A Comparative Study on E-marketing Practices of Jordan Kuwait Bank and Arab Bank

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Abstract:
In this research paper, an effort has been made to investigate the e-marketing practices in Jordan Kuwait Bank and Arab Bank. This study is an empirical study which aims to measure the differences in electronic marketing practices of Jordan Kuwait Bank and Arab Bank. Data has been collected through questionnaires designed on a five point Likert scale. Independent sample t-test has been used as the statistical tool to measure the differences between the satisfaction level of customers in Jordan Kuwait Bank and Arab Bank regarding internet banking, mobile banking, CRM, online bill payment, ATM service. The analysis of the data revealed that significant differences exist between the satisfaction level of customers in Jordan Kuwait Bank and Arab Bank.
Keywords: e-marketing, satisfaction, customers, Jordan Kuwait Bank and Arab Bank.

Background

E-Marketing or electronic marketing is the marketing of products and services by using electronic media such as the internet (which includes search marketing, email marketing, e CRM and social media marketing) but also include the rapidly developing mobile marketing environment. E-marketing concept comprises all marketing activities that a business conducts through the information and communication technology with the purpose of finding, attracting, winning and retaining customers (Turban, 2008). The term e-marketing enters in the business vocabulary around 1970s with the flawless application of information technology (Kunal, 2010). E-marketing is a broader term that performed marketing activity with the electronic channels, technology, customer support, knowledge of market etc. It brought up a moderately new dimension of marketing for customers where they can buy their product & services through electronic channels. It is all about making the practice of marketing and sales more cost – effective and efficient and works effectively in the electronic market. It can be considered to be equivalent to internet marketing and digital marketing. However, E-marketing is sometimes considered to have a broader scope than Internet marketing since it refers to digital media such as web, e-mail and wireless media, but also includes management of digital customer data and electronic customer relationship management systems. In business today, it has become an essential part of their online marketing mix. It has been researched that companies are allocating increasingly high resources to advertising and marketing online year on year and this is hardly surprising as the shift from offline to online continue to grow. It embraces many of the basic principles of traditional marketing with a few differentiating factors. One key advantage to e-marketing is that results can be quantified, allowing you to work more effectively, generate higher ROI's and in turn increasing profitability. A well implemented e-marketing strategy can achieve a more cost effective customer acquisition than traditional marketing. The 'reach' of e-marketing campaigns means that substantial incremental sales can be achieved online without effecting any other marketing efforts. E-marketing has several benefits: It allows the users to discover new markets; a planned and effective E-marketing movement can reach to the precise customer at a reasonable cost; it provides 24-hour marketing; it is one-to-one-marketing; it improved conversion rate; it helps in reduction in costs through automation and use of electronic media and provides faster response to both marketers and the end users.

Review of Literature

Indian banking sector has shifted from "class banking" to "mass banking" and later on "productive banking" after LPG (privatization, liberalization and globalization) and information technology act as a tool for the building up blocks of banking sector with more advancement and improvement (Iqbal,2005). Modern technology such as internet and mobile phones provide information to the consumers and helps in innovating new e-marketing methods for the survival of e-marketers in the competitive market (Nathan, 2009). E-marketing with the framework of different business models and found that technology and internet totally changed the way of conducting marketing (Strauss & Adel, 2010). E-marketing is not a substitute of traditional marketing. It plays a dramatic role in the present era of marketing. E-marketing has given a positive and encouraging response to the customers and provides required information along with customers order for the product and payment online. Changing banking era opened up numerous opportunities for E-Marketing. The researchers have found that banks provide tremendous support to E-marketing in brightening their global presence through self-expansion, strategic alliances etc (Siddique & Rehman, 2011). In a research conducted using a survey method in Istria country, the results showed that hotel companies having higher level of e-marketing practices achieve better business performance. The

research further showed that hotel companies adopting high level of e-marketing like use the internet, Wi-Fi, digital satellite TV, DVD, interactive or cable TV in rooms, personal digital assistant (PDA) and information decision support system in their daily operations. However, it has been revealed that hotels are not utilizing ICT to its full potential due to lack of financial resources as well as a lack of knowledge and hence there is need for making improvement in e-marketing (Lončarić & Radetić, 2015).

Objectives of the Study
Following are the objectives of the study:
1. To investigate the differences between the satisfaction level of customers in Jordan Kuwait Bank and Arab Bank regarding internet banking.
2. To find out the differences between the satisfaction level of customers in Jordan Kuwait Bank and Arab Bank regarding mobile banking.
3. To examine the differences between the satisfaction level of customers in Jordan Kuwait Bank and Arab Bank regarding CRM.
4. To evaluate the differences between the satisfaction level of customers in Jordan Kuwait Bank and Arab Bank regarding online bill payment.
5. To examine the differences between the satisfaction level of customers in Jordan Kuwait Bank and Arab Bank regarding ATM service.

Hypotheses Development
Ho_1: There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding internet banking.
Ha_1: There is a significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding internet banking.
Ho_2: There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding mobile banking.
Ha_2: There is a significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding mobile banking.
Ho_3: There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding customer relationship management (CRM).
Ha_3: There is a significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding customer relationship management (CRM).
Ho_4: There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding online bill payment.
Ha_4: There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding online bill payment.
Ho_5: There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding ATM service.
Ha_5: There is a significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding ATM service.
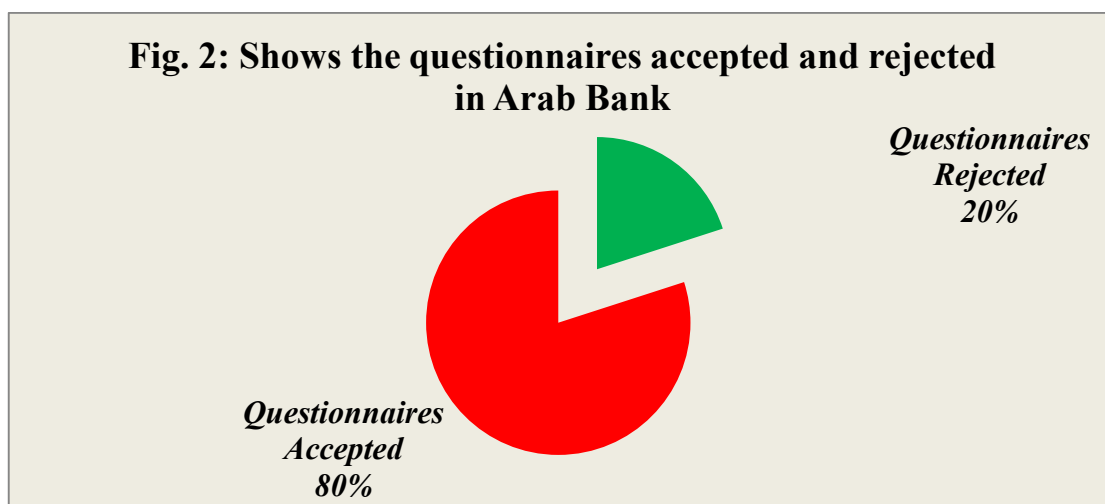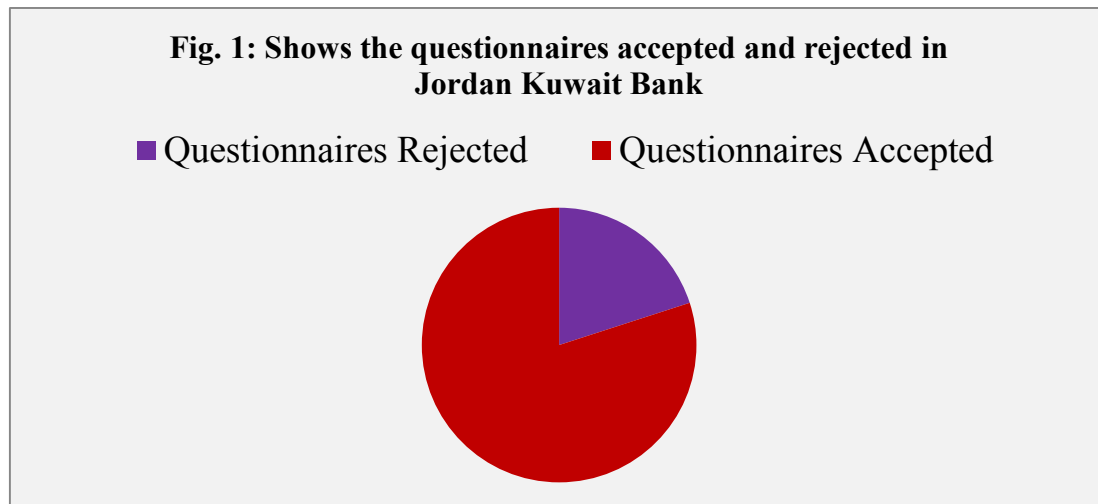
Research Methodology
The population of this study consists of all customers of Jordan Kuwait Bank and Arab Bank. Further, the author applied simple random sampling to collect data from the customers of two banks and the size of the sample is 165 customers selected from Amman, Zarqa, Balqa, and Madaba. A well designed questionnaire set on a five point Likert-scale (5-highly satisfied to 1-highly dissatisfied) has been used for collecting data from customers of the two banks. Moreover, independent sample t-test has been used to analyze the results through Statistical Package for the Social Sciences (SPSS) 18 version.

Table 1: Sample Size

Banks Selected	No. of Customers Selected	Questionnaires		
		Distributed	Rejected	Accepted
Jordan Kuwait Bank	100	100	15	85
Arab Bank	100	100	20	80
Total	**200**	**200**	**35**	**165**

Source: Primary Data

Fig. 1: Shows the questionnaires accepted and rejected in Jordan Kuwait Bank

■ Questionnaires Rejected   ■ Questionnaires Accepted

Fig. 2: Shows the questionnaires accepted and rejected in Arab Bank

Questionnaires Rejected 20%

Questionnaires Accepted 80%

Reliability

Table 2 highlights the reliability of all five variables of the study. The value of cronbach alpha on the variable internet banking is the maximum. Further, the cronbach alpha for the variables mobile banking, Customer Relationship Management (CRM) is 0.857 and 0.763 respectively. It has been found that the cronbach alpha of all study variables is ranging from 0.7 to 0.9 which documents that the data is reliable and used for hypothesis testing. Table 3 highlights the mean of all study dimensions of the selected banks.

Table 2: Reliability of all Dimensions

S. No.	Dimensions	Cronbach's Alpha
1	Internet Banking	0.916
2	Mobile Banking	0.857
3	Customer Relationship Management (CRM)	0.763
4	Online Bill Payment	0.834
5	ATM service	0.773

Source: Output of SPSS_18

Fig.3: Shows the Cronbach's Alpha of all variables

■ Cronbach's Alpha

Internet Banking	Mobile Banking	Customer Relationship Management (CRM)	Online Bill Payment	ATM service
0.916	0.857	0.763	0.834	0.773
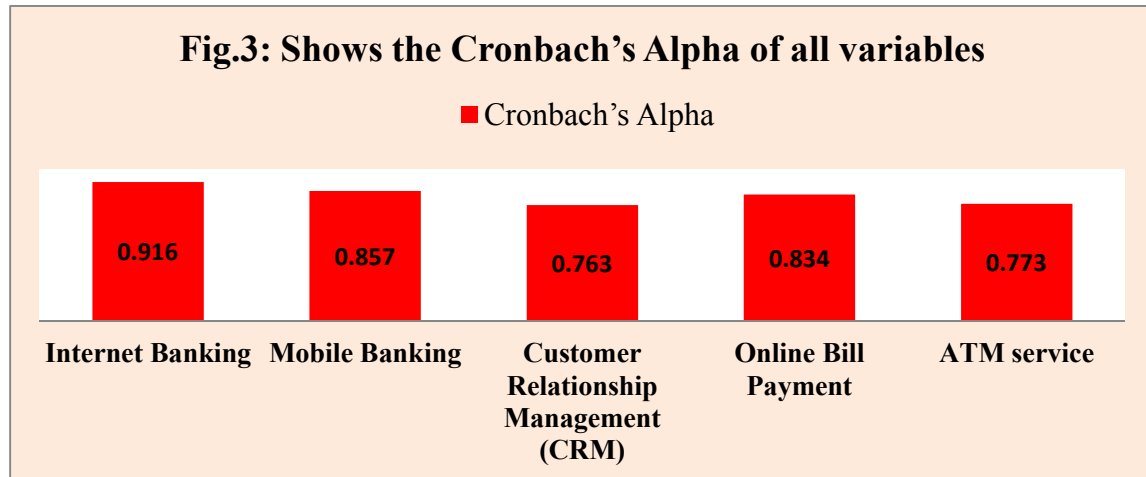
Table 3: Shows the mean of all dimensions

S. No.	Dimensions	Jordan Kuwait Bank	Arab Bank
1	Internet Banking	4.217	3.987
2	Mobile Banking	3.275	4.119
3	Customer Relationship Management (CRM)	3.746	4.547
4	Online Bill Payment	3.644	3.738
5	ATM service	4.107	3.849

Source: Output of SPSS_18

Fig.4: Shows the mean of all study variables

■ Jordan Kuwait Bank ■ Arab Bank
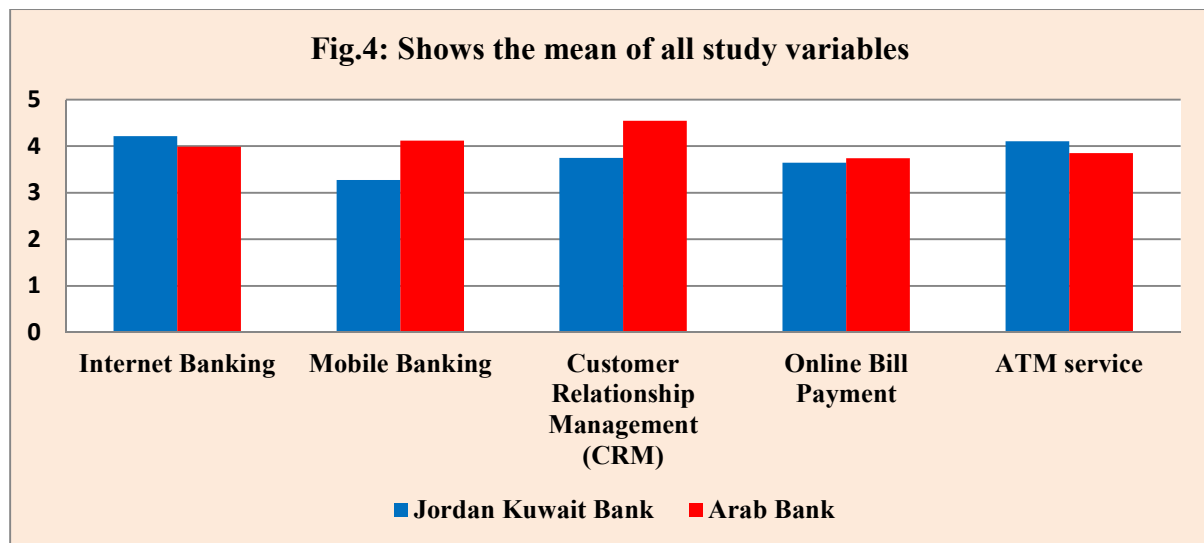
Hypothesis Testing
Hypothesis 1
Ho₁: There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding internet banking.
Independent sample t-test has been used as a statistical tool to examine the difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank. The null hypothesis is that there is no significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding internet banking and the alternative hypothesis states that there is a significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding internet banking.

Table 4: Independent t-test on Internet Banking

Particulars	Selected Banks	
	Jordan Kuwait Bank	Arab Bank
Number of sample	85	80
Mean	4.217	3.987
Standard Deviation	1.188	1.241
Standard Error	0.737	0.866
t	11.334	
Degrees of freedom	163	
Significant Value	0.457	
Remarks	Insignificant	
Result	Null hypothesis stands accepted	

Source: Output of SPSS_18

Table 4 shows the mean value, standard deviation, t value and significant value. The value of 't' is 11.334 and significant value is 0.457 which is more than 0.05 at 95 percent confidence interval. Therefore, null hypothesis is accepted and hence it can be said that there is no significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding internet banking.

Hypothesis 2

Ho2: There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding mobile banking.

Independent sample t-test has been used as a statistical tool to examine the difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank. The null hypothesis is that there is no significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding mobile banking and the alternative hypothesis states that there is a significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding mobile banking.

Table 5: Independent t-test on Mobile Banking

Particulars	Selected Banks	
	Jordan Kuwait Bank	Arab Bank
Number of sample	85	80
Mean	3.275	4.119
Standard Deviation	2.009	1.442
Standard Error	0.987	0.783
t	16.667	
Degrees of freedom	163	
Significant Value	0.0043	
Remarks	Significant	
Result	Null hypothesis stands rejected	

Source: Output of SPSS_18

The table 5 shows the mean value, standard deviation, t value and significant value. The value of 't' is 16.667 and significant value is 0.0043 which is less than 0.05 at 95 percent confidence interval. Therefore, null hypothesis is rejected and hence it can be said that there is a significant difference in satisfaction levels of customers regarding mobile banking in Jordan Kuwait Bank and Arab Bank.

Hypothesis 3

Ho3: There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding customer relationship management (CRM).

Independent sample t-test has been used as a statistical tool to examine the difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank on the variable customer relationship management (CRM). The null hypothesis is that there is no significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding CRM and the alternative hypothesis states that there is a significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding CRM.

Table 6: Independent t test on CRM

Particulars	Selected Banks	
	Jordan Kuwait Bank	Arab Bank
Number of sample	85	80
Mean	3.746	4.547
Standard Deviation	2.247	1.461
Standard Error	1.064	0.522
t	19.310	
Degrees of freedom	163	
Significant Value	0.000	
Remarks	Significant	
Result	Null hypothesis stands rejected	

Source: Output of SPSS_18

The table 6 shows the mean value, standard deviation, t value and significant value. The value of 't' is 19.310 and significant value is 0.000 which is less than 0.05 at 95 percent confidence interval. Therefore, null hypothesis is rejected and hence it can be said that there is a significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding CRM.

Hypothesis 4

Ho4: There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding online bill payment.

Independent sample t-test has been used as a statistical tool to examine the difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank on the variable online bill payment. The null hypothesis is that there is no significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding online bill payment and the alternative hypothesis states that there is a significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding online bill payment.

Table 7: Independent t test on Online Bill Payment

Particulars	Selected Banks	
	Jordan Kuwait Bank	Arab Bank
Number of sample	85	80
Mean	3.644	3.738
Standard Deviation	1.087	0.996
Standard Error	0.433	0.527
t	35.542	
Degrees of freedom	163	
Significant Value	0.373	
Remarks	Significant	
Result	Null hypothesis stands accepted	

Source: Output of SPSS_18

The table 7 shows the mean value, standard deviation, t value and significant value. The value of 't' is 35.542 and significant value is 0.373 which is more than 0.05 at 95 percent confidence interval. Therefore, null hypothesis is accepted and hence it can be said that there is no significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding online bill payment.

Hypothesis 5

Ho5: There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding ATM service.

Independent sample t-test has been used as a statistical tool to examine the difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank. The null hypothesis is that there is no significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding ATM service and the alternative hypothesis states that there is a significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding ATM service.

Table 8: Independent t test on ATM service

Particulars	Selected Banks	
	Jordan Kuwait Bank	Arab Bank
Number of sample	85	80
Mean	4.107	3.849
Standard Deviation	1.897	1.755
Standard Error	0.478	0.963
t	31.117	
Degrees of freedom	163	
Significant Value	0.875	
Remarks	Insignificant	
Result	Null hypothesis stands accepted	

Source: Output of SPSS_18

The table 8 shows the mean value, standard deviation, t value and significant value. The value of 't' is 31.117 and significant value is 0.875 which is more than 0.05 at 95 percent confidence interval. Therefore, null hypothesis is accepted and hence it can be said that there is no significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding ATM service.

Results and Discussions

1. Independent sample t-test has been used as a statistical tool to examine the difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank on the variable internet banking. The results highlighted that the value of 't' is 11.334 and significant value is 0.457 which is more than 0.05 at 95 percent confidence interval. Therefore, null hypothesis is accepted and hence it can be said that there is no significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding internet banking.

2. The difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank on the variable mobile banking has been examined with the application of independent sample t-test. The results highlighted that the value of 't' is 16.667 and significant value is 0.0043 which is less than 0.05 at 95 percent confidence interval. Therefore, null hypothesis is rejected and hence it can be said that there is a significant difference in satisfaction levels of customers regarding mobile banking in Jordan Kuwait Bank and Arab Bank.

3. Independent sample t-test has been used as a statistical tool to examine the difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank on the variable customer relationship management (CRM). The results show that the value of 't' is 19.310 and significant value is 0.000 which is less than 0.05 at 95 percent confidence interval. Therefore, null hypothesis is rejected and hence it can be said that there is a significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding CRM.

4. Independent sample t-test has been used as a statistical tool to examine the difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank on the variable online bill payment. The results exhibits that the value of 't' is 35.542 and significant value is 0.373 which is more than 0.05 at 95 percent confidence interval. Therefore, null hypothesis is accepted and hence it can be said that there is no significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding online bill payment.

5. Independent sample t-test has been used as a statistical tool to examine the difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank on the variable ATM service. The results highlighted that the value of 't' is 31.117 and significant value is 0.875 which is more than 0.05 at 95 percent confidence interval. Therefore, null hypothesis is accepted and hence it can be said that there is no significant difference in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding ATM service.

Table 9: Summary of Hypothesis Tested

No	Hypotheses	t Value	P Value	Results
1	There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding internet banking.	11.334	0.457	Accepted
2	There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding mobile banking.	16.667	0.0043	Rejected
3	There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding CRM.	19.310	0.000	Rejected
4	There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding online bill payment.	35.542	0.373	Accepted
5	There is no significant difference between the satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank regarding ATM service.	31.117	0.875	Accepted

Conclusion

E-marketing or electronic marketing refers to the application of marketing principles and techniques **via electronic media** and more specifically by the Internet. In this empirical study, an attempt has been made by the researcher to measure the differences in marketing practices of Jordan Kuwait Bank and Arab Bank. The data have been collected through questionnaires designed on a five point Likert scale from selected districts of Jordan namely Amman, Zarqa, Balqa, and Madaba. Firstly, reliability of the collected data has been checked by applying cronbach alpha. The values of all variables are more than 0.7 which shows that the data is reliable for further analysis. Thereafter, independent sample t-test used as the statistical tool to examine the differences in satisfaction levels of customers in Jordan Kuwait Bank and Arab Bank on the variables: internet banking, mobile banking, CRM, online bill payment, and ATM service. The results of independent sample t-test documents that significant difference exists in satisfaction levels of customers on mobile banking and CRM but significant difference does not exists in satisfaction levels of customers on rest of the variables.

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