

Digital marketing and its role in achieving customer's happiness: Evidence Jordanian five-star hotels

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CHRONICLE

ABSTRACT

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The study aimed at bridging or reducing the knowledge gap between digital marketing dimensions and customer's happiness, by diagnosing both the level of digital marketing adoption and the level of customer's happiness achievement, determining the nature of the relationship between digital marketing and customer's happiness, and recognizing the level of effect and contribution of digital marketing dimensions in achieving customer's happiness. This is based on the main idea that digital marketing activities are the main basis for achieving customer's happiness, when designing digital services. Opinions of (360) customers in Amman five-star hotels were surveyed and viewed to achieve this direction, by designing and distributing a questionnaire. The most important results of the study showed that all digital marketing dimensions positively affect customer's happiness, as well, the level of using dimensions of both digital marketing, and achieving customer happiness is lower than the required level, by five-star hotels in Amman. The most important recommendations were using of distinguished digital channels tools to respond to attract customers, such as the use of advertisements that accustom customers to use of products or services based on virtual reality or through the applications that use live streaming marketing system (photos or video) in order to bring customers close to what services the hotel offers. Using creative, and effective methods in communicating with customers through human emotions to create delicious marketing for customers, which makes them engaged with the offers they receive, whether through e-mail or SMS. Interest in providing real and effective content to digitally marketed service, in order not to create a gap between hotel and its customers as a result of the mismatch between what is advertised and what is actually provided. Determining success indicators of a hotel digital marketing campaigns by knowing customer's feelings and their happiness (i.e. through customers' positive feedback).

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1. Introduction

The accelerated lifestyle, the transition, and the shift of many customers to the virtual world led to a change in customer's purchasing behavior and marketing behavior of the organization alike. At the organization level, it has been found that reaching customers in more convenient ways imposing organizations to search for new marketing methods in line with this virtual world to maintain its market share, which can be achieved by achieving customer's happiness, so adopting digital means is no longer an option for organizations, but it has become an imperative to organization. On the customer side, every customer lives in his own world, receives special offers, and has an increased desire for luxury, as well as his desire to differ from others. On the organization side, digital marketing is an essential tool for continuous communication and interaction with customers, permanent knowledge nutrition and eloped needs, and retention (Salam, 2021, p: 110). Hence the idea of this study is to define digital marketing and the role it plays in achieving customer happiness, through application on Jordanian five-star

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hotels due to close link between hotel and tourism sectors in Jordan, and because tourism of all kinds and forms, are the main source of hotels nutrition and continuity, providing hotels services which exceed tourists expectations and fully meet their needs and desires, will affect the prosperity of both tourism and hotel sectors at the same time, and positively support Jordanian economy.

2. Problem statement

By reviewing previous studies related to research topic (Bång & Hell, 2015; Nishal, 2016; Ibrahim et al., 2019; Marjal & Yusuh, 2019; Eid & Alenezi, 2020; Mohammed, 2020), we concluded the existence of a research gap, as a result of not linking digital marketing with achieving customer's happiness, which is an important factor in both maintaining and increasing organization's market share. Based on the foregoing, the study problem can be formulated as follows:

Happiness or unhappiness of Amman five-star hotels customers may be attributed to the presence or absence of sufficient interest in using digital marketing strategies, as researcher seeks to find answers to the following questions:

1. Do five-star hotels in Amman seek to adopt digital marketing?
2. Do five-star hotels in Amman seek to make their customers happy?
3. Is there a relationship between digital marketing and the happiness of five-star hotel customer's in Amman?

3. Literature review

3.1 Digital Marketing Concept

Digital marketing is one of the most widely used, and important types of marketing because of its widespread use. It is used to promote products or services to reach consumers using digital channels, it extends beyond internet marketing, including channels that do not require the use of the internet, they include mobile phones (SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media that enable consumers to access information anytime and anywhere they want. Consumers can now not only rely on what a company says about its brand but can also follow what media, friends and associations say about it (Yasmin & et. al, 2015). Social media marketing is considered one of the important techniques in digital marketing where companies can use social media to distribute their messages to their target audience without paying publishers or distributors as in traditional marketing.

Digital marketing is defined as the process of marketing or advertising for a brand or product using digital media or the internet in order to quickly reach customers or consumers in the future (Kannan & Li, 2017). Chaffey (2011) defines it as encouraging customer communications through a company's website. Digital marketing is also defined as a projection of traditional marketing, tools and strategies on the internet (Machado & Davim, 2016). Kingsnorth (2016) defines digital marketing as the process of promoting and selling products and services by utilizing online marketing tactics such as social media marketing. It is also defined as interactive marketing of products or services using digital technologies to reach customers and retain them (Duggal, 2015: p.738). It is defined as the use of electronic tools such as websites, interactive social media and Phones applications, advertisements, online videos and e-mail to engage customers anytime, anywhere via digital devices (Kotler, et al., 2017, p.548). It is also defined as the promotion of products and services through digital channels to reach the final consumer at the right time and place through the right channels (Rao et al., 2016: p.693). Digital marketing is defined as the use of electronic digital means of communication, including the internet and interactive channels called social media, in order to develop marketing processes from exchanges and contacts with customers in order to attract new customers and retain with corporate customers, brand promotion and corporate sales increase (Hamami & Hakim, 2017). Finally, digital marketing has been defined as a comprehensive term for marketing products or services using digital technologies, mainly on the internet, but also advertising on mobile phones and other digital media (Jesintha, 2016).

Kotler, et al. (2017) argued that digital marketing is a very similar concept to the concept of traditional marketing since its goal is also to promote and market a brand or a product. The difference is that digital marketing is done through the Internet using electronic tools such as websites, social media, mobile applications, online advertisements, and e-mail to engage customers. Digital marketing is also defined as the promotion of products and services through sound digital channels to reach the final consumer at the right place and time (Rao et al., 2016), or it is the set of digital activities and procedures to create communication and value delivery, whether to the organization or to the customer (Kannan & Li, 2017). Stokes (2011) pointed out that digital marketing is the use of the interactive power of the internet to create value for both the company and the customer, for the company, there are services available on the internet and their value and attractiveness increase in overtime with the participation of customers, and for the customers, their value increases through enjoyment and entertainment.

We conclude from the above that digital marketing is the process of promoting goods and products through the use of digital media, it goes beyond the idea of marketing on the internet to include everything related to modern technology such as marketing through SMS, smartphone applications, and televisions connected to the internet and others, where the target group is controlled in order to gain new customers and serve existing customers, therefore, increasing the company's profits.

3.2 The importance of digital marketing

Digital marketing is considered the most appropriate way to communicate with customers (Smith, 2012, p. 91). The importance of studying digital marketing can be shown by the following (Taiminen & Karjaluoto, 2015: p.1).

3.2.1 Importance of digital marketing to organization

It gives the organization the opportunity to display its products around the world throughout the day and night; allows organizations to: communicate effectively with partners and customers; dynamism and continuity in relationship with customers; quickly reach customers; have a strong database of potential customers; and efficiently advertise across the internet.

3.2.2 Importance of digital marketing to customer (Yasmin et al., 2015)

It allows customers to keep up with goods and services through digital means; always be aware of everything new; participate by viewing the information available on the organization's website and expressing his opinion through direct communication: compare between competitive products and prices and make immediate purchase decisions.

3.3 Dimensions of digital marketing

Many researchers dealt with the dimensions of digital marketing, but the Zeisser five-dimension model is the most widely accepted and widely used in defining these dimensions, including (attraction, engagement, retention, learning, and relatedness) which is adopted by the current study. All these five dimensions involve several issues and practices that determine the success of marketers in their digital marketing effort (Parsons et al., 1998: p.35). Although more than 20 years have passed since the development of this model, it is still used in many studies as a methodological basis because it is the most prominent model of digital marketing (Chan, & Guillet, 2011: p.348). Zeisser five-dimension model of digital marketing is covered as follows:

3.3.1 Attraction

Unlike traditional and direct marketing, digital marketing requires customers to voluntarily visit interactive applications such as websites on the internet, as well as subscribers or visitors to websites. Marketers can attract customers by satisfying their customer's need for the service, which is provided by the company in the first place. This is achieved through advertisements on websites and advertising windows or related links. Some marketers may adopt social responsibility programs through the company's connection with a group of charitable works, loyalty programs for customers, or the production of environmentally friendly products with the aim of attraction (Chan, & Guillet, 2011: p.348).

3.3.2 Engagement

Or content marketing. After attracting customers to the application of digital marketing, it is necessary for marketers to keep customers engaged in attention and participation to achieve interaction with the services provided. In engagement stage, many digital marketing applications break down in a short period, due to being weak in content or poor presentation. While other applications may be very sophisticated or have high-definition graphics and impact, placing the customer in a state of attention and interaction with these effects. In this case the key to engaging customers is twofold. The first is mastering creative programming for interactive media. The second is to provide content that is of value to customers (Kian Chong et al., 2010, p.314). Some companies create interaction with services marketed, by engaging customers and allowing them to communicate with others who are like them, and create useful virtual communities (Kian Chong et al., 2010, p.314). Its benefit is to facilitate interaction between customers and companies marketing their services, and then participate and retain customers through discussions. Because the interaction process is important for many companies that have failed to do so (Chan & Guillet, 2011: P.355).

3.3.3 Retention

When customers enter the website of the company providing services, and after they start taking engagement and having the right content that creates valuable interaction, certainly, the process of returning to the site again and with the passage of time, becomes very important, and maintaining continuous contact with customers and developing relationship with them will be more important (Ali et al., 2012, p.1597). Retention process requires marketers to focus on digital marketing activities and processes, which allow them to commit to achieving customer requirements on an ongoing basis. With the passing of time marketers should engage with customers so they know how to retain them. Most studies say that customers will not return to the site again without a reason. This means that marketers have to take care of the continuous renewal process to provide content to customers, or by providing continuously changing and interactive content that is vibrant and does not stop at all. taking advantage of this thing by giving opportunities for customers to buy or acquire a service for lower costs, or by launching offers that benefit customers, and these methods are the most important ways to retain customers (Campana Campana et al., 2014, p.146). From time to time, companies conduct some competitions for their customers or send them invitation

messages related to events that occur with, or participate in festivals in order to make their customers feel that the company offers them everything they want in order to retain them (Chan & Guillet, 2011, p.357).

3.3.4 Learning

Identifying customer's preferences through interactive means of communication to obtain more information about their tendencies, attitudes, behaviors, and demographic information through surveys and questionnaires), as for behavioral information, it can be extracted from customer records in electronic files or records of mouse clicks by computer. Most companies support chat systems to get interactions and discussions for the purpose of knowing customers' purchasing preferences and replace them with things they want and clarify characteristics and features customers may not know about (Chan & Guillet, 2011, p.358).

3.3.5 Relatedness

Relatedness is one of the most important opportunities for creating the most important intrinsic value in digital marketing, because it represents an opportunity to allocate the interaction between the service provided and the time or marketing effort to more than one customer at the same time. Social media allow an unprecedented opportunity to communicate with customers through two-way channel, communication and distribution, also social media allow marketers to know more about a single customer through continuous interaction, providing any individual service, and reporting any individual service available, or availability of new offers (Ghiselli, 2015, p.254). Marketers are required to invest in social media full potential in the services provided to customers. To do this, they must consider how to make digital marketing part of their current system of activities, and make it fundamentally affect the nature of the service provided to customers (parsons et al., 1998: p.36). Therefore, most companies seek to publish their activities on social media and blogs, and making permanent communication with customers, by preparing activities and topics of interest to customers, to make them disclose their experiences as a result of using its services and some basic information about their experiences, or by placing a bulletin about the company's latest activities to communicate with its customers (Chan & Guillet, 2011, p.358).

4. Happiness

Happiness represents an internal and emotional state linked to a philosophical concept of the customer and passes through time, characterized by feelings of joy, satisfaction, contentment, and fulfillment. Psychology classifies it as positive and confirms that positive emotions express a range of emotions, they are (satisfaction, hope, optimism and love) (Schmitt & Zutphen, 2012, p.979). While happiness has many different definitions, it is often described as involving positive emotions and life satisfaction. Customer happiness is one of things that psychologists have focused on over the past four decades because it is the ultimate driver of all human behavior (Belanche et al., 2013, p.82). Happiness always refers to the predominance of positivity over negativity and affects satisfaction in life, and hence involves both emotional and cognitive aspects. In the past ten years, wide attention has been given by research in the fields of psychology, economics, and sociology to focus on individual happiness and luxury. It has also been focused on by marketing products (goods and services) researchers (Keyser & Lariviere, 2014, p.32). It's expressed in two directions, a short, transient period, or it may continue until it becomes a distinctive characteristic, and this is evident when the individual is happy because of having positive emotions (Schmitt & Zutphen, 2012, p.979).

4.1 The Concept of Customer's Happiness

The concept of customer's happiness is one of the new concepts in the marketing field. Researchers have found difficulty in determining what can be used to make customers happy. Therefore, the concept of happiness is an important thing for marketers because it depends on the relationship with their customers, and the organization must consider creating a sense of happiness and forming a successful and sustainable relationship with them. We can say that customers are not happy despite the electronic revolution, innovations, and brands, which were created over the years, and a lot of money which was spent in order to satisfy them. (Ltifi & Gharb, 2015, p.1348-1349). Nowadays, happiness is generally the term that refers to the customer's pleasure, as it is a subjective experience that includes his belief that he has obtained important things that contain a pleasant effect (Qiu-ying & Xiu-cheng, 2011: p.570). The following table includes some definitions of customer's happiness:

Table 1
Some definitions of customer's happiness, according to a number of researchers' viewpoints

Researcher and Year	Definition
(Hellén & Sääksjärvi, 2011, p.935)	It is the tendency for frequent positive emotions and decrease of rare negative emotions of customer.
(Belanche et al., 2013, p.82)	It is the customer judgment regarding the extent of his communication with the organization through its brand which making it important to him and improve his lifestyle.
(Ltifi & Gharb, 2015, p.1350)	It is the customer's maximum enjoyment as it occurs when he is completely satisfied and achieved his individual desires.

Source: prepared by researcher based on previous studies.

4.2 The Importance of Studying Customers Happiness

Most studies indicated that customer's happiness works effectively with emotions and positively affect them, even if there are difficulties in both work and life (Hellén & Sääksjärvi, 2011, p.938). Therefore, there is an important role for happiness that can be identified in the following: The reason for the existence of organizations is their customers, so they must take into account the concept of customer's happiness and customer's service appropriately, since, there are many competing organizations, which can provide the same service, thus customers will turn to them in their dealings, especially with the delay in responding to customers complaints.

4.3 Dimensions of Customer's Happiness

Happiness is the goal that all human beings seek to achieve. It is understood differently from one individual to another, as everyone has a different goal from others. Therefore, the first perceptions of achieving happiness began by psychologists who distinguished and explained the differences between sustainable happiness and joyful happiness (Waterman et al., 2008, p.42). As ancient and contemporary philosophers emphasized the existence of the two positive and different types of happiness, sustainable happiness and joyful one (Sotgiu, 2016, p.3). After reviewing several literatures on customer happiness (Waterman et al., 2008; Morgan et al., 2015; Mason, 2015; Sotgiu, 2016), it was found that there is a consensus among researchers that there are two popular dimensions of customer's happiness: Eudemonic and hedonic. Eudemonic happiness is achieved through experiences of meaning and purpose, while hedonic happiness is achieved through experiences of pleasure and enjoyment. Both kinds of happiness are achieved and contribute to overall well-being in different ways (Vinney & Dill-Shackleford, 2018).

4.3.1 Eudaimonic Happiness

Eudaimonic or Sustained happiness is often the opposite of hedonic or joyful happiness, as it represents an individual's striving to achieve one of the inherent potentials in striving to achieve multiple and meaningful goals (whether for an individual or society) and all that lead to happiness (Henderson et al., 2014, p.1088). It has been explained for the first time by Aristotle and since then this aspect has been emphasized by contemporary philosophers of psychology (Mason, 2015: p.120). It is defined as happiness that calls individuals to live according to their fulfillment self (Ryan & Deci, 2001, p.164). According to Aristotle, to achieve happiness, one should live his life in accordance with his virtues. He claimed people are constantly striving to meet their potential and be their best selves, which leads to greater purpose and meaning (Vinney & Dill-Shackleford, 2018). A number of philosophers aligned themselves with the eudaimonic perspective, including Plato, Marcus Aurelius, and Kant. Psychological theories like Maslow's hierarchy of needs, which points to self-actualization as the highest goal in life, champion a eudaimonic perspective on human happiness and flourishing (Vinney & Dill-Shackleford, 2018).

4.3.2 Hedonic Happiness

A group of philosophers, such as Aristippus, Epicurus, Bentham, Locke, & Hobbes, confirmed that hedonic happiness is the positive emotional states that accompanies with satisfaction and fulfillment of desire, and by maximization both satisfaction and fulfillment of desires one paves the way to happiness (Henderson et al., 2014: p.1088). While some psychological researchers who study happiness come from either a purely hedonic or purely eudaimonic point of view, many agree that both kinds of happiness are necessary to maximize well-being. In a study of hedonic and eudaimonic behaviors, it has been found that hedonic behaviors increased positive emotions and life satisfaction and helped regulate emotions, while also reducing negative emotions, stress, and depression (Henderson et al., 2013).

5. The proposed study of the model

5.1 The Model

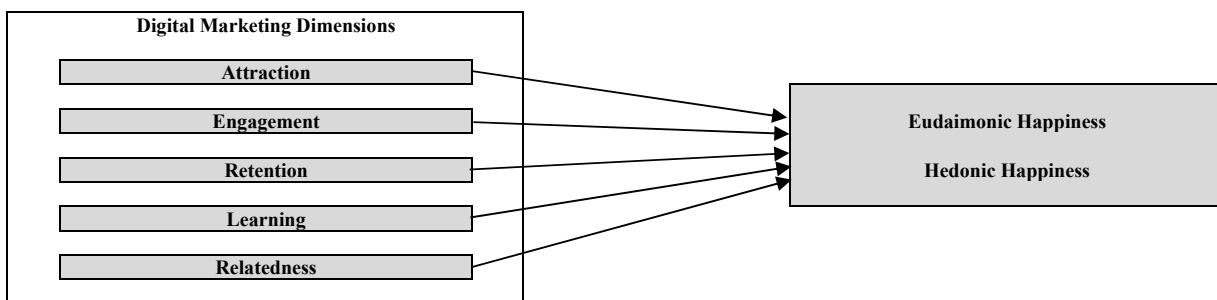


Fig. 1. The proposed method

5.2 Hypotheses

It has become imperative for marketers to innovate and improve the marketing process techniques through digital channels that attract customers. Electronic applications contribute greatly to informing customers of the most accurate details about the products or services customers intend to purchase, and as a result, this contributes to strengthening the relationship and increase communication between producers and customers through dialogue, learning and reveal customer's interests and needs (Agarwal & Shukla, 2013: p.131). Based on the above, one main hypotheses and a number of sub-hypothesis have been developed to clarify the nature of the relationship between study variables, as follows:

Main Hypothesis

H: Digital marketing significantly affects customer's happiness.

Sub- Hypotheses

H₁: *Attraction significantly affects customer's happiness.*

H₂: *Engagement significantly affects customer's happiness.*

H₃: *Retention significantly affects customer's happiness.*

H₄: *Learning significantly affects customer's happiness.*

H₅: *Relatedness significantly affects customer's happiness.*

5.3 Procedural definitions of the variables of this study are as follows:

5.3.1 *Digital Marketing:* It is the use of digital means of communication, including the internet and interactive channels (Social media) to develop methods of marketing operations through this type of communication and exchanges with customers to attract new customers as well as retain corporate customers, and enhance branding and increase sales. Through definition, the dimensions of digital marketing are as follows:

a. Attraction: It is a method that works on the basis of consumer interaction, as it requires them to voluntarily visit the site to implement it Interactive (such as visiting websites to search for something they want to have).

b. Engagement: is the users' involvement in participation, interest, interaction, or completion of other business or actions, as it is a major factor in creating demand.

c. Retention: It is to provide appropriate and interactive content of value in order to develop relationships with customers and maintain commitment over time, meaning that digital marketing is not a one-time project.

d. Learning: It is a method that marketers use through interactive means of communication to obtain more data about customers (their attitudes, behaviors and demographic information).

Surveys, questionnaires, or registration processes, as they can be used in the application of digital marketing.

e. Relatedness: It is a marketing opportunity to customize the interaction and focus it on a target market at the same time. It helps to learn more about the individual consumer, provide personalized services, and inform him about the availability of other services.

5.3.2 *Customer's Happiness:* a state of relatively continuous well-being dominated by an acceptable emotion whose value begins with satisfaction, then intense joy, and the natural desire to continue consuming certain services.

There are two dimensions to customer happiness, and they are as follows:

a. Eudaimonic happiness: A state of happiness by achieving personal and self-goals through the consumption of certain services.

b. Hedonic happiness: a state of happy feeling by increasing joy and decreasing negative states, which affect dissatisfaction of life by consuming certain services.

5.4 Study scale

In the context of measuring the variables of the study, digital marketing has been measured based on five dimensions: (attraction, engagement, retention, learning, and relatedness), by adopting a scale of (McQuade et al.1996) which includes (38) statements. As for measuring customer happiness (Waterman, 1993) scale based on two main dimensions: (Eudaimonic or sustainable happiness and Hedonic or joyful happiness) which include (12) statement has been adopted, as shown in Table 2.

Table 2
Study Scale

Variables	Dimensions	N of Statements	Approved scale
Digital Marketing	- Attraction	7	McQuade et al., 1996
	- Engagement	8	McQuade et al., 1996
	- Retention	9	McQuade et al., 1996
	- Learning	8	McQuade et al., 1996
	- Relatedness	6	McQuade et al., 1996
Customer's Happiness	- Eudaimonic	6	Waterman, 1993
	- Hedonic	6	Waterman, 1993

Source: prepared by researcher based on previous studies.

6. Study importance

The importance of the study is as follows:

1. Theoretical importance: It includes the following:

a. The clear interest of contemporary researchers in the field of marketing to achieve customer's happiness is one of the most important priorities, which prompted the researcher in this study to try to build a theoretical causal relationship between customer's happiness and digital marketing. Thus, this study is the main starting point towards employing theoretical and cognitive frameworks for these variables to remove the ambiguity of the relationship between them.

b. This study, to the best of the researcher's knowledge, is the first attempt to bridge or reduce the gap of knowledge among variables under study.

2 Application importance: It includes highlighting the essential role of digital marketing in achieving customer's happiness of five-star hotels in Amman.

7. Study Objectives

1. Diagnosing the level of digital marketing adoption in five-star hotels in Amman – Jordan.

2. Diagnosing the level of customer's happiness achievement in five-star hotels in Amman Jordan,

3. Determining the nature of the relationship between digital marketing and customer's happiness in five-star hotels in Amman – Jordan.

4. Recognize the level of influence and contribution of digital marketing dimensions in achieving customer's happiness.

8. The proposed method

8.1 Study Methodology

In the theoretical side of the current study the inductive approach which is based on extrapolating facts and collecting and analyzing information and data derived from scientific publications and reliable periodicals, as well as the use of the World Wide Web. While on the applied side, quantitative approach was used for the purpose of collecting primary data, and identifying the appropriateness of study hypotheses.

8.2 Study tool

Questionnaire is the data collection tool which consists of two main parts, the first is digital marketing variable and consists of five dimensions, and the second part is customer's happiness variable and consists of two dimensions. (400) questionnaires were distributed and (360) questionnaires were analyzed.

8.3 Population & Sampling

Hotel activity in general is defined as activity that is related to the accommodation, and subsistence of the incoming and residing hotel guests, as the hotel is a facility that provides food, drink, other services and all the necessary facilities for accommodation in exchange for obtaining a fee commensurate with the services and facilities provided by the hotel. Study population consists of five-stars hotels customers, in Amman – Jordan (Regency Palace Amman, Amman Rotana, InterContinental Amman, Four Seasons Hotel Amman, Mövenpick Hotel Amman, Amman Marriott Hotel, Hotel Fairmont Amman, Landmark Amman Hotel, The Boulevard Arjaan by Rotana, Sheraton Amman). According to Sekaran and Bougie (2016, p. 295), "sample sizes which are bigger than 30 and fewer than 500 are adequate for most studies". And because of lack of accurate information about the size of the study population, as well as lack of a specific framework for this population (population size is unknown), a convenient sample of (400) customers has been adopted.

8.4 Statistical methods used

The study relied on a number of statistical tools and methods necessary to analyze its data and test hypotheses, SPSS V.28 statistical program was used to screen and process gathered primary data answer its questions and achieve its objectives, through a number of steps, which are:

-Cranach's alpha test to measure the reliability of the study tool..

-Calculating means and standard deviations for study variables.

- Simple regression test to identify the effect of each digital marketing dimension on customer's happiness independently.

-Multiple regressions test to detect the effect of digital marketing dimensions on customer's happiness.

8.5 Validity and reliability of the Study tool

8.5.1 Validity of the study tool

The questionnaire was presented to a number of Jordanian universities faculty members' specialized arbitrators to verify the validity of its phrases, clarity, integrity of its language and content, and its ability to measure study variables. Their opinions have been taken into account, some phrases have been reformulated, and the required amendments have been made, in a precise manner that achieves a balance between the contents of the questionnaire's phrases.

8.5.2 Reliability of the Study tool

In order to calculate reliability of the study tool, the internal consistency equation through Cronbach's alpha (α) test was used. It was found that the value of alpha coefficient for digital marketing axis reached (0.916), and for entrepreneurial orientation axis reached (0.874). This indicates that the questionnaire has a high degree of reliability.

9. Data analysis

9.1 Normal distribution test

To verify the normal distribution test, Kolmogorov-Smirnov test was used. The total score for the test was (0.892) with a (Sig) equal to (0.138), is greater than the significance level (0.05) which means that data follows a normal distribution, and appropriate parametric tests were used.

9.2 Descriptive Analysis of Digital Marketing Dimensions

9.2.1 The results of the study sample response to the first question

The first question of the study states: Do five-star hotels in Amman, seek to adopt digital marketing?
To answer the first question of the study, Mean, and Std. Deviation has been used, as shown in tables (3A), (4A), (5A), (6A), (7A).

9.2.2 The results of the study sample response to the second question

The second question of the study states: Do five-star hotels in Amman; seek to make their customer's happy?
To answer the first question of the study, Mean, and Std. Deviation has been used, as shown in tables (8A), (9A).

9.3 Hypotheses Testing

Multiple and simple regression have been used to test study hypotheses. Results were shown in Tables (3) and (4) below:

Main Hypothesis

H: Digital marketing significantly affects customer's happiness.

Table 3
Testing Main Hypothesis

Model 1	Un standardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	-.217	.417		-.466	.507
Attraction	.263	.101	.227	2.874	.005
Engagement	.194	.100	.165	1.991	.018
Retention	-.081	.119	.198	-.592	.009
Learning	.254	.123	.262	2.200	.048
Relatedness	.144	.083	.356	1.803	.039

R= (0.677) R² = (0.458) Adj. R² = (0.449) F = 52.198 (Sig.) = (0.000)

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

Multiple Regression tests have been used to test the above hypothesis, it was found that F value was Significant at 0.05 levels, so we accepted that digital marketing significantly affects customer's happiness. Also that R = 0.677 which reflected a high level of relationship between the variables as well as that digital marketing analytics explain 45.8 % of the variance in customer's happiness.

Sub- Hypotheses

Table 4 presents the summary of the results of testing the sub-hypotheses of this survey.

Table 4
Testing Sub- Hypotheses

Independent variables			Dependent variable	β	T	(Sig.)
Attraction R= (0.631) R ² = (0.398) Adj. R ² = (0.396)	customer's happiness F = 206.635 (Sig.) = (0.000)	0.631	14.375	(0.000)		
Engagement R= (0.434) R ² = (0.188) Adj. R ² = (0.185)	customer's happiness F = 72.48 (Sig.) = (0.000)	0.434	8.513	(0.000)		
Retention R= (0.510) R ² = (0.260) Adj. R ² = (0.258)	customer's happiness F = 110.110 (Sig.) = (0.000)	0.510	10.493	(0.000)		
Learning R= (0.536) R ² = (0.288) Adj. R ² = (0.285)	customer's happiness F = 126.384 (Sig.) = (0.000)	0.536	11.242	(0.000)		
Relatedness R= (0.134) R ² = (0.018) Adj. R ² = (0.015)	customer's happiness F = 5.731 (Sig.) = (0.017)	0.134	2.394	(0.017)		

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

Simple regression test has been used to test the above sub-hypotheses:

-For attraction hypothesis, it was found that F value was significant at 0.05 level, so we accepted that attraction significantly affects customer's happiness. Also, that R = 0.631 which reflected a high level of relationship between the two variables as well as that attraction analysis explain 39.8 % of the variance in customer's happiness.

-For engagement hypothesis, it was found that F value was significant at 0.05 level, so we accepted that engagement significantly affects customer's happiness. Also, that R = 0.434 which reflected a high level of relationship between the two variables as well as that engagement analysis explain 18.8 % of the variance in customer's happiness.

-For retention hypothesis, it was found that F value was significant at 0.05 level, so we accepted that retention significantly affects customer's happiness. Also, that R = 0.510 which reflected a high level of relationship between the two variables as well as that engagement analysis explain 26.0 % of the variance in customer's happiness.

-For learning hypothesis, it was found that F value was significant at 0.05 level, so we accepted that learning significantly affects customer's happiness. Also, that R = 0.536 which reflected a high level of relationship between the two variables as well as that learning analysis explain 28.8 % of the variance in customer's happiness.

-For the relatedness hypothesis, it was found that the F value was significant at 0.05 level, so we accepted that relatedness significantly affects customer's happiness. Also, that R = 0.134 which reflected a level of relationship between the two variables as well as that relatedness analysis explain 1.8 % of the variance in customer's happiness.

10. Results

This section contains the main findings, of the study that can be summarized as follows:

- Adoption of digital marketing dimensions (attraction, engagement, retention, learning, and relatedness) by five-star hotels in Amman is not available at the required level, with a mean ranged between (2.83-2.98), tables (3A, 4A, 5A, 6A,7A), this result is consistent with the result of Hamamy, & Hakeem study (2017), which indicated that the level of using digital marketing variable with its five dimensions in Iraqi mobile telecommunications companies was not at the required level.

- Achievement of customer's happiness dimensions (eudaimonic or hedonic) by five-star hotels in Amman is not available at the required level, with a mean ranged between (2.38-2.41), tables (8A, 9A), this result is consistent with the result of Hamamy, & Hakeem study (2017), which indicated that achieving of customer's happiness variable with its two dimensions by Iraqi mobile telecommunications companies was not at the required level.

- All of digital marketing dimensions (attraction, engagement, retention, learning, and relatedness) significantly affects customer's happiness at the level ($\alpha \leq 0.05$), tables (3, 4), this result is consistent with the result of Hamamy, & Hakeem study (2017), which showed that the results related to the effect relationship between digital marketing variables, and customer's happiness variables showed a positive effect between them, however, it is not completely consistent with Salam study(2021), which showed a statistically significant effect for only three digital marketing dimensions (retention, learning, and relatedness) on gaining customer's satisfaction, also, it is not completely consistent with Eid and Al-enezi study (2020) regarding the significance impact of both retention and relatedness on customer's satisfaction, as well as Ibrahim and others study (2019), which contributed to explaining the impact of e-marketing on customer satisfaction.

11. Discussion, marketing implications, and conclusions

The current study aimed at bridging or reducing the knowledge gap between digital marketing dimensions and customer's happiness, by diagnosing both the level of digital marketing adoption and the level of customer's happiness achievement, determining the nature of the relationship between digital marketing and customer's happiness, and recognizing the level of effect and contribution of digital marketing dimensions in achieving customer's happiness. For that sake, a quantitative

approach was adopted and (400) questionnaires were distributed to customers of five-star hotels in Amman and (360) questionnaires were analyzed. SPSS was used to process gathered primary data and following results were reached:

- The scarcity of research concerned with the study and interpretation of the relationship between the variables of the current study (digital marketing and customer's happiness) in the business environment, specifically in five-star hotels.
- Digital marketing is one of the most interactive means to serve hotels that seek to effectively rapid spread among customers, and at the lowest costs, by focusing on dimensions like: attraction, engagement, retention, learning, and relatedness.
- Attraction, engagement, retention, learning, and relatedness are considered the most important factors that help hotels to effective use of digital marketing, because they are an integrated set of tools that must be available to achieve true digital marketing.
- Customer happiness is a customer's judgment about the relevance of a hotel's brand which provides service to all of his personal desires and aspirations, as it depends on the availability of eudaimonic (sustainable or permanently) happiness, or hedonic (fun or Joy) ones.
- Eudaimonic happiness focuses on the importance of achieving an individual's personal goals.
- Hedonic happiness serves to achieve increasingly, the most successful and satisfying experiences through the fulfillment of one's desires.
- The level of using digital marketing variables with its five dimensions by five-star hotels in Amman is lower than the required level.
- Achieving customer happiness variable with its two dimensions by five-star hotels in Amman is lower than the required level.
- Digital marketing and its dimensions affect customer happiness positively, and thus it can be said that the adoption of digital marketing activities and processes can lead to customer happiness.

12. Recommendations

- In light of continuous development in the marketing field and the presence of advanced digital, technological channels and means, hotel marketers must pay attention to how to communicate effectively with digital customers and give them more importance.
- When starting digital marketing campaigns, focusing on all customer segments is an important thing hotels must consider, it helps to reach and attract the largest number of customers.
- Relying on academic experiences in analyzing the ways of using hotel's digital marketing channels, and to know the means used by competing hotels, to improve the quality of marketing content.
- Emphasizing the importance of a hotel's brand because it is the most important thing that distinguishes you from competitors, through making unique services by reducing costs, creating added value, and launching real and exclusive slogans that attract customers.
- Determining success indicators of a hotel digital marketing campaigns by knowing customer's feelings and their happiness (i.e. through customers positive feedback) and not by knowing the amount of revenue generated, since the happiness of customers is what makes all results good.
- Interested in providing real and effective content to digitally marketed service, in order not to create a gap between the hotel and its customers as a result of the mismatch between what is advertised and what is actually provided.
- Strategic plans for digital marketing must be carefully selected, flexible, as they help the hotel to define the goals it seeks to achieve.
- Using of distinguished digital channels tools to respond to attraction of customers, such as the use of advertisements that accustom customers to use of products or services based on virtual reality or through the applications that use live streaming marketing system (photos or video) in order to bring customers close to what services the hotel offers
- Using creative and effective methods in communicating with customers through human emotions to create delicious marketing for customers, which makes them engaged with the offers they receive, whether through e-mail or SMS.

13. Limitations and future Studies

The scope of this research was restricted to five-star hotels in Amman, and the distribution of the questionnaire was limited to a convenient sample of (400) customers. According to the findings of this study, the researchers recommend expanding the scope of their investigation to include other industries, such as the public medical sector, private hospitals, private education sector, and public education sector.

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Appendix

Table (3A)

Descriptive analysis of attraction dimension

Attraction			Mean	Std. Deviation
When marketing its services digitally, the hotel - I subscribe to- takes into account the use of:				
1	The method of data exchange between the hotel and its customers.		2.57	0.908
2	Promoting its services through its website.		3.19	1.055
3	Double advertising property.		2.47	1.013
4	Attractive electronic tools that facilitate the search for applications and services.		3.16	0.913
5	Programs that attract customers and help them to join.		2.88	0.993
6	Highly attractive advertising windows.		2.49	0.878
7	Brand reminder property.		3.11	0.779
Grand mean			2.84	

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

Table (4A)

Descriptive analysis of engagement dimension

Engagement			Mean	Std. Deviation
When marketing its services digitally, the hotel - I subscribe to- takes into account the use of:				
1	Premium electronic content.		3.13	0.949
2	Innovative interactive interfaces.		2.73	1.122
3	The application facilitates the booking of seats electronically.		3.34	1.149
4	Offers, promotions and gifts through digital applications.		2.74	1.258
5	Applications contain useful information.		3.25	1.048
6	Diverse methods to create a large and diverse audience in the virtual world.		2.86	1.116
7	Forums and discussion pages via digital applications.		2.93	0.969
8	The possibility of dealing with the application in multiple languages.		2.89	1.181
Grand mean			2.98	

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

Table (5A)

Descriptive analysis of retention dimension

Retention			Mean	Std. Deviation
When marketing its services digitally, the hotel - I subscribe to- takes into account the use of:				
1	Direct and continuous monitoring system.		2.74	1.132
2	Programs to achieve customer loyalty.		3.02	1.059
3	Links to related sites.		2.86	1.163
4	High privacy of customer data.		3.07	1.078
5	Download information quickly.		2.76	0.978
6	Security features for users.		3.11	1.209
7	Continuously dynamic content.		2.85	1.139
8	Interactive tasks.		2.92	1.160
9	Transfers transactions over communications.		3.01	0.897
Grand mean			2.95	

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

Table (6A)

Descriptive analysis of learning dimension

Learning			
When marketing its services digitally, the hotel - I subscribe to- takes into account the use of:		Mean	Std. Deviation
1	Direct means of learning that customers can communicate with.	3.04	1.165
2	Blogs and Interactive channels help customers how to experience these services.	2.78	1.194
3	Conversations with customers through digital channels.	2.81	1.144
4	Gather diverse information about potential customers.	2.74	1.197
5	provide an opportunity for customers to express their opinions.	3.02	1.252
6	Keep track of customer communication pages.	2.69	1.192
7	Gather information via feedback of customer's direct feedback.	2.88	1.247
8	The motto of providing better and faster service compared to competitors.	2.70	1.168
Grand mean		2.83	

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

Table (7A)

Descriptive analysis of relatedness dimension

Relatedness			
When marketing its services digitally, the hotel - I subscribe to- takes into account the use of:		Mean	Std. Deviation
1	Links to its core business.	3.16	1.111
2	Respond to the interactions of its customers as required.	2.68	1.149
3	Direct contacts with its customers to inquire about its services.	2.76	1.188
4	Customized Service.	2.81	1.169
5	Send an email to update information about its new services.	2.95	1.115
6	Specialized pages to introduce its Services.	2.91	1.156
Grand mean		2.88	

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

Table (8A)

Descriptive analysis of eudemonic dimension

Eudaimonic or Sustainable (permanently) Happiness			
Your use of the hotel services - which you subscribe to - will bring you...		Mean	Std. Deviation
1	A special feeling that catches your attention and makes you preoccupied with its offers and services.	2.47	1.131
2	A perfect opportunity to feel your potential.	2.43	1.172
3	Value within yourself.	2.38	1.144
4	A sense of self-fulfillment.	2.32	1.122
5	It makes you feel your best to do what you have to do.	2.36	1.145
6	Feeling that you have found yourself.	2.34	1.172
Grand mean		2.38	

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

Table (9A)

Descriptive analysis of hedonic dimension

Hedonic or Joy Happiness			
Your use of the hotel services - which you subscribe to - will bring you...		Mean	Std. Deviation
1	A feeling of joy.	2.35	1.112
2	A feeling of pleasure.	2.42	1.160
3	A feeling of euphoria	2.39	1.105
4	A feeling of comfort	2.51	1.172
5	A feeling of happiness	2.42	1.158
6	A feeling of being cared of by the hotel.	2.34	1.095
Grand mean		2.41	

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



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