
THE ROLE OF DIGITAL MARKETING IN IMPROVING CUSTOMER PERCEIVED VALUE: AN APPLIED STUDY ON IRAQI AIRWAYS CUSTOMERS

Lect. Adnan Rashid A wad

College of Petroleum Operations Engineering/ Tikrit University

Email: adna.r.awad@tu.edu.iq

Abstract

This study was conducted by outlining an intellectual and conceptual framework comprising two main variables: the independent variable, digital marketing, and the dependent variable, the customer's perceived value. Each variable encompassed several dimensions. Digital marketing involved (attraction, immersion, retention, learning, communication), while the customer's perceived value involved (social value, economic value, functional value, emotional value). Given the modern nature of digital marketing and its necessity in digitally-oriented organizations, Iraqi Airways was selected as the study's field. The researcher used a questionnaire as the tool to collect essential data for the study, applying the comprehensive survey method to gather opinions from the study population of (130), of which (122) questionnaires were valid for analysis and were examined using the statistical program (SPSS), relying on various statistical tools (arithmetic mean, weighted arithmetic mean, response intensity, standard deviation, etc.). The purpose of this study was to determine the relationship between digital marketing and the customer's perceived value and the degree to which digital marketing enhances the customer's perceived value.

Keywords: Digital Marketing, Perceived Customer Value, Iraqi Airways.

Introduction

Marketing was considered an activity reserved for some companies, especially giants, because small and medium-sized companies focused their activity on national markets because they did not pay attention to international markets. This is because local markets were sufficient for them to ensure their continuity, as they cover these markets in terms of the volume of demand in them. The need for marketing increased, especially after the increase in global trade in volume and value during the second half of the last century. This was due to rapid technological development, especially in the field of communications. Behind this was the global oil crisis in 1973, as competition became strong between countries and companies at the level of global markets. It became necessary for any company to think about expanding its markets internationally to ensure its survival in light of the great development in the field of networks, especially the Internet and information wealth. Marketing, on the other hand, is outside the international borders of any country. It includes a wide range of diverse companies that occur between countries, starting from national companies to multinational companies. Perhaps one of the types of marketing is digital

marketing, which is considered an integral part of other different types of marketing. It is considered a conservative means of communicating with all parties in all markets, whether internal or external. It is efficient and yields excellent results relative to the cost users can afford. It is also marked by strong and high rates, which greatly help improve the institution's financial performance and ensure its growth and activation across all areas due to its key role amid changes in the financial environment. Therefore, digital marketing is an efficient and supportive component that should be adopted and applied at the institutional level to enhance and improve the financial aspect, thereby increasing the institution's value and securing a solid financial standing.

1. Problems Statements

Through all the points that have been addressed, the following problem can be raised:

How digital marketing contributes to improving customer perceived value.

Sub-questions:

- What is digital marketing and what is its role?
 - What is the relationship between digital marketing and improving customer perceived value?
 - What is the role of digital marketing in customer perceived value?
- How can an organization achieve customer perceived value through digital marketing?

2. The objectives

The research seeks to achieve the following objectives:

- 1- Understanding the nature of digital marketing and cognitive ability in a way that enables the researcher to present their procedural concepts in a manner consistent with the directions of studying these terms.
- 2- Identify the most important factors that contribute to the adoption of digital marketing and understand their role in increasing cognitive capabilities.
- 3- Providing recommendations that would help increase the impact of digital marketing on cognitive abilities in general.

3. The importance of research

The importance of this study is highlighted in the following areas:

- Scientific significance: The importance of this study stems from its consideration of a vital topic in the field of transportation services. The study of digital marketing has become a focus of interest for researchers due to its effective role in marketing transportation services, and the lack of such studies in this field in light of the rapid development witnessed by the digital and virtual environment.
- Practical importance: The importance of this study lies in its response to the rapid development in the world of communications. The move towards digital marketing has become an absolute necessity for societies in most services, including transportation services. Furthermore, digital marketing for transportation services, as a modern concept, must be addressed and identified, and then an attempt must be made to reach conclusions and suggestions that may benefit the institution being studied in its field of work, which will have an impact on achieving the customer's perceived value.

Transportation organizations can benefit from the results of this study by using digital marketing technology to help decision-makers develop strategies and future plans for digital marketing transformation.

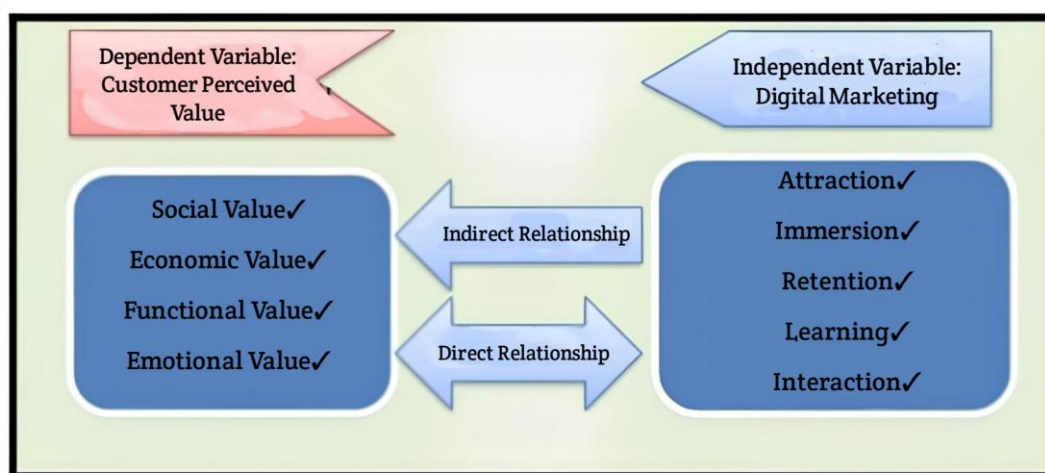
4. Research hypotheses

The aim of selecting the relationships included in the hypothetical research plan was to determine the following hypotheses:

First hypothesis: There is a statistically significant correlation between digital marketing in its various dimensions and the perceived value of customers in the companies studied.

- The second hypothesis: There is a significant impact of digital marketing in its various dimensions on the perceived value of customers in the companies under study.

5. The hypothetical plan of the study:



6. Limitations

The study was conducted at Iraqi Airways in Baghdad in the year (2024). The study sample consisted of some of the company's customers, as they were considered the most appropriate to answer the questions posed.

Eighth: Data collection tool

The following methods were adopted in the process of collecting research data, as follows:

1. Through some foreign sources such as periodicals, letters and theses related to the subject.
2. Data collection tool: A questionnaire was developed to collect data on the research sample individuals.

Statistical programs (arithmetic mean, standard deviation, relative importance, and simple linear regression)

7. Research methodology

To achieve the study objectives, the descriptive analytical approach was adopted to identify the most important elements related to the study topic. Statistical analysis will also be adopted by collecting data through the data collection tool (questionnaire form) and processing it

statistically, after which it will be analyzed and interpreted according to the study requirements.

8. Theoretical Framework

9.1 Digital Marketing

First: The concept of digital marketing:

1- Market Definition: The market is the environment in which demand for a particular product or service is created, and the goal is to convert this demand into sales and, subsequently, revenue. To achieve this, the product or service offered must offer superior value compared to competitors, enhancing customer satisfaction and encouraging purchases (Laith Zein, 2017, p. 197).

2- Definition of digital marketing: With the beginning of the twenty-first century, the concept of digital marketing has evolved from being merely a tool for marketing products and services via digital channels to a broader term that encompasses the use of digital technology to acquire customers, enhance their preferences, and build long-term relationships with them. It also aims to improve brand awareness, reduce operational costs, and increase sales volume, making it a vital component of modern marketing strategies (Dwivedi et al., 2020; Prandini). It is recognized as a modern approach used on the Internet, providing three distinct types of transactions, Internet services, and electronic access and delivery methods (Ahmed 11/2019, p.).

As stated by (Paul et al., 2018), digital marketing is a significant concept today and also a developing area within business information sciences. It represents a form of marketing where products and services are provided through information technologies or simply digital technologies.

According to (Sundaram, 2020), digital marketing involves using digital technologies to support marketing efforts and enhance customer understanding by fulfilling their needs. In advanced countries, companies have acknowledged the value of digital marketing. For businesses to thrive, they must combine the Internet with traditional approaches to better satisfy customer needs, establish connections, enhance branding, maintain customer loyalty, and boost sales.

Digital marketing refers to sharing product-related information through email, SMS, mobile phones, website pages, social media platforms, blogs, or chat rooms. Therefore, digital marketing serves as an efficient system for information generation (Munther, Harbia 2021/244).

It is defined as the use of technology and the Internet to achieve benefits that can be achieved for the consumer by identifying products through electronic means and the speed of access to products from anywhere in the world. It is a means of reducing effort, time and cost (303 Customer Nasira, Idris, 2022 p.)

Through the previous definitions, the most important points around which digital marketing revolve can be extracted.

- It enhances interactive communication between the service seeker and the service provider.
- Focuses on digital media: mobile, social media, email.

- Develops direct, personal relationships with customers.
- Contributes to developing and maintaining relationships until customers reach the stage of loyalty.

Second: Characteristics of digital marketing

Digital marketing has several characteristics that set it apart from traditional methods, helping companies achieve widespread exposure and reach customers more efficiently. The most important of these characteristics are:

1. Wide service

Digital marketing offers a broad range of services, allowing customers to interact with digital platforms at any time without the company having to know who reads its digital messages, unless the customer communicates directly with the company. Monitoring website visitors is also difficult, giving customers the freedom to browse content without restrictions.

2. Globalization and geographical expansion

Digital marketing media transcends geographic boundaries, allowing customers to shop from anywhere through their personal accounts on company websites. However, a challenge remains: the lack of uniform laws governing digital commerce, particularly regarding transaction security and branding.

3. The speed of development of concepts

The digital market is known for its rapidly changing concepts and activities, due to its reliance on modern, constantly evolving communication technologies. This makes the laws regulating digital commerce subject to constant amendment in line with technological advances in the field of communications and information.

4. The importance of online advertising

Online advertising requires capturing users' attention through creative and interactive elements, just like television advertising. This is due to the intense competition among companies seeking to capture customers' attention with their various email messages.

5. Risks of fraud and fake companies

Digital marketing creates a fertile environment for some illegal practices, as companies and customers may face challenges such as dishonest marketing, the use of stolen credit cards, or false guarantees for after-sales services. Fake companies may also emerge, claiming to be trusted financial institutions and luring customers with high returns, increasing the need to enhance security in online financial transactions (Mohamed Abd Rabbo, 2013).

6. Bridging the gap between large and small companies

Digital marketing bridges the gap between large corporations and small businesses in terms of production, distribution, and human resources. Thanks to the internet, startups can access

international markets without the need for extensive infrastructure, enabling them to compete with larger companies using the same digital tools and methods in online sales and marketing.

7- Online promotion and the impact of cultural differences

Given the global nature of e-marketing, cultural factors play a significant role in the acceptance or rejection of various promotional methods. Some methods may be effective in some countries, but rejected in other cultures due to differing cultural sensitivities.

8- Absence of paper documents in e-marketing

Transactions are conducted electronically without the need for paper documents, especially in digital products. This includes all stages of negotiation and payment, raising legal issues related to proof of contracts and the validity of digital signatures. For this reason, international organizations have worked to establish legal frameworks for e-commerce, electronic signatures, and digital payment processes (Mohamed Abd Rabbo, 2013).

Third: Digital Marketing Objectives

The most important goals of digital marketing can be summarized as follows:

- Increase brand awareness.
- Build long-term relationships with customers and enhance their loyalty.
- Attract new customers and build a strong fan base.
- Stimulate the need for certain products.
- Testing new product or service ideas.
- Improve brand image.
- Improve service quality and enhance customer satisfaction.
- Reducing marketing costs.
- Expand target markets and open new horizons.
- Increase sales by expanding distribution and promotion (Mohammed, 2017, pp. 43-44).

Fourth: Advantages of digital marketing

Digital marketing has many advantages that have made it the first choice for thousands of companies, including:

1. Ability to reach a wide audience in record time.
2. Continuous communication with customers 24 hours a day, seven days a week, which contributes to improving the user experience, enhancing their engagement with the brand, and enhancing the behavior of new users.
- 3- Lower cost and better results: It allows you to reach your target audience more effectively, with the ability to easily measure costs and returns.
- 4- Direct interaction with customers: This allows for personalization of marketing processes and enhancing the user experience.
- 5- Building customer loyalty and enhancing brand reputation (Saura, 2020).
- 6- Increasing the number of visitors to digital websites and converting them into actual customers, which helps companies expand globally and target new markets (Durai & King, 2019; Khan & Islam, 2017).

Fifth: Dimensions of digital marketing

Digital marketing entails the use of digital tools, like the internet and social media, to create marketing strategies through ongoing engagement with customers. This seeks to draw in new customers and keep current ones, while strengthening the brand's status (Parsons et al., 1998; Chan & Guillet, 2011; Ali et al., 2012; Ghiselli & Ma, 2015).

1- Attraction (Attract):

Attraction is the basis of consumer-brand interaction, requiring customers to voluntarily visit websites or interactive applications. Attraction strategies include: improving brand visibility in consumers' minds; using digital advertising, such as pop-ups and sponsored links; participating in social activities such as charitable giving or loyalty programs; and developing environmentally friendly products to enhance appeal. Search Engine Optimization (SEO) and its Role in Attraction: Attraction is also related to the ranking of websites in search engine results such as Google and Yahoo. Websites are ranked based on the keywords entered by users, which affects the visibility of websites in organic results (Jalango, 2015). Acquisition Strategy: Francois (2012) argues that marketers must intervene at all stages of the value chain, acquiring customers through methods such as purchasing advertising links and launching email campaigns, which achieve directly measurable results. Analyzing available alternatives using three key indicators: volume, cost, and quality, to choose the most appropriate attraction strategies. Generation Strategy: This strategy relies on marketing methods not directly linked to traffic or value, such as search engine marketing and social media (e.g., Facebook). These methods do not generate immediate returns; rather, they require a period of 3 to 6 months to build relationships and effectively attract potential customers.

2- Absorption (Engagement) or content marketing is defined as the extent to which users interact and engage with the content provided. It is a key factor in creating demand and achieving effective interaction (Al-Taie and Al-Abbadi, 2008). This dimension includes several elements: creating interactive content that is engaging and motivates participation; leveraging valuable content that provides useful information or a rich user experience; and providing a sophisticated visual experience. Digital marketing applications can fail if they lack inspiration or have poor content and presentation. However, applications with high-definition graphics and impact stand out in attracting attention and increasing engagement. Kian Chong et al. (2010) believe that some companies rely on creating virtual communities that bring together customers with common interests, which enhances interaction and engagement and contributes to increasing customer bases and sales.

3- Keeping (Retain) This dimension aims to develop sustainable relationships with customers by providing valuable and dynamic content, ensuring their continued return to the brand. This includes creating unique digital content tailored to the target audience, continuously communicating with customers to ensure their satisfaction and loyalty, understanding customer needs, and ensuring they provide unique experiences that motivate them to return (Ali et al., 2012). Ahmed (2012) argues that customer retention requires the effective use of digital marketing strategies, such as search engine marketing and digital advertising, along with providing fresh and interactive content that continually attracts customers. Chan & Guillet (2011) and Pawar (2014) also point to the importance of engaging customers through online contests and offering innovative promotions at a minimal cost.

4- Learning (Learn) and gather demographic information. Learning is used as an effective marketing tool to analyze customer behavior and trends through interactive communication. This helps marketers: Extract accurate data about customers, such as their preferences and purchasing behaviors; Conduct surveys and questionnaires to understand customer attitudes and future needs; Analyze market trends, which contributes to the development of more targeted and effective marketing strategies. In this way, companies can use demographic and behavioral data to enhance the customer experience and achieve higher success rates in their marketing campaigns based on preference points, continuous preference information, and learning. Behavioral information can be extracted from customer records in electronic files or from computer mouse click logs. Most companies support chat systems, not soliciting interactions and discussions to understand customer purchasing preferences (Guillet & Chan, 2011).

5- CommunicationRelate represents a marketing chance to tailor interaction and direct it toward a specific market to gain deeper insights into the consumer. It involves customizing communication and offering it on demand. Ghiselli (2015) asserts that communication is among the key chances to generate value in digital marketing, as it best suits allocating interaction among the provided service, time, and marketing effort across multiple customers simultaneously, since digital marketing tools enable communication, distribution, and deeper knowledge of a single customer. Chan & Guillet (2011) point out that most companies aim to share their activities on social media and blogs, especially those involving customers, encouraging them to share experiences from using services or to post newsletters about the company's activities as a way to engage with customers.

Second: Customer perceived value

First: The concept of perceived value

The concept of customer perceived value began to emerge in 2010 as a predictor of customer consumption behavior. Customer perceived value represents a strategic weapon to attract and retain customers, and it is also one of the most important factors that contribute to the success of companies. Therefore, the customer prefers not to be associated with a specific type of products and services. If the customer uses or tries a product or service for the first time, it will be judged by a set of criteria that represent value to him, represented by the costs or burdens he bears and the benefits or advantages he obtains. Based on this personal judgment on the product, the customer's perceived value appears (Gharib, 2020).

There are many definitions of customer perceived value in the context of new product adoption behavior. Ezzat (2016) defined it as the customer's feeling of satisfaction with a product or service resulting from comparing the benefits he obtained and the sacrifices he made to obtain the product or service, which explains his desire to repeat the use of the service or repeat the purchase of the product, as well as to continue dealing with the company. In the literature of technology acceptance, perceived value is considered a cognitive distinction for individuals between the perceived advantage of using) Singh et al., 2017 (Applications and their cost of use

A study confirmed that Upmannyu & Rajput (2017) argue that customer perceived value reflects a customer's net assessment of the value of a product or service based on the benefits

it receives compared to the costs and sacrifices it makes, such as time, effort, and opportunity costs. Gharib (2020) also suggests that perceived value is a relative subjective evaluation made by a customer before and after using a product, comparing the total tangible and intangible benefits against the total monetary and non-monetary costs, within a competitive environment.

Second - Dimensions of customer perceived value

The current study focuses on four main dimensions of perceived value:

1- Social value (Social Value)

Social value is defined as the positive feeling that a customer gains from his interaction with the individuals around him, which enhances his self-image as a result of his purchase or use of a certain product. This value encompasses several aspects, including: a sense of belonging when communicating with others via social media; recognition from friends and colleagues, as customers seek to gain societal acceptance for their purchasing behavior; and enhanced social status, as the company's brand and image reflect the quality of the product, which increases the customer's social status (Gharib, 2020).

2- Economic value (Economic Value)

Economic value refers to the perceived benefit resulting from minimizing the financial and non-financial sacrifices a customer incurs when purchasing a product. These sacrifices include: monetary costs paid by the customer; and non-monetary costs, such as the effort and time required to obtain the product or service. Customers seek the maximum benefit at the lowest cost, making promotions and discounts important factors influencing their purchasing decisions.

The costs associated with obtaining the product are divided into two main types:

1. Cash costs: These include all direct financial expenses incurred by the customer to own the product, such as the purchase price, installation costs, maintenance, and repair, in addition to potential financial risks resulting from poor product performance or the need to replace it.
2. Non-cash costs: These are the non-financial costs incurred by the customer during the purchase process, and include:
 - 1- Time costs: This refers to the time the customer spends searching for the product, purchasing it, or waiting to receive it.
 - 2- Thinking costs: These relate to the mental effort and psychological pressure that a customer faces when making a purchase decision, such as worrying about whether the product suits their needs.
 - 3- Research costs: include the effort spent in gathering information about the product, comparing it with available alternatives, and evaluating its suitability, as research contributes to reducing the risks associated with purchasing and making a more informed decision ((Firmansyah, 2016). Gharib (2020) also pointed out that search costs are related to the benefit derived from reducing various risks when trying a product or service (Kol & Levy, 2022).

3- Functional value (Functional Value).

Functional value refers to the benefits that a customer obtains from the functional or physical characteristics of a product, which contribute to achieving efficiency and ease of use with the least possible effort. According to Hassouni (2017) and Gharib (2020), functional value is the perceived benefit of a product having its basic characteristics, whether internal or external, which reflects the extent to which the expected performance matches the actual performance. It is also defined as the set of benefits and utilitarian values that a product offers, which help the consumer meet his needs efficiently (Gili et al., 2020). Customers can obtain reliable information about product quality and usage through formal sources, such as brand websites or customer service representatives. They can also rely on informal sources, such as recommendations from friends and colleagues, which are also an important source of decision-making (Park et al., 2021). In the mobile phone industry, many companies are investing in functional value, which is the ability for customers to use their phones to organize and manage their daily lives, such as scheduling family meetings, job interviews, and the ability to connect to the internet (Akiba et al., 2022).

Fourth: Emotional value (Emotional Value).

Emotional value refers to the perceived benefit a customer derives from a product's ability to evoke emotions and influence their mood. It is also defined as the benefit resulting from experiencing a product, which contributes to stimulating the customer's feelings and enhancing their emotional engagement with it (Firmansyah). According to Gharib (2020), emotional value stems from the positive feelings a product generates through its efficiency and effectiveness in meeting the customer's needs. Cole and Levy (2022) also explained that this value is embodied in the feeling of comfort and reassurance resulting from reducing the uncertainty associated with making a purchase decision. Customers seek to enhance their emotional value by seeking information about products, especially through informal sources such as other customers' experiences, which they consider more credible. However, they also strive to gather accurate and reliable information from both formal and informal sources to ensure informed purchasing decisions (O'Donnell et al., 2019).

Third: The importance and characteristics of customer perceived value

To ensure their success in the market, organizations must offer products that exceed customer needs and expectations, as the customer is the one who determines the actual value of a product. Customer evaluation directly impacts their purchasing decision, purchase intention, and behavior before and after the purchase, which in turn impacts sales and the company's profitability. With technological advancements and easy access to information via the internet, customers can easily browse, evaluate, and compare different products, increasing their ability to make informed purchasing decisions. Therefore, successful organizations rely on understanding consumer behavior and decision-making processes to formulate effective marketing strategies that enhance customer perceived value and ensure loyalty. Organizations that focus on providing distinct value for their products are more resilient, sustainable, and successful compared to competitors, as perceived value is a key tool in achieving a competitive advantage. The greater the value a customer perceives in a product,

the greater their willingness to pay a higher price to obtain it, which strengthens the organization's position in the market and ensures its sustainability. (Saidi and Maasho, 2021), (Mohammed, 2020) Kumar, et al., 2022) (Li, et al. 2010) (Jansri, 2018)

9. Results of Statistical Analysis

Firstly: Distribution of sample members by educational level:

The table below presents the distribution of the study sample based on educational level:

Table No. (3) Frequency distribution of the study sample by educational level:

percentage (%)	Repetitions	Category	variable
14.9	18	diplomaAnd below	Academic level:
43.8	53	Bachelor's	
13.2	16	Master's	
28.1	34	PhD	
100%	121	the total	

The previous table clearly shows that, concerning the educational level within the sample, the majority hold a bachelor's degree, with a frequency of 53 items and a percentage of (43.80%), followed by doctorate holders with a frequency of 34 items and a percentage of (28.10%).

▪ Distribution of sample members according to job position:

The following table shows the distribution of the study sample according to job position:

Table No. (4) Frequency distribution of the study sample according to job position:

percentage (%)	Repetitions	Category	variable
27.3	33	responsibleHis people	Job position:
14.9	18	responsiblelonliness	
29.8	36	presidentto divide	
16.5	20	bosscircle	
11.6	14	bosscenter	
100%	121	the total	

The previous table shows that the largest percentage of the research sample according to job title was for the category of department head, at a rate of (29.80%), and the lowest percentage was for the category of division head, at a rate of (27.3%).

Second: Testing reliability and validity

The researcher conducted validity and reliability tests for the questionnaire in order to investigate the extent to which the results of the field study can be relied upon in generalizing the results, as follows:

The following table shows the results of reliability and validity of the study variables:

Table (5) Validity and reliability coefficients for the study variables

reliability coefficient	Factors Cronbach's alpha	Number of phrases	Dimensions	Variables
0.886	0.785	(5) Phrases	attraction	Dimensions of digital marketing
0.907	0.822	(5) Phrases	Absorption	
0.915	0.838	(5) Phrases	Keep	
0.925	0.856	(5) Phrases	learning	
0.906	0.820	(5) Phrases	communication	
0.977	0.954	(25) Phrase	Total phrases of digital marketing dimensions	
0.914	0.835	(5) Phrases	social value	Dimensions of customer perceived value
0.915	0.838	(5) Phrases	economic value	
0.925	0.855	(5) Phrases	Functional value	
0.928	0.861	(5) Phrases	emotional value	
0.972	0.945	(20) Phrase	Total customer perceived value dimensions	

- **For the dimensions of digital marketing:** The results showed that the alpha coefficient of the scale for the number 25 phrases equal 0.954, and the reliability coefficient also reached 0.977, which is a very high value, indicating the stability and reliability of the phrases and the possibility of relying on them.
- **with regards** For the dimensions of customer perceived value: The results showed that the alpha coefficient of the scale for 20 statements was equal to 0.945, and the reliability coefficient was also 0.972, which is a very high value, indicating the stability and reliability of the statements and the possibility of relying on them.

Third: Testing study hypotheses and analyzing the results:

This section deals with hypothesis testing. The following is how to test each research hypothesis:

First hypothesis test:

Which states that: "There is a statistically significant correlation between digital marketing (in its various dimensions) and the perceived value of customers in the companies studied." The statistical analysis conducted using Pearson's correlation coefficient showed the results of this relationship as shown in the following table:

Table No. (8) Correlation matrix between study variables

Customer Perceived Value	Communication	learning	Keep	Absorption	attraction	Variables	
.669**	.715**	.707**	.681**	.675**	1	Pearson Correlation	attraction
0.00	0.00	0.00	0.00	0.00		Sig. (2-tailed)	
.785**	.743**	.807**	.781**	1	.675**	Pearson Correlation	Absorption
0.00	0.00	0.00	0.00		0.00	Sig. (2-tailed)	
.836**	.794**	.830**	1	.781**	.681**	Pearson Correlation	Keep
0.00	0.00	0.00		0.00	0.00	Sig. (2-tailed)	
.828**	.822**	1	.830**	.807**	.707**	Pearson Correlation	learning
0.00	0.00		0.00	0.00	0.00	Sig. (2-tailed)	
.834**	1	.822**	.794**	.743**	.715**	Pearson Correlation	communication
0.00		0.00	0.00	0.00	0.00	Sig. (2-tailed)	
1	.834**	.828**	.836**	.785**	.669**	Pearson Correlation	Customer Perceived Value
	0.00	0.00	0.00	0.00	0.00	Sig. (2-tailed)	

* **Transactions** Pearson correlation at 0.01 significance level

Source: Prepared by the researcher based on the results of statistical analysis.

The previous correlation matrix between the variables of the previous study shows the following:

- A significant positive correlation exists between attraction, as a digital marketing dimension, and the perceived customer value in the company. The research was conducted at a 0.01 significance level, and the Pearson correlation coefficient was 0.669, indicating a moderate positive correlation.
- A significant positive correlation is found between immersion, as a digital marketing dimension, and customer perceived value in the surveyed companies at a 0.01 significance level, with a Pearson correlation coefficient of 0.785, reflecting a moderate direct significant correlation.
- A significant positive correlation exists between retention, as a digital marketing dimension, and the perceived customer value in the surveyed companies at a 0.01 significance level, where the Pearson correlation coefficient reached 0.836, indicating a moderate direct significant correlation.
- A significant positive correlation appears between learning, as a digital marketing dimension, and customer perceived value in the surveyed companies at a 0.01 significance level, with a Pearson correlation coefficient of 0.828, representing a moderate direct significant correlation.

- A significant positive correlation is observed between communication, as a digital marketing dimension, and customer perceived value in the surveyed companies at a 0.01 significance level, with the Pearson correlation coefficient reaching 0.834, which shows a moderate direct significant correlation.

Based on the previous statistical results, the hypothesis is accepted, which means:

"There is a statistically significant relationship between the dimensions of digital marketing and the perceived customer value in the companies studied."

Second: Testing the second hypothesis:

The second hypothesis, which states, "There is a statistically significant impact at the significance level of $\alpha \leq 0.01$ for the dimensions of digital marketing on the dimensions of perceived customer value in the studied companies," is tested.

First sub-hypothesis test: There is a statistically significant effect of attraction, as one of the dimensions of digital marketing, on the perceived value of customers in the companies studied.

The researcher used simple linear regression analysis, which is used to predict changes in the dependent variable that is affected by one independent variable. The following table shows the results of the statistical analysis as follows:

Table No. (9): Regression coefficients for the effect Attraction based on customer perceived value

T test		Standard transactions	Non-standard transactions		dependent variable	Dimensions of the independent variable
Sig.	T	Beta	Std. Error	B		
0.000	13,448		0.119	1.601	Customer Perceived ValueY	Constant
0.000	9.815	0.669	0.69	0.305		attractionx
F = 96.333** sig. = 0.000						
**Significant at 0.01						
Coefficient of determination(R2) = 0.447						

The previous table shows the following:

- 1- To test the significance of the model variables as a whole, the test was used ((F, where the calculated value of ((F) reached (96.333), which is significant at the 0.01 level, as) 0.000(P-value = Sig, which is less than the level of significance, and based on that, the hypothesis is accepted, as it can be said that there is a significant effect of attraction on the perceived value of customers.
- 2- To test the significance of the regression coefficient, the researcher used the test(T), the calculated (T) values and Sig values indicate the significance of the regression coefficient

and its effect on the perceived value of customers. The significance of the regression equation constant is also observed at a significance level of 0.01.

- 3- The value of the coefficient of determination reached (0.447), which means that the changes in Y Attraction as a dimension of digital marketing explains 44% of the total change in customer perceived value, while the rest... Y The percentage (56%) is due to other variables that were not included in this model.

From the previous results, it is clear that the first sub-hypothesis is valid. Based on this, it can be said that attraction, as one of the dimensions of digital marketing, has a statistically significant impact on the perceived value of customers for the study sample of Iraqi Airways customers.

The relationship between the independent variable and the dependent variable can be formulated as: Y The following equation is: Y It is called the equation of a line.

Testing the second sub-hypothesis: There is a statistically significant effect of immersion, as one of the dimensions of digital marketing, on the perceived value of customers in the company and the researched firms.

The researcher used simple linear regression analysis, which is used to predict changes in the dependent variable that is affected by one independent variable. The following table shows the results of the statistical analysis as follows:

Table No. (10): Regression coefficients for the effect Attraction based on customer perceived value

T test		Standard transaction s	Non-standard transactions		depende nt variable	Dimensions of the independent variable
Sig.	T	Beta	Std. Error	B		
0.000	4,907		0.234	1,150	Custome r Perceive d ValueY	Constant
0.000	13,820	0.785	0.053	0.734		Absorptionx
F = 190.996** sig. = 0.000						
**Significant at 0.01						
Coefficient of determination(R2) = 0.616						

The previous table shows the following:

- 1- To test the significance of the model variables as a whole, the (F) test was used, where the calculated (F) value was (190.996), which is significant at the 0.01 level, with a P-value of 0.000 (Sig), which is less than the significance level. Therefore, the hypothesis is accepted, indicating a significant effect of absorption on the perceived value of customers.
- 2- To test the significance of the regression coefficient, the researcher used the (T) test. The calculated (T) values and Sig values indicate the significance of the regression coefficient and its effect on the perceived value of customers, with the regression equation constant being significant at a 0.01 significance level.

- 2- The coefficient of determination value was (0.616), meaning that changes in absorption, as one of the dimensions of digital marketing, explain 61% of the total change in customers' perceived value, while the remaining 39% is attributed to other variables not included in this model.

From the previous results, it is evident that the second sub-hypothesis is valid. Based on this, it can be concluded that immersion, as one of the dimensions of digital marketing, has a statistically significant impact on the perceived value of customers in the study sample of Iraqi Airways customers.

Testing the third sub-hypothesis: There is a statistically significant effect of retention, as one of the dimensions of digital marketing, on the perceived value of customers in the company and the studied firms.

The researcher used simple linear regression analysis, which is used to predict changes in the dependent variable that is affected by one independent variable. The following table shows the results of the statistical analysis as follows:

Table No. (11): Regression coefficients for the effect Maintaining customer perceived value

T test		Standard transactions	Non-standard transactions		dependent variable	Dimensions of the independent variable
Sig.	T	Beta	Std. Error	B		
0.000	6,371		0.191	1.216	Customer Perceived ValueY	Constant
0.000	16,649	0.836	0.044	0.725		Keepx
F = 277.202** sig. = 0.000						
**Significant at 0.01						
Coefficient of determination(R2) = 0.700						

The previous table shows the following:

- 1- To test the significance of the model variables as a whole, the (F) test was used, where the calculated (F) value was (277.202), which is significant at the 0.01 level, with a P-value of 0.000 (Sig), which is less than the significance level. Therefore, the hypothesis is accepted, indicating a significant effect of retention on the perceived value of customers.
- 2- To test the significance of the regression coefficient, the researcher used the (T) test. The calculated (T) values and Sig values indicate the significance of the regression coefficient and its effect on the perceived value of customers, with the regression equation constant being significant at a 0.01 significance level.
- 3- The coefficient of determination value was (0.700), meaning that changes in retention, as one of the dimensions of digital marketing, explain 70% of the total change in customers' perceived value, while the remaining 30% is attributed to other variables not included in this model.

From the previous results, it is evident that the third sub-hypothesis is valid. Based on this, it can be concluded that retention, as one of the dimensions of digital marketing, has a statistically significant impact on the perceived value of customers in the study sample of Iraqi Airways customers.

The relationship between the independent variable and the dependent variable can be formulated in the following equation, which is called the equation of a line:

Testing the fourth sub-hypothesis: There is a statistically significant effect between learning as one of the dimensions of digital marketing on the perceived value of customers in the companies studied.

The researcher used simple linear regression analysis, which is used to predict changes in the dependent variable that is affected by one independent variable. The following table shows the results of the statistical analysis as follows:

Table No. (12): Regression coefficients for the effect Learning about customer perceived value

T test		Standard transactions	Non-standard transactions		dependent variable	Dimensions of the independent variable
Sig.	T	Beta	Std. Error	B		
0.000	5,452		0.204	1.111	Customer Perceived ValueY	Constant
0.000	16.108	0.828	0.046	0.745		learningx
F = 259.483** sig. = 0.000						
**Significant at 0.01						
Coefficient of determination(R2) = 0.683						

The previous table shows the following:

- 1- To test the significance of the model variables as a whole, the (F) test was used, where the calculated (F) value was (259.483), which is significant at the 0.01 level, with a P-value of 0.000 (Sig), which is less than the significance level. Therefore, the hypothesis is accepted, indicating a significant impact of learning on the perceived value of customers.
- 2- To test the significance of the regression coefficient, the researcher used the (T) test. The calculated (T) values and Sig values indicate the significance of the regression coefficient and its effect on the perceived value of customers. The significance of the regression equation constant is also observed at a 0.01 significance level.
- 3- The coefficient of determination value was (0.683), meaning that changes in learning, as one of the dimensions of digital marketing, explain 68% of the total change in customers' perceived value, while the remaining 32% is due to other variables not included in this model.

From the previous results, it is clear that the fourth sub-hypothesis is valid. Based on this, it can be concluded that learning, as one of the dimensions of digital marketing, has a

statistically significant impact on the perceived value of customers in the study sample of Iraqi Airways customers.

Testing the fifth sub-hypothesis: There is a statistically significant effect between communication as one of the dimensions of digital marketing on the perceived value of customers in the companies studied.

The researcher used simple linear regression analysis, which is used to predict changes in the dependent variable that is affected by one independent variable. The following table shows the results of the statistical analysis as follows:

Table No. (13): Regression coefficients for the effect Attraction based on customer perceived value

T test		Standard transactions	Non-standard transactions		dependent variable	Dimensions of the independent variable
Sig.	T	Beta	Std. Error	B		
0.000	5,034		0.204	1.027	Customer Perceived ValueY	Constant
0.000	16,496	0.734	0.046	0.764		communicationx
F = 272.126** sig. = 0.000						
**Significant at 0.01						
Coefficient of determination(R2) = 0.696						

The previous table shows the following:

- 1- To test the significance of the model variables as a whole, the (F) test was used, where the calculated (F) value reached (272.126), which is significant at the 0.01 level, with a P-value of 0.000 (Sig), which is less than the significance level. Therefore, the hypothesis is accepted, indicating a significant effect of attraction on the perceived value of customers.
- 2- To test the significance of the regression coefficient, the researcher used the (T) test. The calculated (T) values and Sig values indicate the significance of the regression coefficient and its effect on the perceived value of customers, with the significance of the regression equation constant observed at a 0.01 significance level.
- 3- The coefficient of determination value reached (0.696), meaning that changes in communication, as one of the dimensions of digital marketing, explain 69% of the total change in customers' perceived value, while the remaining 31% is due to other variables not included in this model.

From the previous results, it is clear that the fifth sub-hypothesis is valid. Based on this, it can be concluded that communication, as one of the dimensions of digital marketing, has a statistically significant impact on the perceived value of customers in the study sample of Iraqi Airways customers.

Sub-hypothesis Test 6:

This states that there is a statistically significant effect of all dimensions of digital marketing combined on customer perceived value.

The researcher used multiple linear regression analysis, which is employed to predict changes in the dependent variable affected by several independent variables. The following table presents the results of the statistical analysis:

Table No. (14): Regression coefficients for the combined effect of digital marketing dimensions on customer perceived value.

T test		Standard transaction	Non-standard transactions		dependent variable	Dimensions of the independent variable
Sig.	T	Beta	Std. Error	B		
.004	2.905		.197	.573	Customer Perceived ValueY	Costant
.818	-.230-	-.015-	.065	-.015-		1 X attraction
.033	2.164	.166	.072	.155		2 X absorption
.000	3.642	.304	.072	.264		3 X Keep
.055	1.941	.179	.083	.161		4 X learning
.000	4,088	.333	.075	.305		5 X communication
F = 92.257** sig. = 0.000						
*Significant at 0.05 **Significant at 0.01						
Coefficient of determination (R2) = 0.800						

- 1- To test the significance of the model variables as a whole, the (F) test was used, where the calculated (F) value reached (92.257), which is significant at the 0.01 level, with a P-value of 0.000 (Sig), which is less than the significance level. Therefore, the hypothesis is accepted, indicating that the dimensions of digital marketing combined have a significant effect on the perceived value of customers.
- 2- To test the significance of the regression coefficients, the researcher used the (T) test. The calculated T values and Sig values indicate that the digital marketing dimensions of immersion, retention, learning, and communication have a significant impact on customers' perceived value. The regression equation constant is significant at a 0.01 significance level. The attraction constant is not significant at a 0.01 significance level.
- 3- The coefficient of determination value reached (0.638), meaning that the combined dimensions of the independent variable explain 80% of the total change in the dependent variable (perceived customer value), while the remaining 20% is attributed to other variables not included in this model.

From the previous results, it is clear that the sixth sub-hypothesis is partially valid, and based on that, the hypothesis is accepted. It can be said that the dimensions of digital marketing (Absorption Keep - Learning-communication) has a statistically significant effect on job anxiety for the study sample of Iraqi Airways customers.

10. Summary of Results and Recommendations

The researcher devoted this chapter to presenting a summary of the results reached in the previous chapter, as follows:

- The researcher calculated Pearson's correlation coefficient to determine the type and strength of the relationship between digital marketing and customers' perceived value in the company. The results showed a significant direct correlation between the dimensions of digital marketing and the perceived value of customers in the company. This means accepting the hypothesis, which states: "there is a significant correlation between the dimensions of digital marketing and the perceived value of customers in the company."
- There is a significant impact of digital marketing (in its various dimensions) on the perceived value of customers in the company.
- There is a statistically significant effect of attraction, as one of the dimensions of digital marketing, on the perceived value of customers in the company.
- There is a statistically significant effect of immersion, as one of the dimensions of digital marketing, on the perceived value of customers in the company.
- There is a statistically significant effect of retention, as one of the dimensions of digital marketing, on the perceived value of customers in the company.
- There is a statistically significant effect of learning, as one of the dimensions of digital marketing, on the perceived value of customers in the company.
- There is a statistically significant effect of communication, as one of the dimensions of digital marketing, on the perceived value of customers in the company.
- There is a statistically significant effect of the combined dimensions of digital marketing on the perceived value of customers in the company.

References:

- 1-Laith Ali Yousef Al-Hakim Zain Muhammad Saeed Al-Hamami, "Digital Marketing and its Role in Achieving Customer Happiness," Al-Ghari Journal of Economic and Administrative Sciences, Volume 14, Issue 2.
- 2-Ahmed Hisham Ibrahim Shomali (2019) The Impact of Digital Marketing Tools on the Marketing Performance of Commercial Banks, Master's Thesis in Business Administration, Al al-Bayt University.
- 3-Munther Khader Yaqoub Harbia Abdo Omar, The Role of Digital Marketing in Enhancing Matrix-Based Strategies ANSOFF, Al-Muthanna Journal of Administrative and Economic Sciences, Volume 11, Issue 3
- 4- Nasira Altı Idris My supporters Digital Marketing: The Most Important Electronic Tools and Technologies Used, Al-Mudabbir Magazine, Special Issue of the International Forum on the Digital Platform Economy: Opportunities and Challenges, Volume 9.
- 5-Zidane Karima (2019) The Contribution of Digital Marketing to Developing Customer Relationships, PhD Thesis, Department of Business Sciences, Akli Mohamed Oulhaj University, BouiRah.
- 6-Jarallah Al-Shammari Muhammad Awad (2017), Digital Marketing and its Role in Enhancing the Organization's Mental Image, Master's Thesis in Business Administration, University of Karbala.
- 7- Hassouni, Athir Abdul Amir (2017) The specific relationship between multicultural marketing strategies and customer perceived value as applied to airline customers in Egypt,

Scientific Journal of Business and Environmental Studies, Faculty of Commerce, Suez Canal University, Egypt, p. 40.

8- Ezzat Narmin FaryD (2016) The role of switching costs in the relationship between perceived value and customer loyalty: An applied study on customers of mobile phone service companies in the Canal cities. Unpublished master's thesis, Faculty of Commerce, Suez Canal University. p.75.

9- Gharib Amira Abdullah Hamad (2020) The role of customer knowledge management in maximizing customer perceived value: A field study on companies providing mobile phone services in Egypt, Scientific Journal of Business and Environmental Studies, Suez Canal University, Faculty of Commerce, Ismailia, pp. 721-752.

10-Saeedi, NasimaMy pensionandDanny (2021), The effectiveness of service quality and perceived value in achieving customer loyalty in service organizations,Algerian scientific journal platformVolume (17)

Issue No. (3) Page 368-388

11- Muhammad Mamdouh (2020), The Impact of Digital Marketing on Customer Perceived Value: An Applied Study on Customers of Egyptian Airlines, Journal of Commerce and Finance, Volume (40), Issue (1), Page (53:112)

12-Sundaram, R., Sharma, D., and Shakya, D. (2020). Power of Digital Marketing in Building Brands: A Review of Social Media Advertising. International Journal of Management, 11(4)

13-Dwivedi, Y.K., Ismagilova, E., Hughes, D.L., Carlson, J., Filieri. R., Jacobson, J., and Wang, Y. (2020). Setting the future of digital and social media marketing research: Perspectives and research propositions. International Journal of Information Management, 102168

14-Paul, P., and Aithal, P. S. (2018, April). Business Information Sciences with Special Reference to the Digital Marketing and SEO as a field of study. In Proceedings on National Conference on Quality in higher education challenges and opportunities (pp. 37- 47

15-Saura, J.R. (2020). Using Data Sciences in Digital Marketing: Framework, methods, and performance metrics. Journal of Innovation and Knowledge

16-Durai, T., and King, R. (2019). Impact of Digital Marketing on the growth of consumerism. Available at SSRN 3344421

17-Khan, A., and Islam, M. (2017). The Impact of Digital Marketing on Increasing Customer Loyalty: A study on Dhaka City,

18-Ali, A; Omar, N.; Daud, N. and Mohamed, I. (2012). "Adoption& Performance of Click& Mortar Retailers: Malaysia Evidence". Advances in Natural & Applied Sciences, No. 6, Vol. 8. Pp. 1591-1609

19-Chan, N. and Guillet, B. (2011). "Investigation of Social Media Marketing: How does the Hotel Industry in Hong Kong perform in Marketing on Social Media Websites?" Journal of Travel& Tourism Marketing, No. 28, Vol. 4.Pp. 345-368.

20-Ghiselli, R. and Ma, J. (2015). "Restaurant Social Media Usage in China: A Study of Industry Practices & Consumer Preferences." Worldwide Hospitality & Tourism Themes, No. 7. Vol. 3.Pp. 251-265

-
- 21-Chong, W; Shafaghi, M; Woollaston, C. and Lui, V. (2010). "B2B e-Marketplace: an e-Marketing Framework for B2B Commerce". *Marketing Intelligence & Planning*, No. 28, Vol. 3.Pp. 310-329
- 22-Jalang'o, B. (2015). "Effect of Digital Advertising on the Performance of Commercial Banks in Kenya". Research for master's degree, University of Nairobi Kenya.
- 23-Simmons, G. (2007). "I-Branding: Developing the Internet as a Branding Tool." *Marketing Intelligence & Planning*, No. 25, Vol. 6.Pp. 544-562.
- 24-Francois, S; Renaud, V. and Gregoire, M. (2012). *The Digital Marketing*. Eyrolis. Paris.
- 25-Ghiselli, R. and Ma, J. (2015). "Restaurant Social Media Usage in China: A Study of Industry Practices & Consumer Preferences." *Worldwide Hospitality & Tourism Themes*, No. 7. Vol. 3.Pp. 251-265.
- 26-Akiba. E. Jonsson.R. (2022). *Consumer Value Perception of Smartphones*, Master Thesis in Business Administration, 1-68
- 27-Firmansyah, I. (2016). *Consumer innovativeness and new product adoption: The case of payment card*. *Management Economics and Consumer Studies*, 1-40.
- 28-Gvili, Y., Kol, O., Levy, S., 2020. The value(s) of information on social network sites: the role of user personality traits. *Eur. Rev. Appl. Psychol.* 70, 1-12.
- 29-Kol, O., Levy, S (2023). Men on a mission, women on a journey Gender differences in consumer information search behavior via SNS: The perceived value perspective. *Journal of retailing and Consumer Services*, <https://doi.org/10.1016/j.jretconser>
- 30-Upmannya, N. K. M. Rajput S. (2017). An assessment of the relationship between brand trust perceived value and brand loyalty *Prima: practices & research in marketing*, vol. 8, No.1, p.9
- 31-Singh, N., Srivastava, S., Sinha, N., 2017. Consumer preference and satisfaction of M-wallets: a study on North Indian consumers. *Int. J. Bank Market.* 35 (6), 944-965.
- 32-Sheth, JN, Newman, BI, & Gross, BL (1991). Why we buy what we buy: A theory of consumption value, *Journal of Business research*, 22(2), 159-170.
- 33-Jansri, W. (2018), "Consumer perceived value: A systematic review of the research", *International Conference, Krakow, Poland, 4th -5 th July*.
- 34-Li, M., and Green, R. (2010), "A mediating influence on customer loyalty: The role of perceived value", *Journal of Management and Marketing Research*, <https://www.semanticscholar.org>.
- 35-Kumar Singh, A., Singh Patel, B. and Samuel, C. (2022), "Understanding customer-perceived values for apparel retailing in India", *International Journal of Retail & Distribution Management*, Vol. 50 No. 1