is positive and significant at 5% level. The correlation coefficient of 0.2995 is weak, which shows that both variables can be in the study.

Similarly, the relationship between search engine optimization and email marketing is also positive but insignificant. The value of the correlation coefficient is 0.1856, which is also weak. Finally, there is a positive and significant relationship between social media marketing and email marketing. The correlation coefficient is also 0.4337, which is also weak.

Table 3. Correlation Matrix of the Independent Variables

	Seo	Smm	Emm
Seo	1		
Smm	0.2995* 0.0025 100	1	
Emm	0.1856 0.0646 100	0.4337* 0 100	1

Source: Computed from Questionnaire data, 2019

Test of Hypotheses

The hypotheses of the study were tested using the multiple regression. The result of the regression is shown in table 4.

Table 4. Regression Results

Source	SS	df	MS	Number of obs = 100		
Model	4.06217618	3	1.35405873	F(3, 96) =	8.92	
Residual	14.5653238	96	.151722123	Prob > F	= 0.0000	
Total	18.6275	99	.188156566	R-squared	= 0.2181	
				Adj R-squared	= 0.1936	
				Root MSE	= .38952	

cus	Coef.	Std. Err.	t	P> t	[95% Conf. Interval]	
seo	.2913293	.0828405	3.52	0.001	.1268923	.4557664
smm	.0712604	.0542539	1.31	0.192	-.0364328	.1789536
emm	.0706568	.0457882	1.54	0.126	-.0202319	.1615456
_cons	1.681735	.3118158	5.39	0.000	1.062786	2.300685

Source: Computed from Questionnaire data, 2019

The table show that F-stat has a value of 8.92 with a probability of 0.0000. This shows that the model is fit to measure the effect of electronic marketing on customer satisfaction of selected airline services in Nigeria. The r-square is 0.2181 which shows that about 21% of customer satisfaction of airline services in Nigeria is determined by the variables; search engine optimization, social media marketing and email marketing.

The first hypothesis is restated as

Ho₁: search engine optimization has no significant effect on customer satisfaction of airline services in Nigeria.

The result of the test as shown in the regression shows that SEO has a coefficient of 0.2913 with a probability of 0.001. This shows that search engine optimization has a positive effect on customer satisfaction of airline services in Nigeria. This effect is significant at 5% since the probability value of 0.001 is less than the significant level of 5%. Thus, it can be concluded that engine optimization has a positive effect on customer satisfaction of airline services in Nigeria.

The second hypothesis is also restated as follows;

Ho₂: social media marketing has no significant effect on customer satisfaction of airline services in Nigeria.

The result of the test from the regression shows that SMM has a coefficient of 0.0713 with a probability of 0.193. This also shows that social media marketing has a positive effect on customer satisfaction of airline services in Nigeria. This effect is insignificant at 5% since the probability value of 0.193 is greater than the significant level of 5%. Thus, it can also be concluded that social media marketing has a positive effect on customer satisfaction of airline services in Nigeria.

The third hypothesis is also restated as follows;

Ho₃: email marketing has no significant effect on customer satisfaction of airline services in Nigeria.

Finally, the result of the test as shown in the regression shows that EMM has a coefficient of 0.0707 with a probability of 0.126. This also shows that email marketing has a positive effect on customer satisfaction of airline services in Nigeria. This effect is insignificant at 5% since the probability value of 0.126 is greater than the significant level of 5%. Thus, it can also be concluded that email marketing has a positive effect on customer satisfaction of airline services in Nigeria.

The post regression diagnostic results were conducted using heteroskedasticity and multicollinearity tests. The heteroskedasticity test is shown in table 5 and the result shows there is no problem of heteroskedasticity. That is the residual of the regression has no constant variance.

Table 5. Heteroskedasticity test

Breusch-Pagan / Cook-Weisberg test for heteroskedasticity

Ho: Constant variance

Variables: fitted values of cus

chi2(1) = 7.78

Prob > chi2 = 0.0053

Source: Computed from Questionnaire data, 2019

The multicollinearity test was conducted using the variance inflation factor (VIF) and the result is shown table 6.

Table 6. Multicollinearity test

Variable	VIF	1/VIF
smm	1.31	0.762190
emm	1.24	0.808483
seo	1.10	0.906467
Mean VIF	1.22	

Source: Computed from Questionnaire data, 2019

The table shows that the VIF is 1.22 which is less than 10. A VIF value below 10 shows the absence of multicollinearity. Thus, the regression result s free from multicollinearity problem.

V. Discussion

The findings from the first hypothesis is that search engine optimization has a positive and significant effect on customer satisfaction of airline services in Nigeria. This means that as search engine are highly optimized by providing the necessary information regarding the airline services, the customer will be highly satisfied and patronize the airline again. They will also recommend the airline to other potential customers. This finding is consistent with the findings of Onobrakpeya and Mac-Attama (2017) who found that SEO has a positive and significant effect on customer satisfaction in Nigeria, Khraim (2015) who observed that SEO contribute in increasing the opportunity to observe online advertisement by customers that could result in significant increase in customer satisfaction in Jordan, and that of Berman and Katona, (2012).

The second hypothesis also shows that social media marketing has a positive and significant effect on customer satisfaction of airline services in Nigeria. This finding is consistent with the finding of Ahmad (2017); Onobrakpeya et al. (2017), Clark and Melancon (2013); Ramsaran-Fowdar and Fowdar (2013), Anjum et al. (2012), and Muhammad and Abdul (2012) have also found that social media marketing has a positive and significant effect on customer satisfaction.

Finally, the finding from the third hypothesis is that email marketing has a positive and significant effect on customer satisfaction of airline services in Nigeria. This is the consistent with the findings of Onobrakpeya et al. (2017) and Merisavo and Raulas (2004), who aver that email marketing has positive effect on customers satisfaction in their various studies.

VI. Conclusion and Recommendations

The main objective of this study is toexamine the effect of electronic marketing on customer satisfaction of selected airline services in Nigeria. The proxies for measuring electronic marketing are search engine optimization, social media marketing, and email marketing. The result of the regression shows that all the three proxies of electronic marketing has positive effects on customer satisfaction of selected airline services in Nigeria, as these answers our research questions and objective of the study as well as hypotheses set out earlier. Thus, it can be concluded that electronic marketing has positive effect on customer satisfaction of airline services in Nigeria.

Based on the findings of the study from the test of hypotheses, it is recommended that airline companies in Nigeria should develop their website well to enable the search engine to optimize it. This will allow their website to be among the first to pop up whenever there are searches for airlines in Nigeria.

These airlines should engage the social media operators in order to promote their companies image on popular social media apps like Facebook, LinkedIn, WhatsApp and so on.

Finally, they should be sending emails to both their current and prospective customers on the kind of services they render and the benefits they stand to gain by flying with them.

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