

**THE ROLE OF ONLINE MARKETING ON CUSTOMER SATISFACTION  
IN KABUL, AFGHANISTAN**



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**THE ROLE OF ONLINE MARKETING ON CUSTOMER SATISFACTION  
IN KABUL, AFGHANISTAN**

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**I hereby declare that all information in this document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results that are not original to this work.**

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## **ABSTRACT**

**THE ROLE OF ONLINE MARKETING ON CUSTOMER SATISFACTION IN  
KABUL, AFGHANISTAN**

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**Master's Program in BUSINESS ADMINISTRATION**

**Supervisor: Assoc Prof. Ayca Can KIRGIZ**

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The goal of this study is to understand how online marketing affects customer satisfaction in Kabul, the capital of Afghanistan. It might help policymakers comprehend these companies better and serve as a guide for scholars and practitioners who want to focus more on online commerce and customer experience in Afghanistan. Some recommendations are offered to promote and speed up the growth of e-commerce in Before addressing the subject of doing business online in Afghanistan, the paper's main body examines global trends in online trading as well as their patterns and practices in Afghanistan. Researchers used a survey approach to collect data for primary data in this study. A collection method is a method of gathering data by asking a series of questions to individuals who are believed to have the required information. Researchers choose it because it is easy to use. We also do quantitative research based on quantity and quantity measurements. Applies to phenomena that have a quantitative form. The researchers chose this strategy due to some limitations during the data collection process. The conclusion of this study shows that We must address security, poverty, a lack of social and intellectual capital, a lack of trust, and infrastructure when dealing with social and governmental challenges. The lack of access to bank accounts and online transactions, rules safeguarding online business partners, and a lack of entrepreneurial spirit have all hindered the growth of e-commerce in Afghanistan.

**Key Words: Online marketing, customer satisfaction, Kabul, Afghanistan**

## ÖZ

AFGANİSTAN KABİL'DE ÇEVİRİMİÇİ PAZARLAMANNIN MÜŞTERİ

MEMNUNİYETİ ÜZERİNDEKİ ROLÜ

AHMAD MASEEH MONİR

İŞLETME Yüksek Lisans Programı

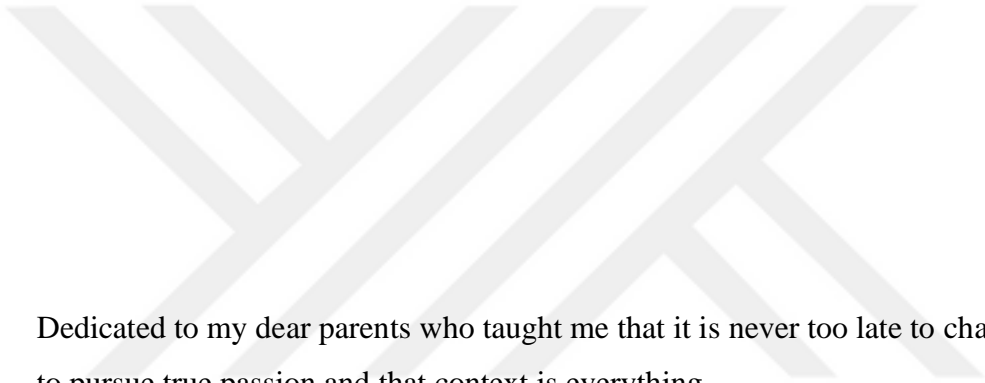
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Bu çalışmanın amacı, Afganistan'ın başkenti Kabil'de online pazarlamanın müşteri memnuniyetini nasıl etkilediğini anlamaktır. Politika yapıcıların bu şirketleri daha iyi anlamalarına yardımcı olabilir ve Afganistan'daki çevrimiçi ticaret ve müşteri deneyimine daha fazla odaklanmak isteyen bilim adamları ve uygulayıcılar için bir rehber görevi görmektedir. E-ticaretin büyümesini teşvik etmek ve hızlandırmak için bazı öneriler sunulmaktadır Afganistan'da çevrimiçi iş yapma konusuna değinmeden önce, makalenin ana gövdesi çevrimiçi ticaretteki küresel eğilimlerin yanı sıra bunların Afganistan'daki kalıpları ve uygulamalarını incelemektedir. Araştırmacılar, bu çalışmada birincil verileri elde etmek ve veri toplamak için bir anket yaklaşımı kullandılar. Toplama yöntemi, gerekli bilgilere sahip olduğuna inanılan kişilere bir dizi soru sorarak veri toplama yöntemidir. Araştırmacılar, kullanımı kolay olduğu için bu yöntemi seçmişlerdir. Miktar ve miktar ölçümlerine dayalı nicel araştırmalar da yapıyoruz. Nicel bir forma sahip fenomenler için geçerlidir. Araştırmacılar bu stratejiyi veri toplama sürecindeki bazı sınırlamalardan dolayı seçmişlerdir. Bu çalışmanın sonucu, sosyal ve idari zorluklarla uğraşırken güvenlik, yoksulluk, sosyal ve entelektüel sermaye eksikliği, güven eksikliği ve altyapıyı ele almamız gerektiğini göstermektedir. Banka hesaplarına ve çevrimiçi işlemlere erişim eksikliği, çevrimiçi iş ortaklarını koruyan kurallar ve girişimci ruhun olmaması, Afganistan'da e-ticaretin büyümesini engelledi.

Anahtar Kelimeler: Çevrimiçi pazarlama, müşteri memnuniyeti, Kabil, Afganistan.

## **DEDICATION**



Dedicated to my dear parents who taught me that it is never too late to change careers to pursue true passion and that context is everything.

## ACKNOWLEDGEMENTS

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During thesis writing, I realized how much I learned from you in my marketing and management journey. I believe your knowledge will be a bright light in my professional life, and I will apply it at the appropriate time and place. Thank you so much once more!



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## LIST OF ABBREVIATIONS

| <b>(AREC)</b>  | Asian Regional Economic Cooperation Organization |
|----------------|--------------------------------------------------|
| <b>(ECO)</b>   | Economic Cooperation Organization                |
| <b>(SAARC)</b> | South Asian Association for Regional Cooperation |
| <b>(SCO)</b>   | Shanghai Cooperation Organization                |
| <b>(GDP)</b>   | Gross Domestic Product                           |
| <b>(AMA)</b>   | American Marketing Association                   |
| <b>(SEO)</b>   | Search engine optimization                       |
| <b>(OMD)</b>   | Optimum Media Direction                          |
| <b>(PPC)</b>   | Pay-per-click                                    |
| <b>(SEO)</b>   | Search Engine Optimization                       |
| <b>(RKCG)</b>  | Rose, Kindred Creative Group                     |

## **Chapter 1**

### **Introduction**

The first chapter of this research paper covers the topic, online marketing ideas, online marketing tools, the benefits of using them, and the risks associated with using them. customer service, customer satisfaction attitudes, the importance of customer satisfaction, the interaction of technology and customer satisfaction, customer satisfaction generations and measures, Internet use and online shopping profiles in Afghanistan and in part three, the research Methodology is covered. This includes the study's purpose, the significance of the study, the study's population and sample, the study's limitations, and the study's results. This study looks at the effect of Internet marketing on customer satisfaction in Kabul, Afghanistan's capital.

Only customer satisfaction can sustain a business and contribute to its long-term growth. Quality of goods and services alone cannot attract well-informed customers in a highly competitive market. Nobody wants to squander their time. People can quickly and easily access information and make purchases online. This is the benefit of internet marketing for customers. When audiences require assistance, they can get it quickly and conveniently. What effect do sales have on customer service? Customers who are pleased with their purchases make larger purchases. Maintaining a high level of customer satisfaction is critical because repeat business is driven by loyal customers. Customers are more likely to stay loyal to you if you consistently provide excellent customer service in addition to high-quality products. Continue to use with confidence.

These repeat customers and loyal customers are an important source of revenue for your company. Existing customers who are pleased with your store are willing to recommend it to family and friends because of their positive experience. Afghanistan, despite being one of the poorest countries in the world, is also one of the most promising in Asia due to its strategic location. Afghanistan is a member of many regional trade and economic organizations due to its geographical location, including the Economic Cooperation Organization (ECO), the Central Asian Regional Economic Cooperation Organization (AREC), and the South Asian Association for Regional

Cooperation (SAARC). increase. Aside from serving as a treaty group for the Shanghai Cooperation Organization (SCO) (State Department, date undated).

Afghanistan's GDP increased by 2.2% in 2016 to \$19.47 billion, according to the World Bank's annual report. (2017). According to the study, GDP growth will be 2.6% in 2017 and 3.2% in 2018. This is a far cry from the prior year's average annual growth rate of 9.5%. According to the most recent data available, Afghanistan's annual trade deficit is greater than 90% of his GDP. Afghan Statistics centre (2016) In 2016, 10.6% of his country's population used the internet. (2017) Telecommunications Union of the World Kabul, Herat, Mazar, Kandahar, and Jalalabad, Afghanistan's five largest cities, are home to the majority of internet users and are considered the country's commercial centres.

Traditional business practices dominate the country's economy, but communications and technology play a significant role and have a significant impact. Managers and entrepreneurs strive to start and grow their businesses using technology. According to the most recent statistics, more than 90% of Afghanistan's annual trade is in the red. According to the Afghan Statistics Centre, 10.6% of the country's population used the internet in 2016. (2017) The majority of International Telecommunications Union internet users reside in his five largest cities: Kabul, Herat, Mazar, Kandahar, and Jalalabad, which are also considered the country's commercial centres. Despite the fact that traditional business practices dominate the country's economy, communications and technology play an important and significant role. Entrepreneurs and managers, both past and present, are looking to use technology to start and grow their businesses. Consumers benefit from the integration of traditional and modern business models. For several years, a new business concept that was previously unknown in Afghanistan but is now common in most countries around the world has been emerging. I've arrived. 2018 (Lahani). However, than needy entrepreneurs, occasional entrepreneurs are more resilient to the hardships and difficulties they face in their Internet activities. They run more profitable and aggressive businesses than those in the Opportunity category (Calderon et al. 2016).

Platform owners whose founders meet these requirements are smarter, more capable, and capable of running successful small internet businesses. Bride (2017), Toro (2017), and Reuters (2017) (2018).

### **1.1 Concept of Online marketing**

Researchers seek to discover tools that, when used in an online context, assist businesses in creating, maintaining, and nurturing positive connections with their customers and prospects. Organizations that recognize the benefits of a customer-centric business model recognize the importance of developing, nurturing, and maintaining long-term customer relationships in addition to short-term success. This framework allows customers to actively participate in the core goal of marketing, which is to create value for them. Customer Relationship Management, according to some experts, has three basic elements that form the foundation of its essence (Buttle, 2004: pp. 3-9). data investigation

To begin with, it is undeniable that the Internet has had a significant impact on all aspects of marketing (Schibrowsky et al., 2007). Back then, web marketing was a fairly popular concept. The relevant terms in this field have been defined and narrowed down in various ways in the literature (including internet marketing, digital marketing, e-marketing, web marketing, etc.). The fact that 68.5% of his research on topics such as online marketing has been published in the last eight years demonstrates that internet marketing is a relatively new term in academic discourse.

Furthermore, the scientific literature is less divided on its efficacy (Teo, 2015). Another underlying premise of this research is that Internet marketing is never intended to alter the fundamental characteristics of traditional marketing concepts. According to the prestigious American Marketing Association, marketing creates, communicates, and delivers value to customers while also transforming customer relationships in ways that benefit both the business and the groups involved in its operation (AMA, 2018). As a result, internet marketing assists businesses in creating, disseminating, and delivering value to consumers, as well as developing and implementing novel strategies to successfully manage their relationships with companies and other business partners. Supplement traditional marketing methods.

The impetus for this study was the fact that many people who are unfamiliar with marketing fundamentals prefer to categorize everything as value communication, particularly promotion. The term 'online marketing' is also deceptive, as it is frequently confused with 'online advertising.' This could be attributed to the segment's emphasis on value-based marketing and communications. We immediately think of the Internet when we hear the word "online." Connecting to the Internet is referred to as being online, and disconnecting is referred to as being offline. As a result, the terms "online marketing" and "internet marketing" are interchangeable. The idea of e-marketing or e-marketing arose from the need for electronic devices and internet connectivity.

Nonetheless, El-Gohary (2010, p. 216) contends that it is a broader concept than Internet marketing. As a result, several other concepts based on the same foundation emerged (web marketing, digital marketing, etc.).

The most useful examples are numerous online stores. Professionals are also becoming more interested in affiliate marketing. In exchange for a commission or a percentage of the sales generated as a result of the referral, one website refers customers to another of her websites. Affiliate marketing is the name of this business strategy (Gay, Charlesworth, Esen, 2007, p. 519). One significant advantage of affiliate marketing is that affiliates are only paid when their customers buy their products or services (Chaffey et al., 2006).

Two most visible aspects of marketing are value creation and communication. According to the findings, the most popular and widely discussed online marketing tools are in this area of marketing activity. Social media marketing The interest and usability dynamics recorded by online social networks have the potential to dramatically alter the nature of human activities, the contexts in which they are carried out, and individual interactions. This is one of the most significant shifts in human interaction (Tiago and Verissimo, 2013). Constantinides (2014, p. 40) suggests two social media marketing strategies. One approach is aggressive, viewing social media

as a medium for direct marketing and public relations as well as a tool for content modification.

Email (e-mail) is one of the most popular Internet marketing techniques, accounting for 79% of all direct marketing efforts (Kotler and Armstrong, 2012, p. 517). Email marketing, however, is a fine line between customer value and annoyance due to the sheer volume of unsolicited email (spam). As a result, permission-based email marketing was created (Kotler and Armstrong, 2012, p. 517). Experts agree that an effective and comprehensive email marketing strategy can assist businesses in connecting with current and potential customers (Chaaffey and Smith, 2013, p. 454; Ellis -Chadwick and Doherty, 2012, p. 843). Developing effective email marketing campaigns requires the use of platforms such as MailChimp, Aweber, Exact Target, and Campaign Monitor.

Search engine optimization (SEO) (2012) (Nabout and colleagues) Pay-per-click (PPC) advertising and search engine optimization are two common terms used to describe a company's search engine marketing (SEM) efforts. These efforts aim to improve your website's ranking on organic listings by using SEO, PPC, or a combination of the two. According to a study conducted by Yahoo and OMD (Optimum Media Direction) in the United States, selecting the right keywords and effectively using them is critical to search engine marketing (Lerma, 2006; Fuciu, Luncean and Dumitrescu, 2011, p. 131). The study found that the Internet has the greatest impact on customer behaviour when it comes to seeking information and identifying alternatives.

In this regard, tools such as the Wordstream Free Keyword Tool, Google AdWords, SEM Rush, and Google Keyword Planner can be useful. Marketing catches on like wildfire. As a result of the new environment created by the Internet and other information technologies, viral marketing has emerged as an innovative method of marketing communication. Using a marketing strategy known as viral marketing, customers are encouraged to share promotional her messages with friends and colleagues (Gay, Charlesworth, & Esen, 2009). Despite the recent focus on viral marketing, scholars and practitioners largely ignore the key factors that determine the

effectiveness of viral marketing initiatives in this area of marketing. important (Ho and Dempsey, 2010, p. 1000).

## **1.2 Online marketing tools**

Despite its high price, Infusion Soft is a useful tool. Its best feature is the autonomous mode, which significantly improves your marketing efforts. Infusion Soft offers competitive shipping rates. Infusion Soft is a powerful but costly email marketing solution. To get started, a one-time investment of around \$2,000 is required. Following that, monthly fees range from \$199 to \$599. Why is it useful? Isn't it true that Infusion Soft saves you a lot of time? You must configure the system and become acquainted with it. However, once you've set it up, it's simple. Furthermore, the use of advanced Buzzsumo technologies such as 'influencers' and 'monitoring' will help you outperform your competitors.

Hiring a graphic designer is not always cost effective. Most people, however, can learn the fundamentals of design on their own. Canva makes design quick and simple. Their motto is perfectly matched by their astonishingly simple graphics creation software. Canva has beautiful themes that are ideal for social media. With a few mouse clicks, you can create visually appealing materials. Canva's cloud-based tools are completely free to use. A pay-as-you-go system is available when using "premium items" (such as certain photos). Canva For Work, a premium feature of the program, has a monthly subscription fee of \$12.95.

Speeding up your website is one of the simplest ways to improve your SEO and conversion rates. Pingdom's website speed test can be useful. The free report includes a quick analysis as well as recommendations for improving the performance of your website. Speed tests are free of charge. A full website monitor ranges in price from \$13.95 to \$454 per month. Large, high-traffic websites necessitate round-the-clock monitoring. Even a fraction of a second can mean lost traffic and revenue. Pingdom, which requires a monthly subscription fee, can help you save money by checking the status, speed, and notifications of your website. Every marketer should understand SEO. This task is simplified by Ahrefs. Track keyword rankings, social metrics,

backlinks, content analysis, trending content, keyword performance, and keyword research

This is a comprehensive SEO solution that will assist you in outperforming your competitors. There are numerous free SEO tools available, but only a few provide as accurate data as Ahrefs. Ahrefs' trusted data and consistent conclusions are critical to your SEO success. You can schedule social media posts using the Buffer service. Updates to Facebook, Twitter, Google+, Facebook, and LinkedIn can all be scheduled in advance. You can't beat it with convenient browser extensions (click to schedule updates), mobile apps, calendars, shortened links, optimal timing, and social stats. Buffer provides a free subscription with limited features. Monthly plans range in price from \$10 to \$250. Effective time management is required for effective social media use.

Marketing, like scheduling, necessitates organization. Creating and updating materials is insufficient. CoSchedule improves the efficiency of the process. Compatibility with Chrome, WordPress, Google Docs, and Evernote makes the process much easier. Coschedule costs between \$15 and \$600 per user per month for large agencies. CoSchedule provides two major advantages: organization and time savings. CoSchedule guides you through the maze of timelines, interests, tweets, and incomplete marketing campaigns.

### **1.3 Benefit of online marketing to customers**

Your clients will benefit from: With so many ways to demonstrate and improve your internet marketing expertise, your clients will benefit from:

#### **The Advantages of Digital Marketing for Large Companies**

As previously stated, digital marketing is beneficial to a wide range of industries. It makes no difference whether the item is large or small. The marketing automation process, on the other hand, is the most significant benefit of digital marketing for large businesses. Large corporations must run numerous campaigns and analyze a large amount of data. Whether given explicit instructions or not, automated procedures

ensure that everything is done correctly and in accordance with the rules. Human touch simplifies and eliminates the possibility of human error, which is critical.

Large corporations also collect a lot of data. We can better target our customers if we process and use this data effectively. These are just a few of the advantages that digital marketing can provide for large corporations. Aside from that, it is critical to improve your employees' digitization skills, as it is critical at this time. The corporate training department at IIDE creates solutions for businesses based on their needs and objectives. Cipla, Mahindra & Mahindra, Abbot, Volkswagen, and Asian Paints have benefited from our training and consulting services. Student Advantages of Digital Marketing

1. There are not enough digital marketing professionals in the market.

Students who have the necessary skills can look for work in digital marketing. Whether you're a creative thinker, an analytical thinker, or both, there's a place for you in digital marketing. It is one of the most popular professions among college and university students. Recent graduates have numerous opportunities for digital marketing jobs, as well as opportunities for advancement. As a student pursuing a career in digital marketing, this will put you on the right track. Demand for digital marketers is high.

These are the short-term digital marketing certification programs offered by IIDE. Choose a specialty and receive training from industry experts. These are the short-term digital marketing certification programs offered by IIDE. Choose a specialty and receive training from industry experts.

2. No specialized training is necessary

You are free to learn digital marketing whatever you choose, regardless of your educational background. They have little to no formal schooling. Although marketing experts and students may find it simpler to comprehend the fundamentals of digital marketing, that doesn't mean that others will find it more difficult. All you need to do is work hard and use your resources if you're serious about understanding digital

marketing. Traditional and digital media are being used differently by businesses for their marketing budgets.

### 3. Various Career Possibilities

Multiple opportunities exist for digital marketing. You will undoubtedly learn something for yourself whether you are a fresh graduate or an adult in the workforce. You may avoid being a one-skilled specialist and instead become a multi-skilled specialist by understanding digital marketing. As a result, a wide range of positions are available, including those for an SEO specialist, a social media manager, a SEM specialist, an analytics manager, a content marketing manager, and others.

### 4. Business Opportunities

You may establish your own business and become an entrepreneur by learning digital marketing.

You may even launch your own digital marketing company or advertise your own non-profit. You may generate money with the most affordable advertising by using digital marketing and selecting the correct audience. Additionally, you may employ analytics tools to track development and develop more efficient processes.

### 8. Freelancer Employment Possibilities

You may launch your own freelancing business and provide your clients with your services if you are skilled in digital marketing. You don't have to commute to work every day when you can work from home! A functional laptop and an internet connection are all you need.

## **1.4 Risk of online marketing**

A company's digital marketing strategy is crucial, just like any other kind of strategic communication. The risk to digital marketing from a lack of a defined plan is one of the most hazardous effects stated above. This pipeline correctly and concisely depicts the company's current situation. Sales will decline without a strategy, and there is no question that this will result in lower earnings and sales. The internet presence of a firm and the possibility for inaccurate information owing to its absence are important considerations for buyers as they become more discriminating. You run the danger of being publically mocked if you have simple social media profiles. The reputation of a business may be damaged by a single error.

Both the probability that this internet scandal will have long-lasting effects and the possibility of drawing a sizable number of people who could outrage the public, violate social norms, and "rub the wrong way" grow. This also holds true for how proactive and adaptable your digital marketing initiatives are. Damage management is difficult under these circumstances. Make sure any PR concerns have been handled and that your campaign has undergone a thorough analysis before releasing. The deployment of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) technologies, as well as the absence of these tools, are the causes of the dissemination of out-of-date content through Internet channels.

However, if these services are utilized improperly, they might endanger your business (Frost 2016). These technologies are always changing and evolving, necessitating parallel adjustments to your digital marketing plan. With the advent of Google AdWords, demographic audience research, behavioural segmentation, and the advertising revolution, the field of internet marketing has seen a significant upheaval in the past ten years (Ouellet 2017). Lack of research may be a problem in online marketing, particularly when it comes to audience analysis. One of the first stages in creating your own internet marketing plan is to target individuals based on their location, online behaviour, demographics, psychographics, and a range of other characteristics (Ouellet 2017).

Without defining your campaign's target audience, you run the danger of losing resources and cash by falling short of your objectives. Additionally, the deluge of online adverts can exhaust viewers and cause knowledge loss. The process of data analysis is pointless without segmentation. Send out highly targeted, automated communications. Bot traffic may be produced via the creation and dissemination of digital material. These advertisements are measurable by consumers, and several computer programs assess them. According to Montgomery, farms may be deploying grid bots to deceive users by copying replies, engaging in swipe activity, and removing money from client accounts (Montgomery 2019). Keeping Personal Data Safe

Our clients are becoming more forthcoming about their privacy concerns as they get to know them better. When delivering and addressing an audience, it could be malevolent. She shouldn't put all of her eggs in one basket. There are several internet platforms that are frequently employed by intelligence agencies when it comes to digital marketing. Single-channel marketing strategies - Relying too much on a single channel damages a brand's reputation. Be effective at communicating using email, social media, KOLs, and events (Rose, Kindred Creative Group). Digital marketers run the danger of trademark violation. Every business wants to safeguard concepts and ideas that are, or may be, significant additions to its portfolio because of how essential branding is.

There are several ways to communicate them. It's quite conceivable that a corporation is employing words, logos, and slogans that are registered trademarks belonging to another company without their knowledge. You may increase your return on investment by taking the variables into account when creating your online communication plan. Digital marketing is used by almost all companies. To create a successful brand, these errors and traps may be simply avoided.

## **Chapter 2**

### **Literature Review**

#### **2.0 Introduction**

The second chapter is containing of literature review on the role of online marketing on customer satisfaction, which are collected from different secondary sources such as journals, articles, and other sources.

#### **2.1 Importance of customer satisfaction**

Customer behaviour is researched, incorporated into marketing plans, and the marketing mix is adjusted to satisfy requirements. Only in this manner can customer expectations be met in full. To successfully combine strategic components of production and marketing within the context of a customer-oriented company's operation, understanding client expectations is a must. High customer satisfaction is shown by the revitalization process's financial goals being met. Customers are individuals who buy products and services to meet their requirements. It is dependent on consumer behaviour if, when, where, and how they make purchases of goods and services. Nowadays, it's typical to think of marketing as always taking the demands of the consumer into account and creating methods that result in client happiness.

It's crucial to keep in mind that needs are a social category that never ceases to change. By creating the appropriate plans based on qualitative data that result in the execution of the overall strategy, business survival, and growth, marketers contribute to the creation of devoted customer categories. It's crucial for businesses to comprehend client needs. Economic actors participate in reproduction to fulfil certain requirements. A company's marketing strategy that places the customer at the centre of the process must take into account the demands of the consumer in order to get the greatest outcomes. During the research process, law firms should carefully take the following elements into account: Different demands are produced by the interaction of particular components.

When estimating the level of client demand that is essential to market operations, businesses should take into account these qualities. Desires are dynamic and change according to the factors that influence them. Customer satisfaction should be regarded as a crucial element of every organization since it provides marketers and company owners with a metric to assess and enhance their operations from the consumers' point of view. This method is excellent for forecasting client loyalty and the likelihood that they would make another purchase, but it's also a terrific way to tell whether a customer is a regular or a follower. However, it can also serve as a forewarning indicator that a disgruntled client is ready to depart the business.

In light of the aforementioned, customer satisfaction may give organizations crucial information about which processes are effective and which require improvement. Customer happiness is sometimes considered as the ultimate purchasing trigger in a market where businesses are continuously battling for clients. Businesses that put a strong emphasis on customer satisfaction are more likely to succeed in this challenging economy. You may learn how to raise the overall standard of your customer service and set yourself apart from your rivals by frequently analysing and measuring client satisfaction.

As a result, it is one of the indicators that is most frequently used to gauge consumer retention and repurchase. Now, it's crucial to think about how this consultation is launched. The majority of the time, it comes from satisfying or positive interactions with our clients. Companies that strive to offer the finest experience continually obtain the highest degree of customer satisfaction. In the end, this circumstance emphasizes the importance of happy clients. In addition to helping you stay in contact with your present clients, a high level of customer satisfaction makes you stand out to prospective clients who are browsing a congested market for services and goods. Negative aspects of customer discontent are frequently overlooked or ignored.

You may evaluate the quality of your company's services and whether or not your consumers are happy by monitoring changes in satisfaction. In practically any organization, customer happiness is crucial. In a highly competitive industry, it offers the chance to get new clients. This not only helps organizations detect disgruntled

clients, limit customer churn, and lessen negative press, but it also serves as a crucial measure of customer loyalty and retention.

This means that entrepreneurs must modify their market strategy in light of ongoing study into the market's drivers as well as its complexity and trend. Only once the need, including its severity, quality, and duration, has been defined is accurate market segmentation feasible. Segments are formed by the influences on wants and consumption. The marketing strategy of a firm ought to be flexible enough to change with the tools' requirements. Professionals in management and marketing place a strong emphasis on how crucial customer happiness is to corporate success. Because of this, the esteemed Malcolm Baldrige National Quality Award places a strong emphasis on customer satisfaction as a crucial element in the assessment procedure. According to recent studies, businesses can benefit from high customer satisfaction while also incurring costs from low customer satisfaction.

Almost any business's profitability is impacted by customer happiness. For instance, buyers frequently tell 9–10 others about a fantastic product or service. According to estimates, informal "word of mouth" marketing accounts for close to half of all American trade. Profits may rise by at least 25% by improving client retention by only a few percentage points. Consequently, a successful business recognizes the significance of this concept and develops a practical operational definition. The most challenging part of developing an operational definition that encompasses the precise components of customer satisfaction is figuring out the nature of a company's business.

According to a widely accepted definition, satisfaction is defined as "customer satisfaction reactions." A product's or service's capacity to deliver a sufficient level of customer satisfaction is assessed by looking at its qualities, including the amount of underperformance or overperformance.

Customer satisfaction may be described as how effectively a product or service fits a customer's wants or expectations rather than being "technical" in nature. If customers' needs and expectations are not met, it is assumed that they would be unsatisfied with the goods and services. The term "customer satisfaction" may indicate

many different things depending on the situation. Consumer satisfaction may relate to the entire product or service, or it may refer to a specific element or facet of it.

In general, you should think about how satisfied you are with the product or service overall. This is so because customer consumption and subsequent purchases are influenced by their degree of happiness. Additionally, it's critical to comprehend the variables that affect contentment (and dissatisfaction). Even when other aspects of the service are extremely happy, discontent with one component (such as the unfriendliness of the employees) typically results in dissatisfaction with the service as a whole.

## **2.2 Technology and customer satisfaction interaction**

The widely used word "technology" has a variety of meanings. Technology is "the understanding of how to organize people and things to achieve a certain purpose," according to Howells (2005). By definition, technology is "any means or technique, any product or process, any physical equipment, method of action, or method of creation that advances human potential," as stated by Howells (2005). Through "any instrument or technique, any product or process, any physical facility, or mode of execution or invention, by which human potential is enhanced," Schön (1967) defined technology. Defined. Technology is defined as "the set of processes, methods, techniques, procedures, and equipment utilized to generate commodities and services" by Schroeder (1989) and Howells (2005).

Increasing employee happiness has several advantages for organizations (Fornell, 1992). Customers who are happy are less concerned with pricing, more inclined to make more purchases, and less vulnerable to competition, which helps them stay loyal for longer. Due to its correlation with return on investment (ROI) and market value, customer happiness is one of the most crucial competitive elements and one of the greatest indicators of a company's future profitability. There are two basic definitions of satisfaction in the literature. both satisfaction in the process and as a result (Parker and Mathews, 2001).

Customer satisfaction is referred to as "the post-selection appraisal of a particular purchase choice" as a result of consumer experience (Lin, 2003, p. 203). Contrarily, process thinking stresses that "an individual's perspective of that product/function and service" determines whether a customer is satisfied or dissatisfied. Client perception of the service and expectations determine whether a customer is satisfied or dissatisfied with it (Boshoff and Gray 2004). Expectations affect how customers evaluate the value of a product, its perceived quality, and their overall level of satisfaction. If the majority of a company's customers are unhappy with the services offered, customer retention may be low.

A firm has achieved success in keeping its customers happy if its total customer satisfaction rating is high, and those consumers are likely to stay loyal to that company. A business that puts its clients first always pays close attention to what they want. The relationship between the consumer, the employee, and the organization has a significant impact on how the service is evaluated, according to Gronroos (2001). Deshpande and others In the relationship management literature, there has been a lot of discussion on how to manage relationships while ensuring that employees are successful and productive. Heskett et al. claim that there is a strong correlation between it and the value of the products and services provided to clients, the productivity and quality of the services, the skills of the employees, customer happiness, loyalty gains, growth, and increase. mentioned in Silvestro and Cross (1994). (2000). Additionally, staff productivity, performance, and loyalty are strongly correlated with profit, growth, and productivity.

Financial institutions have transferred some of their services from branch offices to virtual banking environments in order to boost revenues and save expenses over time (ATMs, telephone banking, internet banking). To increase cost effectiveness and gain a competitive edge in the financial services sector, banking services must be automated (Goode, Moutinho, Chien 1996). Banks think that by allowing clients to deposit and withdraw money quickly and conveniently without having to wait in line for human service, more customers will profit. Others are concerned about the decrease of individualized services (Thornton and White 2000). Pay special attention to what matters most.

According to some researchers, fewer people visiting branches may result in a loss of connectedness between customers and service providers (Thornton and White 2000). Although it's often believed that fewer interactions between customers and employees result in worse service quality (Rexha et al., 2003), Mols (1999) observed that many clients of electronic (online) banking are actually better happy with it. According to a different study (Uppal 2006), fully computerized banks offer superior customer service compared to partially or fully automated banks. Although many consumers still perceive "branch banks" as more dependable and trustworthy, they are nevertheless hesitant to provide their financial information online (Tee 2000). Some clients become irritated when there is a long line to use the ATM or when there is an issue with the ATM. Furthermore, it has been argued that the use of technology in the provision of financial services changes motivations to stay in banks (Goode, Moutinho, and Chien 1996).

### **2.3 Generation and customer satisfaction measures**

It is obvious that client loyalty and satisfaction are linked. Customer satisfaction is a typical marketing indicator for assessing a product's success on the market. Client happiness is a crucial component of achieving customer loyalty and retention, according to prior studies (Levesque & McDougall, 1996). Customer satisfaction, according to Levesque and McDougall (1996), p. 14, is the emotional reaction of consumers to the discrepancy between what they anticipate and what they actually get. It also relates to how clients generally see service providers (Levesque & McDougall, 1996, p. 14). (2000) Zineldin The idea of customer happiness may be operationalized in two ways. Initial post-purchase analysis (Mano & Oliver, 1993)

The telecommunications sector's definition of customer satisfaction in this study as the overall evaluation of the services provided by Malaysian mobile operators is more pertinent to the total number of factors that make up customer happiness. Additionally, it is thought that customer happiness and loyalty are strongly associated (Zeithaml, Berry, & Parasuraman, 1996). This has been unequivocally verified by earlier empirical research. To keep and grow consumer loyalty is one of every marketing campaign's core objectives (Dick & Basu, 1994). It goes without saying that

a company's profitability is considerably increased by client loyalty. Loyal clients that consistently utilize the same service provider, regardless of other rivals, are beneficial to a business' long-term income.

The word "psychographic" combines "psychology" and "demographics" to add depth to demography from both the social and behavioural sciences, increasing our understanding of consumer behaviour (Demby, 1974). The first wave of psychographic research, which was initially based on a personality his profile, was founded on this measure, which is the most used for evaluating broad personality qualities. However, inconsistent connections to consumer behaviour have made it difficult for these research to be successful (Vyncke, 2002). Lazer's "lifestyle" notion replaces the "personality" concept in the second spectrum of psychographic study (1963). This study uses the term "lifestyle" since it is frequently used by academics researching consumer behaviour.

Customers require access to the Internet and gadgets like smartphones, computers, and notebooks in order to make online purchases, notwithstanding the issues and challenges related to micro-level online company. More significantly, you should be knowledgeable about fundamental IT and computer principles and how to use these technologies. 10% of the population, according to the Ministry of Information and Communications' 2018 estimate, has internet connection. Online firms, however, are currently concentrating on the 10% of this population that lives in cities.

These figures are less spectacular when compared to other regions of the world, and the nation has not yet developed a sizable e-commerce sector. It has long been believed that social capital and trust are key components of people's social and economic life.

According to Paratono, Saputra, and Pudjibudojo (2016), social capital and marketing expertise have additive benefits on company performance. In addition, Lins, Serveas, and Tamayo (2017) showed that "the interaction between enterprises and their

stakeholders and investors via investment in social capital is Trust in business and markets is negatively shocked" in their empirical analysis of company performance from 2008 to 2009. Concerning Afghanistan's social capital and trust, Afghanistan was ranked 177th out of 180 countries in the world by Transparency International (2017). Increased corruption undermines trust and has a detrimental effect on the business climate. Because the parties involved in an online transaction cannot see one another and the customer cannot physically feel or touch the product, trust concerns become much more significant.

We discovered that, unlike its neighbours and wealthy nations, Afghanistan currently lacks recognized and enforceable rules governing Internet commerce, consumer protection, privacy, and data protection, which caused issues of trust and social capital. It gets even more challenging. Cybercrime to safeguard and promote domestic e-commerce (Dicaprio and Procak, 2016). The Internet and other digital media and technology have made labels and language that are used by academics and professionals alike confusing in order to promote modern marketing. Other names used to describe digital marketing include internet marketing, e-marketing, and online marketing.

Of course, in a company, the actions that make up digital marketing are what important, and depending on their importance, these activities must be given the utmost priority. According to Chaffey and Ellis-Chadwick, "the use of digital technology and media to achieve marketing objectives" is what is meant by "digital marketing" (2016). This succinct justification serves as a reminder that expenditures in Internet marketing should be made based on the outcomes offered by technology, not on its endorsement! There are many different digital platforms, including tablets and smartphones. Digital marketing really include managing a variety of online corporate profiles, such as company websites and social media pages, in addition to online advertising, email marketing, search engine marketing, social media marketing, and website partnership agreements.

The first step to a successful digital strategy is understanding today's more complicated and competitive retail environment, where consumer journeys span several online presences (Chaffey & Ellis-Chadwick, 2016). When developing strategies to impact and engage prospects online, modern marketers frequently reference the three primary categories of media outlets. This is a form of sponsored media in which traffic, reach, or conversions are purchased with money. Affiliate marketing, display networks, or search. Direct mail and conventional offline media like print and television advertising are used nowadays. Brands own this kind of media. His business websites, blogs, mailing lists, mobile apps, and social media presence on sites like Facebook, LinkedIn, and Twitter are included in this. He uses brochures and retail locations as two instances of offline owned media.

Consider a company's online presence as a medium that can be used in place of other media and that offers the chance to advertise or promote items in a manner that is comparable to that of other media. It emphasizes how critical multichannel publishing is for all businesses. The term "earned media" has historically been used to refer to advertisements produced through PR campaigns intended to influence influencers and enhance brand reputation. Word-of-mouth is now considered earned media, and it may be influenced by conversations in online forums, blogs, social media, and other online communities. Earned media refers to the dissemination of interesting information made by a variety of partners, including bloggers, publishers, clients, and other influencers like his advocate.

The numerous physical and online forums where customers and companies may converse provide another method to examine earned media. The cooperation and sharing of resources, ideas, and information two core characteristics of the Internet can be seen clearly in social media. The increase in online content is due to social media. Anyone with an internet connection may easily and for free produce and distribute items on many social media sites. Due to the enormous number of users, social media is also quite active. In reality, this chapter will likely be superseded once the book is released. Yes, there are no outrageous costs. they can monitor and evaluate shares, comments, and opinions thanks to internet access (Rob, 2013).

Rob (2013) uses the phrases Web 2.0, citizen media, consumer-generated media, and new media to characterize social media. The easiest way to understand what this implies in real life is by contrasting social media with conventional media. Thanks to the Internet and the tools developed for it, anybody may produce and disseminate content. It also became simple for everybody to see.

The marketing landscape has transformed as a result of social media. Your internet marketing approach may include social media heavily, because it relates to the way people produce, interact with, and exchange content online. Traditional media outlets have to adapt in order to remain current. The way businesses sell advertisements and disseminate content, both online and off, has altered as a result.

For instance, a lot of newspapers now distribute material online as well as in print publications. They may quickly receive comments on their articles by using the internet. This representation of reader emotion can be used to inform editorial decisions. News organizations have embraced the use of video to enhance text-based online content. Citizen journalists are locals who publish updates on happenings on social media. They support news (Rob & Quirk, 2013). This is an illustration of how to strategically use social media to accomplish various objectives. This study takes a range of social media channels into account. Even if social media channelling is challenging, it's a good approach to evaluate them.

Not every platform was cleanly organized into a single channel, though. For instance, Twitter blends features from social networks, aggregators, microblogging, and even location-based services. The platforms listed below are grouped based on their key traits. Social media platforms fall under the following categories:

1. Social Networks: Platforms for On-Profile Social Media.
2. The creation and dissemination of resources for social media platforms are included in content production.

3. Utilize bookmarks and aggregators to curate and distribute material on social media.
4. Locations: Social networks broken down by location. The establishment and upkeep of online social networks for communities is social networking.

Thanks to social networks, where many interactions are made solely online, the word "friend" has taken on a new meaning. Without having to actually meet them, they can interact with individuals through social networks. Personal profile websites significantly reduce the anonymity that still exists on the Internet. Social media users share a variety of personal information, from short lists of likes and dislikes to lengthy and thorough lists of simple data like age, gender, and location. In order to enable more specialized advertising, they also provide this information to our network's advertisers. Because users frequently are not aware of the information gathered in her online profile, privacy concerns might occur. A network may be narrower than Dopplr or LinkedIn, or it may be as big as Facebook ([www.dopplr.com](http://www.dopplr.com)). LinkedIn is a website for business networking.

### **2.3.1 Facebook:**

According to Larson and Draper (N.D.), everyone on Facebook has the ability to build one or more pages to advertise or promote a company, product, or cause. Facebook provides admins with a comprehensive and user-friendly support centre to aid with the upkeep of their pages. This is due to the fact that Facebook will be more likely to profit the more company pages are created and aggressively pushed on the site.

Additionally, Facebook as more individuals utilize the social networking site Social He, the number is rising as users invite all of their friends and connections to join them.

With 1.2 billion active users each month, Facebook is presently the social networking leader. The statistics are astounding, especially given that Facebook was

just established in 2004 and made public in April 2006. According to Alexa traffic rankings, Facebook is currently the second-most popular website for him on the internet, behind only Google ([www.alexa.com](http://www.alexa.com)). Facebook has developed a number of tools recently for organizations and businesses to interact with potential clients (Rob, 2013). A page is an online depiction of a business, organization, or famous person. This resembles a personal profile, much as how two of her users add each other as friends on Facebook. By like your page, anyone may contact your company. Tabs on the brand's page link to other informational sites.

To handle content with sophisticated graphics, use tabs. Tabbed information can be shown using an app or an iframe to enable interactivity. Applications: Third-party applications include games like Farmville ([www.facebook.com/farmville](http://www.facebook.com/farmville)), sweepstakes, virtual gifts, photo uploaders, and interactive tools. Businesses may provide followers with a branded experience via the Facebook app. For Capitec Bank, a Facebook application called Budgetanator was created. Customers can simply keep an eye on their spending thanks to this. Facebook offers a variety of developer options because it often upgrades programs with potentially harmful changes.

The developer roadmap may be found at [developers.facebook.com/roadmap](http://developers.facebook.com/roadmap). Contests and Promotions While running competitions and promotions on their Facebook Pages, brands must abide with Facebook's policies. Through Facebook Connect, a user may log into non-Facebook services using her Facebook credentials. The data exchange between Facebook and the service you registered for, including the sharing of images and profile information, can then be authorized. Users don't have to create new usernames and passwords in order to sign up for new services. It's simple to check who else is there. Users may share articles, photographs, media, and websites with their social network by clicking the "Like" button on Facebook.

Any website that wants people to simply spread the word about it and its contents to their friends can utilize a "Like" button. Users who log into Facebook see a news feed, or stream of content, when they do so. This is a collection of recent updates and posts from Facebook friends and the companies they connected with.

### **2.3.2 Twitter:**

According to Chaffey and Ellis-Chadwick (2016), firms may create a page on Twitter and communicate with clients using 140-character tweets. Currently, a brief company bio is the main distinction between business pages and personal ones.

These messages could contain a link to his company's website, much like Facebook status updates, enabling you to give your audience the information and deals that are crucial to your communication. Twitter is also frequently used for customer service. Retailers like ASOS and Dell employ a variety of channels to interact with and assist their consumers. Twitter provides a number of targeting tools and self-serve advertising choices. Services regularly change, thus not every option is accessible from every location or user account.

When people sign up for the accounts promoted, advertisers are compensated. Topics that are trending on Twitter often appear in the "Trending" area on the left side of a user's Twitter timeline. Brands may use Promoted Trends, which are only available in Twitter Ads, to incorporate their names, hashtags, or catchphrases. full-service customer. These are frequently priced and, depending on the degree of regional targeting, can cost hundreds of thousands of dollars (Rob, 2013).

### **2.3.3 Users may engage organically:**

Because to Google+ services like Circles, Hangouts, and Local Information. Users can establish particular groups using circles (friends, family, classmates, etc.). Hangouts By entering a video chat room and indicating a desire to engage in discussion, her users may communicate with one another in real time. The user will be alerted and asked to join any existing Circle conversations. Google+ Local gathers user

data based on location and shares local information about events, businesses, and user reviews that are pertinent to the user's area.

#### **2.3.4 LinkedIn:**

Has Stokes, (2013) Businesses may access user homepages through a self-service advertising platform called LinkedIn Ads. Targeting choices include job title, function, industry, area, age, gender, company name, company size, and LinkedIn groups.

#### **2.3.5 YouTube:**

Promoting video content and integrating advertisements with the platform's content are her two YouTube marketing strategies. There is a brand channel on YouTube. To customize their YouTube channel, brands may add backgrounds, logos, playlists, and other community components. Businesses and companies may promote their videos utilizing YouTube's Promote Your Videos function in addition to placing adverts using Google AdWords. For instance, YouTube has altered how customers see video advertisements. A lot of people will view an advertisement if it is compelling enough, as marketers have demonstrated.

For instance, the Super Bowl advertisements are eagerly anticipated every year, and the finest ones receive millions of internet video views. These folks choose to view this advertisement for no charge. Other marketers have discovered that they can write and publish advertisements that are significantly longer. People will watch if the content is good (and hopefully share). Conference organizers can reach a sizable audience by making recordings of conference talks available. His content marketing is excellently demonstrated by this. The TED Conference and Nokia World are two venues that support imagination and ingenuity. Maintaining a blog involves keeping a website with entries organized backward chronologically. A blog is "a frequently

updated journal on the web," said Technocratic, a blogging and social media tracking engine.

"Readers may often leave comments on blog entries. The main blog includes text, pictures, and connections to his websites and other blogs that have related information. Because social media is a dynamic medium, success depends on planning. Recognizing social media as a two-way communication channel is the cornerstone of every successful social media strategy. Companies in this industry require resources not just to post information but also to rapidly reply to enquiries. The key to success is preparation. I'm here. Get support: The trick is encouraging staff at your business to use social media. Even if it appears to be a free resource, your company still has access to it.

Inspect all of the company's information. Think about your company's bigger marketing, communications, and business concerns in addition to social media interactions and brand connections. The business's familiarity with the regional marketing and business climate should be taken into account when assessing all of this. Organizational results include, for instance:

A list of social media channels and websites that your company should use regularly. The target market, the company's standing in the market, and the anticipated interactions all play a role in this. Informal clubs or communities that already exist and may have been started by enthusiasts.

Fourth stage in developing a social media strategy for your company is identifying goals. They have to be created with marketing and business considerations in mind. A social media strategy must be initially chosen by businesses. The business should then establish goals for each of these goals. To make sure that the goals are precise and quantifiable, key performance indicators (KPIs), including benchmarks and targets if applicable, should be defined. For instance, a firm could want to find a supporter of their brand in a specific nation. As a result, the organization may decide to establish a 6-month objective of 5000 Facebook fans as its KPI.

Creating an action plan: Once you are certain of the goals your business has, you can begin to create an action plan. In order to provide the groundwork for its plan, the organization needs now make sure that key records and processes are developed. The roles and duties of the project team and other stakeholders should be defined by organizations.

Decide which social media platforms the Company will employ. Set a timetable for how frequently, how much, and how soon tasks need to be completed.

Create a plan for your chat Establish a tone policy, FAQs, community standards, and content strategy.

Implementation: Now for the enjoyable part. As you work toward your company objectives, it is time to put all your planning and preparation into practice.

Configure your company platform in accordance with the law. Inform the parties involved that a review is being conducted and that the firm is starting an engagement campaign. Pay attention to message answers and brand references. Maintain the overall strategy, but be ready to change it if necessary.

Track, examine, and improve: One of the finest aspects of digital marketing is that companies can keep track of every user contact and utilize the ensuing data to continually improve their tactics.

Companies should assess the effectiveness of their social media initiatives on a regular basis and establish staff goals for sporadic intervals (such as every few months) when the firm gets down and evaluates them more fully. Social media monitoring may be done in a number of ways by businesses. To satisfy their demands for reporting and measurement, organizations must develop toolkits. six out of every seven persons.

Mobile marketing is "a collection of tactics that enable organizations to interact and engage with their consumers in a compelling and relevant manner via any mobile device or network," according to the Mobile Marketing Association (MMA) (mobile Marketing Association, 2013).

More than only phone and SMS marketing are included in mobile engagement. It's more of a state of mind than a specific course of action. It all comes down to being at the right place at the right time to satisfy the demands of your clients, offer helpful contacts, and promote conversions. Understanding how mobile marketing varies in wealthy nations where smartphones are widely used and have upscale web and application user interfaces is crucial. Mobile marketing in a developing country where the majority of cell phones are still text-only, run antiquated WAP browsers, and the most widely used services are radio, USSD, and SMS. Users of mobile devices have a hierarchy of requirements that are satisfied to varying degrees by the capabilities of the devices.

Customers can always contact and communicate with one another thanks to mobile devices, which adds another level of connectedness to already-existing links in the real world.

Your Personal Habits: Do you always leave the house with your wallet, keys, and phone? Marketing professionals need to be aware that messages sent to mobile devices are frequently retrieved minutes after being sent. The recipients of messages can read them right away.

Mobile devices' fundamental use as a communication tool requires that they always be turned on. According to the report, marketers need to focus more on their marketing communications. When they get a terrific offer through text message at 4 in the morning, many individuals find it annoying.

The mobile network of the user is used for billing. Furthermore, the way people use their gadgets has trained them to anticipate having to pay for downloads and

entertainment. The willingness of customers to pay for services and content on their mobile devices should be known by marketers. There are more ways for content to make money from outside advertising. Users of mobile devices may indulge their creative impulses thanks to a range of functions, such as: The capacity to record images and videos and serve as a notepad for concepts. Tools for creating, sharing, and consuming creative content include Snapchat, Evernote, and Instagram.

Marketers should take note of this feature since it will help your mobile-friendly advertising generate more engagement. This illustrates how effective user-generated content-based viral advertising can be using smartphones. On the other side, if a consumer has a bad experience, he/she could immediately publish a bad brand message. You can keep tabs on all actions taken when using your mobile device, including phone calls, text messages, and internet access. Additionally, it allows for real-time campaign tracking and location-based monitoring, which let customers get marketing messages based on where they are physically.

Smartphone users: 19.5 (Clark Dixon). It is also of the simplest and most affordable methods of mobile phone marketing. Please be aware that SMS texts are not meant for use in business. As a tool for network engineers to assess cellular networks, it was instead created.

Although SMS messages can only include 160 characters, you can connect many messages together to deliver lengthier messages (this is called chaining). From your computer to your phone as well as from one phone to another, you may send messages. SMS can be supported by nearly all devices. Due to the restricted amount of data that can be sent by SMS, it's critical to think about how to be inventive on a small screen. SMS may be employed for marketing. Customers may rapidly and affordably activate services and get crucial information by offering two-way communication. However, abusing this form of communication might result in issues. Due to how private mobile devices are, there is a chance that someone will intrude on a mobile user's personal space.

## **Chapter 3**

### **Methodology**

#### **3.0 Introduction**

The third chapter of the study is consisting of aim of the study, importance of the research, population and sample, limitation of the research, method used in research, and hypothesis of the study.

#### **3.1 Aim of the study**

This study aims to comprehend how internet marketing impacts consumer happiness in Afghanistan's capital city of Kabul. It might aid in the better understanding of these businesses by policy makers and act as a manual for researchers and practitioners who wish to concentrate more on online commerce and customer experience in Afghanistan. Some suggestions are made to encourage and hasten the expansion of e-commerce in The substance of the paper follows an examination of worldwide trends in online trade and their patterns and practices in Afghanistan before moving on to the topic of conducting business online in Afghanistan. Policy suggestions and conclusions are provided in the report's conclusion.

#### **3.2 Importance of the research**

This work seeks to conceptually assess trends, models, and issues in Internet business in Afghanistan. This survey is very important as there are many online businesses in Afghanistan and more than 10% of her Afghans use the internet. To the author's knowledge, no theoretical or practical studies have been conducted on this type of enterprise in Afghanistan. As a first attempt to fill this gap in the literature, the authors can confidently say that this is the first scholarly study written on running an

online business in Afghanistan. The survey reveals the problems facing Afghanistan as internet companies expand their influence.

### **3.3 Population and sample**

Studies A sample of people is randomly selected from a larger group of people in the base sample (population). Each individual is randomly and purely randomly selected with an equal chance of being selected at each phase of the sampling process and each subset of k individuals. This procedure and method is called simple sampling. The total population for this study is unknown. According to Morgan's table, out of 800 residents he has to select 200. Based on Morgan's Table PD 12 Interviewers involved in the field of investing in Ahmad Shah Baba Mina Kabul, but in order to get a good percentage, 2600 people were selected and their views and opinions are given by Ahmad Shah Baba Mina Kabul It represents the views and opinions of all (200) people working in the investment field of PD12, and their opinions are used as the overall view and results of the study.

### **3.4 Limitation**

- During this study, the researchers faced several challenges.
- The first challenge was the availability of data. Unfortunately, Afghanistan lacks extensive print and digital libraries, making it difficult to find relevant data. Especially in government agencies, officials often hide data and try to keep information unused and safe.
- Time Pressure I needed more time to do this research, I couldn't do this research in less time, and I couldn't find the time I needed to do this research.
- Lack of access to data processing software. Lack of skills and access to use software related to data processing. SPSS spent a lot of time and effort analysing data.

### **3.5 Method used in research**

Because this is quick and easy, researchers used a survey approach to collect data for primary data in this study. A collection method is a method of gathering data by asking a series of questions to individuals who are believed to have the required information. Researchers choose it because it is easy to use. We also do quantitative research based on quantity and quantity measurements. Applies to phenomena that have a quantitative form. The researchers chose this strategy due to some limitations during the data collection process.

### **3.6 Research Hypothesis**

The research hypothesis of this research is as follow:

H<sub>1</sub>. Online marketing has a direct impact on customer satisfaction in Kabul, Afghanistan!

H<sub>2</sub>. There are many challenges for online marketing customers in Kabul, Afghanistan!

H<sub>3</sub>. The government support has a direct impact on online marketing and businesses in Kabul city!

## Chapter 4

### Findings

#### 4.1 Introduction

The gathered data should be evaluated using Excel tools in order to get the desired outcomes and discover more about how internet marketing affects customer happiness in Kabul, as well as the causes of the issues and potential fixes. The report clearly highlights the elements that provide the biggest issues for banks and quantifies the proportion of persons who think there are causes generating trouble. Data analysis enables the capacity to offer the appropriate suggestions, which are vital for identifying issues and their causes.

This research included a total of 200 participants from different government offices and groups.

#### 4.2 Data Reliability Test

| <i>Coefficient range</i>     | <i>Strength of Association</i> |
|------------------------------|--------------------------------|
| <i>0.60</i>                  | Poor                           |
| <i>0.60 &lt; i &lt; 0.70</i> | Moderate                       |
| <i>0.70 &lt; i &lt; 0.80</i> | Good                           |
| <i>0.80 &lt; i &lt; 0.90</i> | Very Good                      |
| <i>_i.90 &lt; i &lt; 1</i>   | Excellent                      |

Malery and George Converse (22 November 2003). According to Cronbach, the alpha confidence factor typically falls between 0 and 1. A good and dependable outcome is one where the coefficient value is 0.7 or above. An alpha of 0.6 or below indicates a poor outcome. As a general rule, the larger the confidence factor, the nearer

1.0 Cronbach's alpha is. Using disseminated and collected questionnaires, researchers used Alpha Cronbach's approach to evaluate the accuracy of data gathered from involved respondents.

### 4.3 Reliability Statistics

Researchers must do reliability tests on each outcome after gathering all the data. His Cronbach's alpha, which is dependent on the number of items on the scale, frequently overstates the dependability of internal consistency. Therefore, we choose for joint resilience. For exploratory research, a reliability score of 0.60 to 0.70 is appropriate, while a value of 0.70 to 0.90 is appropriate for later phases of study (Nunally et al. Bernstein, 1994).

Our Cronbach's alpha for all variables is better than 70%, which is satisfactory, according to the aforementioned assertion.

| Variable              | Reliability Statistics |                                              |            |
|-----------------------|------------------------|----------------------------------------------|------------|
|                       | Cronbach's Alpha       | Cronbach's Alpha Based on Standardized Items | N of Items |
| Online marketing      | .703                   | .766                                         | 12         |
| Customer satisfaction | .744                   | .786                                         | 8          |

Source: SPSS Output; Author's finding

Based on the coefficient range of Cronbach's Alpha; the range of the researcher's data is between the range of 0.60 to 0.70 which shows that the data is moderate and can be productive and helpful in the research findings.

### 4.3.1 Regression and correlation Analysis:

Homoscedasticity computes a gauge of the change of free factors with subordinate factors. The assumption of variety of factors should be consistent in various relapse investigation (Field, 2006).

| R    | R SQUARE |
|------|----------|
| .971 | .987     |

### Table 4.3.2 Regression Analysis

**Interpretation:** R-squared is an arithmetical measure of how near the data are to the fitted regression line. It is also known as the coefficient of determination, or the coefficient of multiple determination for multiple regression.

The Multiple R for our model is 95.0%, which displays the strength of our model in which we have carefully selected the independent variables. The adjusted R Square of our model on the other hand explains 97% of the variation in our dependent model.

### 4.4 Respondent Profile

Respondent's profile shows that which components do we added in our questionnaire at respondent's profile and how many or what percent of them have participated in the questionnaire.

|       |            | Gender    |         |               | Cumulative |
|-------|------------|-----------|---------|---------------|------------|
|       |            | Frequency | Percent | Valid Percent | Percent    |
| Valid | (a) Female | 16        | 8.0     | 8.0           | 8.0        |
|       | (b) Male   | 184       | 92.0    | 92.0          | 100.0      |
|       | Total      | 200       | 100.0   | 100.0         |            |

### Age of respondents

|                              | Frequency | Percent | Valid Percent | Cumulative Percent |
|------------------------------|-----------|---------|---------------|--------------------|
| Valid (a) Less than 21 years | 2         | 1.0     | 1.0           | 1.0                |
| (b) 21 - 30 years            | 12        | 6.0     | 6.0           | 7.0                |
| (c) 31 - 40 years            | 49        | 24.5    | 24.5          | 31.5               |
| (d) 40 - 50 years            | 113       | 56.5    | 56.5          | 88.0               |
| (e) Above 50 years           | 24        | 12.0    | 12.0          | 100.0              |
| Total                        | 200       | 100.0   | 100.0         |                    |

The above table shows that 184 respondents which are 92% are male and the rest 16 respondents of this research are female.

The above table indicate that 12 respondents out of 200 are between 21-30 years old in this research and 49 are between 31-40 years old, 113 respondents which are equal to 56.5% are between 40-50 years old and only 24 respondents are above 50 years old.

### Educational status

|                                      | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------------------|-----------|---------|---------------|--------------------|
| Valid (a) School dropouts            | 10        | 5.0     | 5.0           | 5.0                |
| (c) Diploma or technically certified | 10        | 5.0     | 5.0           | 10.0               |
| (d) Graduate                         | 54        | 27.0    | 27.0          | 37.0               |
| (e) Post-graduate                    | 126       | 63.0    | 63.0          | 100.0              |
| Total                                | 200       | 100.0   | 100.0         |                    |

This table shows that 5% of the respondents are school dropouts in this research and 5% are diploma or technically certified, 27% are graduate, 126 respondents which are 63% are post-graduate in this research.

### Total family income per month

|       |                        | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------------|-----------|---------|---------------|--------------------|
| Valid | (a) up to 15000 AFN    | 16        | 8.0     | 8.0           | 8.0                |
|       | (b) 15000 to 25000 AFN | 14        | 7.0     | 7.0           | 15.0               |
|       | (c) 25000 to 45000 AFN | 37        | 18.5    | 18.5          | 33.5               |
|       | (d) 45000 to 85000 AFN | 88        | 44.0    | 44.0          | 77.5               |
|       | (e) Above 85000 AFN    | 45        | 22.5    | 22.5          | 100.0              |
|       | Total                  | 200       | 100.0   | 100.0         |                    |

The above table shows the % of total family income per month of the respondents in this research it shows that 44% of respondents which are 88 have 45000 to 85000 monthly family income per month and only 16 respondents which are equal to 8% of them in this research have up to 15000 Afghani family income per month.

### Income earners

|       |                             | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------------------------|-----------|---------|---------------|--------------------|
| Valid | Dependent or single earning | 46        | 23.0    | 23.0          | 23.0               |
|       | Married, one income         | 49        | 24.5    | 24.5          | 47.5               |
|       | Married, two incomes        | 46        | 23.0    | 23.0          | 70.5               |
|       | Married, three incomes      | 31        | 15.5    | 15.5          | 86.0               |
|       | Other                       | 28        | 14.0    | 14.0          | 100.0              |
|       | Total                       | 200       | 100.0   | 100.0         |                    |

The above table shows that 46 respondents out of 200 have dependent or single earning, 49 respondents have married, one income and 23% have married, two incomes only 15% of them have married, three incomes in this purposed study.

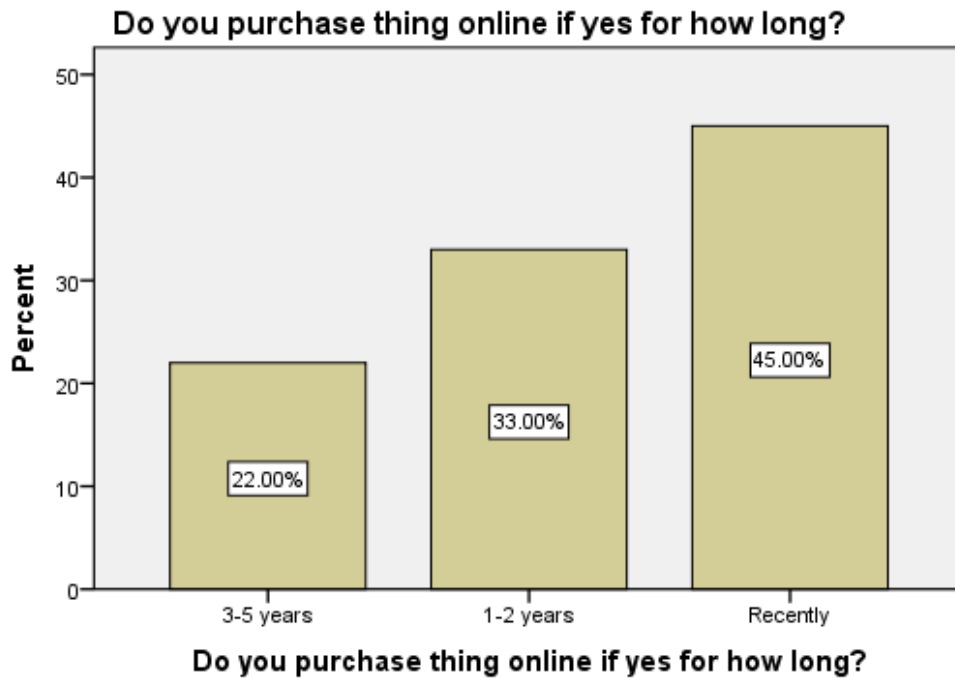
## 4.5 Descriptive Statistics Analysis & Findings

Using descriptive statistics, states, individuals, and events are depicted in their true context. Contrarily, controls are used in experimental analyses to preserve the circumstances and alternative treatments or interventions given to the experimental and control groups. One of the most popular descriptive strategies is the use of central trend measurements like mean and median. Two further descriptive statistics that act as measurements of variation are variance and standard deviation. Researchers often employ visual descriptive analysis techniques such as pie charts, line charts, and bar charts (Hall, 2011).



**Do you purchase thing online if yes for how long?**

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| valid | 3-5 years | 44        | 22.0    | 22.0          | 22.0               |
|       | 1-2 years | 66        | 33.0    | 33.0          | 55.0               |
|       | Recently  | 90        | 45.0    | 45.0          | 100.0              |
|       | Total     | 200       | 100.0   | 100.0         |                    |



The above table and graph indicate that 45% of respondents marked recently in the question of “do you purchase thing online if yes for how long” 33% marked 1-2 years, 22% marked 3-5 years.

**Do you purchase goods very often or some time?**

|       |            | Frequency | Percent    | Valid Percent | Cumulative Percent |
|-------|------------|-----------|------------|---------------|--------------------|
| Valid | Sometime   | 100       | 50<br>.0   | 50.0          | 50.0               |
|       | very often | 100       | 50<br>.0   | 50.0          | 100.0              |
|       | Total      | 200       | 100<br>0.0 | 100.0         | 0                  |

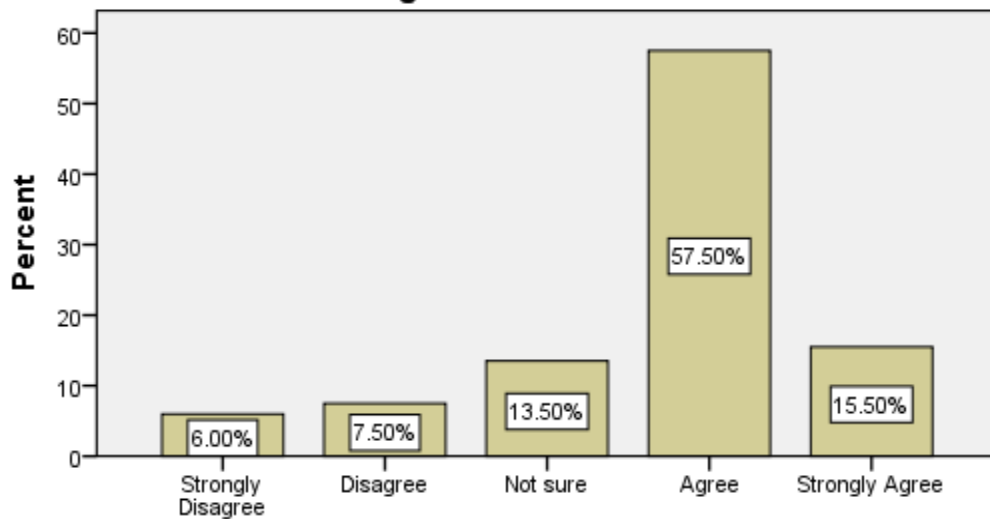


This table and graph shows that 50% of the respondents marked sometime in the question of “do you purchase goods very often or some time” the other 100 respondents which are equal to 50% market very often.

**What is your opinion about the security of the payment method like using visa or credit card?**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 12        | 6.0     | 6.0           | 6.0                |
|       | Disagree          | 15        | 7.5     | 7.5           | 13.5               |
|       | Not sure          | 27        | 13.5    | 13.5          | 27.0               |
|       | Agree             | 115       | 57.5    | 57.5          | 84.5               |
|       | Strongly Agree    | 31        | 15.5    | 15.5          | 100.0              |
|       | Total             | 200       | 100.0   | 100.0         |                    |

**What is your opinion about the security of the payment method like using visa or credit card?**

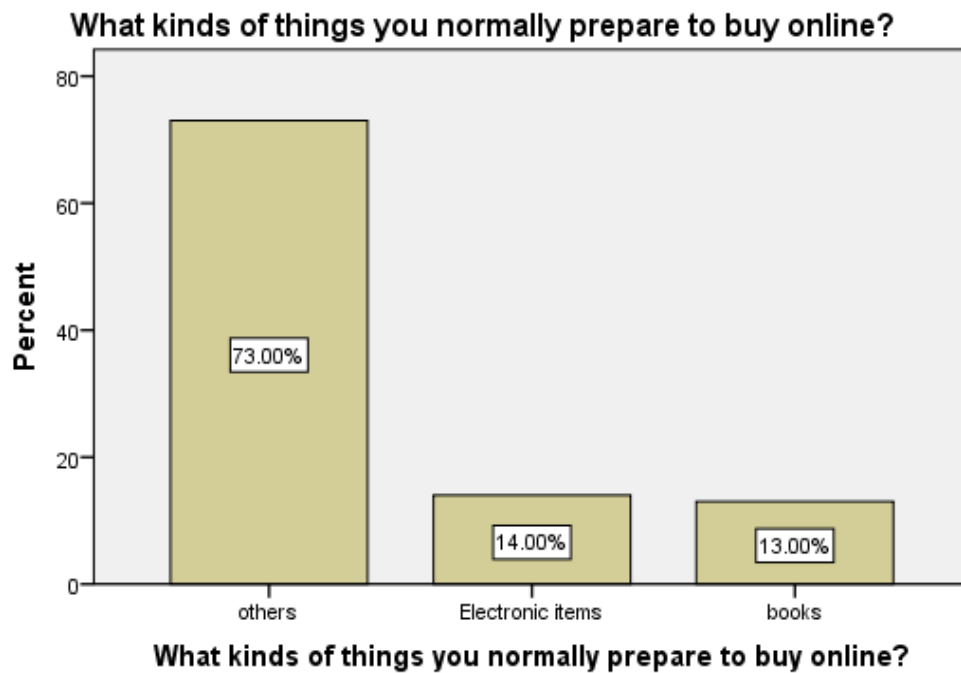


**What is your opinion about the security of the payment method like using visa or credit card?**

According to the question of “what is your opinion about the security of the payment method like using visa or credit card” 57.50% of the respondents are agree and 15% are strongly agree, at the other hand 7.50% are disagree and 6% are strongly disagree, and only 13.50% of them has no idea about the above question.

**What kinds of things you normally prepare to buy online?**

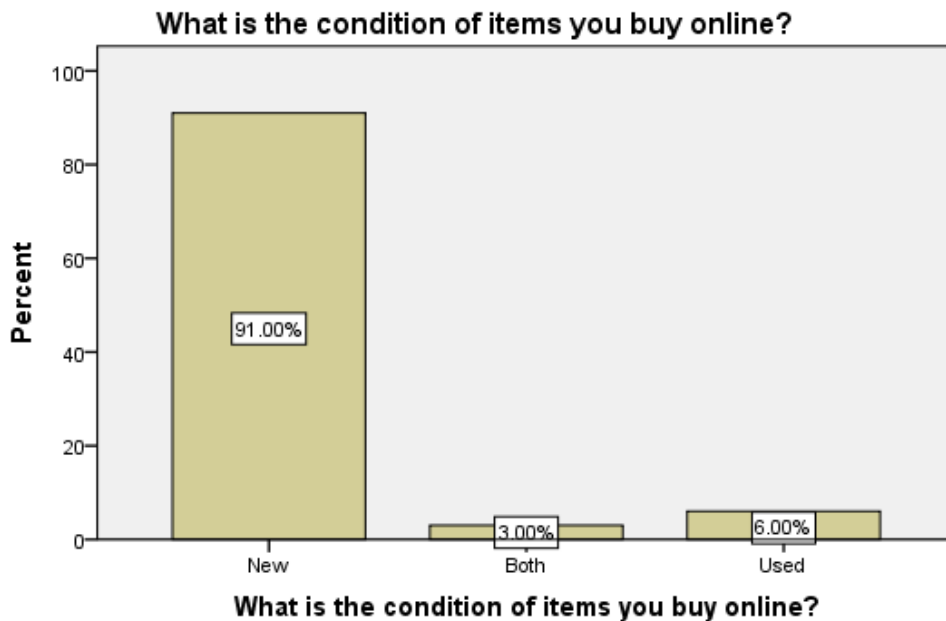
|       |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Others           | 146       | 73.0    | 73.0          | 73.0               |
|       | Electronic items | 28        | 14.0    | 14.0          | 87.0               |
|       | Books            | 26        | 13.0    | 13.0          | 100.0              |
|       | Total            | 200       | 100.0   | 100.0         |                    |



The above table and graph shows that 73% of respondents marked others, it means the don't purchase electronic items and books, and 14% marked electronic items, the rest 13% marked books.

### What is the condition of items you buy online?

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | New   | 182       | 91.0    | 91.0          | 91.0               |
|       | Both  | 6         | 3.0     | 3.0           | 94.0               |
|       | Used  | 12        | 6.0     | 6.0           | 100.0              |
|       | Total | 200       | 100.0   | 100.0         |                    |

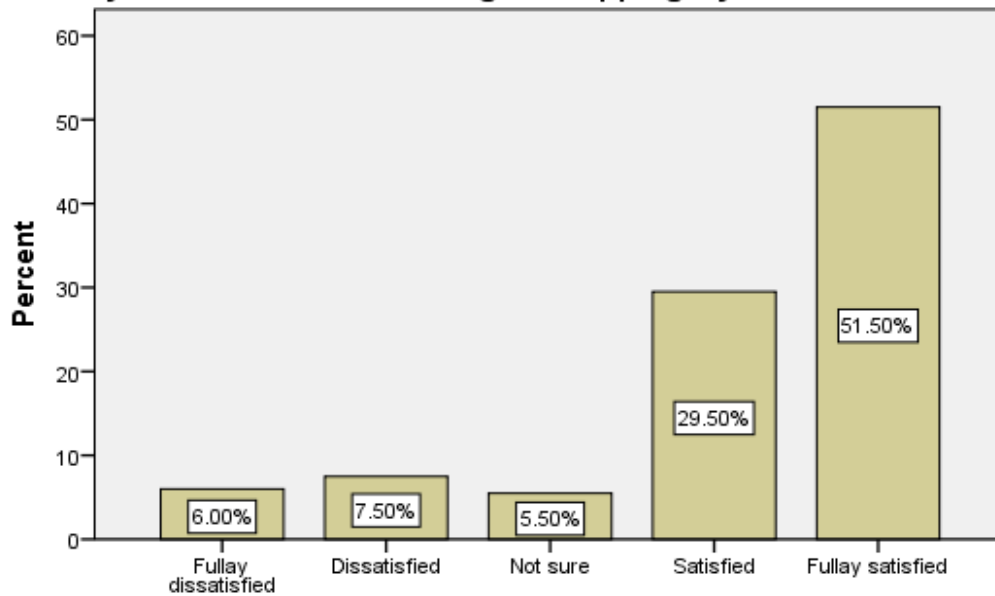


In the above graph we found out that 91% of respondents out of 100% purchase new products in the online shopping and 6% purchase used items and the rest 3% purchase both.

**Are you satisfied with this kind of shopping if yes how much?**

|       |                    | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|-----------|---------|---------------|--------------------|
| Valid | Fully dissatisfied | 12        | 6.0     | 6.0           | 6.0                |
|       | Dissatisfied       | 15        | 7.5     | 7.5           | 13.5               |
|       | Not sure           | 11        | 5.5     | 5.5           | 19.0               |
|       | Satisfied          | 59        | 29.5    | 29.5          | 48.5               |
|       | Fully satisfied    | 103       | 51.5    | 51.5          | 100.0              |
|       | Total              | 200       | 100.0   | 100.0         |                    |

**Are you satisfied with this kind of shopping if yes how much?**



**Are you satisfied with this kind of shopping if yes how much?**

The above graph and table shows that 51.50% of the respondents are fully satisfied with the online shopping, and 29.50% are satisfied with online shopping and 7.50% are dissatisfied 6% are fully dissatisfied and 5.50% has no idea about it.

**Do you like to be faithful to online shopping if yes how much?**

|       |           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Very low  | 2         | 1.0     | 1.0           | 1.0                |
|       | Low       | 12        | 6.0     | 6.0           | 7.0                |
|       | Not sure  | 49        | 24.5    | 24.5          | 31.5               |
|       | High      | 113       | 56.5    | 56.5          | 88.0               |
|       | Very high | 24        | 12.0    | 12.0          | 100.0              |
|       | Total     | 200       | 100.0   | 100.0         |                    |

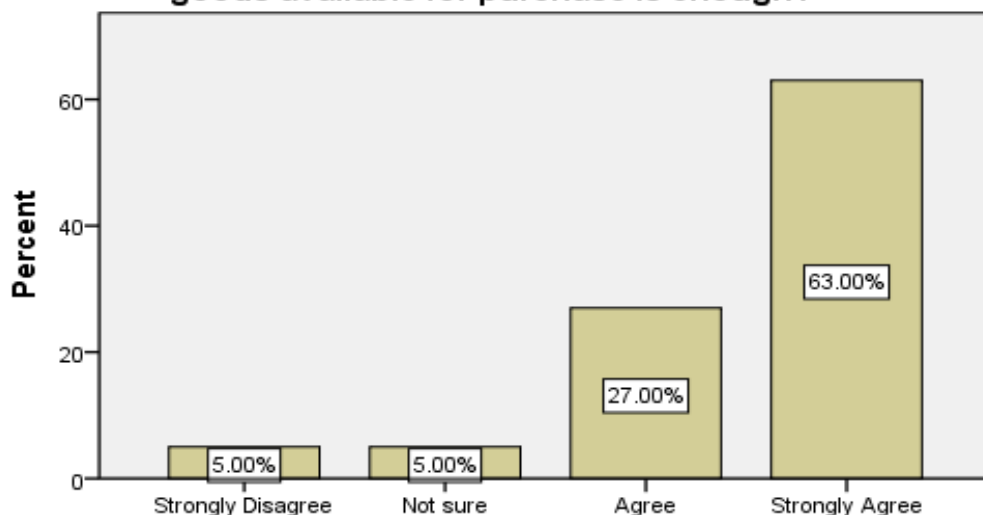


The above graph indicate that 12% of respondents are very high faithful to online shopping, 56.50% market high it means they are also faithful with online shopping and only 1% are marked very low and 6% marked low.

**Do you think that information provided by the sellers about the goods available for purchase is enough?**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 10        | 5.0     | 5.0           | 5.0                |
|       | Not sure          | 10        | 5.0     | 5.0           | 10.0               |
|       | Agree             | 54        | 27.0    | 27.0          | 37.0               |
|       | Strongly Agree    | 126       | 63.0    | 63.0          | 100.0              |
|       | Total             | 200       | 100.0   | 100.0         |                    |

**Do you think that information provided by the sellers about the goods available for purchase is enough?**



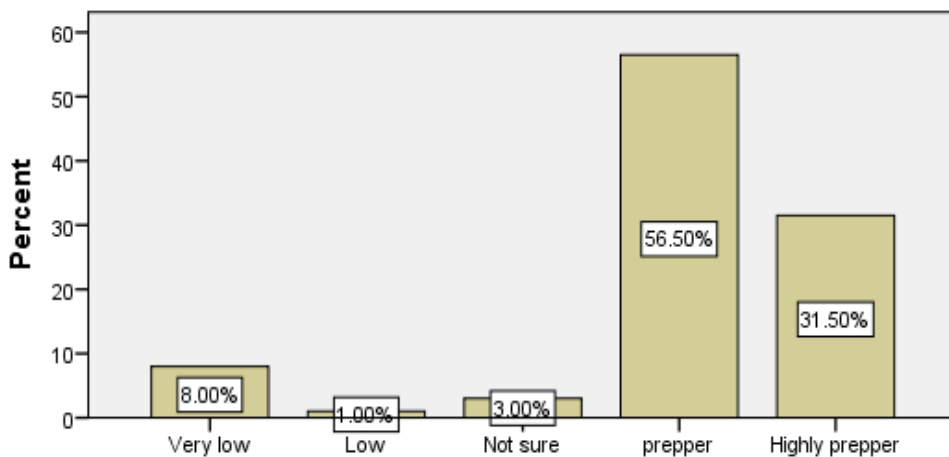
**Do you think that information provided by the sellers about the goods available for purchase is enough?**

This graph indicate that 63% of respondents marked strongly agree and 27% agree with the question of “do you think that information provided by the sellers about the goods available for purchase is enough” at the other hand 5% marked strongly disagree and 5% are not sure about it.

**Do you prepare third party mediation for security purposes for example a double click by visa, credit card agencies if yes how much?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Very low       | 16        | 8.0     | 8.0           | 8.0                |
|       | Low            | 2         | 1.0     | 1.0           | 9.0                |
|       | Not sure       | 6         | 3.0     | 3.0           | 12.0               |
|       | prepper        | 113       | 56.5    | 56.5          | 68.5               |
|       | Highly prepper | 63        | 31.5    | 31.5          | 100.0              |
|       | Total          | 200       | 100.0   | 100.0         |                    |

**Do you prepare third party mediation for security purposes for example a double click by visa, credit card agencies if yes how much?**



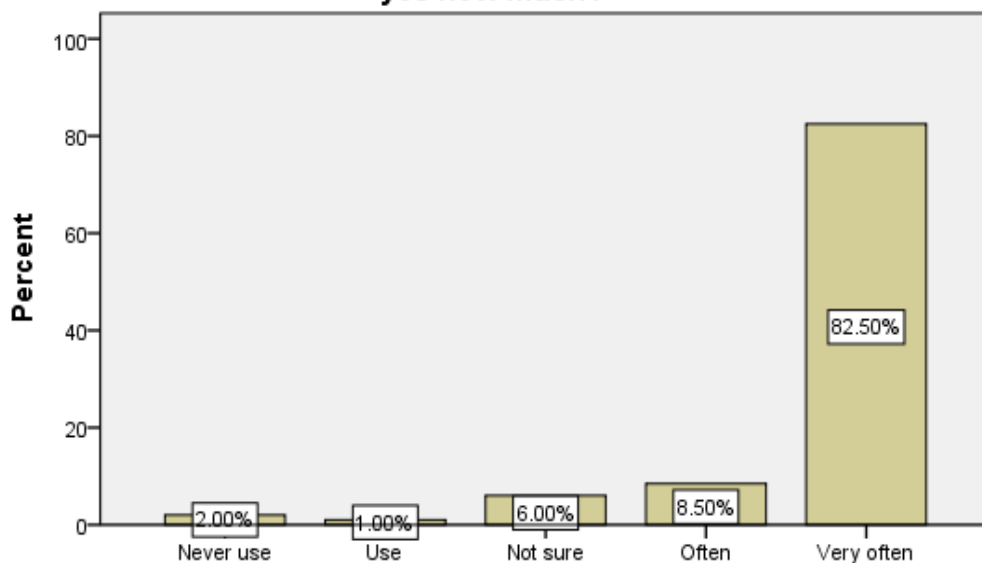
**Do you prepare third party mediation for security purposes for example a double click by visa, credit card agencies if yes how much?**

According to the question of “do you prepare third party mediation for security purposes for example a double click by visa, credit card agencies if yes how much” 31.50% of respondents marked highly prepper, 56.50% prepper, 3% not sure, 1% low and only 8% very low.

**In case of inconvenience do you use help service give for customers, if yes how much?**

|       |            | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Never use  | 4         | 2.0     | 2.0           | 2.0                |
|       | Use        | 2         | 1.0     | 1.0           | 3.0                |
|       | Not sure   | 12        | 6.0     | 6.0           | 9.0                |
|       | Often      | 17        | 8.5     | 8.5           | 17.5               |
|       | Very often | 165       | 82.5    | 82.5          | 100.0              |
|       | Total      | 200       | 100.0   | 100.0         |                    |

**In case of inconvenience do you use help service give for customers, if yes how much?**



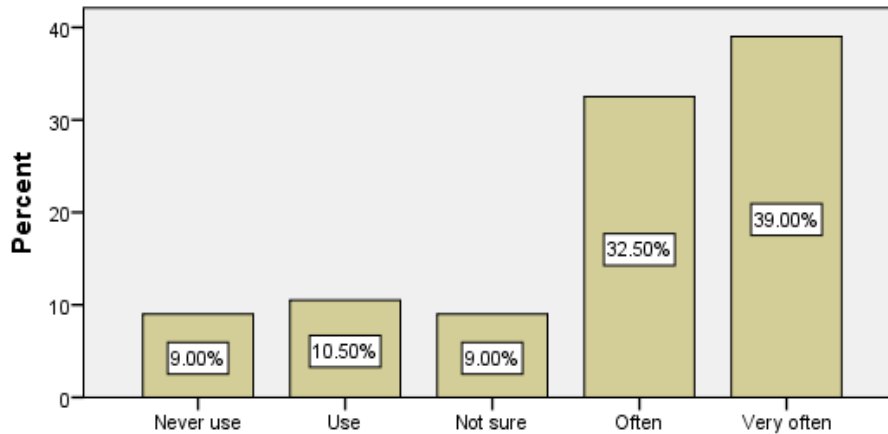
**In case of inconvenience do you use help service give for customers, if yes how much?**

The above graph indicate that 82.50% of respondents marked very often in the question of in case of inconvenience do you use help service give for customers, if yes how much? 8.50% marked often and 6% are not sure about it.

**Do you ever experienced bad sales services for example received a bad quality or different good then you purchased for if yes how often?**

|       |            | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Never use  | 18        | 9.0     | 9.0           | 9.0                |
|       | Use        | 21        | 10.5    | 10.5          | 19.5               |
|       | Not sure   | 18        | 9.0     | 9.0           | 28.5               |
|       | Often      | 65        | 32.5    | 32.5          | 61.0               |
|       | Very often | 78        | 39.0    | 39.0          | 100.0              |
|       | Total      | 200       | 100.0   | 100.0         |                    |

**Do you ever experienced bad sales services for example received a bad quality or different good then you purchased for if yes how often?**



**Do you ever experienced bad sales services for example received a bad quality or different good then you purchased for if yes how often?**

In the above graph research funded out that 39% of respondents marked very often and 32.50% often it means they didn't every experienced bad sales services or bad quality or different good, 10.50% researched marked use and 9% has no idea about it.

**Are you satisfied with the in the time delivery of goods you paid?**

|       |            | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Never      | 8         | 4.0     | 4.0           | 4.0                |
|       | Sometime   | 20        | 10.0    | 10.0          | 14.0               |
|       | Not sure   | 10        | 5.0     | 5.0           | 19.0               |
|       | Often      | 97        | 48.5    | 48.5          | 67.5               |
|       | Very often | 65        | 32.5    | 32.5          | 100.0              |
|       | Total      | 200       | 100.0   | 100.0         |                    |

**Are you satisfied with the in the time delivery of goods you paid?**

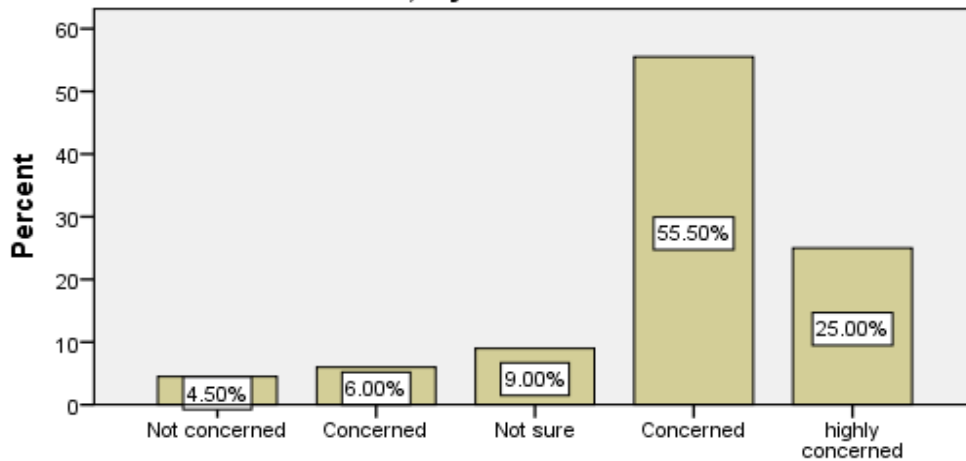


The above table shows that 32.50% of respondents marked very often and 48.50% marked often with the question of “are you satisfied with the in the time delivery of goods you paid” 4% marked never and 10% marked sometime.

**Is it a matter of concern for you when you look the design of the web site, if yes how much?**

|       |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------------|-----------|---------|---------------|--------------------|
| Valid | Not concerned    | 9         | 4.5     | 4.5           | 4.5                |
|       | Concerned        | 12        | 6.0     | 6.0           | 10.5               |
|       | Not sure         | 18        | 9.0     | 9.0           | 19.5               |
|       | Concerned        | 111       | 55.5    | 55.5          | 75.0               |
|       | Highly concerned | 50        | 25.0    | 25.0          | 100.0              |
|       | Total            | 200       | 100.0   | 100.0         |                    |

**Is it a matter of concern for you when you look the design of the web site, if yes how much?**



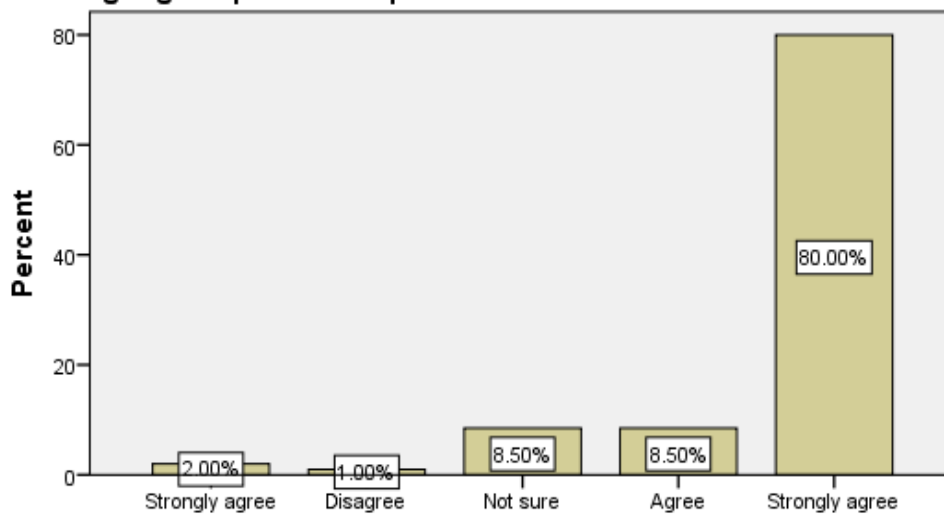
**Is it a matter of concern for you when you look the design of the web site, if yes how much?**

The above graph and table shows that 25% of respondents are highly concerned about the design of the web site, and 55.50% are concerned about it and 9% are not sure about that 4.50% are not concerned for the design of the web site.

**Do you agree that online shopping web sites should have different languages option to help customer of different nationalities?**

|       |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Strongly agree | 4         | 2.0     | 2.0           | 2.0                |
|       | Disagree       | 2         | 1.0     | 1.0           | 3.0                |
|       | Not sure       | 17        | 8.5     | 8.5           | 11.5               |
|       | Agree          | 17        | 8.5     | 8.5           | 20.0               |
|       | Strongly agree | 160       | 80.0    | 80.0          | 100.0              |
|       | Total          | 200       | 100.0   | 100.0         |                    |

**Do you agree that online shopping web sites should have different languages option to help customer of different nationalities?**



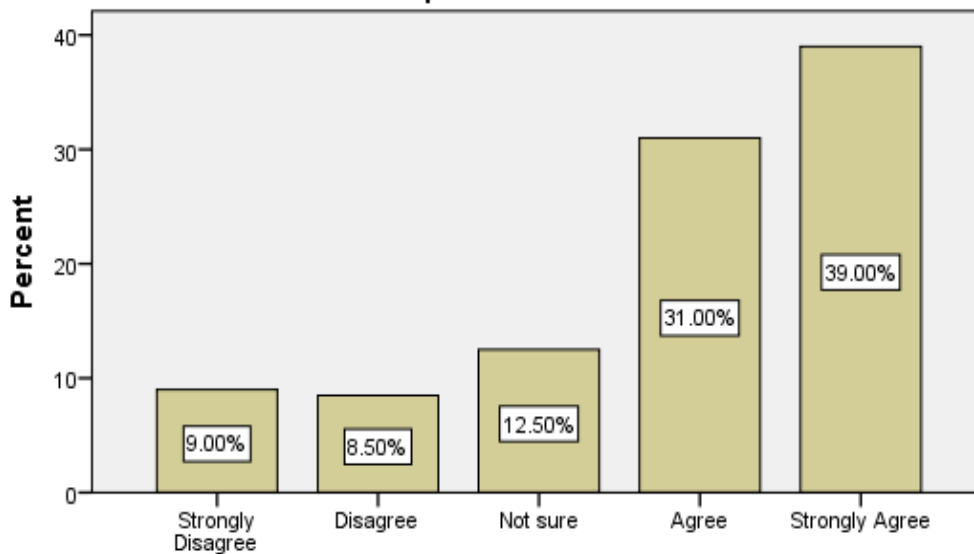
**Do you agree that online shopping web sites should have different languages option to help customer of different nationalities?**

The above graph indicate that 80% of the respondents are strongly agree and 8.50% are agree with the question of “do you agree that online shopping web sites should have different languages option to help customer of different nationalities” at the other hand 2% are strongly agree and only 1% are agree with the above question.

**There is a direct relation between security and online marketing improvement.**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 18        | 9.0     | 9.0           | 9.0                |
|       | Disagree          | 17        | 8.5     | 8.5           | 17.5               |
|       | Not sure          | 25        | 12.5    | 12.5          | 30.0               |
|       | Agree             | 62        | 31.0    | 31.0          | 61.0               |
|       | Strongly Agree    | 78        | 39.0    | 39.0          | 100.0              |
|       | Total             | 200       | 100.0   | 100.0         |                    |

**There is a direct relation between security and online marketing improvement.**



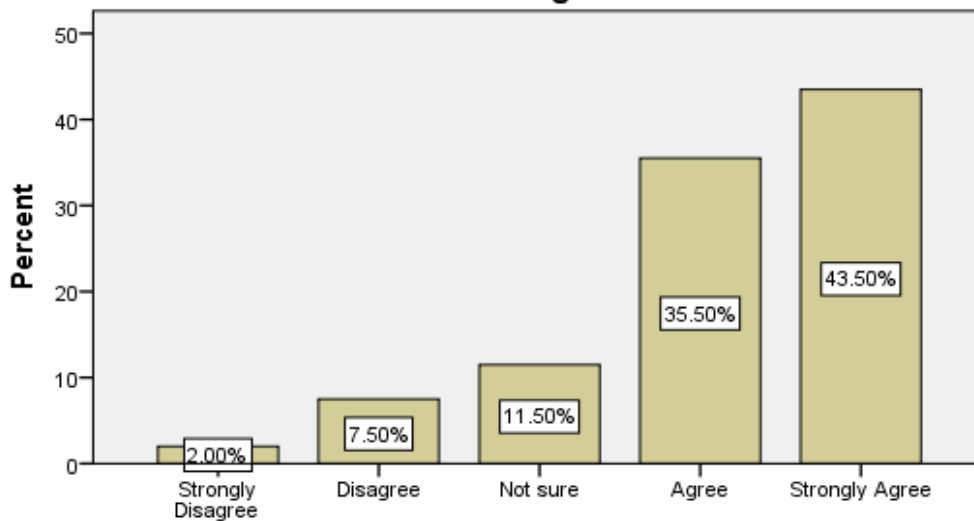
**There is a direct relation between security and online marketing improvement.**

The above graph shows that 39% of respondents are strongly agree and 31% are agree with the question of there is a direct relation between security and online marketing improvement, 12.50% are not sure and 8.50% are disagree with that question.

**Government support is very important for online marketing and their activities in Afghanistan.**

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Strongly Disagree | 4         | 2.0     | 2.0           | 2.0                |
|       | Disagree          | 15        | 7.5     | 7.5           | 9.5                |
|       | Not sure          | 23        | 11.5    | 11.5          | 21.0               |
|       | Agree             | 71        | 35.5    | 35.5          | 56.5               |
|       | Strongly Agree    | 87        | 43.5    | 43.5          | 100.0              |
|       | Total             |           | 200     | 100.0         | 100.0              |

**Government support is very important for online marketing and their activities in Afghanistan.**



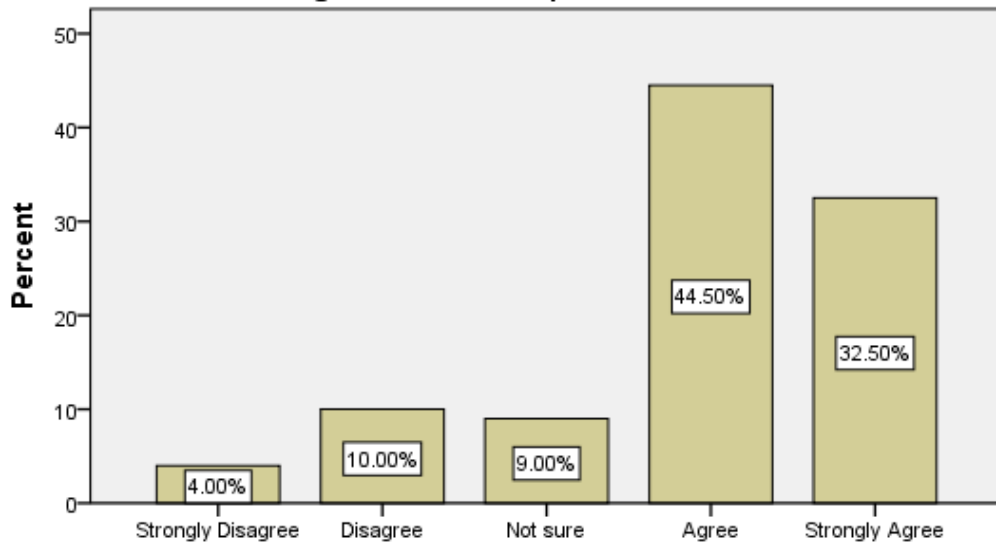
**Government support is very important for online marketing and their activities in Afghanistan.**

With the question of “government support is very important for online marketing and their activities in Afghanistan” 43% respondents are strongly agree 35.50% are agree 11.50% are not sure and 7.50% are disagree.

**There is a direct relation between online marketing and economic growth in Kabul province.**

|                         | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Strongly Disagree | 8         | 4.0     | 4.0           | 4.0                |
| Disagree                | 20        | 10.0    | 10.0          | 14.0               |
| Not sure                | 18        | 9.0     | 9.0           | 23.0               |
| Agree                   | 89        | 44.5    | 44.5          | 67.5               |
| Strongly Agree          | 65        | 32.5    | 32.5          | 100.0              |
| Total                   | 200       | 100.0   | 100.0         |                    |

**There is a direct relation between online marketing and economic growth in Kabul province.**



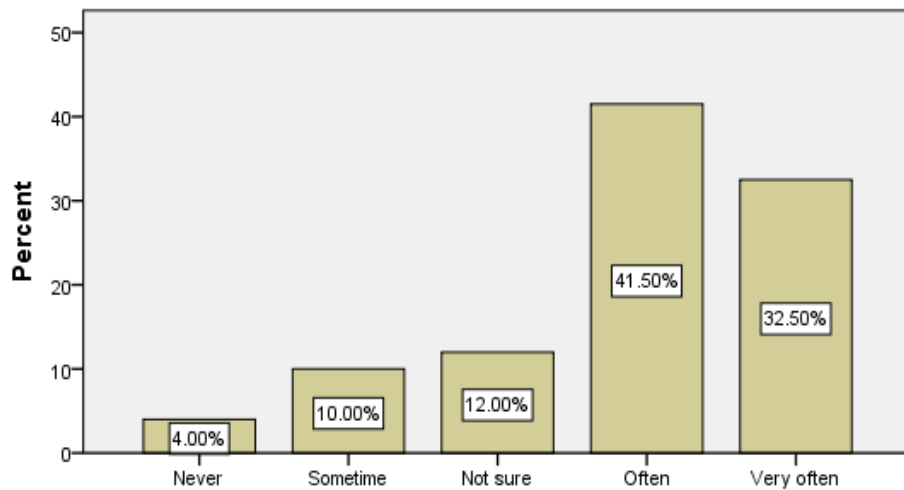
**There is a direct relation between online marketing and economic growth in Kabul province.**

The above graph and table shows that 32.50% of respondents are strongly agree and 44.50% are agree it means there is a direct relation between online marketing and economic growth in Kabul province, only 4% are strongly disagree.

**Do you give your comments/feedback regarding the item if asked by the seller via website?**

|       |            | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | Never      | 8         | 4.0     | 4.0           | 4.0                |
|       | Sometime   | 20        | 10.0    | 10.0          | 14.0               |
|       | Not sure   | 24        | 12.0    | 12.0          | 26.0               |
|       | Often      | 83        | 41.5    | 41.5          | 67.5               |
|       | Very often | 65        | 32.5    | 32.5          | 100.0              |
|       | Total      | 200       | 100.0   | 100.0         |                    |

**Do you give your comments/feedback regarding the item if asked by the seller via website?**



**Do you give your comments/feedback regarding the item if asked by the seller via website?**

In the above graph and table we indicated that 32.50% of respondents give their comments/feedback regarding the item if they asked very often and 41.50% often, only 12% are not sure about it or don't want to share their idea about this issue, 10% received their comments sometime and 4% never received it.

### Descriptive Statistics

|                                                                                               | N   | Minimum | Maximum | Mean   | Std. Deviation |
|-----------------------------------------------------------------------------------------------|-----|---------|---------|--------|----------------|
| Gender                                                                                        | 200 | 1.00    | 2.00    | 1.9200 | .27197         |
| Marital Status                                                                                | 200 | 1.00    | 2.00    | 1.8600 | .34786         |
| Age of respondents                                                                            | 200 | 1.00    | 5.00    | 3.7250 | .78898         |
| Educational status                                                                            | 200 | 1.00    | 5.00    | 4.4300 | .97460         |
| Total family income per month                                                                 | 200 | 1.00    | 5.00    | 3.6600 | 1.14057        |
| Income earners                                                                                | 200 | 1.00    | 5.00    | 2.7300 | 1.34766        |
| Do you purchase thing online if yes for how long?                                             | 200 | 2.00    | 4.00    | 3.2300 | .78753         |
| Do you purchase goods very often or some time?                                                | 200 | 1.00    | 2.00    | 1.5000 | .50125         |
| What is your opinion about the security of the payment method like using visa or credit card? | 200 | 1.00    | 5.00    | 3.6900 | 1.01936        |
| What kinds of things you normally prepare to buy online?                                      | 200 | 1.00    | 3.00    | 1.4000 | .70888         |
| What is the condition of items you buy online?                                                | 200 | 1.00    | 3.00    | 1.1500 | .49874         |
| Are you satisfied with this king of shopping if yes how much?                                 | 200 | 1.00    | 5.00    | 4.1300 | 1.18326        |
| Do you like to be faithful to online shopping if yes how much?                                | 200 | 1.00    | 5.00    | 3.7250 | .78898         |

|                                                                                                                                          |     |      |      |        |         |
|------------------------------------------------------------------------------------------------------------------------------------------|-----|------|------|--------|---------|
| Do you think that information provided by the sellers about the goods available for purchase is enough?                                  | 200 | 1.00 | 5.00 | 4.4300 | .97460  |
| Do you prepare third party mediation for security purposes for example a double click by visa, credit card agencies if yes how much?     | 200 | 1.00 | 5.00 | 4.0250 | 1.05353 |
| In case of inconvenience do you use help service give for customers, if yes how much?                                                    | 200 | 1.00 | 5.00 | 4.6850 | .79936  |
| Do you ever experienced bad sales services for example received a bad quality or different good then you purchased for if yes how often? | 200 | 1.00 | 5.00 | 3.8200 | 1.29847 |
| How you ever received broken goods you purchased online if yes how often?                                                                | 200 | 1.00 | 5.00 | 4.1450 | .98938  |
| Are you satisfied with the in the time delivery of goods you paid?                                                                       | 200 | 1.00 | 5.00 | 3.9550 | 1.06708 |
| Is it a matter of concern for you when you look the design of the web site, if yes how much?                                             | 200 | 1.00 | 5.00 | 3.9050 | .99039  |
| Do you agree that online shopping web sites should have different languages option to help customer of different nationalities?          | 200 | 1.00 | 5.00 | 4.6350 | .83982  |

|                                                                                                |     |      |      |        |         |
|------------------------------------------------------------------------------------------------|-----|------|------|--------|---------|
| There is a direct relation between security and online marketing improvement.                  | 200 | 1.00 | 5.00 | 3.8250 | 1.28163 |
| Government support is very important for online marketing and their activities in Afghanistan. | 200 | 1.00 | 5.00 | 4.1100 | 1.01144 |
| There is a direct relation between online marketing and economic growth in Kabul province.     | 200 | 1.00 | 5.00 | 3.9150 | 1.08335 |
| Do you give your comments/feedback regarding the item if asked by the seller via website?      | 200 | 1.00 | 5.00 | 3.8850 | 1.09442 |
| Valid N (listwise)                                                                             | 200 |      |      |        |         |

That above table shows the descriptive statistics and analysis of the study it shows that the Std. Deviation of Gender is .27197, the Std. Deviation of Marital Status is .34786, the Std. Deviation of Age of respondents .78898, the Std. Deviation of Educational status .97460, the Std. Deviation of Total family income per month is 1.14057, the Std. Deviation for the question of Do you prepare third party mediation for security purposes for example a double click by visa, credit card agencies if yes how much is 1.05353, In case of inconvenience do you use help service give for customers, if yes how much?, .79936 Do you ever experienced bad sales services for example received a bad quality or different good then you purchased for if yes how often? 1.29847 How you ever received broken goods you purchased online if yes how often? .98938

#### 4.6 Hypothesis Test

| <i>Hypothesis</i>                                                                                   | <i>T Value</i> | <i>Sig</i> | <i>Remarks</i> |
|-----------------------------------------------------------------------------------------------------|----------------|------------|----------------|
| <i>H1. Online marketing has a direct impact on customer satisfaction in Kabul, Afghanistan!</i>     | -<br>6.626     | .000       | Accepted       |
| <i>H2. There are many challenges for online marketing customers in Kabul, Afghanistan!</i>          | -<br>6.513     | .000       | Accepted       |
| <i>H3. Government support has a direct impact on online marketing and businesses in Kabul city!</i> | -<br>5.978     | .000       | Accepted       |

The graph above demonstrates that the study's primary hypothesis, "Apparently internet marketing has a direct influence on consumer satisfaction in Kabul, Afghanistan!," as well as the second sub-hypothesis, "H2," are both true. shows that there appears to be some difficulty for a customer employing online marketing in Kabul, Afghanistan. A third hypothesis is that government assistance appears to have a direct impact on the city of Kabul's companies and internet marketing.

## Chapter 5

### Conclusions and Recommendations

#### 5.1 Conclusions

In this study the researcher concluded that in online marketing the most important thing is to have a satisfied customers it will help us to improve our business, the concept of satisfaction is considered to be very significant from the stance of marketing strategy, especially in the current market which is branded by its movement stage of maturity of its top level, which means the customer remains satisfied, to the product and that is very significant for the existence of the corporation and its continuity which is often considered a very operative strategy and well-organized to compared with invite new buyers.

This study's goal is to examine how electronic marketing affects customer satisfaction. To do this, it will use location, technology, social skill, motivation, and technical skill as independent variables and overall customer satisfaction as a dependent variable. This will allow for various analyses and the resolution of fundamental research questions. The conclusion was eventually presented as follows: Technical ability and desire have a large and favourable impact on total customer happiness, as shown by the regression results, which are corroborated by the findings of (LonelyPlanet, 2011)'s study.

Additionally, the effects of location, technology, and social skill factors on total customer satisfaction are negligible, according to the findings of a 2013 study by Ahmed et al.

The outcome of the regression analysis demonstrates a positive relationship between the dependent variable, technical skill, and the two independent factors, motivation and skill, as the coefficient of independent variables had a positive sign. By examining the standardized beta coefficient.

Afghanistan has one of the worst economic, social, and political foundations of any country in Asia, despite its potential, making it difficult to operate an internet business there. There are currently hundreds of active online shopping platforms in Afghanistan's largest cities. These internet platforms specifically operate in the capital using a variety of payment methods on websites of variable quality. Although some websites accept payments online, cash on delivery is the preferred form of payment for internet merchants.

The Internet platforms are risky and expensive under this paradigm. Despite the fact that they are all connected, we may separate the difficulties into three categories: societal, governmental, and entrepreneurial. One of the issues facing business owners is the over-hiring of key entrepreneurs who have no long-term growth aspirations. The pool of competent potential company owners who can launch a growth-oriented internet firm is yet constrained by security issues.

We must address security, poverty, a lack of social and intellectual capital, a lack of trust, and infrastructure when dealing with social and governmental challenges. The lack of access to bank accounts and online transactions, rules safeguarding online business partners, and a lack of entrepreneurial spirit have all hindered the growth of e-commerce in Afghanistan.

## 5.2 Recommendations

The following recommendations are based on the existing state of affairs in Afghanistan and are meant to be put into action in light of the aforementioned circumstances as well as to gradually handle the difficulties that lie ahead.

1. Regardless of the political risks, governments should work to put an end to the combat in Afghanistan.

2. Everyone in society, especially those in business and government, should understand their moral obligation to fight corruption. This goes double for governments and religious institutions.

3. Various investment funds, including governments, international investors, and public-private partnerships, should concentrate on infrastructure, particularly internet, telecommunications, and online trading infrastructure.

4. As soon as feasible, necessary legislative and regulatory frameworks (including those for e-commerce, consumer protection, privacy and data protection, and laws against cybercrime) must be put in place and submitted to parliament for approval. Both procedures need to be expedited as quickly as feasible due to the rising number of Internet users in Afghanistan and the growing significance of the Internet in people's everyday lives. In this situation, as users' numbers and value to the populace grow, it becomes harder to maintain standards and follow the law. Governments and civil society organizations should also inform the public about the significance of these laws. The government must work to uphold the law's objectives to foster public confidence and safeguard all parties, particularly consumers.

5. Through high-quality education and job preparation, short-, medium-, and long-term education programs should emphasize developing entrepreneurship across society.

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