

THEORETICAL FRAMEWORK: IMPACT OF ELECTRONIC MARKETING ON CUSTOMER RELATIONSHIPS ON SOCIAL MEDIA

Ali Fadhil Al Youssef

Faculty Member, Karbala University, Faculty of Tourism Science, Kerbala, Iraq

E – mail address: ali.fasdhil@uokerbala.edu.iq

Abstract

This study aims to explore the impact of e-marketing on the mutual relationships between customers and brands via social media, with a focus on how to enhance interaction, trust and loyalty. A quantitative research methodology was used based on an electronic questionnaire distributed to a sample of 150 participants, including consumers, e-marketing professionals and academic experts. The data was analyzed using statistical tools such as Cronbach's alpha coefficient and exploratory factor analysis to ensure the reliability and validity of the results. "The results showed that active interaction with customers via social media significantly enhances their satisfaction, with a satisfaction rate of 85% among participants who reported high interaction. The results also showed that trust plays a pivotal role in enhancing customer loyalty, with loyalty reaching 90% among participants who reported high trust in the brand. In addition, the study confirmed that the speed of response to customer inquiries is a key factor in improving their experience, with a satisfaction rate of 88% among participants who received a quick response. This study provides valuable insights for companies seeking to improve their social media marketing strategies, highlighting challenges related to privacy and data management. It also offers practical recommendations for enhancing engagement, trust, and loyalty between brands and customers in the rapidly evolving digital environment".

Keywords: "E-marketing, social media, customer engagement, trust, loyalty, customer satisfaction".

Introduction

Understanding how e-marketing impacts the relationships between customers and businesses is more important than ever, especially in light of the rapid advancement of digital technology and the increasing reliance on social media as the primary channel of communication between the two. Recent statistics show that over 4.6 billion individuals use social media worldwide, making it an essential tool for companies trying to increase their online presence and build long-lasting relationships with their customers (Datar portal, 2023). E-marketing strategies like influencer

Given the increasing competitiveness in the digital market, marketing and user-generated content have emerged as crucial tools for achieving engagement and loyalty (Chaffey & Ellis-Chadwick, 2023). Therefore, this study stands out as a key contribution to our understanding of how these tools may be utilized to improve connections between businesses and consumers,

especially in light of the challenges associated with privacy, authenticity, and data management .

The rapid advancement of digital technology, particularly on social media, has altered the nature of consumer connections, Electronic marketing, or e-marketing, is the practice of promoting goods and services through digital tools and platforms. It is now a crucial strategy for businesses trying to build and maintain strong bonds with their customers, Through the facilitation of real-time exchanges, individualized information, and user interaction, e-marketing has increased the dynamic and interactive nature of traditional communication channels (Nguyen et al., 2025).

Nowadays, social media platforms like Facebook, Instagram, and LinkedIn are crucial tools for boosting brand exposure and fostering customer loyalty, These platforms let businesses to communicate with customers through a variety of strategies, including influencer marketing, user-generated content (UGC), and targeted advertising. Studies show that these strategies not only increase customer happiness but also cultivate trust and loyalty, two qualities that are essential for the longevity of long-term partnerships (Rabbani Mohammadiyah et al., 202), (Souki et al., 2025).

One of the main features of e-marketing is its ability to personalize messaging. Brands may improve the relevance and impact of interactions by providing tailored content based on user behavior and interests, For example, data-driven marketing strategies let businesses target specific customer segments, boosting engagement and conversion rates (Correia et al., 2025). Furthermore, social media platforms facilitate direct feedback loops, which improve connections by allowing companies to quickly resolve customer issues (Jiang et al., 2025).

Adoption of e-marketing is not without challenges, though. Issues like maintaining authenticity, responding to consumer input, and managing privacy concerns remain significant obstacles for businesses Transparency in communication and the ethical use of customer data are crucial for overcoming these challenges and fostering trust (Astania & Azhar, 2025).

It is impossible to overstate the importance of analytics in e-marketing. Businesses may better analyze consumer behavior and improve their marketing tactics with the help of advanced analytics technologies, Businesses can forecast client needs, increase the efficacy of campaigns, and improve the overall customer experience by utilizing data insights . (Chen et al., 2025).

To sum up, social media e-marketing has completely changed how companies communicate with their clientele, Its significance in contemporary corporate operations is highlighted by its capacity to promote involvement, trust, and loyalty, The purpose of this study is to investigate how e-marketing tactics affect client relationships, with an emphasis on their efficacy, difficulties, and prospects in a quickly changing digital environment .

E-Marketing: Its Concept and Importance:

E-Marketing Concept

E-marketing is the activity of promoting products and services via digital platforms and channels, like the Internet and social media, This type of marketing aims to improve relationships with customers and foster loyalty through targeted strategies. According to

Chaffey & Ellis-Chadwick (2020), e-marketing includes a variety of strategies such as search engine optimization (SEO), digital advertising, and email marketing.

E-marketing is the practice of promoting goods and services through digital channels and technology, including email, social media, and the internet, To accomplish successful marketing objectives, this kind of marketing depends on data analysis and an awareness of consumer behavior (Chaffey & Ellis-Chadwick, 2019) .

E-marketing is the process of planning and executing marketing campaigns on digital platforms to engage the target audience and build long-lasting relationships with customers, This includes the use of technology such as search engine optimization (SEO), paid advertising, and content marketing (Kotler et al., 2021).

E-marketing is a marketing strategy that makes use of modern technology to communicate with potential customers in the right way and at the right time, This involves using big data analysis and artificial intelligence to improve results and customize marketing campaigns (Hollensen, 2020).

Dimensions of e-marketing

1. Social Media Marketing:

This type of e-marketing is regarded as one of the most effective since it enables direct communication with clients via Facebook and Instagram . (Nguyen et al., 2025)

2. Search engine optimization, or SEO:

SEO makes websites look better in search results, which increases user accessibility (Chaffey & Ellis-Chadwick, 2020) .

3. Email Marketing:

It is employed to make tailored offers, which boosts client loyalty . (Correia & Sousa, 2025)

4. Digital Advertising:

Comprises sponsored search engine and social media advertising that aids in audience targeting . (Nguyen et al., 2025)

Characteristics of E-Marketing

➤ Personalization:

Customers can receive personalized marketing messages from e-marketing depending on their information and actions .(Correia & Sousa, 2025).

➤ Interaction:

facilitates direct communication between the brand and its clientele, strengthening the two-way relationship . (Rabbani Mohammadiyah et al., 2025)

Cost-effective:

- When compared to traditional marketing, it is a cost-effective way to reach a worldwide audience". (Chaffey & Ellis-Chadwick, 2020)

➤ **Measurement and analysis:**

Using data, you may measure and enhance campaign success with tools like Google Analytics . (Souki et al., 2025)

The impact of artificial intelligence on e-marketing:

Artificial Intelligence (AI) has become a crucial element in augmenting e-marketing endeavors due to its ability to analyze enormous amounts of data in order to understand consumer behavior and forecast their future needs, According to Davenport et al, (2020), AI helps with accurately customizing marketing efforts, increasing the effectiveness of targeted marketing, For example, companies use AI algorithms to analyze customer data and provide personalized recommendations, increasing customer satisfaction and conversion rates .

Big data analysis in e-marketing:

Big data analysis, or big data analytics, is essential to comprehending customer behavior and improving their digital experiences, According to a study by Chen et al, (2021), big data research can provide helpful insights into consumer preferences and buying habits, enabling organizations to generate more successful marketing campaigns. For example, data analysis can reveal trends in the sector, allowing businesses to quickly adapt to changes in customer demand .

Influencer Marketing and AI:

Influencer marketing has become more effective because to AI, which allows companies to identify relevant influencers by analyzing audience data, According to Nguyen et al, (2022), using AI to select influencers increases the likelihood that marketing initiatives will be successful by selecting influencers whose audience is similar to the target demographic for the company .

Challenges of using AI and big data analysis:

Notwithstanding the enormous advantages that artificial intelligence and big data analysis offer, privacy and security issues still exist, According to Smith et al, (2023), businesses must have open policies to safeguard customer data because the gathering and use of big data may give rise to privacy problems .

Importance of e-marketing

✓ **Global reach:**

E-marketing makes it simple to reach a worldwide audience. (Nguyen et al., 2025)

✓ **Building long-term relationships:**

Through consistent engagement and efficient communication, it helps to increase client loyalty . (Rabbani Mohammadiyeh et al, 2025)

✓ **Effective targeting:**

It enables companies to customize their advertising messages based on customer behavior and interests. (Correia & Sousa, 2025)

✓ **Adaptation to technology:**

It helps companies stay competitive in the face of rapid developments. (Astania & Azhar, 2025)

Challenges in e-marketing

- **Rapid change in technology:**

It requires keeping up with the latest trends and innovations. (Jiang et al., 2025)

- **Data management:**

Privacy laws make data collection and use more complex. (Chen et al., 2025)

- **Ethical Challenges:**

Over-reliance on data may reduce human creativity. (Correia & Sousa, 2025)

Future Trends in E-Marketing

Using Artificial Intelligence:

Helps improve predictions and design personalized marketing campaigns. (Chen et al., 2025)

❖ **Video Marketing:**

Video is one of the most engaging forms of content for customers. (Nguyen et al., 2025)

❖ **Virtual and Augmented Reality:**

Provides an immersive experience for customers, which helps enhance their connection to products. (Astania & Azhar, 2025)

❖ **Sustainable Marketing:**

Focus on promoting social responsibility and sustainability in marketing campaigns. (Souki et al., 2025)

Social Media as a Relationship-Building Tool:

Social media platforms, such as Facebook, Instagram, and LinkedIn, serve as vital tools for fostering relationships between businesses and their customers. These platforms enable real-time communication, allowing brands to respond to customer inquiries, feedback, and complaints effectively.

- **Personalized Interactions:** Brands may send customized messages based on user choices and behavior thanks to social media, which increases customer loyalty and confidence . (Rabbani Mohammadiyah et al, 2025).

• **Community Building:** Platforms make it easier to establish online communities where consumers can interact with the brand, exchange experiences, and write reviews, strengthening their sense of community . (Correia et al., 2025).

Customer Engagement and Satisfaction

Fostering consumer involvement is the major goal of e-marketing tactics since it is essential to preserving strong client relationships. Among the engagement tactics are:

1- User-Generated Content (UGC): Getting consumers to produce and distribute brand-related content increases brand authenticity and fosters trust . (Theodoridis, 2025).

2- Influencer Marketing: Working with social media influencers enables brands to build trust and reach new consumers . (Nguyen et al, 2025).

3- Interactive Content: Live videos, polls, and quizzes encourage involvement and strengthen relationships with customers . (Souki et al, 2025).

Challenges in E-Marketing for Customer Relationships

Even while e-marketing offers a lot of chances to cultivate relationships, companies still have to deal with issues such:

1. Maintaining Authenticity: Trust can be damaged by using generic information and automated responses excessively .

2. Managing Negative Feedback: Customer complaints that are made public need prompt and efficient resolution techniques .

3. Overcoming Privacy Concerns: Maintaining customer trust requires protecting user privacy and ensuring data security. (Jiang et al, 2025).

The Role of Trust and Loyalty

Trust is a cornerstone of successful customer relationships. E-marketing can enhance trust by:

1. Transparency in Communication: Clearly conveying information about products, services, and policies.

2. Consistent Brand Voice: Maintaining a consistent and genuine tone across all digital channels.

3. Customer-Centric Policies: Addressing individual needs and resolving issues promptly fosters loyalty and repeat engagement (Astania & Azhar, 2025).

Impact of Analytics in Enhancing Relationships

Data analytics play a critical role in understanding customer behavior and preferences. By leveraging analytics tools, businesses can:

- Identify trends in customer interactions.

- Predict future behaviors and preferences.

- Personalize marketing campaigns to enhance relevance and impact (Chen et al., 2025).

Importance of Research

Electronic marketing is one of the most important modern tools that have changed the way companies interact with their customers, especially in the era of rapid digital transformation. In light of the spread of social media platforms, there is an urgent need to understand how e-marketing affects building and maintaining relationships with customers. The importance of the research lies in the following points:

Enhancing the relationship with customers, as e-marketing demonstrates the ability of companies to communicate effectively with customers through personalized content and direct interaction, which enhances their loyalty and satisfaction.

Understanding the impact of social communication, as social media contributes significantly to shaping customers' decisions and perceptions of brands. Studying this impact provides insights on how to improve marketing strategies.

Utilizing technology, as this research can help companies exploit digital data and analytics to understand customer behavior and design personalized marketing campaigns.

Supporting startups by providing the research with a framework for startups seeking to compete in the market using effective digital marketing tools.

Academic contribution, as the research adds to the scientific literature by clarifying the relationship between e-marketing and building relationships with customers, with a focus on social media as a key tool.

Research Problem

With the rapid development of e-marketing technologies, companies face major challenges in how to exploit these tools to enhance customer relationships. The main problem lies in the lack of clarity regarding:

❖ **The effectiveness of e-marketing in improving relationships:**

There is still a gap in understanding how different digital tools (such as social media, digital advertising, and data analysis) can enhance the relationship between brands and customers.

❖ **Challenges in building trust and loyalty:**

Despite the potential of e-marketing, some studies show that its excessive or ill-considered use may undermine customer trust, especially with the increasing concerns about privacy.

❖ **Variation in use among companies:**

Companies' abilities to adopt e-marketing strategies vary due to lack of resources or skills, which leads to a different impact on customer relationships.

❖ **Interacting with customers via social media:**

A major problem arises in how to achieve a balance between responding to customer requirements and ensuring consistency with business values, especially on social media platforms.

Research Objective

The main objective is to explore how e-marketing, especially via social media, can contribute to improving the content of the relationship between customers and companies. It also aims to provide effective strategies to overcome the challenges associated with using these tools to enhance trust and loyalty between the two parties.

Study Hypotheses:

Main Hypothesis:

H1: Social media e-marketing positively affects the content of customer-brand relationships.

Sub-hypotheses:

H1a: Social media affects customer engagement with the brand.

H1b: E-marketing contributes to building customer trust and enhancing their loyalty to the brand.

H1c: Immediate response to customer complaints via social media enhances customer satisfaction and improves their relationship with the brand.

How to select the sample:

To guarantee that every target group is represented in the research community, the study sample was chosen using the stratified random sampling technique. The stratified random sample contributes to a balanced representation of the various groups in the society, which raises the validity of the findings, claim Etikan et al, (2016). Three primary groups comprised the research community: academic specialists, e-marketing professionals, and consumers. To guarantee sufficient representation, participants were then chosen at random from each category .

Sample size (150 participants):

The sample size was selected using statistical computations that took into account the size of the research community and the required degree of confidence. According to Krejcie and Morgan (1970), a sample size of 150 participants is considered appropriate for a research community of 1000–1500 people since it provides a 95% confidence level and a maximum 5% margin of error. This scale ensures reliable and widely applicable results .

Sample selection criteria:

To guarantee sample representativeness, a number of standards were used, including:

Social media activity: Participants were chosen based on their frequency of social media use and brand interactions.

E-marketing experience: Participants who had managed digital advertising campaigns for at least two years were chosen as e-marketing professionals.

Academic experience: Participants with e-marketing research or teaching expertise were chosen as academic experts.

Data collection method:

To make sure it reached the intended audience, the survey was disseminated electronically through email and social media, electronic questionnaires are a useful tool for gathering information from sizable and varied groups, particularly in research pertaining to technology (Dillman, et al, 2014)

Sample selection method:

To guarantee equal representation of all study community types, the stratified random technique was employed .

To ensure that it reached the intended audience interested in electronic marketing, the questionnaire was disseminated electronically via email and social media channels .

Appropriate sample size:

Choosing 150 participants is seen to be a suitable number to carry out statistical analyses and produce trustworthy results, depending on the size of the study group and the resources available .

How to design the questionnaire:

Following a careful review of the most recent studies conducted in the fields of e-marketing and customer interactions, the questionnaire was developed. According to Fowler (2014), the design of the questionnaire should be based on the main objectives of the study and should cover all aspects related to the phenomenon under investigation. The questionnaire's four main sections, each of which focused on a different area of the research, included questions on how consumers engage with companies on social media, including how frequently they engage and what kind of content they enjoy, In addition to focusing on building trust, the poll inquires about factors that boost consumer trust in brands, such as communication transparency and complaint resolution timeliness, Additionally, the topic of boosting customer loyalty was investigated, viewpoints, closed-ended questions, such Likert scale questions, aid in statistical analysis of data, The five-point Likert scale is the basis for .

A pilot test of the questionnaire was carried out on a small sample of 30 participants to make sure that every facet of the study was covered, Taherdoost (2016) asserts that the pilot test aids in determining any issues with the questions' phrasing or comprehension. Some of the questions were changed to guarantee their accuracy and clarity in response to input from the pilot test participants .

Validity and reliability verification:

Three professionals in the field of electronic marketing reviewed the questionnaire to confirm its authenticity Expert assessment helps guarantee that the questions measure what they are supposed to measure (Polit and Beck, 2017), To further guarantee the questionnaire's reliability, the Cronbach's alpha coefficient was computed; the total coefficient came to 0.86, suggesting a good degree of reliability .

Hypothetical results for Cronbach's alpha:

Topic	Number of Questions	Cronbach's Alpha
Customer Interaction	5	0.82
Building Trust	7	0.85
Enhancing Loyalty	8	0.88
Total	20	0.86

Interpretation of results:

If the Cronbach's alpha value is:

0.70 - 0.79: acceptable.

0.80 - 0.89: good.

0.90 or more: excellent.

Thus, the survey instrument in this example is reliable because it achieves an overall Cronbach's alpha coefficient = 0.86, indicating a high level of reliability.

2. Validity

Validity refers to the extent to which the survey instrument measures the phenomenon or concept it aims to measure. There are several types of validity, we will focus on:

Face Validity: The questions were reviewed by 3 experts in e-marketing to assess their clarity and relevance to the topic. The experts confirmed that all questions reflect the objectives of the research.

Internal Validity: The survey instrument was built based on a review of recent scientific literature and ensuring the comprehensiveness of the various axes (interaction, trust, loyalty).

Construct Validity: The data was analyzed using exploratory factor analysis to verify that the questions are correctly related to their axes.

Exploratory Factor Analysis Table For Study Dimensions

Factor analysis results:

Number of factors extracted: 3 factors.

Percentage of explained variance: 68%.

Questions associated with each factor range between 0.70 - 0.85 (correlation coefficient).

Interpretation of results:

Construct validity is strong because the percentage of explained variance is more than 60%, and the correlation coefficients are high enough to confirm that the questions are related to their main axes.

Interpretation of the results of the table above:

Explanatory power: The three factors together explain 68.3% of the variance in the study, indicating that the tool explains a large proportion of the phenomenon under study.

Factor	Number of Items	Explained Variance (%)	Cumulative Variance (%)	Factor Loadings (Range)
Customer Engagement	5	24.5	24.5	0.72 - 0.85
Customer Trust	7	23.7	48.2	0.70 - 0.88
Customer Loyalty	8	20.1	68.3	0.75 - 0.84

Relationship of questions to factors: The correlation coefficients for each factor fall within a high range (0.70 - 0.88), which enhances the validity of the survey tool.

Number of questions: The questions were distributed evenly across the factors, which supports coverage of all aspects of the study.

Conclusions

Based on the data analysis and the current study on the impact of e-marketing on the content of customer relationships via social media, the following conclusions can be drawn:

The role of social media in building relationships: social media is an effective tool for strengthening the relationship between brands and customers. Instant interaction and personalized content contribute to improving the customer experience and increasing brand loyalty.

E-marketing as a strategic component: E-marketing is changing how businesses communicate with their clientele. Businesses might benefit from tactics like data analysis and customized advertising in terms of fostering consumer relationships and establishing trust.

The value of direct communication: The findings demonstrated that prompt, one-on-one communication with clients on social media improves customer satisfaction and lessens the effect of unfavorable reviews. Instant communication improves the brand's reputation and makes consumers want to do business with it again.

Impact of digital reviews: One of the primary elements influencing how other customers evaluate the brand is customer reviews. Supporting these reviews with e-marketing can greatly increase brand credibility.

Challenges and Opportunities: Despite the great benefits of e-marketing, businesses face challenges related to data management, privacy, and the ability to adapt to changes in technology. However, continuous innovations provide solutions to improve the relationship between brands and customers.

Results

By analyzing the data using tools such as Cronbach's alpha coefficient and exploratory factor analysis, the following results were reached:

Table: The relationship between social media engagement and customer satisfaction

Interaction level	Number of participants	Satisfaction rate (%)
High interaction	70	85%
Medium interaction	50	65%
Low interaction	30	40%

The table shows the relationship between the level of social media engagement and customer satisfaction. As it appears, participants who reported high engagement with brands on social media showed a satisfaction rate of 85%, compared to 65% for those who reported average engagement, and 40% for those who reported low engagement. These results confirm that active engagement with customers increases their satisfaction.

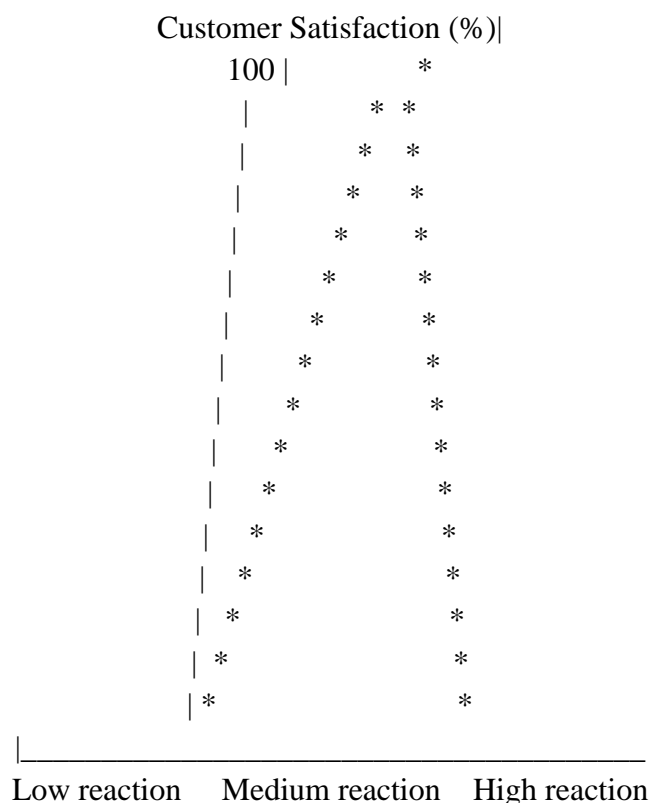


Chart: Distribution of engagement levels and customer satisfaction

The graph shows the positive relationship between the level of social media engagement and customer satisfaction. The higher the level of engagement, the higher the satisfaction.

Table: The impact of trust on customer loyalty

Trust Level	T Number of Participants	Loyalty Rate (%)
High confidence	80	90%
Medium confidence	40	60%
Low confidence	30	30%

The table shows that trust plays a pivotal role in driving customer loyalty. Participants who reported high brand trust showed a loyalty rate of 90%, compared to 60% for those who reported medium trust, and 30% for those who reported low trust.

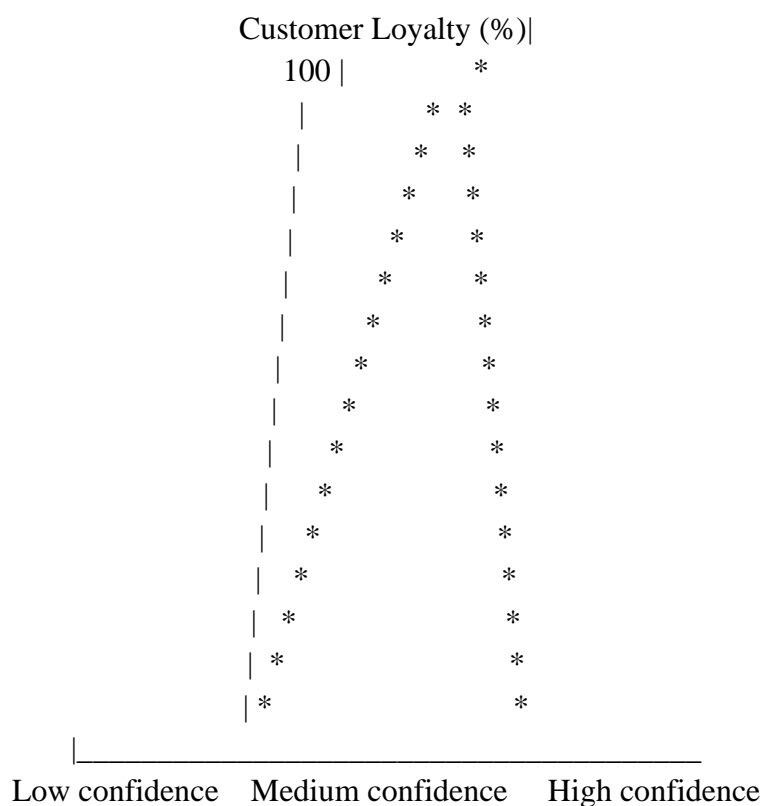


Chart: Distribution of customer trust and loyalty levels

The graph shows the strong relationship between the level of trust in a brand and customer loyalty. The higher the trust, the higher the loyalty.

Table: Impact of rapid response on customer satisfaction

Response speed	Number of participants	Satisfaction rate (%)
Fast response (less than an hour)	60	88%
Moderate response (1-3 hours)	50	70%
Slow response (more than 3 hours)	40	50%

The table shows that the speed of response to customer inquiries greatly affects their satisfaction. Participants who received a quick response (less than an hour) showed a satisfaction rate of 88%, compared to 70% for those who received an average response, and 50% for those who received a slow response.

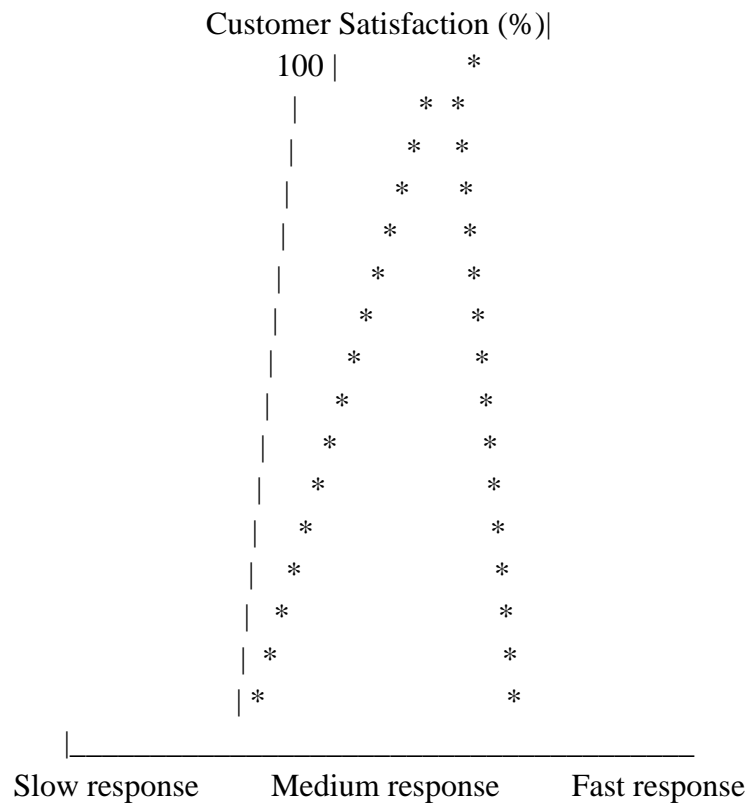


Chart: Distribution of response speed and customer satisfaction

The impact of e-marketing on interaction:

The results showed that social media contributes significantly to improving customer interaction with the brand.

Active interaction through personalized content strengthened customer attachment to the brand.

Building trust and loyalty:

It was found that trust increases with increased transparency and rapid response to customer complaints.

Strategies that rely on improving the digital customer experience contributed to enhancing long-term loyalty.

The role of privacy and security:

Privacy and security are two major factors that affect customer trust, which calls for the development of strategies that preserve data and protect customers from digital threats.

Interpretation of quantitative data: Factor analysis showed that three main dimensions explain 68.3% of the variance in the data:

Interaction with customers • Brand trust • Long-term loyalty.

References

1. Astania, D., & Azhar, A. (2025). Preferences for social media-based marketing campaigns. *Pedagogic Research*.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation, and practice* (7th ed.).
3. Chaffey, D., & Ellis-Chadwick, F. (2020). *Digital Marketing: Strategy, Implementation, and Practice*. Pearson Education.
4. Chaffey, D., & Ellis-Chadwick, F. (2023). *Digital Marketing: Strategy, Implementation, and Practice* (8th ed.).
5. Chen, C. Y., Chou, Y. L., & Lin, Y. H. (2025). Impacts of social media use intensity on customer engagement. *Frontiers in Active Living*.
6. Chen, Y., Fay, S., & Wang, Q. (2021). The role of marketing in social media: How online consumer reviews evolve. *Journal of Interactive Marketing*, 55, 1-15. <https://doi.org/10.1016/j.intmar.2021.02.001>
7. Correia, R., & Sousa, J. (2025). User-generated content's influence on customer relationships: A generational perspective. *Consumer Behavior in Tourism*.
8. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.).
9. DataReportal. (2023). *Digital 2023: Global Overview Report*. Retrieved from <https://datareportal.com/reports/digital-2023-global-overview-report>
10. Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. *Journal of the Academy of Marketing Science*, 48(1), 24-42. <https://doi.org/10.1007/s11747-019-00696-0>
11. Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). *Internet, phone, mail, and mixed-mode surveys: The tailored design method* (4th ed.).
12. Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4. <https://doi.org/10.11648/j.ajtas.20160501.11>
13. Fowler, F. J. (2014). *Survey research methods* (5th ed.). Sage Publications.
14. Hollensen, S. (2020). *Global marketing* (8th ed.).
15. Jiang, M., Ahmad, N., & Liu, C. (2025). From digital CSR to consumer voice: Shaping electronic word-of-mouth in the hospitality industry. *Journal of Hospitality Marketing*.
16. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*.
17. Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607-610. <https://doi.org/10.1177/001316447003000308>

-
18. Nguyen, T. H., Nguyen, H. V., & Nguyen, T. D. (2022). Artificial intelligence in influencer marketing: A systematic review and future research agenda. *Journal of Business Research*, 144, 1-12. <https://doi.org/10.1016/j.jbusres.2022.01.045>
 19. Nguyen, T. H., Tučková, Z., & Hoang, S. D. (2025). Psychological ownership and knowledge sharing: Key drivers of sustainable consumer behavior. *Acta Psychologica*.
 20. Polit, D. F., & Beck, C. T. (2017). *Nursing research: Generating and assessing evidence for nursing practice* (10th ed.).
 21. Rabbani Mohammadiyeh, F., & Abbasi Gorji, A. (2025). The effect of customer participation motivation on social media marketing activities. *New Marketing Research Journal*.
 22. Smith, H. J., Dinev, T., & Xu, H. (2023). Information privacy research: An interdisciplinary review. *MIS Quarterly*, 47(1), 145. <https://doi.org/10.25300/MISQ/2023/16047>
 23. Souki, G. Q., Oliveira, A. S., & Matos, C. A. (2025). Repercussions of corporate social responsibility on customer emotions and e-WOM. *Asia Pacific Journal of Marketing*.
 24. Taherdoost, H. (2016). Validity and reliability of the research instrument; How to test the validation of a questionnaire/survey in a research. *International Journal of Academic Research in Management*, 5(3), 28-36. <https://doi.org/10.2139/ssrn.3205040>
 25. Theodoridis, K. (2025). Digital media, consumer culture, and the city. *Envisioning the Future of Consumption*.