The Relationship Between Interactive Marketing and Consumer's Perceived Value. An Analytical Study of The Opinions of a Sample of Workers at The Telecommunications Company in Babylon.

Bushra Jawad M.Ridha[1], Abeer M. Mahdi AL-shammari (2)

ABSTRACT : The main objective of the study is to find the relationship and influence of interactive marketing with the perceived value of the customer, and the study was conducted at the telecommunications company in Babel City to find out the level of opinions and understanding among workers about the study variables. The main hypotheses of the study were the correlation and influence between the variables and the identification of the effect of the demographic factors of the sample on the dependent variable. The questionnaire was used as a study tool in collecting the required data, and the study reached a fact that is a negative correlation between some dimensions of interactive marketing with the perceived value of the customer with a weak correlation between them, The significance of the effect relationships at the macro level between the two variables was not significant.

Keywords: Interactive Marketing, Consumer's perceived value, communication, service, interaction.

I. INTRODUCTION

One of the most important marketing strategies of the twenty-first century is to provide value to customers (Chen and Hu, 2010). Creating value can be a broad field in industrial and consumer marketing research with similar interest in universities and industry (Heinonen, 2004), as understanding the position of a customer's value is an important management tool for improving the service received by the customer (Olaru and others, 2008).

There is an increasing interest in the subject of interactive marketing, as the strong characteristics characteristic of the business environment today have led to building close relationships between organizations and customers that have contributed to its role in achieving mutual rewards for both parties, especially since the organization can also gain quality marketing intelligence sources for better planning Marketing Strategy (Ndubisi, 2006). Interactive marketing is one of the most important concepts in the current business world in order to achieve survival in the markets, because all marketers today face many challenges due to technological capabilities, high competition, segmentation and spread of markets (Dushyenthan, 2012).

(Hasan and others, 2016) shows that interactive marketing is one of the most important modern marketing trends that are used to maintain permanent relationships with customers and gain more profits for different organizations, and some researchers have proven that the interaction between the service provider and its recipients has a significant impact on both quality Perceived customer satisfaction and intent to purchase.

This study focuses on finding the relationship and impact between interactive marketing and the perceived value of a customer.

II. THEORETICAL FRAMEWORK

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[1] Al-furat al-awsat technical university. technical institute of karbala.
E – mail address: bushrajawad@atu.edu.iq
Karbala university, faculty of tourism science, administration of hotel organization, kerbala city, Iraq
E – mail address: abeer.m@uokerbala.edu.iq

2.1. Interactive Marketing

Interactive marketing is one of the effects of technology development Information and communication and transforms marketing activities into electronic practices that depend on a mutual dialogue between the organization and its clients through their websites, completing sales, responding to customer complaints and keeping them for longer periods (Nevin, 2010).

Interactive marketing can be considered one of the most recent concepts in the business world, as it reflects an evolving trend in the field of marketing through which marketing is transferred from just an entity dependent on the completion of the commercial transaction to a dialogue between the organization and the customer, which helps in achieving positive effects in the financial performance of the organization as well as retaining customers And acquire new customers (Dhillon, 2013).

(Nasser, 2017) shows that interactive marketing is a new marketing philosophy that reveals the long-term interaction between customers and the organization that it relies on information technology, and aims to enhance customer loyalty and develop relationships with all parties related to the organization's activity.(Kotler and others, 1999) explains that interactive marketing means that the quality of service depends heavily on the interaction between the seller and the buyer during the service delivery process, and that the effectiveness of this interaction helps to achieve customer satisfaction guarantee, as this interaction helps in achieving the satisfactory transaction. Interactive marketing can achieve many advantages for organizations:

(1) Enhancing sales and gaining new customers through extensive marketing campaigns and encouraging customers to repeat the purchase, and accordingly Sales promotion; (2) Involving clients in the production process by interacting with them and knowing their requirements and needs; (3) Ease Interacting with customers through electronic networks that allow the company to communicate with customers and share that through means Social communication, which provides the knowledge of the customer with the company; (4) The possibility of competing in a creative way as it helps to attract customers And keep them as permanent customers (Al-Haydari, 2019) .

2.2. Consumer's perceived value

The lack of agreement associated with the concept of perceived value between researchers can indicate that the perceived value can be described as a complex structure (Lapierre, 2000). Differences of opinion can be seen through two or two views related to the multi-dimensional structure and the non-dimensional structure (Sanchez-Fernandez and Iniesta-Bonillo, 2007).

(Zeithaml, 1988) has indicated that the perceived value is the overall consumer assessment of the benefit of the product based on the perceptions of what has been received and what has been given, that the components received may be related to the benefits received from the use of the product while the components given relate to the customer's sacrifices to obtain the product including cash and others Cash.

Several previous studies (Howat and Assaker, 2013; Tam, 2004) concluded that the quality of service is directed at the value perceived by the customer, when the customer spends little money, time and energy compared to what he receives from the quality of service, then the customer will realize the high perceived value of quality. A perceived value can be defined as a consumer assessment of the costs paid for obtaining goods and services compared to the benefits associated with obtaining them (Naami and others, 2017). (Jamrozy and others, 2016) adds that organizations participate in creating value when they work to design and promote their products to specific customers, that the consumer will work to assess the perceived value associated with the offers of the organization and competitors in order to make a consumption decision.

III. HYPOTHESIS:

- **Are there correlations between interactive marketing and the perceived value of the customer at the macro level and dimensions?**

- Is there an impact of interactive marketing on the perceived value of the customer?

3. Sample and methodology

The study sample included a group of workers at the communications company in the city of Babylon, and the sample size was 15 people practicing their work within the company. In order to collect data, the questionnaire was used as a tool for that, which included a set of questions related to interactive marketing and the perceived value of the customer.The scale used in the questionnaire was a Likert(5) scale.

<p align="center">(Table 1)
Measurement model</p>

Variable	Dimensions	Description
Interactive marketing (Ali and others , 2016)	**Trust**	Workers keep their promises with customers at the company
		The services provided by the employees can be trusted
		The employees of the company are trustworthy
		The employees of this company are honest
		The workers in this company take care of the customers
	commitment	The employees of the company provide their services to the customers well
		The employees of the company are obligated to maintain the security of transactions with customers
		The relationship with the company is based on mutual commitment
	interaction	The customer can communicate directly with the workers
		I can ask questions about the services provided when needed
		In general, workers in the company interact with customers positively
		Interaction in the company is through dialogue with experienced and knowledgeable workers about the services provided
		Staff respond to customer questions quickly.
	two-way communication	The employees of the company listen to the customers well
		The company's employees regularly follow up with customers on any complaints submitted by them
		The company employees don't encourage customer to talk to them
		The employees of the company have good ability to solve problems
		There is no quick and immediate answer from the company's employees to customers 'requests
	quality of service	The employees of the company are always ready to help customers
		Company employees are genuinely interested in solving problems that customers may encounter
		The employees of the company tell the clients when to implement the services
		The behavior of company employees focuses on cultivating trust in customers
		Customers feel that employees of the company have the knowledge necessary to do their jobs
		The employees of the company give personal attention to their customers
		The company workers understand the needs of customers accurately
		The company has a modern and attractive appearance
	perceived benefit	Customers feel the benefit when dealing with the company
		The company contributes to improving customers' ability to shop services
		The interaction of customers with the company increases their effectiveness in obtaining services
		The company contributes to facilitating search and purchase services
		Dealing with the company saves more time for customers
	perceived ease of use	The company is characterized by the ease of understanding its procedures and instructions by customers
		Clients do not have any difficulty in dealing with the company
		The company's interaction with its customers is clear and understandable

		All provisions such as the company's payment and warranty are easy to read and understand
		Company instructions are logical and can be easily followed
consumer's perceived value (Kotler , 2016)	Benefits Obtained	The products requested by customers are easy to obtain through customer service
		There are vested benefits that arise when loyal members shop through customer service
	Sacrifice Given	Customers will sacrifice to get products when they pay for more expensive products than other products
		Customers will sacrifice their ability to obtain products quickly, compared to their direct purchase

IV. RESULTS

In order to analyze the nature of the relationship between interactive marketing and the perceived value of the customer, the main research hypotheses relating to correlation and influence relationships were analyzed.

Table (2)
Correlations

		Trust	Commitment	Interaction	Two-way communication	Perceived interest	Consumer perceived value
Trust	Pearson Correlation	1	.292	.099	.062	.098	-.285
	Sig. (2-tailed)		.291	.726	.826	.727	.302
	N	15	15	15	15	15	15
Commitment	Pearson Correlation	.292	1	.497	.183	.370	-.003
	Sig. (2-tailed)	.291		.060	.514	.174	.990
	N	15	15	15	15	15	15
Interaction	Pearson Correlation	.099	.497	1	.387	.722**	.289
	Sig. (2-tailed)	.726	.060		.154	.002	.296
	N	15	15	15	15	15	15
Two-way communication	Pearson Correlati	.062	.183	.387	1	.357	.015

	on						
	Sig. (2-tailed)	.826	.514	.154		.191	.958
	N	15	15	15	15	15	15
Perceived interest	Pearson Correlation	.098	.370	.722**	.357	1	-.022
	Sig. (2-tailed)	.727	.174	.002	.191		.938
	N	15	15	15	15	15	15
Consumer perceived value	Pearson Correlation	-.285	-.003	.289	.015	-.022	1
	Sig. (2-tailed)	.302	.990	.296	.958	.938	
	N	15	15	15	15	15	15

**. Correlation is significant at the 0.01 level (2-tailed).

Table (2) shows the correlation values between the dimensions of interactive marketing and the perceived value of consumer , as the low correlation relationship ranges between (0.00 - 0.30), while the strong correlation ranges between (0.31 - 0.70), and the very strong correlation relationship ranges from (0.71 - 100%). There is no correlation relationship if the correlation coefficient value is (0) , and the weak negative correlation is between (- 0.00 to -0.30) and the strong negative correlation if it ranges between (-0.31 to -0.70), and the very strong negative correlation ranges from Between (-0.71 to - 100%) .

Through the results presented in Table (2), it is clear that there are some negative relationships of the dimensions of interactive marketing with the perceived value of the customer. The value of the correlation between (trust) and the perceived value of the customer was (-.285), while (commitment) was value (-.003). (Perceived interest) was a negative correlation value with the perceived value of the customer by (-.022) ... and the rest of the interactive marketing sub-dimensions got positive correlation values, but in generally low percentages.

In order to test the second main hypothesis related to the influence relationships between interactive marketing and the perceived value of the customer, simple linear regression analysis was used.

Table (3)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.013a	.000	-.077	.66404

a. Predictors: (Constant), Interactive marketing

Table (4)
ANOVA

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.001	1	.001	.002	.963b
	Residual	5.732	13	.441		
	Total	5.733	14			

a. Dependent Variable: Consumer perceived value
b. Predictors: (Constant), Interactive marketing

Table (5)
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.797	1.710		1.636	.126
	Interactive marketing	-.026	.558	-.013	-.047	.963

a. Dependent Variable: Consumer perceived value

It is clear from Table (4) that the moral value (. 963) is thus greater than (0.05), which means that the model is not significant and therefore we accept the null hypothesis, which states that there is no statistically significant effect of interactive marketing on the perceived value of the customer.

As for testing the effect of the sub-dimensions of interactive marketing individually on the perceived value of the customer, multiple regression analysis can be used as shown in the tables below.

Table (6)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707[a]	.500	.000	.64001

a. Predictors: (Constant), Perceived ease of use, Service quality, Trust, Two-way communication, Perceived interest, Commitment, Interaction
b. Dependent Variable: Consumer perceived value

Table (7)
ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.866	7	.409	1.000	.500[b]
	Residual	2.867	7	.410		
	Total	5.733	14			

a. Dependent Variable: Consumer perceived value
b. Predictors: (Constant), Perceived ease of use, Service quality, Trust, Two-way communication, Perceived interest, Commitment, Interaction

Table (8)
Coefficients

t		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	5.517	2.194		2.515	.040			
	Trust	-.468	.426	-.309	-1.100	.308	-.285	-.384	-.294
	Commitment	.137	.318	.152	.430	.680	-.003	.160	.115
	Interaction	1.585	.700	1.220	2.265	.058	.289	.650	.605
	Two way communication	.043	.340	.038	.127	.903	.015	.048	.034
	Service quality	-1.052	.758	-.614	-1.389	.208	.057	-.465	-.371
	Perceived interest	-.600	.479	-.491	-1.253	.250	-.022	-.428	-.335

Perceived ease of use	-.650	.441	-.507	-1.474	.184	-.164	-.487	-.394

a. Dependent Variable: Consumer perceived value

In order to accept or not accept the hypotheses, it is necessary to know the value of sig. When that value is greater than 0.05, this means a statistically significant effect, and vice versa.

The order of the impact strength of the sub-dimensions in the dependent variable depends on the gradient of the Beta parameter as shown in Table (8).

After that, the researchers used the one-way analysis of variance (ANOVA) to study the differences between demographic factors (gender, age, educational qualification, number of years of employment) the direction of the perceived value of the customer.

The effect of gender on the perceived value of the customer

(Table 9) The effect of gender on the perceived value of the customer
ANOVA

Consumer perceived value

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.926	1	1.926	6.576	.024
Within Groups	3.807	13	.293		
Total	5.733	14			

(Table 10) The effect of age on the perceived value of the customer
ANOVA

Consumer perceived value

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.658	3	.219	.475	.706
Within Groups	5.076	11	.461		
Total	5.733	14			

(Table 11) The effect of qualification on the perceived value of the customer
ANOVA

Consumer perceived value

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.674	4	.418	1.031	.438
Within Groups	4.059	10	.406		
Total	5.733	14			

(Table 12) The effect of number of years of employment on the perceived value of the customer
ANOVA

Consumer perceived value

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.806	2	.403	.982	.403
Within Groups	4.927	12	.411		
Total	5.733	14			

Table 13
Descriptive Statistics

Descriptive Statistics

	Mean	Std. Deviation	N
Trust	3.04	.422	15
Commitment	2.96	.711	15
Interaction	3.25	.493	15
Two way communication	2.85	.568	15
Perceived interest	3.09	.523	15
Consumer perceived value	2.7167	.63994	15

Table (13) indicates the values   of the descriptive statistics of the sub-dimensions of interactive marketing in addition to the perceived value of the customer. The table included the arithmetic mean in addition to the standard deviation.

Table (14)
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.732	.733	40

Table (14) indicates a measure of reliability statistics, which shows the level of reliability in the paragraphs of the questionnaire, the measuring tool in the study, and the effectiveness of the variables in measuring the basic dimensions of the study, as Cronbach's Alpha showed special statistical results.

As the value was represented by (.733), which is a relatively large percentage in the statistical sciences, indicating the reality of the study scale and its ability to achieve the required goals of the study.

V.   CONCLUSION AND DISCUSSION

Interactive marketing is concerned with achieving effective communication between the organization and its customers, and that contributes to creating a large flow of information to meet the needs of customers by providing products and services that suit their tastes. The results of the study showed the existence of negative correlations between some dimensions of interactive marketing with the perceived value of the customer as well as the presence of weak relations between them. This indicates the nature of the opinion of the surveyed sample, which indicated the absence or decline of these relationships. Simple linear regression values   indicated that the effect relationships of interactive marketing were not significant in the perceived value of the customer according to the opinions of the study sample in the intended company. Therefore, the company's management must achieve the greatest interest in the concept of interactive marketing because of its great role in building the interactive image of the organization with its customers and achieving fruitful communication

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