The Effectiveness of E-marketing to Strengthen the Product Quality Customer Trust and Commitment with Organizations. A Systematic Literature Review from the Last Two Decades

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Abstract
Our daily lives have become increasingly digitized. It is changing the way consumers and businesses engage in the conventional sense. Consumer behavior is changing due to digitization, mainly social media, with significant implications for businesses, goods, and brands. This study evaluates the determine of consumer perceived value influences the relationship between customer satisfaction and loyalty. Another objective of this study is to evaluate the quality of e-services that influence customer pleasure, leading to customer loyalty. For this purpose, we used the Scopus database for the data extraction; the PRISMA statement 2015 inclusion and exclusion framework is used to select data. E-marketing and customer satisfaction keywords are used in the search bar, and 1725 results are shown and follow the screening process. The final 51 articles and reviews are used for the systematic literature review after the detailed screening process. The results have classified the literature into segment, focus, and findings. The study's findings demonstrate that e-marketing is significantly enhancing customer satisfaction and brand loyalty.
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1. Introduction
Our daily lives have become increasingly digitized. It is changing the way consumers and businesses engage in the conventional sense. Consumer behavior is changing due to digitization, mainly social media, with significant implications for businesses, goods, and brands. Consumers are spending more time online and on social media than ever before. They utilize online services for browsing, saving, and playing music, e-mailing, accessing Facebook, Twitter, and applications using various linked devices such as smartphones, tablets, and laptops, changing how people use the internet. "If a firm cannot be discovered on Google, it does not exist," goes the proverb. Customers are notoriously tough to satisfy or persuade with e-marketing alone. Many customers are hesitant to buy because they are unsure of the product's quality or the company's devotion to its claims of secrecy while simultaneously offering a high-quality product (Hellman & Thompson, 2017). As a result, many consumers like to read much information first, especially if there have been past customer experiences. Reading their comments about the product makes them feel more at ease, which speeds up the process of making a final purchase choice (Sreedevi et al., 2017).

Some businesses provide their client's free samples of their items so that they may try them out before buying them. That enhances the consumer's trust and commitment to the firm, resulting in increased sales volume and customer loyalty. That also spreads awareness and promotes customer confidence in a faster and easier way. E-service companies face significant difficulty in gaining customer loyalty. According to (Raza et al., 2021), loyalty is defined as a customer's positive opinion regarding an e-service provider's online website, promoting repeat purchasing behavior. Customer loyalty breeds customer trust, which helps e-service providers establish long-term relationships with clients while also generating revenues.

However, the importance of an economic situation in e-services still debates the magnitude of service quality's effect on crucial variables such as marketing and engagement impulsive buying and the theoretical model of service quality and its antecedents and implications. Several studies have examined the history of excellent online services in navigation, visual appeal, speed, access, content customization, dependability, and satisfaction and loyalty. These studies have significantly improved our understanding of internet services (Savage et al., 2013a). Satisfaction, value, change resistance, affect, brand trust, and brand equity have all been related to customer loyalty (including behavioral and attitudinal loyalty). There are two forms of loyalty: attitude and behavior. Repurchase behavior prompted by a good attitude about things is called attitudinal loyalty (Qureshi, Khan, Qayyum, et al., 2020). In other words, the conative phase is concerned with the impulse to act. Attitudinal loyalty (behavioral intention) refers to a commitment to repurchase or patronize a product. Behavioral loyalty refers to the act of repurchasing or re-patronizing products (Khan, Qureshi, Mustapha, Irum,

et al., 2020).

According to the findings of (Khan, Qureshi, Mustapha, Harasis, et al., 2020), consumers today expect businesses that engage with them in a variety of ways, providing the most incredible experience while also demonstrating that they have the same interests. They want to buy from firms that know who they are, what they need, and how to solve their problems. At the same time, a tailored experience might assist; additional online tools can utilize to develop customer trust and connections.

According to most researchers (Bt Jaafar et al., 2020), loyalty is one of the most critical aspects for a company to obtain a competitive advantage and flourish in a competitive market. Users can develop loyalty if they are pleased with their operators based on previous experiences and if switching is difficult. It has been discovered that attachment stage contentment, switching barriers, and loyalty in the experience. The goal of this study is to see if consumer perceptions of value have an impact on the link between customer happiness and loyalty. Another goal of this study is to determine whether the quality of e-services impacts consumer satisfaction, which leads to customer loyalty.

2. Methodology

A literature review is a study that examines current literature on a topic to help construct theories, fill knowledge gaps, and suggest areas where additional research is needed. This research aims to systematically examine product quality, consumer trust, and previous business commitment to e-marketing. To that end, a quantitative review based on bibliometric analysis was conducted, as well as a qualitative review based on a systematic review, which primarily consists of four steps of literature research, quality assessment, eligibility and inclusion criteria, and studies included in a qualitative synthesis of relevant studies (Figure 1). As opposed to descriptive literature reviews, a systematic review reduces bias in identifying, selecting, synthesizing, and summarizing diverse research. A systematic review not only summarizes the findings of previous research but also clarifies the discrepancies across studies.

3. Literature Research

The Scopus database was used in this research to collect as much related literature as feasible, both locally and internationally. In order to fulfill the aim of creating a complete portrait of the products quality research today, related articles in English were included in the examination of different research trends, goods quality, customer trust and commitment, and the rest of the globe. The Scopus data store, which has been widely utilized as a data source since 2009, provides extensive coverage of over 51 articles and assures the quality of the literature by utilizing widely accepted citation indexing. Magazines are covered in the sections "Business, management, and accounting," "Computer science," "Social science," and "Multidisciplinary," which also highlight potentially important new journals that are not yet included in citation indexes.

The keywords utilized to search the papers in e-marketing were social media and online shopping, digital marketing and effectiveness, social media and digital marketing, online shopping and effectiveness, and digital marketing and conventional marketing. The article sample selection period lasted from the beginning until the present.
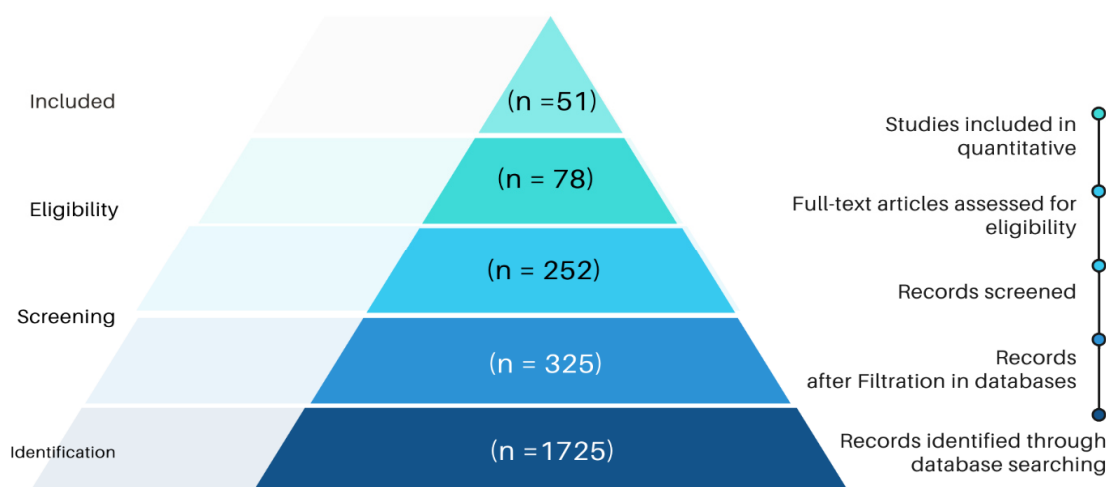

Figure 1: PRISMA statement 2015

Quality Assessment:
The publication incorporates original papers as well as review articles. Duplication of articles in the review should be avoided. To further filter down the data, abstracts and conclusions were reviewed. The references referenced in the selected publications and the articles mentioning our sampling papers were also examined.

Eligibility and Inclusion Criteria:
Among the identified works of literature, articles were subjected to a more stringent and precise selection process based on the following criteria: Articles written in English were picked if they have been published in journals to ensure the high quality of the papers chosen. After the extraordinary expansion in Internet marketing, this article examines the marketing literature on e-marketing. The majority of the research presented quantitative data, but there were also several publications with high-quality qualitative analyses. The research also included review papers as a category. Duplicate research from various publications was eliminated, as were several studies that were irrelevant.

Qualitative Synthesis Included:
The method was divided into two parts following the selection of the 119 papers. The data was initially entered into Microsoft Excel to analyze product quality literature in marketing, including online shopping, online marketing, and internet marketing. The second step involved doing an in-depth content analysis to identify and analyze the significant research streams and report on the state of the art of research in various fields and highlight potential difficulties and topics for future research. Content analysis is a systematic method to document and text analysis that aims to characterize and quantify the evident content of communication in predetermined categories, allowing for repeatable and accurate conclusions from texts.

4 Results
Descriptive Analysis
Figure 2 depicts the progress of numerous e-marketing publications over a year. Due to the restricted availability of the internet, research articles on the issue of e-marketing were scarce. There was very little literature on product quality, customer happiness, and commitment. Between 2000 and 2021, research in this field has gradually increased, reaching a high in 2019. It should be emphasized that the majority of research publications were published in recent years, namely from 2007 to 2021. That pattern demonstrates that the study of e-marketing from a strategic viewpoint has grown significantly over time. The goal is to develop ways to incorporate e-marketing into as many sectors as possible. The influence of digitalizing the economy has been felt in several parts of society.
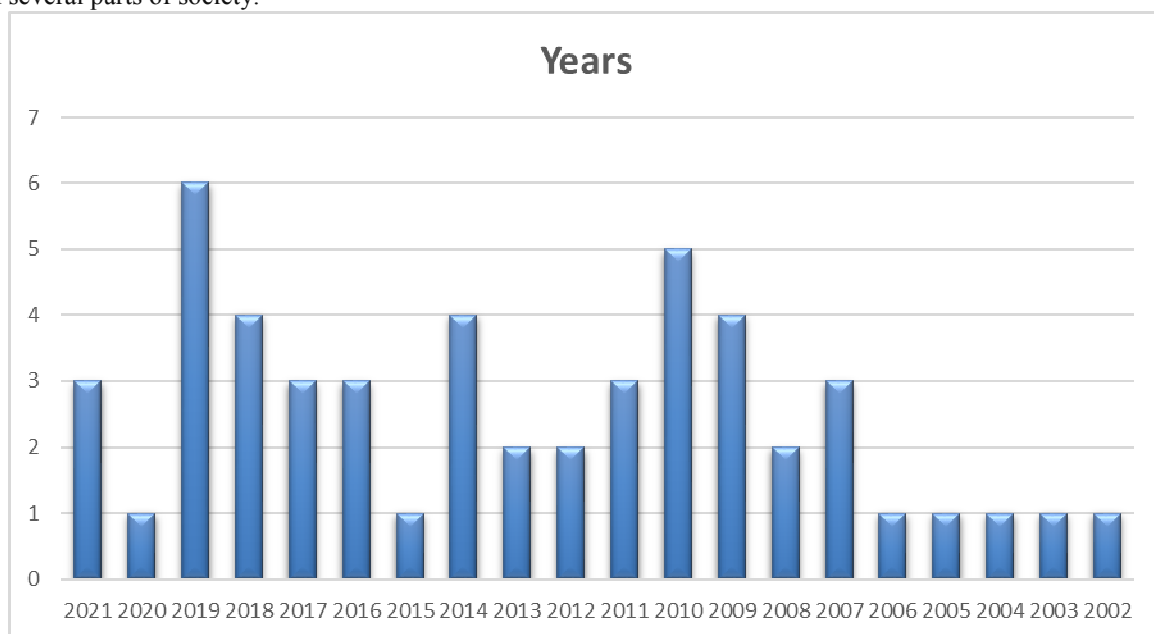

Figure 2: distribution of literature in year base publication

In figure 3, the subject Base research is listed in the Scopus database. Computer Science research included 28 percent of the research. On the topic of Business, Management, and Accounting, 27% published research. The database results revealed that the bulk of research is focused on two topics, with a high publication ratio in both domains. Social science has 23% percent of published research, which puts it in third place. With 11 percent of published research on Scopus, the engineering subject ranks fourth. The percentages in the other areas are displayed in figure 3 below.
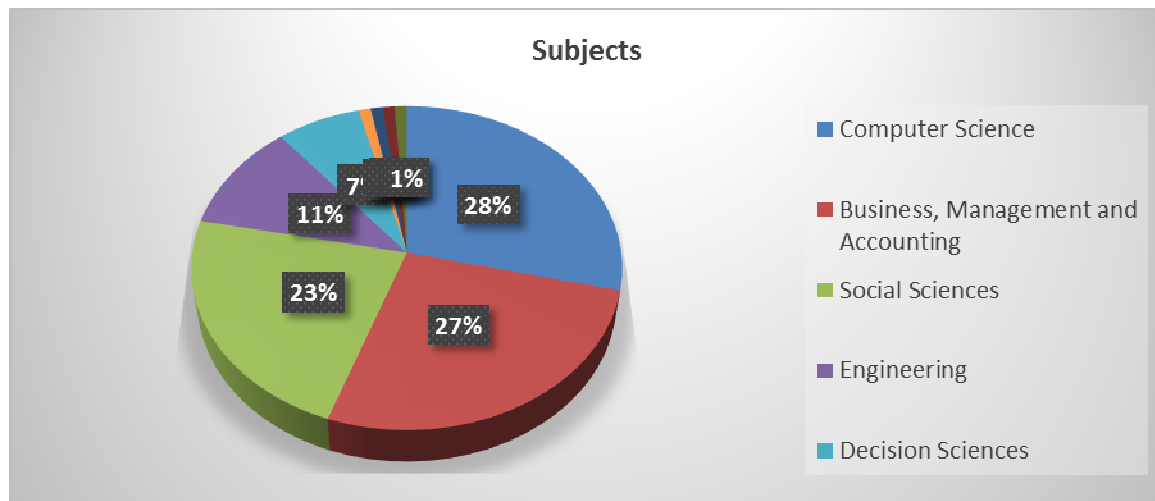
Figure 3: distribution of literature on subject base

Furthermore, the journals that published the most articles on e-marketing are reporting in Table 1. International Journal of Recent Technology and Engineering was at the top of the list with four articles and 32% citations. Computers And Education contributed three articles with 18% citations, and the British Journal of Educational Technology contributes two articles and 34 citations. The rest of the list is also shown in Table 1.

Table 1: source title and an average of citations

SOURCE TITLE	Numbers	Citations	Average
International Journal of Recent Technology and Engineering	4	134	32%
Computers And Education	3	76	18%
British Journal of Educational Technology	2	34	8%
Information And Management	2	36	9%
Wit Transactions on Information and Communication Technologies	2	35	8%
ACM Computing Surveys	1	23	6%
Advances In Intelligent Systems and Computing	1	22	5%
Applied Soft Computing Journal	1	22	5%
Business Horizons	1	12	3%
Campus Wide Information Systems	1	13	3%
Computers And Industrial Engineering	1	9	2%

E-marketing is slowly gaining attraction in customers, and researchers are paying close attention to how this e-marketing might help improve customer satisfaction and commitment. Various researchers used the e-marketing approach to improve process efficiency, and ongoing research evaluates its efficacy. We identify the most general keywords used in the research; we used the keywords customer satisfaction, usefulness, brand equity, and commitment. At the time of the literature review phase 1, a VOS viewer was used to find the number of co-occurrence terms. Fifty-one studies in the keywords; additionally, these records were used to recognize the literature classifications from these keywords, as figure 4 shows.
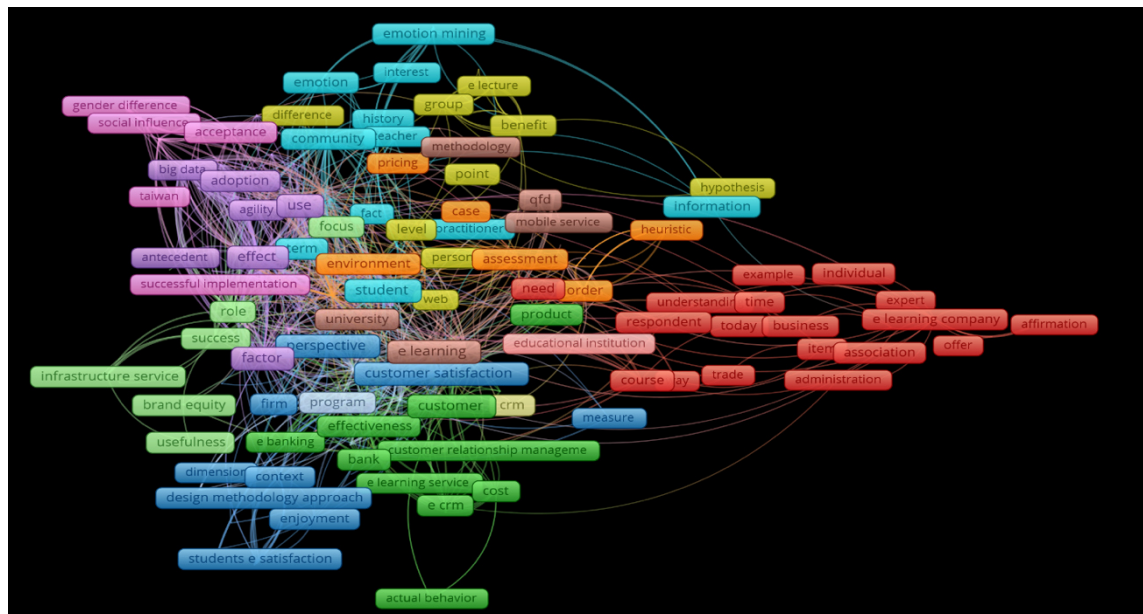
Figure 4: number of co-occurrence terms

In terms of consumer happiness, e-marketing services are continually improving, and academics are closely monitoring these changes as they occur. Various online technologies are employed during the marketing time; the current study evaluates the efficiency of e-marketing services. The published literature and researcher perspectives on commitment productivity adaptability in online services are led by further classification of literature. To identify the most prevalent terms used in the research, we utilized the keywords e-marketing, commitment, customer happiness, and customer loyalty. As stated above, there were 51 studies contained in the keywords at literature review phase 1; in addition, these records were used to recognize the literature classifications from these keywords, as Table 2 shows.

Table 2: Keyword occurrences occurrence percentage, and relevance score

occurrences	relevance score	Percentage
advantage	6	0.2041
advertising	3	0.9319
attitude	6	0.9484
author	3	0.9559
bank	4	1.3187
business	8	1.0057
cause	3	1.1472
challenge	5	1.3045
characteristic	7	0.5167
circumstance	4	0.4659
cloud computing	3	1.3141
community	6	0.7863
conference	6	1.0723
cost	7	0.796
course	3	1.1771
CRM	3	1.9026
customer	15	0.5803
customer relationship management	3	1.9026
customer satisfaction	19	0.4532
database	4	0.9198
decision	5	0.3462
design methodology approach	6	0.9506
e-learning	16	1.0552
e-learning company	4	0.4101
ease	4	1.8119
effort	4	0.5544
electronic learning	3	1.5528

occurrences	relevance score	Percentage
empirical analysis	3	0.7817
empirical study	4	1.0205
evidence	4	0.555
evolution	3	1.2988
example	4	0.949
expectation	4	1.2402
governance	3	1.3141
idea	3	1.2292
importance	6	0.8785
improvement	7	0.8509
individual	4	1.1511
innovation	3	1.3141
integration	4	0.6308
internet	5	0.508
item	4	1.1344
key element	4	1.5909
knowledge management	5	0.7072
lecturer	3	0.4804
level	6	0.908
need	11	0.7815
network	7	0.582
neural network	3	1.4208
new approach	3	1.0518
number	4	0.8763
offer	3	1.5275
optimization	4	1.0901
order	7	1.2199
originality value	6	0.9506
part	5	1.2333
platform	6	0.7651
practical implication	3	1.3219
proceeding	7	0.9337
program	5	0.8952
qfd	3	0.709
questionnaire	3	1.1425
reliability	4	1.5564
respect	3	0.6867
respondent	7	1.2311
risk assessment	3	1.3141
risk management	4	1.1242
role	12	0.4519
sample	8	1.4286
service quality	8	0.5199
software	5	0.7509
special focus	5	1.0626
student	14	0.8515
successful implementation	3	0.7007
survey	13	0.6015
teaching	3	1.2797
technology acceptance model	3	1.8627
term	6	0.5973
thing	3	1.0165
time	9	0.3171
today	5	1.2732
topic	8	0.7755

occurrences	relevance score	Percentage
trend	3	1.3141
usefulness	4	1.6404
user	9	1.1072
validity	3	1.6147
volume	3	1.2797
web	3	0.5457
world	5	0.3534

Classification of Literature:

Today's consumers want businesses to interact with them in several ways, delivering the best possible experience while also indicating that they have similar interests. They want to buy from companies that understand who they are, what they require, and how to address their issues (Akhtar et al., 2021). While a personalized experience may be beneficial, other online tools can build consumer trust and connections. Many quality labels have been created to assure product quality because it is one of the most significant factors affecting customer purchases (Mustapha et al., 2021). Furthermore, customers can quickly recognize high-quality goods and make better purchase decisions, implying that superior packaging and services may contribute to the perception of high quality. A high degree of comparable quality may be directly linked to customer cognitive commitment (Savage et al., 2013b). A similar trend may be seen in the emotional dimension of commitment. A high level of transactional quality provides regular positive reinforcement for making the right option, which leads to emotional bonds (Arli et al., 2017).

However, Overall features include fulfilling the customer's social requirements associated with product-related transactions, which is more significant and valid, especially in person-to-person contacts (Cook et al., 2015). Customer loyalty not only ensures repeat purchases and positive publicity with more excellent reliability, but it also leads to a slew of other significant benefits such as cross-buying intentions, exclusive and priority-based preference for the company and its products/services, increased share of wallet, and all of which give the company a competitive advantage. E-marketing has become one of the most critical factors in maintaining a company's competitive edge (Dinçer et al., 2019).

Although, Customers began purchasing through e-commerce rather than physical businesses. Physical companies have tried to acquire a competitive edge by interacting with clients through e-commerce. When a consumer is devoted to a product, they may shift to internet marketing. Customer reviews not only inform future customers that a brand is similar to them, but they can also assist in exhibit quality (Wehrli et al., 2018). Positive reviews are regarded as a stronger predictor of product quality by consumers aged 18 to 64, and online businesses have minimal entry barriers, allowing rivals to quickly enter the market (Qiao et al., 2018). When transferring from one online shop to another, customers enjoy lower switching expenses. In both physical and online businesses, consumer shopping experiences impact future customer behavior, such as repurchase intent, store revisits intention, and word of mouth (Barbato & Di Natale, 2019). According to (Qureshi, Khan, Ahmad Hassan Gillani, et al., 2020), electronic marketing operations have gotten much attention in recent years due to the rapid growth of the internet market. Many businesses increased client loyalty by enhancing their electronic services (e-service quality), but the benefits need to be studied further (Lazzarini & Musacchio, 2020). Table 3 is showing the details of the literature output.

Table 3: context, focus, segment, and findings of the literature

Context	Focus	Segment	Methodology	Findings
online advertising	low involvement product (mineral water) and one of high involvement product	advertisement industry	regression	Managers in the advertising sector, particularly in the internet advertising market, might benefit from the conclusions of this study. It gives the marketing manager helpful information for creating an online commercial that will become viral by utilizing digital media to its full potential.
mobile shopping	mobile shopping	mobile shopping	structural equation model	A key conclusion that varies from prior studies is that the connection between perceived norms and behavioral intention to utilize M-shopping was not significant, contrary to earlier findings.
Millennial generation	Millennials on the world economy	changes in ethical beliefs		The results show that consumer ethics remain constant across time.

financial service sector	banking performance	digital banking	confirmatory factor analysis and structural equation modeling.	Through the mediation of business strategies, the main success elements of social CRM and relationship marketing orientation were indirect impacts on banking performance effectiveness.
digital transformation	SMEs	SMEs	random sampling	The measurement findings indicate that the created measurement model may be too complex for the firms under examination.
digital piracy	moral equity, relativism, and attitude towards digital piracy behavior	digital piracy		Few studies are looking at the variables that influence the purchase of pirated software and CDs in developing countries, particularly Indonesia, the world's fourth most populous country and one of the largest marketplaces for counterfeit goods.
digital piracy	impact of young consumer's religiousness on their attitude and intention	religiosity among young consumers		The findings of this study will have significant consequences for management, particularly religious leaders, in terms of how to prevent digital piracy.
digital piracy	determinants of attitude towards digital piracy	digital piracy		Affective beliefs, perceived relevance of the digital piracy issue, and Machiavellianism are predictors of female customers' attitudes about digital piracy.
digital media	Interactive Digital Media	digital media		We propose a particularly well-suited method to dynamic scenario planning, which necessitates a periodic review of key assumptions and market circumstances.
digital marketing	histogram equalization	visual content		OCR preprocessing was used to perform histogram equalization successfully.
digital maps	intersections and traffic lights	traffic light signal		an improvement in the accuracy up to 5.2%, dependent on the test conditions.
digital ecosystem	3g and 4g	mobile network services		The data also point to a shift in the way people perceive service experience while using 4G applications.
digital competence	Developing IT workforces	IT industry	Descriptive statistics, correlation, and regression analysis	Universities may utilize the findings of this empirical study to promote curriculum change to fulfill industry requirements and students who need to be aware of employers' demands to prepare for IT employment.
digital information	purchase decision in goods	goods	causal relationship	As a result, content producers should invest in techniques that assist customers in understanding how information items fit into their preferences.
Google and Advanced Land Observation Satellite images	health	health issues		As a result, using scalable Digital Earth technologies to monitor health concerns might open up new avenues for sustaining a healthy and sustainable society in the future.
digital wireless phones	Determining information technology (IT) success in a market			The findings show that standards' presence and impact are essential in promoting takeoff and penetration expansion.

digital creative industry	sustained high performance	digital creative industry	structural equation model	This research looked at dynamic capability as an emerging business paradigm that drives high performance in a quickly changing environment.

Electronic marketing, without a doubt, has a positive impact on sales and loyalty. Instead, it may be leveraged to improve consumer loyalty and corporate growth (Odhiambo, 2012). Traditional marketing methods include making a TV commercial, placing an ad in a magazine, or even broadcasting a commercial on the radio, which require large financial investments that many businesses may not bear (Tweneboah-Koduah et al., 2017). According to (Iqbal et al., 2013), regulate the ad's activation or deactivation and the target age range, all while determining the financial charges. Its significance grows in tandem with the number of the internet user. In addition, the fierce competition to gain market share by assisting businesses with plans, strategies, and marketing ideas through the integrated marketing mix, e-marketing has emerged as one of the most critical dimensions (Hung et al., 2013). Strategic gains in modern marketing, where it is impossible to reach anyone at any time without permission using any time, place, or language (Tchoffa et al., 2016).

Customer loyalty is more difficult to build online than it is offline. Customers may be more inclined to retain and extend their relationship with a supplier if a website offers excellent information, system, and service quality (Ismail et al., 2021). This project proposes to create and test an evaluation model. The impact of product quality, customer trust, and company commitment on e-marketing and the link between product quality and customer trust and how customer trust influences relationship depth and breadth more than customer satisfaction (Mustapha et al., 2021).

5. Conclusion

In the highly competitive world of e-commerce, customer e-loyalty is a critical problem—E-satisfaction, e-trust, and e-service quality all impact e-loyalty. Customers are resistant to purchasing through e-marketing; therefore, persuading them to do so is challenging. Before making a purchase, some buyers prefer to read much information (Hishan et al., 2021). For the initial data collection in the search bar, e-marketing was used. Then, for the following stage, only related published articles and reviews were picked. A methodical strategy was utilized to choose the literature in order to avoid duplication and superfluous records. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) statement specifies which data should be included and excluded. The Scopus database was used to compile the items above. The data is finally combined on a single Microsoft Excel sheet, and the extraction method is the same. The current study organizes the literature on e-marketing, consumer satisfaction, and loyalty.

Figure 5: literature outcomes of the r-marketing

The researchers' findings are extensively explored in connection to services and educational institutions.

The author's keywords and the VOS viewer co-occurrence findings are similar for the classification of the published literature. This study aims to show how to utilize VOS viewer to do data mining for accurate literature assessment. In addition, co-occurrence of keywords extraction is used in the literature search for e-marketing. Some businesses give customers product samples in order to enhance their trust and loyalty to the brand. The customer expressed loyalty is described as a good impression of an e-service provider's online website that encourages recurring purchases. Several studies have investigated the history of good online services regarding navigation, visual appeal, speed, accessibility, content customization, and dependability. Users might build loyalty if their previous interactions with their operators have been positive.

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