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The Impact of Electronic Applications on Attracting Customers to Electronic Sales Stores of Cosmetic Products

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Abstract

This study aims to identify the impact of electronic applications with dimensions in attracting customers with dimensions to beauty product e-stores. An analytical descriptive approach is used to match the research problem and objectives. The research population includes all electronic shops that sell beauty products in the city of Amman, totaling 21 stores that specialize in selling beauty products. The research respondents were 21 managers, 42 heads of departments, and 131 marketing employees. The program (SPSS) is used for statistical analysis and research hypothesis testing. This study found that there is a statistically significant positive impact at the significance level ($\alpha \leq 0.05$) for the impact of electronic applications with their dimensions (social media applications, mobile applications, e-marketplace applications, and email applications) in attracting customers with their dimensions (interaction process, value creation, emotional attachment) of the beauty product e-shop, and also found a positive impact on the significance level ($\alpha \leq 0.05$) of e-application in its combined dimension on attracting customers only, i.e. interaction process, value creation, emotional attachment) of Beauty product e-shop. This study recommends several recommendations, and the most numerous are: The need to expand the use of social media applications, including YouTube, because of the technical capabilities of these applications in serving promotional advertisements in the form of images and videos produced with interesting artistic techniques. to attract the attention and interest of customers to arouse their feelings, feelings and emotions towards their beauty products and brands with the aim of purchasing.

Keywords: *attracting customers, cosmetics products, electronic applications, and e- stores.*

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INTRODUCTION

The development and understanding of companies to participate and interact with customers through electronic applications and through a number of tools, including social media, mobile phone, electronic marketplaces, e-mail and through the preparation of advertising content to be published or uploading a video for customer participation in order to achieve a joint interaction that leads to the process of creating participation and long-term relationship, changing customer behavior, which eventually leads target customers to the so-called emotional attachment to establish stronger interactive relationships between marketers and customers (Neiger et al., 2013).

The use of electronic applications in the marketing activities of companies has provided them with interactive opportunities aimed at enhancing the participation and interaction of customers to serve the interests and objectives of the parties to the marketing process, due to the technical advantages that electronic applications enjoy in terms of ease of use, access to customers, specifications of advertising content, and their interactive ability

influence, ease of interaction with them, ease of access by customers to them, their ability to expand and geographical spread, including mobile phone technologies based on the web, and social media that enable the transformation of communications into interactive dialogue” (Dooley et al., 2014).

The spread of the use of electronic applications for marketing through social media, mobile phones and others has changed the behavior of customers in terms of the method and volume of interaction compared to traditional marketing methods in building emotional relationships with customers due to its popularity and spread and the attractive method of interaction in persuading customers to interact personally and directly with them (Banor et. al, 2017).

The process of attracting customers is one of the main goals for companies, as they seek, through various marketing tools, to translate this on the behavior of customers towards products. And the process of attracting customers requires effective tools based on effective interaction by providing value that customers have a real motive towards those products to attach to them first emotionally and then purchasing (Kotler, 2016).

Nowadays, organizations are practicing their marketing activities and for the purposes of marketing to their target customers through a number of electronic applications that have become known to all, including: social media applications, mobile / smart phone applications, electronic market applications, and e-mail applications, all of which are communicated with customers through them. The Internet in order to provide them with information about products in order to influence them and generate purchasing desire and entice them to buy from those products or services. (Al-Zoubi, ,2019).

Social media has emerged dramatically since the beginning of the past three decades, and the first means was Facebook in the year (2010) of the founder Mark Zuckerberg, and in the third millennium other new social media appeared, and all of these means were focused on communication and information exchange between its users, It has been observed that, since the last decade, there has been a significant increase in the number of users of social networks around the world (Christopher et.al, 2021). Social media networks that contain a large amount of information, various topics, images and videos, and can be dealt with at any time easily and conveniently (Christopher & Ted, 2020).

The importance of social media is that it allows users to obtain several services through instant communication such as ideas and information with friends at anytime and anywhere around the world through various means, including Facebook, Twitter, Instagram and LinkedIn, and these means are easy to deal with and use without any complications (Christopher & Ted, 2020). Social media can be used in many personal, social, entertainments, economic and marketing fields to highlight the products and services of companies in order to promote them by communicating with customers through these means around the world (Diaz-Ortiz, and Miller, 2019). Social media is characterized by several technological advantages that companies can take advantage of in marketing and advertising their new vision, products and services, enabling customers to easily access advertisements and their content, and ease of interaction between users (Zimmerman, et.al, 2020).

Smartphone applications have become one of the most important driving forces for interactions of customers and business organizations for the purposes of buying and selling goods and services (Khalifa, 2016). Smartphone applications have become the most widespread, noticeably and widely, due to the capabilities of these applications to motivate and encourage customers to purchase with easy access to customers at any time and around the clock (Chell et al. 2015). Smart phone applications are parallel to websites, but rather they provide more services than websites in terms of reaching a large number of customers and providing services to meet the needs of customers (Shreiteh, 2017). Social media defined as programs that are downloaded from electronic stores, free or paid, and depend on activating their services with the user's phone number and internet connection (Khalifa, 2020).

Despite the importance and benefits of electronic applications in the field of marketing, many researchers indicated in their studies and through their results and

recommendations that this topic requires more study and knowledge in how to employ it more effectively to make marketing operations successful, as it is one of the modern trends as advanced technologies that have many advantages. Technology, including a study (Neiger et al., 2013), a study (Dooley et al., 2014), and a study (Overbey et al., 2017). By virtue of my work in an electronic sales store that operates through electronic applications, this study came to shed light on the impact of these electronic applications in attracting customers through electronic stores selling beauty products.

Electronic markets have been defined as a form of electronic commerce that allows customers to shop online and purchase goods and services directly from the seller (Rasool, 2017). Electronic markets are defined as virtual markets that carry out their marketing activities over the Internet, where individuals, marketers, merchants and companies are allowed to display their products and services for the purpose of directing them to certain categories of customers over the Internet, and thus act as an intermediary between the seller and the customer to complete the process of buying and selling electronically (Alt and Klein, 2011). Electronic markets are defined as virtual markets through which relationships and communication are built to market, sell and buy products or services over the Internet, and customers can buy from any offered product in the easiest way, at the best prices, and provide options and alternatives, and with the least effort from customers (Michael, 2021).

Email marketing is direct electronic marketing that relies on messages aimed at increasing sales or page views, depending on the nature of the site organizing the marketing campaign (Al-Zoubi, 2016). The concept of e-mail marketing is the use of various e-mail sites to send advertising and promotional messages about brands and their products and services (Swilem, 2015). There are several advantages that can be benefited from for marketing purposes, most notably the ease of adjusting the tools based on the mailing list, the low total costs compared to the revenues and profits, the accuracy of the results and the ease of follow-up, and it takes a personal marketing character by virtue of its dealings with people with a name and therefore the messages directed to the name of a person or company (Stephanie, 2019).

Taylor (2019) defined that the process of attracting customers depends on the amount of information or knowledge related to a product that would help the customer make the appropriate purchase decision. (Rise, 2020) believes that the process of attracting the customer is basically based on his knowledge of the product and its value to allow the opportunity for the customer determines his actual need after the positive impression of the product is formed according to their desires. For the purposes of attracting customers following are several considerations that must be worked out by marketers as appropriateness with the concept of e-marketing and its technical advantages with the characteristics of the product and customers and their purchasing trends through those electronic marketing channels, and focusing on the interactive skills of customers and working on developing them to raise the level of the interaction process with those electronic marketing channels, and the ability of e-marketing channels to interact with customers and individually, And dealing with customers on the basis of partnership with marketers and their advertisements about their products through e-marketing channels. (Abu El-Naga, 2012).

Interaction process is one of the most important steps on which the process of attracting customers is based on social media and its applications, and to achieve better results, the following steps as interaction and discussion with customers about the companies' products through the customers' electronic pages through social media, and motivating customers to provide their opinions, inquiries and recommendations about the products so that companies can take initial impressions about them to enable them to benefit from these impressions in the future, and try Quick response to customer inquiries about products advertised through social media and explicitly (Kottler, 2016). The process of customer interaction with social media and its applications is one of the most important objectives of the process of attracting customers, as the important indicator that expresses the extent to which they respond to advertisements for products and services through those applications so

that companies can push their products to market. Therefore, electronic advertisements must contain clear messages to influence customers in order to generate interest and interact with the advertisement and its content in a positive way, leading to the purchasing decision (DeVeries, 2020).

Creating value for the product through corporate advertisements in order to attract customers, starting from drawing the attention of customers through increasing awareness of what is being advertised to generate their purchasing desire (Al-Zoubi, 2016). Customers obtain, through traditional and electronic advertising, sufficient information about products and services and their benefits, which contribute to accelerating the response of customers towards the advertised products to meet their needs and desires. Hence, we find that the process of creating value for products through their quality and benefits in a more attractive way may increase the awareness of customers, and therefore we will find interaction from customers in order to attract them (Sheikh Salem, 2020). For the purposes of creating value for customers, companies must focus on four types of value that are created, which are the material value of the products and their benefits, the time value of obtaining the products, the logistical value, and the emotional value (Abu Al-Naga, 2012). Investing in customers by providing the best values that must be available in products in order to attract customers and influence them and their purchasing decisions, considering customers as the real assets of organizations, and represents the investment return in favor of organizations and their goals (Best, 2021).

Emotional attachment has been known to be one of the basics of the purchasing decision-making process for customers, and thus we find customers' emotions and their attachment to certain products by virtue of their previous experiences and their judgment on the available options. Hence, we find emotions have a clear role in the process of preference and selection for certain products and from several alternatives (Belch & Blech, 2014). Product brands are one of the most important entrances to sticking to them, which has a significant role in emotional attachment to customers, which pushes marketers through electronic applications to focus on the brand of products, which form certain attitudes and convictions and preference by virtue of reputation and the positive mental image that is manifested in the markets (Kotler & Keller, 2015). Emotional attachment is defined in marketing as the ability of advertisements, their messages and content sent through electronic applications to target customers with the aim of arousing their feelings and feelings (Gabay, 2018).

Awad & Megdadi) (2022), the study showed that there is an impact of the impact of smart phone applications in its dimensions (ease of use, ease of access to customers, speed of dealing with information, and response) in improving the marketing performance of banking services by its dimensions (number of customers, number of banking services, and sales volume) in Jordanian commercial banks. AL-Kurdi & Megdadi, (2021), the study showed that there is a positive impact of the role of social networking with its dimensions (Facebook, Twitter, Instagram, and LinkedIn) in attracting customers by removing it (interaction process, value creation, and emotional attachment) for sports city services in Jordan.

Abu Al- Wafa & Megdadi, (2020), the study showed that there is an impact of the bank electronic applications of the electronic banking services via the mobile phone in its dimensions (personal account management, electronic payment, electronic transfer, credit card services, and electronic services) in achieving the competitive advantage in its dimensions (speed, confidentiality, security, and diversity) in Jordanian commercial banks. Binwani and ho, (2019), the study showed that the social media marketing activities influence users' perception of brand and value. The results of the study also revealed a diverse role of relationships and value in shaping brand equity and influencing degree toward future purchase intent of cosmetic and cosmetic customers. Boukdeira (2019), the study showed that there is a tendency on the part of the enterprise's customers towards the use of smartphone applications, and that smart phone applications contribute to raising the competitiveness of the institution, which contributes to achieving distinction from competitors. Smart

applications can make the enterprise strategy flexible, through technological innovation at the level of pre- and after-sales services, making it difficult for competitors to imitate the brand. Makhlof (2019), the study showed that the social media pages help in introducing and publishing the products of the respondents to reach active and affiliated browsers, as well as circulating developments in the field of handicrafts, and most importantly the diversity in these industries and the members' attempt to innovate in them and keep pace with developments to satisfy customers and attract a larger number of them, according to their standard of living and their social situations. An-Nahar and Qurashi (2016), the study showed that there is an impact of smart phone applications on the positive word transmitted, the frequency of purchase and the fulfillment of desire. It also showed that the factors of speed in response and ease of dealing with banking applications affect customer satisfaction to an average degree. Pulles, et.al, (2016), the study showed that there is an effect of attracting the customer in terms of (the perceived value of the product, and the expected value of the product) through the satisfaction of suppliers. Mitra, (2016), the study showed that the main publications are in the context of the role of social networking sites in consumer participation through direct electronic communication. This confirms that social networks have a clear impact on the advertising messages sent to customers through social networks, which enable customers to directly interact in the success of the marketing process.

Based on the background explanation, the purpose of this study is to answer the hypothesis: Ho- There is no statistically significant impact at the significance level ($\alpha \leq 0.05$) for electronic applications with its dimensions (social media applications, mobile applications, e-market applications, and e-mail applications) on attracting customers with its dimensions (interaction process, value creation, and emotional attachment) of e-stores cosmetics products.

A number of sub-hypotheses emanate from the main hypothesis:

-Ho1 There is no statistically significant impact at the significance level ($\alpha \leq 0.05$) of the electronic applications with its dimensions in interaction process.

-Ho2 There is no statistically significant impact at the significance level ($\alpha \leq 0.05$) of the electronic applications with its dimensions in value creation.

-Ho3 There is no statistically significant impact at the significance level ($\alpha \leq 0.05$) of the electronic applications with its dimensions in emotional attachment.

METHODS

Study Population and Sample

The study population covered all cosmetics products e- stores located in the city of Amman, which numbered (21) stores specialized in selling cosmetic products. The sampling unit, it was covered all e-stores employees by using the comprehensive survey method, and their total number is (194) employees, distributed as follows: (21) managers, (42) department heads, and (131) marketing employees.

Study Tool

A special and administrative questionnaire was developed as the main tool for data collection, and all dimensions of the study variables included (48) items. The questionnaire consisted of two parts: Demographic variables: (gender, age, educational level, occupational level, and a number of years of experience in e-stores). Independent variable and its dimensions of electronic applications was consisting of (32) items, and dependent variable and its dimensions consist of (16) items for measuring attracting attraction.

Tool Validity

In order to ensure the validity of the study tool, the internal consistency test Cronbach's Alpha was tested, and the test showed that the values of all sub- variables were ranged between (0.68-0.93), where the validity of all sub- variable's paragraphs exceeded (0.80) which considered more than (0.60) which means that the consistency between its paragraph's reliability and reliability for statistical analysis according to (Sekaran 2009).

RESULTS AND DISCUSSION

Result

Arithmetic Averages and Standard Deviations

Table 1. Independent Variable: Electronic Advertising

item	Sub- Variables	Mean	S. D	Rank	Sig. Degree
1	Social Media Applications	4.65	0.542	1	High
2	Mobile Applications	4.34	0.569	3	High
3	E-markets Applications	4.52	0.551	2	High
4	E-mail Applications	3.65	0.588	4	Medium
Overall Mean		4.29			High

The results shown in table (1) showed that the social media applications dimension was in the first place, with a mean of (4.65) and a standard deviation of (0.542), with a high degree of importance. While the e-mail applications came last with a mean (3.65), standard deviation (0.588) with a medium degree, and the overall mean of the independent variable dimensions was (4.29) with a high degree.

Table 2. Dependent Variable: Financial Service Development

item	Sub- Variables	Mean	S. D	Rank	Sig. Degree
1	Interaction Process	4.65	0.468	1	High
2	Value Creation	4.60	0.478	2	High
3	Emotion Attachment	4.56	0.489	3	High
Overall Mean		4.60			High

The results shown in table (2) showed that the dimension of interaction process, which was ranked number one, with a mean of (4.65) and a standard deviation of (0.468), with a high degree, and emotion attachment was in the last rank with a mean (4.56), a standard deviation (0.489), and a high degree, and the overall mean of the dependent variable dimensions was high (4.60).

Hypothesis Test

The main hypothesis: There is no statistically significant impact at the level of significance ($\alpha \leq 0.05$) for electronic applications with their dimensions (social media applications, mobile applications, e-markets applications, and e-mail applications) on attracting customers in its dimensions (interaction process, value creation, and emotion attachment).

Table 3. A Multiple Linear Regression Analysis

Dep. Var.	Model summary		ANOVA			Coefficient				
	R	R ²	F	DF	Sig. F	Index. Sub. Var.	B	S. D	t	Sig. t
Attracting Customers	0.722	0.515	102.166	4	0.000	Social Media Applications	0.004	0.095	0.078	0.918
						Mobile Applications	0.303	0.136	3.833	0.000
						E-markets Applications	0.239	0.108	7.121	0.000
						E-mail Applications	0.408	0.106	2.868	0.006

Table (3) showed that there is a positive impact of electronic applications with its dimensions on attracting customers of cosmetics e. stores, and the correlation coefficient is (R = 0.722), which means that the existence of a relationship of correlation between independent variables and the dependent variable explained 52% of the variance in the dimensions of dependent variables, and the rest is referred to other variables not covered by the research model, and the value of (F = 102.166) at the level of significance, which is equal to (sig = 0.000) and this confirms the significance of the regression at the level of significance ($\alpha \leq 0.05$). Based on this result, the sub-hypothesis was rejected and the alternative hypothesis was accepted.

First sub-hypothesis: There is no statistically significant impact at the significance level ($\alpha \leq 0.05$) for electronic applications with their combined dimensions in interaction process.

Table 4. Simple Linear Regression

Dep. Var.	Model summary		ANOVA			Index. Sub. Var.	Coefficient			
	R	R ²	F	DF	Sig. F		B	S. D	t	Sig. t
Interaction Process	0.471	0.218	110.788	1	0.000	Electronic Applications	0.434	0.056	10.565	0.000

Table (4) showed that there is a positive impact of electronic applications with its dimensions in interaction process of cosmetics e. stores, and the correlation coefficient is ($R = 0.471$), which indicates that the correlation between the independent variable (electronic applications) and the sub-dependent variable (interaction process) showed with a value of ($R^2 = 0.218$), the interaction process the variance in the is referred applications used, while the rest is referred to other variables not covered by the research model, and the value of ($F = 110.788$) at a confidence level equal to ($\text{sig} = 0.000$), and this confirms the significance of the regression at the level of significance ($\alpha \leq 0.05$), In addition to that the coefficients values of (B) the of electronic applications showed (0.434) and the value of (t) is (10.565), with a statistical significance of (0.000). Based on this result, the sub-hypothesis was rejected and the alternative hypothesis was accepted.

Second sub-hypothesis: There is no statistically significant impact at the significance level ($\alpha \leq 0.05$) for electronic applications with its dimensions in value creation.

Table 5. Simple Linear Regression

Dep. Var.	Model summary		ANOVA			Index. Sub. Var.	Coefficient			
	R	R ²	F	DF	Sig. F		B	S. D	t	Sig. t
Value Creation	0.524	0.282	143.495	1	0.000	Electronic Applications	0.456	0.067	11.040	0.000

Table (5) indicate that there is a statistically significant impact of electronic applications with its dimensions in value creation of cosmetics e. stores, and the correlation coefficient ($R = 0.524$), which showed a statistically significant correlation between the independent variable (electronic applications), and the sub-dependent variable (value creation), and the value of the coefficient is ($R^2 = 0.282$), which explained 52.4% of this referring in value creation, while the rest is referred to other variables not covered by the research model, and the value of ($F = 143.495$) at a confidence level equal to ($\text{sig} = 0.000$), and this confirms the significance of the regression at the significance level ($\alpha \leq 0.05$). It also appears from the table that the coefficients that the values of (B) in electronic applications showed (0.456) and that the value of (t) was (3.481), and with statistical significance equal to (0.000). Based on this result, the sub-hypothesis was rejected and the alternative hypothesis was accepted.

Third sub-hypothesis: There is no statistically significant impact at the significance level ($\alpha \leq 0.05$) for electronic applications with its dimensions in emotion attachment.

Table 6. Simple Linear Regression

Dep. Var.	Model summary		ANOVA			Index. Sub. Var.	Coefficient			
	R	R ²	F	DF	Sig. F		B	S. D	t	Sig. t
Emotion Attachment	0.514	0.276	138.960	1	0.000	Electronic Applications	0.422	0.077	11.240	0.000

Table (6) indicates a statistically significant impact of electronic applications with its dimensions in emotion attachment of cosmetics e. stores, where the correlation coefficient is ($R = 0.514$), which showed a statistically significant correlation between the independent variable (electronic applications), and the dependent sub-variable (emotion attachment), and the value of the coefficient is ($R^2 = 0.276$), which explained 51.4% of the variance in emotion attachment, while the rest refer to other variables that not covered by the research

model. Also, the value of ($F = 138.960$) at a confidence level equal to ($\text{sig} = 0.000$), and confirms the significance of the regression at a significance level of ($\alpha \leq 0.05$). It also appears that the coefficients that the values of (B) in electronic applications showed (.422) and that the value of (t) was (11.240), and with statistical significance equal to (0.000), which indicates that the impact of this dimension is significant and this means that the electronic applications able to influence customers emotion attachment. Based on this result, the sub-hypothesis was rejected and the alternative hypothesis was accepted.

Discussion

Based on the study results, the researchers conclude the following findings were as: The arithmetic means of the independent dimensions shows that the (social media applications) appeared with a mean of (4.65), and the arithmetic means for the dimension (e-markets applications) appeared with a mean of (4.52), and the dimension of (mobile applications) appeared with a mean of (4.34), and (e-mail applications) appeared with a mean of (3.65).

The arithmetic means of the dependent dimensions shows that the (interaction process) appeared with a mean of (4.65), for the dimension (value creation) appeared with a mean of (4.60), and for the dimension (emotion attachment) appeared with a mean of (4.56). A statistical positive impact of electronic applications with its dimensions (social media applications, mobile applications, e-markets applications, and e-mail applications) on attracting customers with its dimensions (interaction process, value creation, and emotion attachment) of cosmetics e. stores. Based on this result, the hypothesis was rejected and the alternative hypothesis was accepted. This result agreed with studies results of Awad & Megdadi (2022), Alkurdi & Megdadi (2021), Abu Alwafe and Megdadi (2020), Al Nahar and Al Qurashi (2016), Hamad, et al (2016), Mitra (2016), Binwani and Ho (2019), and Pulles, et.al, (2016).

A statistical positive impact of electronic applications with its dimensions (social media applications, mobile applications, e-markets applications, and e-mail applications) in interaction process of cosmetics e stores, and the result showed that the sub-hypothesis was rejected and the alternative hypothesis was accepted, and this result agreed with the study result of Alkurdi & Megdadi (2021).

The results of the second sub-hypothesis indicate that there is a statistically significant impact of electronic applications with its dimensions (social media applications, mobile applications, e-markets applications, and e-mail applications) in value creation, which indicates the existence of a statistically significant correlation between the independent variable (electronic applications), and the dependent variable (values creation) of cosmetics e. stores. Based on this result, the sub-hypothesis was rejected and the alternative hypothesis was accepted. This result is agreed with the study results of Awad & Megdadi (2022), Alkurdi & Megdadi (2021), Abu Alwafe & Megdadi (2020), and Mitra (2016).

A statistical positive impact of electronic applications with its dimensions (social media applications, mobile applications, e-markets applications, and e-mail applications) in emotion attachment, which indicates the existence of a statistically significant correlation between the independent variable (electronic applications), and the dependent variable (values creation of cosmetics e. stores. Based on this result, the sub-hypothesis was rejected and the alternative hypothesis was accepted. This result is agreed with the study results of Alkurdi & Megdadi (2021), Abu Alwafe & Megdadi (2020), and Mitra (2016).

CONCLUSION

Based on the results of the study achieved, the researcher made several conclusions, the most important of which are: Cosmetics electronics stores are obliged to expand the use of social media applications, including YouTube, because of the technical capabilities of these applications in broadcasting promotional advertisements in images and videos produced with attractive artistic techniques to attract the attention and interest of customers to evoke

their feelings, feelings and emotions towards cosmetic products and brands for purchasing purposes.

Cosmetics e-shops are required to set up an electronic technical support unit at the e-sales shop for cosmetic products to follow up on the effectiveness of the e-application work to ensure that advertisements, inquiries and customer reactions arrive to work facilitating product flow and flow to targeted customers through this app easily and quickly and around the clock working shop electronics sales.

Cosmetics e-shops are required to consider different cultures, learning levels, gender, personal and social values and languages of cosmetic product customers in the process of designing the shop's e-app application according to personal and social privacy to ensure high-level interaction, value creation, and emotional buying attachments on the part of customers and from different target markets.

Cosmetics electronics stores are required to evaluate the performance of electronic applications in terms of efficiency and effectiveness in achieving sales objectives, while identifying the weaknesses and threats they face to overcome them to ensure continuity of relationships with customers, and to reduce the impact on the performance of such applications to ensure process improvement and development of its content to increase the level of positive interaction with customers.

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